

Strategic Planning

USDA Nutrition Programs:

1. WIC
2. Peer Counseling
3. Farmers' Market Nutrition Program

All programs serve the same population

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Arizona WIC State Plan

Requirements:

- Caseload Management – 5 - Year Outreach and Referral Plan
- 5 – Year Training and Mentoring Plan of new and current staff
- Annual Nutrition Education Plan for participants
- Progress report on above items

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Outreach and Referral Plan Sample

1. Outreach need or issue

- Do you need to increase/maintain/decrease caseload?
- Do you need to increase WIC referrals?
 - From whom?
- Have any groups/individuals been overlooked?

2. Identify staff and available resources:

- Personnel
- Funding
- Materials
- Equipment



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Outreach and Referral Plan Sample

3. Target Audience - Determine who you want to reach based on needs
 - Providers
 - Non-profits
 - Specific communities
4. Goals, objectives and messages
 - Purpose
 - Focus



Outreach and Referral Plan Sample

5. Outreach Methods

- Will the activity be one-time and/or on-going?
- What will your method of delivery be?
 - Print
 - Personal contact
 - Visuals
 - Electronic
- Will you need to build a network or coalition?



Outreach and Referral Plan Sample

6. Implementation

Outreach Implementation Template Year One

<p>Outreach Need/Issues: Increase caseload</p> <p>Goal: Establish and maintain partnerships with community based organizations</p> <p>Objective: By the end of the year, we will establish partnerships with 3 churches and 3 schools</p> <p>Target Audience: Health/Wellness Coordinators, potentially eligible WIC participants</p>					
Who	Resources	Outreach Methods/Activities	Where	Target Date	Completion Status
Outreach team	Birth Certificate Data WIC epidemiologist Community Newsletter/Paper ADHS	Identify target areas Provide WIC insert for church bulletins Create and distribute 60 second WIC commercial (DVD) to play during church announcements	Church A Church B Church C	06/15/10	Target area identified Inserts and DVD Completed but not yet distributed
WIC staff Volunteers	ADHS	Tables at annual health fair	Happy Children's Elementary School	03/27/10	Materials ordered from ADHS warehouse
Outreach team	Birth Certificate Data WIC epidemiologist ADHS	Identify target areas Meet with school administration Set up a table during preschool/elementary school registration	School 1 School 2 School 3	08/19/10	Target area identified

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Outreach and Referral Plan Sample

7. Evaluation

- What will you measure?
- How will you measure your outcomes?
- What are your lessons learned?



Data Sources

AHCCCS monthly caseload by county/zip code

<http://www.azahcccs.gov/reporting/enrollment/population.aspx>

Vital Statistics (Birth Certificate Data) Table 5B-7

<http://www.azdhs.gov/plan/report/ahs/index.htm>

American Community Survey:

<http://factfinder.census.gov/>

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FUNDING FORMULAS

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PROPOSED WIC FUNDING FORMULA FOR FFY 2011 & 2012

FY11 Project MONTHLY CASELOAD	FY11 Project ANNUAL CASELOAD	1ST BAND 1 - 1500 \$ 14.46	2ND BAND 1501 - UP \$ 11.54	TOTAL 10 CSLD \$	(1) RD SUPPLEMENT	Hold (2) Harmless	FY11 Proposed TOTAL Funding	UNIT RATE
500	6,000	\$ 86,760.00	\$ -	\$ 86,760.00			\$ 86,760.00	\$ 14.46
2,500	30,000	\$ 260,280.00	\$ 138,480.00	\$ 398,760.00			\$ 398,760.00	\$ 13.29
5,000	60,000	\$ 260,280.00	\$ 484,680.00	\$ 744,960.00			\$ 744,960.00	\$ 12.42
10,000	120,000	\$ 260,280.00	\$ 1,177,080.00	\$ 1,437,360.00			\$ 1,437,360.00	\$ 11.98
15,000	180,000	\$ 260,280.00	\$ 1,869,480.00	\$ 2,129,760.00			\$ 2,129,760.00	\$ 11.83
20,000	240,000	\$ 260,280.00	\$ 2,561,880.00	\$ 2,822,160.00			\$ 2,822,160.00	\$ 11.76
50,000	600,000	\$ 260,280.00	\$ 6,716,280.00	\$ 6,976,560.00			\$ 6,976,560.00	\$ 11.63
		Notes:						
		1. RD Supplement in caseload less than and equal to 1500 when justified						
		2. Hold harmless adjustment against current caseload for FY11						

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WIC Peer Counselor Program



Even when practiced discreetly, raised eyebrows and disapproving glances still meet with those who dare to udder-feed in public.

- Cost Reimbursement
- Budget
 - Proposal driven
 - Limited Use (Next Slide)
- Cannot supplant current services
- Does not count as Nutrition Education
- IBCLC – required
 - Staff
 - Contractor

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Peer Counselor Program Allowable Costs

- Compensation for peer counselors and designated peer counselor managers/ coordinators, and related costs such as training and training materials;
- Telephone expenses for participant contacts (including pager, cell phones and answering machines);

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Peer Counselor Program Allowable Costs

- Travel for training and home and hospital visits;
- Recruitment of peer counseling staff; and
- Purchase of demonstration materials (e.g., breast pumps for demonstration purposes, videos).

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Peer Counselor Program Unallowable Costs

- Items and materials for distribution to WIC participants (e.g. breast pumps, breastfeeding aids, written materials).
- Out of state travel (unless pre-approved by ADHS.)



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FMNP Funding

Arizona Department of Health Services WIC Farmers Market Nutrition Program

Local Agency	FY10 WIC FMNP Unit Assignment (Caseload)	FMNP Unit Rate	Total FMNP Subgranted Administration Funds
Name of Organization	Number Clients to receive FMNP coupons	\$1.25	Caseload X Unit Rate
XYZ Community Health Center*	200	\$1.25	\$250.00
Total			\$250.00

*In this example, XYZ Community Health Center will issue FMNP coupons to 200 clients. They will be paid a unit rate of \$1.25 for each client that was issued coupons for a total of \$250.

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Questions?



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