

**SPECIAL SUPPLEMENTAL NUTRITION PROGRAM
FOR
WOMEN, INFANTS AND CHILDREN (WIC)**

FFY **FINAL 2018**

STATE STRATEGIC PLAN

DUNS #806418075

NEW JERSEY DEPARTMENT OF HEALTH

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FAMILY HEALTH SERVICES
WIC SERVICES
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**2018 STATE PLAN SUMMARY
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EXECUTIVE SUMMARY

I Federal Overview

The Special Supplemental Nutrition Program for Women, Infants and Children (WIC) was established in 1972 as a pilot project following a national survey that found anemia and inadequate growth to be common among American children in low-income families. In 1974, WIC was established as a discretionary program, available throughout the United States. WIC is a preventive public health nutrition program that provides nutrition and breastfeeding education, nutritious foods, and improved access to regular health care and social services to low and moderate-income pregnant, postpartum and breastfeeding women and young children with, or at risk of developing nutrition-related health problems. To address the identified and implement the mandates of the legislation, WIC:

- Provides a food package and nutrition education that is in line with the 2015 - 2020 Dietary Guidelines designed for all individuals age two years and over and their families to consume a healthy, nutritionally adequate diet; and current infant feeding practice that are consistent with the guidelines of the American Academy of Pediatrics to better promote and support the establishment of successful long-term breastfeeding; provide WIC participants with a wider variety of food; provide WIC State agencies with greater flexibility in prescribing food packages to accommodate participants with cultural food preferences; and, serve all participants with certain medical provisions under one food package to facilitate efficient management of participants with special dietary needs.
- Improves the nutrition and food security; and promotes health and well-being of its participants.
- Issues food vouchers containing supplemental foods with essential nutrients found to be deficient or lacking in their diets (the food vouchers are redeemable at approved retail stores in New Jersey).
- Provides health and nutrition screenings for early identification or treatment of existing risk factors that contribute to poor growth rates in infants and children, poor pregnancy outcomes and poor health and nutrition status.
- Conducts nutrition/health counseling designed to improve dietary habits and eliminate or reduce risk factors. The counseling is provided in both individual and peer/group sessions.
- Promotes adoption of healthy lifestyles for prevention of diseases, improved birth outcomes and pediatric growth through nutrition education.

- Refers program participants to needed health care, social and other community services for health protection.
- Promotes and supports exclusive breastfeeding.
- Integrates programs (Healthy Corner Store Initiative, WIC Farmers' Market Nutrition Program and the NJ Community Health & Wellness Program) to reduce barriers and strengthens the abilities of program participants to adopt lifelong dietary practices for health promotion.
- Provides nutrition education tailored to participants' risk factors and interests.

Numerous research findings show that WIC contributes to improved health and nutritional status of pregnant, postpartum, and breastfeeding women in low socioeconomic status, infants and children. Also, studies conducted by United States Department of Agriculture (USDA), Food and Nutrition Services (FNS), Rutgers – The State University of New Jersey, and another other non-government entity (Mathematica) show that WIC is a cost-effective nutrition intervention program. The following summarizes some of the findings that support the effectiveness of WIC Services:

Improved Birth Outcomes and Savings in Health Care Costs

National and statewide studies that have evaluated the cost-benefit of WIC prenatal participation have consistently shown that dollars invested in WIC significantly contributed to savings in medical care costs for infants. Prenatal WIC participation also contributes to improved birth weight, improved gestational age, and decreased infant mortality. (ref. # 1 – 6)

Increased Consumption of Key Nutrients/Increased Nutrient Density of Diet

A healthy diet is associated with a positive health status and can reduce the risk for several chronic diseases, including obesity, heart disease, type 2 diabetes, and some cancers. Consuming a healthy diet during early childhood contributes to adequate growth and development. Studies have shown that WIC children have increased intakes of iron, potassium, and fiber. Also participation in WIC dramatically improves Healthy Eating Index scores for the household (ref # 7 - 9).

WIC reduces obstacles that low-income population encounter in adopting healthy diets. Such obstacles include lack of knowledge and access to nutritious foods. Apart from the vouchers containing the supplemental foods and the cash value vouchers for fruits and vegetables, the WIC program implements the Farmers' Market Nutrition Program (FMNP) that increases access to locally grown fresh fruits and vegetables. The WIC FMNP also incorporates nutrition education that strengthens the abilities of program participants to adopt lifelong dietary practices necessary to prevent the onset of

chronic diseases. Through the New Jersey WIC FMNP, participants are educated about the relationship of nutrition to chronic disease prevention, promotes consumption of locally grown fresh fruits and vegetables and contributes to increases in revenues for participating New Jersey farmers. In 2016, 214 New Jersey farmers were authorized vendors for the FMNP and redeemed vouchers worth over \$575,430.

Increased Breastfeeding Rates

WIC helps mothers to choose to breastfeed their infants and provides the support and information they need to continue breastfeeding. The WIC Participant and Program Characteristics reports show that among infants 6-13 months old at the time of the study, breastfeeding initiation rates increased every year from 55.5% in 2006 to 65.6% in 2014. (ref. #9).

CONCLUSION: WIC is a multi-component, comprehensive, effective and cost-saving public health nutrition program designed to address the specific health and nutrition needs of at-risk pregnant, postpartum, and breastfeeding women, and infants and children of low socioeconomic status.

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II State Overview

The New Jersey Department of Health (NJDOH) was one of the first ten State agencies in the nation to administer the WIC Program. It is the goal of New Jersey WIC Services to utilize various strategies to reduce the risk of poor pregnancy outcomes, and facilitate the improvement of nutritional status by identifying and providing services to prevent nutritional problems and challenges that impact on the nutritional and health status of low-income pregnant, postpartum, breastfeeding women, infants and children participating in New Jersey WIC program. In Federal Fiscal Year 2016 (October 1, 2015 through September 30, 2016), New Jersey WIC Services, through the local WIC agencies, served 263,109 pregnant, postpartum, breastfeeding women, infants and children up to age five with low-income; and medical and/or nutrition risk factors. The ethnic distribution of the WIC Program participants as of February 2017 was 52.71% Hispanic/Latino and 47.29% Non-Hispanic/Latino. Race distribution of New Jersey WIC participants: 2.53% American Indians and Alaska Native; 3.32% Asian; 23.63% African American; 1.00% Native Hawaiians or Pacific Islander, 66.79% Caucasian; and 2.73% Bi-racial and/or Multi-racial.

As the Department moves forward with initiatives for a healthier New Jersey, WIC Services will play a key role to assure better health and improved nutritional status of low-income women, infants and young children.

III Local Agency Overview

The Department currently provides WIC services to the entire State of New Jersey through health service grants awarded to sixteen (16) local agencies. Eight (8) agencies are local/county health departments, two (2) are hospitals, one (1) is an educational institution, and five (5) agencies are private/nonprofit organizations. The sixteen local WIC agencies in New Jersey serve as a gateway to primary preventive health care for many of the State's vulnerable pregnant, postpartum and breastfeeding women, infants and children. Direct WIC services are provided monthly to more than **263,109** women, infants, and children at **97** administrative and satellite sites in the **16** local agencies listed below.

New Jersey WIC Services provides a unique opportunity through which program participants receive access to primary preventive health care and referrals to human services programs. The State and local WIC agencies continue to work collaboratively to ensure a participant focused delivery system through the promotion and expansion of one-stop service and integration of services at conveniently located facilities.

The local agencies employ over **400** staff to certify the WIC participants using the WIC ACCESS computer system on state-owned computers. WIC services must be provided by approved nutrition professionals, nurses and support staff. Local agencies provide extended hours for working participants. One-sixth of the services offered to WIC participants must be in nutrition education. Local agency staff utilizes a variety of materials to encourage healthy eating habits.

<u>Local Agency</u>	<u>Type of Agency</u>	<u># of Admin/Satellite Sites</u>
Burlington County	Local Government	1/10
East Orange	Local Government	1/2
Tri-County/Gateway CAP	Non-Profit	8/2
Gloucester County	Local Government	1/2
Newark	Local Government	4/1
Jersey City	Local Government	1/3
North Hudson Community Action Corporation	Non-Profit	1/3
NORWESCAP	Non-Profit	3/4
Plainfield	Local Government	1/0
St. Joseph's Regional Medical Center	Hospital	1/16
Children's Home Society of Mercer County	Non-Profit	1/4
Rutgers, the State University RBHS	University	1/3
Ocean County	Local Government	2/4
Passaic	Local Government	1/0
Trinitas	Hospital	1/0
Visiting Nurse Association Health Group	Non-Profit	3/12

31 admin/66 satellite = 97 sites

IV The Division of Family Health Services Mission Statement

To improve the health, safety, and well-being of families and communities in New Jersey.

V New Jersey WIC Services Mission Statement

To assure healthy pregnancies, healthy birth outcomes, and healthy growth and development for women, infant and children up to age 5 who are at nutrition risk by providing nutritious foods to supplement their diets, information on healthy eating, breastfeeding promotion and support and referrals to health care and critical social services.

VI New Jersey WIC Services Goals

To enhance the quality of life for women, infants and children through a client centered service delivery system.

To improve the nutritional status of all low-income persons eligible to receive supplemental foods, nutrition education and accessibility to health care and other social services; and to ensure the integrity of program operations and maximize the use of funds appropriated by the United States Department of Agriculture (USDA).

The strategic priorities of New Jersey WIC Services are found under the Section 1.8. The strategies are:

- Improve client services through technology and collaboration;
- Participant-centered services incorporating motivational interviewing;
- Promote and support exclusive breastfeeding;
- Promote and support physical activity in conjunction with nutrition education;
- Monitor and assess vendor cost containment; and
- Ensure program integrity.

VII New Jersey WIC Services 2018 Strategic Priorities

- To improve the quality of WIC services by technical assistance and support to the local agencies.
- Continue to provide participant centered services through Value Enhanced Nutrition Assessment (VENA); improved process, content and staff skill; and, the use of enhanced nutrition assessment tools.
- Continue to conduct the Loving Support© Through the Peer Counseling Breastfeeding Program.
- Continue to promote, support and protect exclusive breastfeeding for the first six months of life and continued breastfeeding with the addition of appropriate complimentary foods for the rest of the first year and thereafter as long as mutually desired by mother and child.
- To assist Local WIC Agency WIC programs in maintaining caseload, improving child retention and expanding program services to meet the need of participants.
- To issue food instruments that provide a variety of healthy foods including whole grains, fruits and vegetables, low fat dairy or soy choices, as the standards in food packages IV-VII; and ensure participant access to WIC foods through a retail food delivery system.
- To encourage participant consumption of fruit and vegetables through nutrition education and redemption of cash value vouchers and farmer's market vouchers.
- To promote regular physical activity in conjunction with nutrition education to aid in the prevention of overweight and obesity in WIC participants and caregivers of WIC participants.
- To continue assessing program integrity through local agency program operation monitoring and evaluations, vendor monitoring and compliance buys, MIS ad hoc reporting, and program data analysis and evaluations.
- To implement a new consolidated web-based system to certify participant and issue food instruments.
- To continue working toward launching an Electronic Benefit Transfer system by 2020.
- To provide training and staff development to all state and local agency staff.
- To work closely with the New Jersey Breastfeeding Coalition to identify stakeholders, and include them in prioritizing goals and initiatives.
- To explore funding to support the New Jersey Breastfeeding Coalition to ensure administrative stability.
- To investigate current breastfeeding initiatives in New Jersey.
- To develop a comprehensive Statewide breastfeeding plan.
- To add yogurt to the food list.

1.0 VENDOR AND FARMER MANAGEMENT

1.1 Vendor and Farmer Management

New Jersey WIC Services Vendor and Farmer/Farmers' market management includes all activities related to selecting, authorizing, training, monitoring, and investigation the State agency's vendor population to reduce fraud and abuse in the WIC Program food delivery system.

Currently there are approximately **933** authorized retail food stores with a three-year contract. The current agreement began October 1, 2015 and ends September 30, 2018. Six months following authorization each new vendor is revisited to ensure compliance with Federal regulations and State policies and procedures. However, the State Agency reserves the right to conduct monitoring visits and/or compliance buys at any time during the contract period. The next authorization period will begin on October 1, 2018 and ends September 30, 2021. In effort to increase access and have the most appropriate geographic store locations for participants to redeem their checks, the State Agency is revising the Limiting Criteria Policy and streamlining the vendor authorization process in preparation for the upcoming authorization period.

All new vendors participating in the program for six (6) months must submit their quarterly New Jersey Division of Taxation Sales and Use Tax forms (ST 50 forms or monthly UZ forms) to ensure that each vendors' annual WIC food sales are not above-50-percent of their total annual food sales. Vendors that are Above-50-percent shall be disqualified from the program.

1.2 Vendor and Farmer Management Goals and Objectives

Goals

- The State Agency will revise policy and procedures related to the Vendor Selection and Authorization process prior to commencing the October 1, 2018 authorization period.
- The State Agency will provide meetings and Trainings on Vendor Management, to learn about technology and program integrity innovations.
- The State Agency will finalize the WIC on the Web (WOW)- Vendor Management enhancements and Vendor portal.
- Explore the use of electronic technology solutions that will assist in preparation for the implementation of Electronic Benefit Transfer (EBT).

- The State Agency will renew and revise the Memorandum of Agreement between New Jersey Department of Health and the New Jersey Treasury Division of Taxation.
- The State Agency will ensure effective oversight and review of its authorized vendor paper records.

Objectives

- In effort to increase access and have the most appropriate geographic store locations for participants to redeem their checks, the State Agency is revising the Limiting Criteria Policy and streamlining the vendor authorization process prior to the October 1, 2018 authorization period.
- The State Agency will attend ongoing meetings and training relative to Program Integrity (fraud, waste, and abuse), Vendor Management education.
- The State Agency will ensure all Vendor unit staff are involved in the development and are proficient in the use of WIC on the Web (WOW)- Vendor Management enhancements and Vendor portal by means of testing, training and hands on use of the system.
- The State Agency vendor management staff will be involved with the preparation for the implementation of Electronic Benefit Transfer (EBT).
- The State Agency will renew and revise the Memorandum of Agreement between New Jersey Department of Health and the New Jersey Treasury Division of Taxation for the continuum and strengthening of the agreement.
- The State Agency will transition the current paper based filing system into new classification folders. The new classification folders have 6 separate storage and fasteners within each section, each labeled to identify the documents within the section. The new folders will allow for a more organized and efficient paper based filing system.

1.3 Vendor and Farmer Management Milestones

Peer Group Enhancement

The SA Vendor Unit has expanded the peer groups by geographic setting (North (N), Central (C), and South (S) New Jersey), which will assist in regulating prices and overall cost containment. The past vendor system had nine vendor retail peer groups by geographic location (N/C/S)). The new distinct peer groups having one each in the N/C/S are: three Pharmacies, three Commissaries, three Farmers' Market, and three Contingencies distinct peer groups as determined by the State Agency.

Vendor Cost Containment

New Jersey WIC Services has a Memorandum of Agreement between New Jersey Department of Health and the New Jersey Treasury Division of Taxation. The purpose of this Agreement is to share and verify tax information on vendors that may be above-50-percent vendors. The MOA has been a valuable resource that has enables NJ WIC to determine the status of vendors that are designated as above-50-percent vendors.

New Jersey Healthy Corner Store Initiative

Corner Stores and Bodegas are often the main source of food for people living in New Jersey communities that do not have supermarkets nearby. Many of them sell very few choices of fresh produce and other healthy food options. They are a significant source of food, particularly in food deserts, and are a frequent destination for children and families living in low-income and rural areas. According to data from the USDA, more than 1.5 million NJ residents live in low-income areas with limited access to healthy foods.

The New Jersey Healthy Corner Store Initiative is a partnership between the Food Trust and the New Jersey Partnership for Healthy Kids that connect store owners and community leaders with the resources they need to increase access to healthier retail options for low-income families in food desert areas throughout the state by providing fresh fruits and vegetables and other healthy foods in neighborhood corner stores throughout New Jersey. This initiative is funded through the Community Health and Wellness from its Preventive Health and Health Services Block Grant and is an example of our collaboration with one of our partners in the DOH.

WIC authorized retailers participating in the initiative agree to include a minimum of two different types of fresh fruits and fresh vegetables, and a minimum of one whole grain cereal, and obtain infant formula only from State approved retailers to their store's inventory in exchange for business trainings, technical assistance and equipment to help them market and sell their healthy foods profitably. This also aids them by strengthening their capacity and ability to provide quality, affordable healthy foods to WIC participants in their community.

WIC staff encourages authorized retail vendors in these areas to participate in the initiative and provide monitoring to ensure that they meet the minimum requirements for participation. New Jersey WIC staff presented on this Initiative at the 2017 National WIC Association Conference in Philadelphia, PA.

Farmers' Market Collaboration Meetings

The NJ Farmers' Market Nutrition Program (FMNP) conducts regional Round Table meetings on a biennial basis with local WIC authorized farmers, and senior aging agency coordinators. Suggestions discussed at the Spring 2016 meeting were incorporated into the FMNP operations as appropriate. The suggestions will also be carried through into the FFY 2017 FMNP season.

2.0 NUTRITION SERVICES

2.1 Nutrition Services

State WIC nutrition and breastfeeding staff in the Nutrition and Breastfeeding Services Unit develops policies and procedures and provides technical assistance in nine of the eleven functional areas of the WIC program. The Nutrition and Breastfeeding Services staff are responsible for nutrition education, the cornerstone of the WIC program; the oversight of breastfeeding promotion and support services; immunization screening; monitoring of local agencies to ensure that they fully perform their WIC regulatory responsibilities; the certification process; food package tailoring; nutrition surveillance; and coordination of services with health and social service agencies.

Staff conducts trainings and provides support to local agencies on health and nutrition topics including: pediatric and prenatal nutrition advances, nutrition counseling techniques, breastfeeding, customer service, income screening, blood work screening, anthropometrics (weighing and measuring) and program regulations. These trainings are eligible for continuing education credits from the American Academy of Nutrition and Dietetics and other relevant credentialing organizations. Staff reviews State and local agency program data and Nutrition Services reports to evaluate the characteristics of the certified population, e.g., level of education, nutritional risk factors, breastfeeding rates and formula usage.

2.2 Nutrition Services Goals and Objectives

Goals

- Highlight the relationship between proper nutrition and good health with special emphasis on the nutritional needs of pregnant, postpartum, and breastfeeding women, infants, and children up to five years of age.
- Assist the individual who is at nutritional risk to achieve a positive behavior change resulting in improved nutritional status and prevention of nutrition related problems through optimal use of the supplemental foods and other nutritious foods.
- Provide nutrition education in the context of the ethnic, cultural, and geographic preferences of the participants and with consideration for educational and environmental limitations experienced by the participants.

Objectives

Nutrition Education

- Nutrition and Breastfeeding Services assures through time studies that one-sixth of New Jersey's Nutrition Services Administrative funds are spent on Nutrition Education and that two nutrition education contacts per certification period are provided and documented for all WIC participants, including those at high risk.
- In addition to the Nutrition Education Plan, Nutrition and Breastfeeding Services reviews, purchases, creates and distributes nutrition education materials for local WIC agencies and translates materials into Spanish and other languages as needed. Nutrition education is provided to individuals and groups, and whenever possible, is based on the individual interests and health needs of the participant.
- The Nutrition and Breastfeeding Services Unit, with local agency input, develops a Statewide Nutrition Education Plan that incorporates the goals of Value Enhanced Nutrition Assessment (VENA) by improving nutrition and health assessment for the purposes of directing client-centered nutrition education and services. Local agencies may adopt this plan, make modifications, or develop an individual plan based on an assessment of the nutritional problems of the participants in their service area subject to the review and approval of the State WIC Agency.
- In January 2013, New Jersey received 17 WIC Services Toolkit DVDs from Altarum Institute for distribution to local WIC agencies. The Toolkit topic areas include: Communication Skills Part 1, Communication Skills Part 2, Strategies for Group Education, Facilities and Use of Space, Service Delivery, Understanding Your WIC Customers and Guide for WIC Mentors. The Toolkit are referred to for interactive trainings at their location to meet the needs of their staff. WIC Agencies are required to provide customer service training annually using this Toolkit. New Jersey WIC continues to add nutrition education modules to NJWICOnline.org. WIC participants can select from twelve modules and more than 32 activities for their secondary education contact.

Breastfeeding Promotion and Support Services

- Local WIC agencies will continue conduct their peer counseling programs according to *Loving Support*® *Through Peer Counseling: A Journey Together*. In FFY 2018, there will be continued emphasis on promoting exclusive breastfeeding in the first six months of life and continued breastfeeding for as long as mother and infant desire.

- The State WIC Office’s goal is to serve as a resource to implement the Surgeon General’s “Call to Action to Support Breastfeeding” by facilitating collaboration and coordination of breastfeeding goals, objectives, initiatives and evaluation to support breastfeeding throughout the State of New Jersey. This is in keeping with Healthy People and Healthy New Jersey 2020 objectives, the Association of State and Territorial Health Officials, and the New Jersey Department of Health’s Population Health vision.
- The Surgeon General’s Action 20 on Public Health Infrastructure cites low rates of breastfeeding as a public health problem of national significance and states, “coordinated leadership of these efforts (of organizations and public health agencies) is still lacking. Increased efforts are needed to develop and implement an action plan on breastfeeding.”
- The State WIC Office is in a unique position to bring together programs within the Department of Health, other governmental departments, non-governmental agencies, private and public health care systems, civic organizations and other interested parties to coordinate a cohesive plan and strategy to increase breastfeeding initiation, duration and exclusivity.
- The Surgeon General’s Call to Action on Breastfeeding lists increasing the capacity of state breastfeeding coalitions to support breastfeeding as an implementation strategy to improve leadership on the promotion and support of breastfeeding. The New Jersey Breastfeeding Coalition, since 1988, has been working to improve the health of New Jersey families through promoting, protecting, and supporting breastfeeding. It is currently an all-volunteer organization without a paid administrative position to coordinate initiatives and assure continuity.

WIC Food Packages

- The Nutrition and Breastfeeding Services Unit identifies and provides local agencies with a list of the foods that are acceptable for issuance to program participants; at least one item from each food group in the WIC food package prescription must be available. The unit monitors local agencies to assure that vouchers for supplemental foods are the correct quantity and contains the types of foods necessary to satisfy the individual nutritional needs and cultural preferences of each participant, taking into consideration the participant's age and dietary needs. The authorized WIC foods are limited to those that are allowed by Federal Regulations and which satisfies New Jersey’s food selection criteria. New Jersey WIC Services considers availability, cost, packaging, labeling, nutrient content, sugar, sodium and iron content, adulteration, additives/substances, participant preferences, and variety of each food before including it on the WIC approved food list, and distribution to local WIC agencies.

- New Jersey has approved yogurt and will be available for selection in WOW system in food packages beginning in FY 2018.

2.3 Nutrition Services Milestones

Significant program initiatives for the Nutrition and Breastfeeding Unit for FFY 2017 included continued follow-up training on Value Enhanced Nutrition Assessment (VENA) and incorporating Using *Loving Support*® to GROW and GLOW in WIC: Breastfeeding Training for Local WIC Staff; referrals to healthcare providers; conducting nutrition and breastfeeding services trainings and a continued emphasis on Motivational Interviewing, peer counselor statewide training, first peer counselor networking meeting, breastfeeding services orientation; technical assistance training; and publishing four quarterly issues of the MARWIC Times. The following are highlights from FY 2017.

Breastfeeding Support

- USDA target funding supports breastfeeding promotion and support services for WIC participants. The FFY 2017 funding was \$1,044,315 and all of it was distributed to the sixteen local agencies by the same funding formula the USDA uses to award funds to the states.
- The FFY 2017 BFPC funds of \$712,564 were placed in the FFY 2018 grants to the sixteen local agencies by the same funding formula the USDA uses to award these funds to the states. Breastfeeding peer counseling services are a core service in New Jersey WIC and there is a strong management component. The BFPC funds enhance the breastfeeding services originally funded with the USDA breastfeeding Target funds. WIC grantees are required to provide services consistent with *Loving Support*® through Peer Counseling: A Journey Together – for WIC Managers. New Jersey WIC local agencies employ approximately 52 breastfeeding peer counselors.

Breastfeeding Peer Counseling Progress Report

As of June 2017, 55 peer counselors (7 of whom are senior peer counselors) are employed at New Jersey local agencies, and they are paid from BFPC and Breastfeeding Target funds. Over the past four years, an average of 82% of BFPC funds were allocated to the salary and fringe of breastfeeding peer counselors. The balance of the funds is used for salary and fringe of International Board Certified Lactation Consultants who supervise and mentor peer counselors and provide lactation care beyond

the scope of peer counselors; mileage and toll reimbursement, cell phones and other communication; conferences and workshops; and indirect fees.

Peer counselors are part of the clinic flow at all administrative sites and many suitcase sites and are available during extended hours. They visit new WIC mothers in several hospitals throughout the State, make home visits and see WIC participants in prenatal clinics. They contact participants through phone calls, text, and mailed literature. There is contact with community organizations for breastfeeding promotion and support. Peer counselors are visible in the community at health fairs and other events.

WIC Breastfeeding Peer Counseling Budget

State Agency Name	New Jersey
FFY2017 BFPC funds in FFY 2018 grants to local agencies	\$1,219,755.00
Staff Salaries (State and local)	
Staff Salaries (State and local coordinators, supervisors, lactation consultants, etc.) (salary, fringe, indirect)	\$192,884.00
Peer Counselor Salaries (salary, fringe, indirect)	\$997,771.00
Other _____	
Total Salaries	\$1,190,655.00
Program Expenses	
Mileage Reimbursement	\$2,800.00
Communication (cell phones, texting plans, pagers, long distance reimbursements, etc.)	\$7,300.00
Office Supplies	
Program Forms (Contact logs, weekly time reports, referral forms)	
Equipment (laptop computer, etc.)	
Advertising	
Rent	
Other _____	
Total Program Expenses	\$10,100.00
Training Expenses	
Training Materials	
Conferences and Workshops	\$3,600.00
Other _____	
Total Training Expenses	\$3,600.00
Educational Materials	
Other _____	
Total Educational Materials	
Other Expenses	
Indirect cost	\$19,000.00
Other _____	
Total Other Expenses	\$19,000.00
TOTAL BFPC EXPENSES	\$1,219,755.00

All FFY 2017 BFPC funds will be given to local agencies in FFY 2018.

WIC Food Packages

- New Jersey has approved yogurt and will be available for selection in WOW system in food packages beginning in FY 2018.

Peer Counseling Services

- The Children's Home Society of New Jersey Mercer WIC Program was awarded the Gold level 2016 Loving Support Award of Excellence in recognition of their exemplary breastfeeding promotion and support practices. The Gold level award was given to only 15 recipients in the Mid-Atlantic Region. The Gold level application assessed the effectiveness of the agency's peer counseling program by reviewing their breastfeeding support partnerships within the community, the lactation support provided to WIC mothers and babies, program evaluation techniques, and training and continuing education opportunities for staff. Children's Home Society Mercer WIC Program excelled in all these areas.
- The State-wide Peer Counselor training was held twice in 2017 with staff attending from agencies all over New Jersey.
- A Peer Counselor Meeting was held on May 18, 2017, at the DCF Professional Building in New Brunswick. Local talent, WIC IBCLCs, and peer counselors presented the theme of "Best Practices for Exclusive Breastfeeding" and interactive activities reinforced the theme.
- All local 16 local agencies are staffed with an IBCLC.
- The Baby Behavior pamphlet, "What is My Baby Trying to Tell Me?" was completed and is used to reinforce previous Baby Behavior training. There is an evaluation component in conjunction with the SIDS Center to this initiative.

Annual NJ WIC Statewide Meeting

The fifth Annual NJ WIC Statewide meeting was held on October 21, 2016, at the Pines Manor in Edison, NJ. The theme was "Together Shaping Tomorrow." The Planning Committee of local and State staff was a true collaboration in determining every aspect of the meeting. The NJ WIC Director welcomed the staff. The Commissioner of Health, Cathleen Bennett, addressed the audience as did Patricia Dombrowski, Regional Administrator, Supplemental Food Programs, Mid-Atlantic Region/USDA. Kim Richmond presented "5 Game Changing Ideas to Improve Child Retention;" Denise Ryan presented "How to Communicate Better," and John Quiñones asked "What Will You Do?" After lunch Athena Felicie led dancing during a ZUMBA! exercise break. Evaluations were positive and it appeared all attendees enjoyed an inspiring day.

Motivational Interviewing

Since March 2016, local agency staff practice their motivational interviewing skills by utilizing Molly Kellogg's Step by Step online training. The Step-by-Step program (five units) reinforces current counseling skills and provides a review of motivational interviewing for staff who have been using the techniques since the implementation of VENA and Grow and Glow. It focuses on open-ended questioning, affirming and reflecting to provide staff the opportunity to improve their client-centered skills. The program can be utilized individually or in small groups.

Chief Nutritionist/Breastfeeding Managers Meeting

The State agency held a joint Breastfeeding Coordinator and Chief Nutritionist Meeting in April 2017. Learning Dynamics's Calvin Morgan presented *Bringing out the Best in Others*. This training focused on coaching and supervising skills. During the afternoon session, local agency staff participated in roundtable discussions to strategize solutions they face as supervisors. The roundtable discussion topics were collected from local agency nutrition and breastfeeding staff.

Web-Based Nutrition Education for WIC Participants (NJWICOnline.org)

In Fiscal Year 2018 New Jersey WIC Services plans to continue research other States' online lessons, education videos already developed to be accessible via NJWICOnline.org, the internet website. The expansion of topics will widen the appeal of, improve interest in, and increase revisit rates to the website. Since New Jersey launched this site in November 2009, two other State WIC Programs have adopted it for use as an option for secondary nutrition education. The web-based education is now available via mobile phones.

Web-Based Nutrition Education for WIC Participants (NJWICOnline.org)

Online secondary nutrition education is easily accessible through NJWICOnline.org and at each local agency by using kiosks as well as mobile devices. This website offers an efficient and cost effective option to the NJ WIC Program, local agencies and participants to satisfy the secondary nutrition education USDA requirement. In FFY 2017, New Jersey added two Baby Behavior modules as part of collaboration with NJ Department of Children and Families (DCF) Division of Family and Community Partnerships.

2016 Participant Survey Initiative

NJ WIC Services implemented a statewide participant satisfaction survey initiative in January 2016, and ran it for six months. The purpose of the survey was to systematically assess:

1. Personal factors that impede full utilization of WIC services and benefits;
2. Participants' encounter with WIC staff (customer service issues);
3. Experiences at the redemption point of food instruments;
4. Current changes in WIC services;
5. Anticipated change(s) in services benefits and;
6. Experiences about services received.

The overall aim of the survey was to generate data that could be used to identify specific areas of quality improvement. The key findings of the survey were:

1. Lack of transportation, location of food instrument redemption points, inconvenient appointment times, stretched wait time, hardship to get off work for appointments and compiling the required certification documents contributed to missed appointments and hardships to receive services and benefits.
2. Responders specified a need for extended operating hours and a reminder for an upcoming appointment.
3. Most of the responders indicated higher preference for text messaging and telephone calls as reminder methods for an upcoming appointment.
4. Responders reported that they encounter difficulty in finding some of the authorized food items especially store brand items and the prescribed product sizes at the food instrument redemption points.
5. The majority of the responders in all the local WIC agencies stated they would recommend the WIC clinic where they receive benefits and services to non-WIC participants. The response to the question about recommending WIC to non-participants was used to assess quality of WIC staff customer service skills.

Each local WIC agency received reports based on the responses their participants provided. All the local WIC agencies are now providing extended operating hours that meet the needs of the participants.

Quality Improvements in FY 2017:

1. The food package is enhanced to include some brand name peanut butter, any brand cheese and whole grain products. Inclusion of yogurt is planned for implementation in the NJWOW system to meet the needs of participants.
2. Local WIC agencies are re-evaluating their reminder systems to ensure a match to identified participants' preferences.

3. WIC staff are increasingly working in partnership with participants in accommodating participants needs in scheduling appointments.
4. WIC participants are encouraged to report any difficulty they encounter at the food instrument redemption points. State WIC Services investigates or conducts follow up review of negative complaints.

In general, this survey is contributing to improved operation and performance in New Jersey.

Staff Development

The State Office is developing training based on the needs of the Local Agencies, USDA guidelines, Altarum recommendations, participant satisfaction surveys and staff surveys. The State continues to model and incorporate VENA, Motivational Interviewing and Grow and Glow in all trainings. The State strategies to achieve the above include:

- **New staff orientation** continues to be developed at the State level for all Local Agency staff.
- **Refresher/review course** for current staff emphasizing participant-centered services will be drawn from the new staff orientation.
- **Training on new NJWOW system** is ongoing until implementation; the State is creating food packages, revising nutrition services policies and procedures, and preparing training tools in preparation for the NJ WOW system.

Promote Physical Activity in Conjunction with Nutrition Education

Local agencies will be encouraged to continue to promote the importance of physical activity by incorporating positive physical activity messages into all nutrition counseling. Recommended strategies will include providing educational materials that stress the importance of physical activity, having physical activity displays or posters visible, and arranging for physical activity experts to provide activities and demonstrations targeted for WIC participants. The local WIC staff will also focus on educational strategies that will assist WIC participants to increase their consumption of fruits and vegetables and making healthier food choices.

MARWIC TIMES Newsletter

Since 1995, New Jersey WIC Services has produced the MARWIC Times newsletter for the United States Department of Agriculture (USDA) Mid-Atlantic Region. This quarterly newsletter captures regional USDA news and the news and activities of the nine WIC states in the Mid-Atlantic region: New Jersey, Pennsylvania, Delaware, Maryland, Virginia, West Virginia, the District of Columbia, Puerto Rico and the Virgin Islands. The newsletter is sent to all the WIC directors, nutritionists and

breastfeeding coordinators nationally, all the USDA regional offices, and USDA headquarters. The MARWIC Times is supported by an annual grant to New Jersey WIC from the USDA Mid-Atlantic Regional Office. Editions of the MARWIC TIMES are available on the WICWorks website, at <https://wicworks.fns.usda.gov>.

3.0 MANAGEMENT INFORMATION SYSTEMS

3.1 Management Information Systems

The WIC Information Technology (IT) Unit is responsible for all data and technology functions of New Jersey WIC Services. The IT Unit is responsible for three areas of program concern in support of WIC's Automated Client Centered Electronic Service System (WIC ACCESS): Operations and Maintenance/Project Management, Field Support, and Quality Assurance. In addition to the WIC ACCESS system, the IT Unit supports the computers and associated equipment used by State WIC staff for program management and operations. The IT unit administers and is responsible for the Vendor database and application for monitoring and reporting, and is also responsible for the implementation of a new online application, WIC on the Web (WOW) to replace WIC ACCESS in preparation for implementation of a WIC Electronic Benefit Transfer (EBT) system.

3.2 Management Information Systems Goals and Objectives

Goal

To improve and maintain program integrity from an MIS overview, the selection of a replacement electronic data processing system for New Jersey WIC will encompass a conversion from a distributed client-server database environment to a centralized web-based database environment. This will minimize any application and database anomalies that could affect database integrity that will enhance program integrity.

Objectives

Operations and Maintenance/Project Management of Electronic Service Delivery System

All automated data processing operations and development are provided and supported by WIC's application service provider (ASP) per specifications developed by New Jersey WIC Services. A critical role of the IT Unit is to coordinate, monitor and manage current ASP operations and identify issues to improve the efficiency of the State's electronic service delivery system. Areas included in these efforts are monitoring of help desk operations, software "bug" identification, enhancements, application implementation, and resource management. WIC IT functions as a liaison for the State and local agencies to the ASP.

The IT Unit provides the necessary evaluation tools and training in use of the Local Agency Service Site Module, System Administration Module, and Central Administrative Module needed by State and

local agency management and staff to monitor enrollment participation, food instrument cost, caseload management, food funds issuance, funds reconciliation and Local Agency staff member management. The IT Unit also audits local agencies for compliance with Federal regulations that are considered within the scope of IT.

The IT Unit is responsible for identifying emerging technologies that will enhance cost-effective service delivery to WIC participants and improve information management. There are several initiatives currently under development that are directly related to implementation of new technologies or the utilization of current technologies in a different manner that will improve the operating efficiency of the its electronic service delivery system.

The IT Unit, working with other State Office Units, manages the modification of the electronic service delivery system to meet the changing requirements of the WIC program. The IT Unit provides business requirements definition support for modifications to the electronic service delivery system. These modifications are predominately in response to new or modified USDA requirements, in support of normal updates or new WIC initiatives, and to improve efficiency of operations. The electronic service delivery system provides automated support for all aspects of WIC.

Additionally, the IT Unit is coordinating the implementation of WOW, a replacement electronic service delivery system, to replace its legacy system in Federal Fiscal Year 2018. WIC will then incorporate an Electronic Benefits Transfer (EBT) system to replace paper vouchers with electronic magnetic stripe cards before the end of Federal Fiscal Year 2020.

Quality Assurance

The WIC Information Technology Unit utilizes internal resources to test any modifications to the WIC ACCESS application, including regression testing to assure that the modifications do not affect existing functionality. Formal test scripts are developed by Quality Assurance staff and consultants to fully exercise each change in the new build and to assure that the entire application continues to operate properly with the inclusion of the changes. Tests are run in a standalone Test Lab using copies of selected Local Agency systems and databases. After testing is complete in controlled conditions, pilot testing is conducted at two local agency administrative sites before any new modification is implemented statewide. The pilot test period is closely monitored by Quality Assurance staff and

consultants who verify that the new version of the software operates without problems in the production environment.

Field Support

The WIC Information Technology Unit provides technical and logistical support to the State and local agency staff and their associated facilities. In conjunction with the ASP help desk, IT staff provides field support hardware and software assistance to local agencies at 31 administrative sites and 66 satellite sites throughout the State of New Jersey. The IT unit also provides support to State WIC personnel located at the State WIC Office.

General Support of Client

The IT Unit will continue to identify and develop all specifications and allocations for new hardware and software applications. IT staff researches and processes all purchase orders for necessary equipment and services. The IT Unit also keeps an electronic inventory on all State and local agency hardware and software.

The IT Unit will continue to explore new technology that can be tailored to the delivery of WIC services. New generations of hardware and software applications are constantly being tested and reviewed as to their appropriateness for WIC services at both the State and local levels.

New Jersey WIC Website

The New Jersey WIC website is an excellent resource for WIC participants, health professionals, and the public in general for information regarding the New Jersey WIC Program and for links to other public health nutrition programs and information. The site is being regularly updated because it is an effective outreach tool as evidenced by the high number of visits each month.

The web address is <http://www.nj.gov/health/fhs/wic/index.shtml>

3.3 Management Information Systems Milestones

Field Support Services

State office field support staff on an as required basis handles:

- Hardware maintenance,
- Repair and replacement,

- Operating system,
- Software,
- Internet, and
- Local Area Networks (LAN) administration and application troubleshooting.

All hardware and some software related calls reported through the CMA help desk are forwarded to the State Field Support Service staff. The field support staff is responsible for the physical installation, maintenance, repair and administration of the PCs, printers and networks utilized with WIC ACCESS. In FFY 2016, field support staff responded to over 325 on-site maintenance calls and provided daily telephone support as appropriate. To date in FFY 2016, field support staff have responded to 201 calls.

Ad-Hoc Reporting

Crystal Reports is an ad-hoc reporting software tool that is being used to create management reports that had not been previously available or to address new requirements and temporary needs. State staff provided development support for the generation of Crystal Reports upon request and responded to approximately 60 requests for data/reports. Crystal Reports have been distributed to Local Agencies that do not have the ability to generate their own.

WIC ACCESS Disaster Recovery Backup Site

New Jersey WIC has completed the creation of a stand-alone backup facility near the Central Processing Site (CPS) in Latham, NY. The hardware in the CPS is duplicated in an alternative site and, in the case of an emergency, can be loaded rapidly with the backups from the CPS to get the system operational in a matter of hours. The system has been rigorously tested and is on standby. A thorough disaster recovery test was successfully performed between May 24-26, 2016 at the CMA office in Latham, NY with a representative from the State MIS unit to observed the audit and test. The representative from the WIC MIS unit reviewed procedures, inspected related equipment and gathered test results. Based on the successful report generation results and review of Production and Disaster Recovery facilities, the State WIC MIS fund CMA's Disaster Recovery Plan to be complete.

Data Warehousing

NJ WIC MIS discontinued the use of Data Warehousing. The process was replaced with a high-speed remote access to Administrative sites, providing State WIC staff a more complete data set.

Systems Lifecycle

WIC's Automated Client Centered Electronic Service System (ACCESS) is approaching the end of its useful product lifecycle. A final contract for operations and maintenance of the system has been awarded to the incumbent, Currier, McCabe and Associates (CMA). A contract for the implementation of a web-based system was also awarded to CMA.

Electronic Benefit Transfer (EBT)

New Jersey WIC Services has engaged a planning contractor to develop planning documents for submission to the USDA to initiate a conversion to EBT by the mandated deadline of October 1, 2020. These documents include an alternative analysis, Implementation Advanced Planning Document (IAPD) and a Request for Proposal (RFP).

Continued Operation of WIC ACCESS

The three-year contract awarded to the contractor Currier McCabe and Associates (CMA) remains in place for the operation and maintenance of WIC ACCESS. This engagement will continue to ensure that certification and benefit delivery will continue seamlessly at the local WIC agencies while a new web-based system is under development and implementation.

New System – WIC on the Web (WOW)

New Jersey WIC issued a contract for the modification and implementation of Maryland's web-based Electronic Data Processing System. New Jersey has completed the design phase of the project and is in the midst of completing the development phase with a tentative statewide deployment and completion of the new web-based system by the second quarter of FFY 2018.

WIC ACCESS

Currier, McCabe, and Associates (CMA) will continue to operate and maintain WIC ACCESS for Federal Fiscal Year (FFY) 2017.

Replacement System

The New Jersey WIC program is in the process of developing and migrating to a new processing system, in order to be in compliance with Federal mandates to be EBT compliant by October 1, 2020.

In FFY 2017, the Quality Assurance contractor KPMG will continue to work with CMA to validate and verify that the specifications in the RFP for the WIC WOW project are met. The Project

Management Vendor, North Highland will continue to work for NJ WIC Services to manage the replacement system project. CMA, the System Implementation vendor (SI), has estimated that the project to be completed by the second Quarter of FFY 2018.

The first stage of this process, the WIC WOW project (an EBT ready processing system, is currently in progress), will be followed by preparations for the next phase, the implementation of EBT.

WoW-MIS Timeline

Milestone	CAP Due Date	Notes
Pre-UAT Development Complete	7/7/2017	
System Test Completed	7/7/2017	
UAT Start	7/10/2017	
IV&V Complete	9/29/2017	
Pilot Start	11/1/2017	
Complete Dev/System Test - Vendor Portal	11/17/2017	
Complete UAT/IV&V –Vendor	1/2/2018	
Rollout Start	3/12/2018	
Complete Dev/System Test – Ancillary	5/7/2018	
Complete UAT/IV&V – Ancillary	6/11/2018	
Rollout Complete	6/15/2018	
Complete Deployment - Ancillary	6/18/2018	

WIC Shopper

The procurement of JPMA services for the implementation of “WIC Shopper” is pending approval. WIC has started the creation of an Authorized Product List (APL) that contains all WIC approved food items that can be purchased by a participant of the New Jersey WIC program. The State is looking to procure the services of Novo Dia which has a mobile APL system that allows the collection of food items for vendor monitoring. A very rough estimate of 50,000 individual food items is expected to be entered and maintained in a database located at Novo Dia and replicated at the State within the WOW system. In addition, this list will be used to populate the WIC Shopper application that will be going online this calendar year, allowing participants to check from their smartphone and tablets, if food items they wish to purchase are allowed by the NJ WIC program.

Universal Product Code (UPC) Enhancements

WIC has begun a collection of UPC data from various resources. These include the New Jersey Food Council, individual chain retailers, and a list of milk suppliers from the Dept. of Agriculture. These will be placed into a temporary database for proofing and approval by a dedicated WIC Nutritionist. WIC also has plans in place to utilize our current vendor staff to collect items that cannot be received through bulk lists.

eWIC (Formerly WIC EBT)

New Jersey WIC has procured the services of an established WIC EBT Project Manager to produce planning documents which will be reviewed by the NJ WIC Project Management and Quality Assurance vendors for alignment with the NJ WIC Replacement System for submission to the USDA for approval. In FFY 2017, WIC anticipates receiving the final approval from FNS for the Implementation Advanced Planning Document (IAPD). New Jersey WIC EBT Consultant will then develop an RFP for the EBT vendor by the fourth quarter FFY 2017.

WoW- EBT Timeline

Milestone	CAP Due Date	Notes
Pre-UAT Development Complete	7/7/2017	
System Test Completed	7/7/2017	
UAT Start	7/10/2017	
IV&V Complete	9/29/2017	
Pilot Start	11/1/2017	
Complete Dev/System Test - Vendor Portal	11/17/2017	
Complete UAT/IV&V –Vendor	1/2/2018	
Rollout Start	3/12/2018	
Complete Dev/System Test – Ancillary	5/7/2018	
Complete UAT/IV&V – Ancillary	6/11/2018	
Rollout Complete	6/15/2018	
Complete Deployment - Ancillary	6/18/2018	

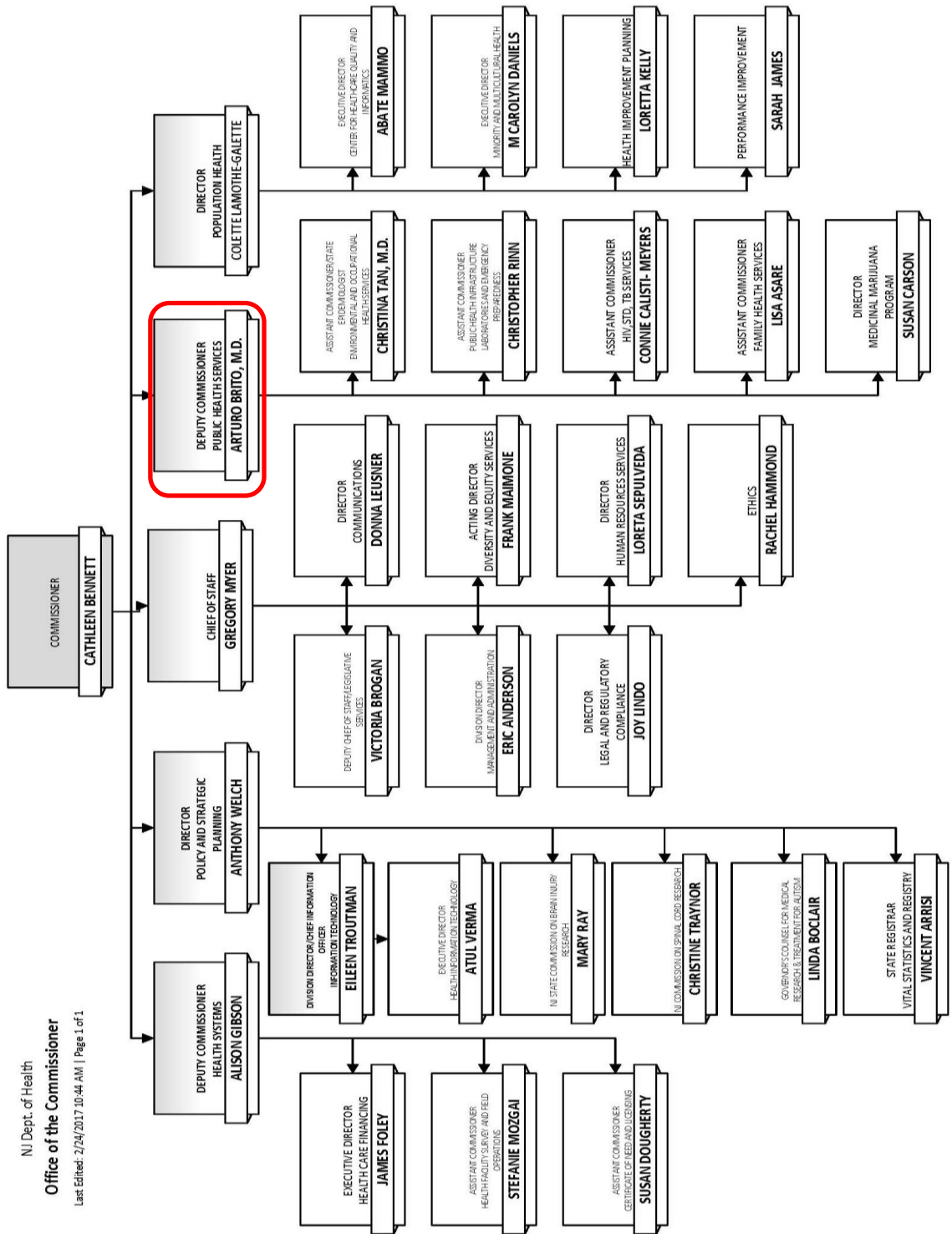
4.0 ORGANIZATION AND MANAGEMENT

4.1 Organization and Management

The Office of the Director is responsible for the State Plan, monitoring the budget, monitoring and reporting on annual Operational Adjustment, Infrastructure and Technology Funding; Civil Rights, USDA Management Evaluation reviews, fiscal reviews of WIC grantees, internal controls; efficiency and effectiveness of program operations; and responding to all inquiries, complaints or issues from participants, the public, legislators, interest groups, and state and federal agencies.

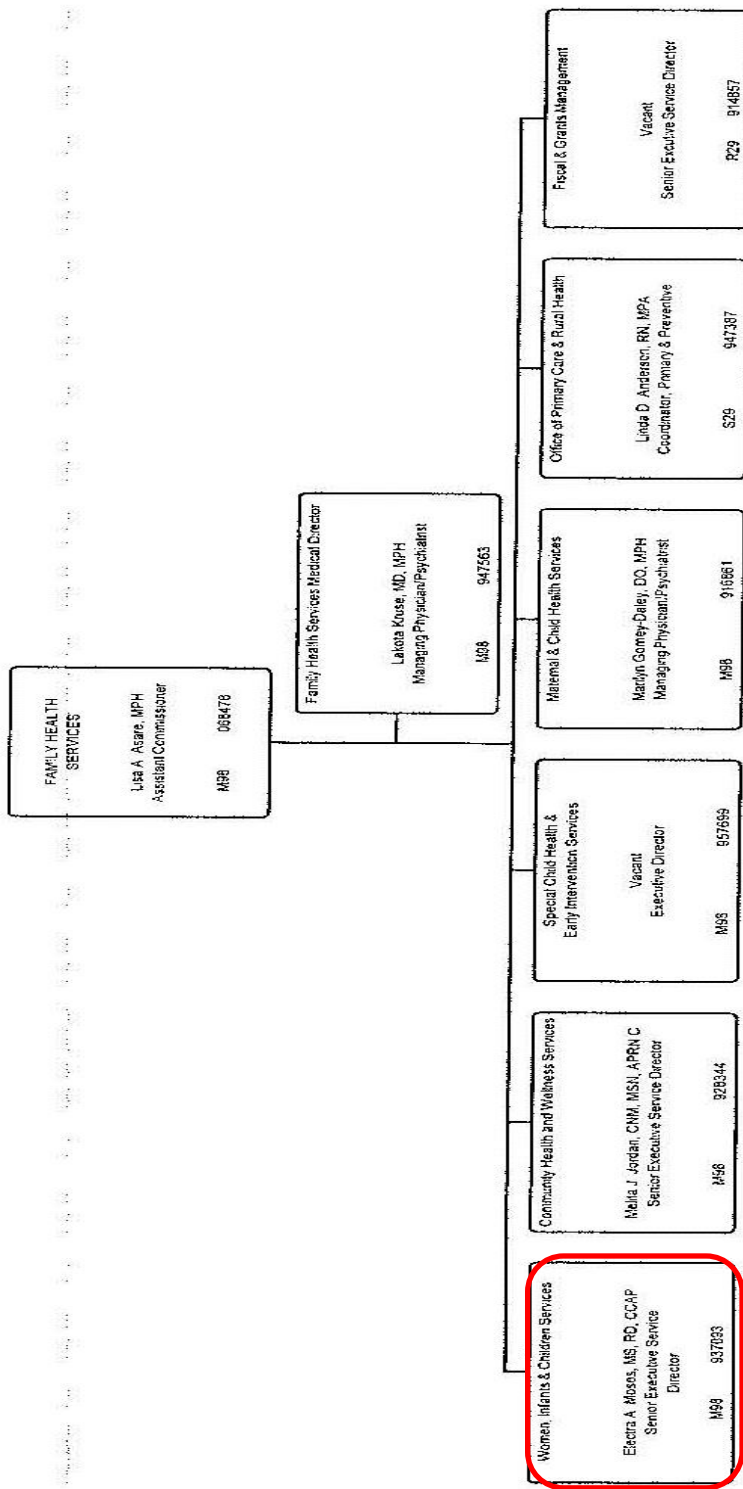
Organizational charts for WIC Services are contained in **Section 5.0** and show the functional organization of each of the Service unit program areas. WIC Services is located within the New Jersey State Department of Health, Division of Family Health Services (FHS). Lisa A. Asare, MPH is the Assistant Commissioner for the Division of Family Health Services, and Electra Moses, MS, RDN is the Director of WIC Services.

Department of Health Organizational Chart Last Modified 02/24/17

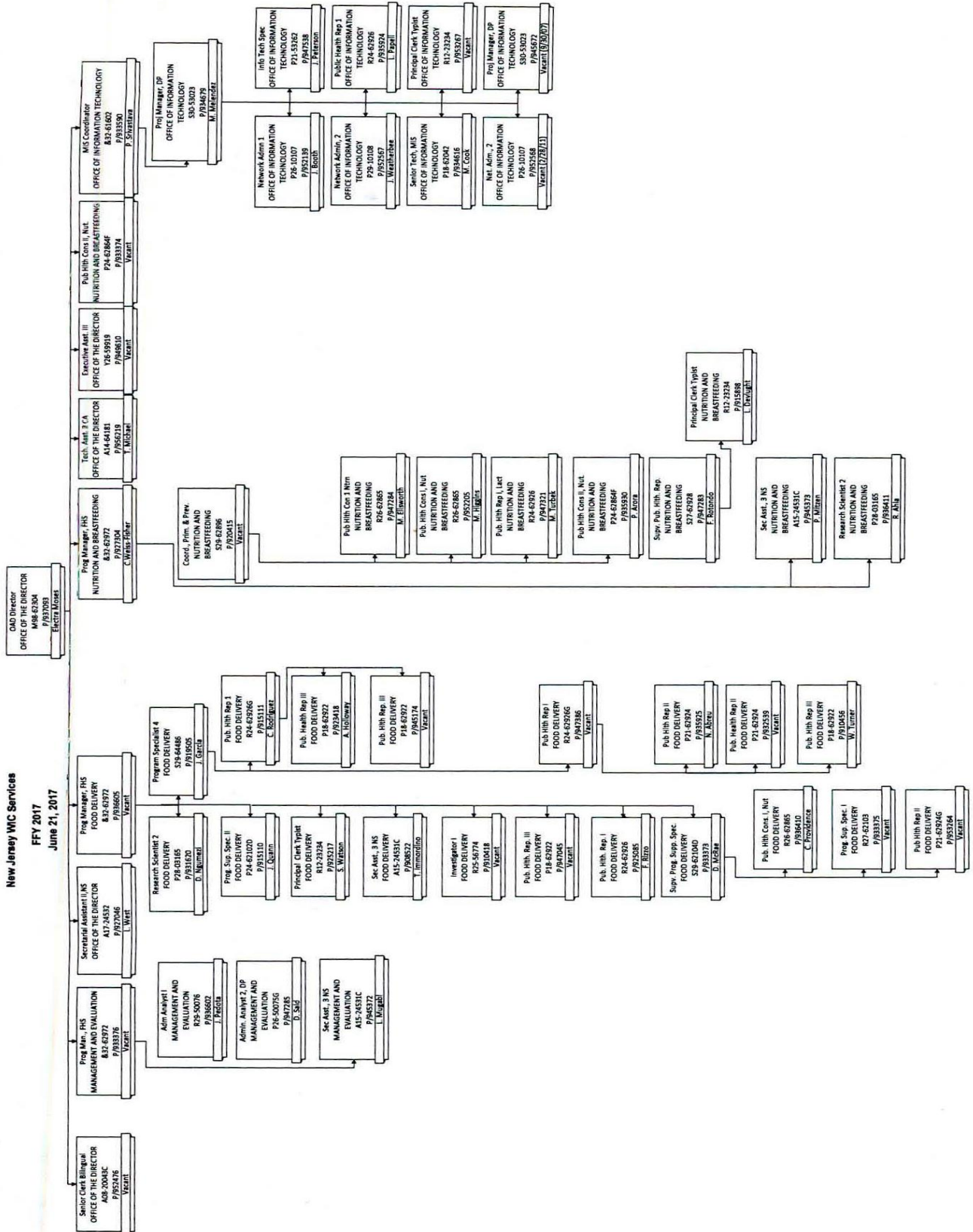


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Division of Family Health Services Organizational Chart Last Modified FY 2017



WIC Services Organizational Chart Last Modified 06/21/17



4.2 Organization and Management Goals and Objectives

Goals

- Performing payroll activities for 38 full-time employees in New Jersey WIC Services;
- Completing and coordinating the preparation of all personnel actions for New Jersey WIC Services;
- Providing administrative direction to program staff concerning interpretation of policies and procedures; and
- Other administrative functions as deemed necessary to ensure the efficiency and effectiveness of program operations.

Objectives

- Ensure that agreements with the 16 local WIC agencies are in good standing vis onsite biennial monitoring and internal monitoring reviews.
- Ensure that all Memorandum of Understanding / Letters of Agreements / Memorandum of Agreements maintain the confidentiality agreements as agreed to by all parties and that no information is disclosed to a third party.
- Keep the program's organizational chart updated as staffing changes are made.
- Work on filling staff vacancies for adequate staffing
- Provide ongoing training for State and local WIC agency staff.

4.3 Organization and Management Milestones

The New Jersey State Nutrition Action Coalition (SNAC)

In FFY 2017, this collaboration anticipates its' formal launch before the end of the fiscal year. To date, the group has identified vegetable and fruit consumption as the area of focus. Currently, internal discussion is underway to identify the role of WIC. SNAC strategies may prioritize consistent messaging across programs and departments and possibly collaborative sponsor a *Harvest of the Month Campaign*. Additional details are pending.

Promoting Success for Expectant or Parenting Teens

FFY 2017 is the final year of the WIC collaboration with the NJ Department of Children and Families (DCF) Division of Family and Community Partnerships. The following resources were created, without cost to the NJ WIC Program:

- Two teen friendly online lessons on the topic of Baby Behavior are now available on www.NJWIConline.org portal. The key message of the lessons is to prevent over-feeding of infants and toddlers by increasing parent awareness of baby cues.
- Marketing print materials including posters and brochures were created and distributed to encourage online nutrition education as a convenient opportunity to learn about healthy eating.
- A website for teens and their families was created. Highlighted are resources to encourage conversations about breastfeeding decisions that include dads.
- Data-collection to assess use is ongoing.

Collaboration between NJ WIC and NJ SNAP Ed Programs

An MOU was drafted to define areas of collaboration during FFY 2017, and remains under review at this time. Projects in process at the time the MOU was created include:

- NJ SNAP Ed program conducted formative research through interviews with WIC local agency staff for development of future nutrition education videos that can be used for both programs.
- NJ WIC Program expressed interest in adapting some existing NJ SNAP-Ed online resources in effort to expand the topics available on NJWIConline.org. Usage data will be shared quarterly.

Zika Initiative

Zika is a viral infection that is primarily spread by the bite of an infected mosquito. In an attempt to reduce the spread of the Zika virus with special emphasis on pregnant women, since October 2016, local WIC agencies across the state have been a point of distribution of the Zika Prevention Kits (ZPK) due to WIC's frequent interaction with at-risk pregnant women.

There are two types of ZPKs available that WIC distributes to pregnant women enrolled in the WIC program with upcoming travel plans for themselves or their sex partner, (a) a domestic kit that includes insect repellent, (registered by the EPA), permethrin spray (for spraying on clothing), condoms and educational materials (b) an international or travel kit that contains the same items as the domestic kit plus a mosquito net. During their visit to WIC, WIC staff will ask the pregnant woman a few questions concerning travel plans for the upcoming three months to determine the type of kit that they will receive.

Since there is no supplemental funding for this initiative the Department of Health asked that this activity be incorporated into WIC's routine operations. The Zika initiative is new to us all and we are all learning together about this virus

WIC Campaign for Early Childhood Educators (ECE)

New in FFY 2017 is an internal DOH collaboration facilitated by the Department of Health (DOH) ECE Coordinator. Existing WIC outreach materials were distributed at all ECE trainings and local WIC agencies were invited to participate at three regional events.

The collaboration established initial steps to communicate consistent messages in the WIC and ECE setting on the topic of infant and toddler feeding cues.

Events include:

1. The WIC state agency will provide a *Baby Behavior* training as a workshop at a statewide ECE conference in April 2017.
2. ECE funding will be used to sponsor two days of training on Baby Behavior to train ECE trainers. The training will be presented by the same UC Davis researchers who trained all NJ WIC staff in 2015. The training is scheduled for June 20 and 21 in New Brunswick, NJ.

In 2018, the initial steps taken to establish a working relationship between ECE providers and WIC will continue. Steps will be taken to plan how the training opportunities created from the "Trainer Training" on Baby Behavior to be provided on June 2017 might be effectively implemented.

Collaboration and Child Retention

The **NJ WIC Communication Campaign** known as "*NJ Helps You Grow Amazing Kids Campaign*" will continue. Initial planning steps will be taken in 2018 to plan the launch of a second enhanced level of the campaign. The initial concept is to identify former WIC participants who as adults are respected members of their community, for example police officers, nurses or teachers. Individuals may be featured in local success stories, and potentially receive recognition from WIC or be featured by local media. The Working title this phase is: "Meet this Amazing former- WIC kid".

5.0 NUTRITION SERVICES AND ADMINISTRATION (NSA) EXPENDITURES

5.1 Nutrition Services and Administration (NSA) Expenditures

The Monitoring and Evaluation Services Unit (M&E) manages the WIC grant and monitors the expenditure of administrative and food funds by local grantees.

WIC Nutrition Services Administration (NSA) funds are stringently monitored before, during, and after grants are awarded and when funds are expended. Together with the OD, the M&E Unit determines an initial NSA grant amount for grantees consistent with WIC Federal regulations for the distribution of funds through the fiscal budget process. The Department of Health Financial Services mandates and enforces State and Federal requirements for contracting with local grantees through the Notice of Grant Availability, Spending Plan and the Health Service Grant (HSG) processes. USDA dictates specific WIC provisions.

The M&E Unit incorporates all requirements into the annual grant application packet and will provide an information session to all existing grantees and interested applicants in May 2017. Staff reviews the grant applications for compliance with both program and fiscal requirements and prepares them for departmental review, approval and award. Staff monitors the grants through the expenditure process and sends a report of expenditures to the USDA monthly. If additional funds become available during the fiscal year, the OD and the M&E Unit determines the distribution of funds to local grantees and notifies the agencies to prepare a budget amendment. Staff review and process grant amendments the same as initial grant applications. Staff prepare, maintain, and monitor monthly State and local agency spreadsheets for projected and actual participation and food dollar expenditures. Unit staff conduct biennial fiscal reviews of grantees to ensure that they are following Federal and State financial regulations and reporting requirements and general accounting principles.

5.2 Nutrition Services and Administration (NSA) Expenditures

Goals and Objectives

Goal

- Utilize the NSA funds to maximize coverage and ensure the quality of WIC service delivery throughout the State of New Jersey.
- The M&E Unit prepares and issues the Affirmative Action Plan for NJ WIC Services. This plan analyzes health data for the New Jersey WIC eligible population by municipality. The unit utilizes the data to develop intervention strategies to improve access and services to the WIC eligible population.

Objectives

- The preliminary FFY 2018 funding will be based on the guaranteed FFY 2017 base. Using a funding methodology similar to that utilized by the USDA to determine the distribution of funding to States, FFY 2017 grantee base awards, with adjustments made for past performance, will be the basis for calculating the preliminary grant award to grantees for FFY 2018. Further adjustments to the funding awards may be necessary based on USDA funding guidance, projected State budget requirements and data available during the funding formula process.
- Unit staff collect and incorporate all the information relative to management and monitoring of NSA funds and food dollars into the application. In addition, data on the WIC eligible population is calculated to determine the areas of most need in the State. This information is critical for obtaining approval by USDA for the fiscal year grant award.

5.3 Nutrition Services and Administration (NSA) Expenditures

Milestones

The Monitoring and Evaluation Unit has developed a streamlined grant application process, that included enhanced training, comprehensive user guides and improved collaboration with the other State WIC Units, that resulted in shortened review time and quicker application approval. This increased efficiency allows for effective financial management and control and better utilization of the federal funds.

6.0 FOOD FUNDS MANAGEMENT

6.1 Food Funds Management

The M&E Unit coordinates the Infant Formula Rebate contract procurement, administration and monthly billing to obtain rebate funds as part of the USDA Federal regulations requirement for infant formula rebate cost containment. Staff charts, monitors, and reports the infant formula rebate dollars to USDA monthly. The unit prepares an invoice and submits it to the infant formula contract vendor by the 15th of each month. The rebate dollars are deposited in the bank by the 15th business day of the following month and are used to offset food expenditures. The unit is responsible for preparing the scope of work and price schedule sheet for the infant formula rebate Request for Proposal (RFP) in accordance with State purchasing requirements and USDA Federal regulations.

Food Delivery Unit is responsible for overseeing the cost containment initiatives, other than the Infant Formula Rebate contract. In conjunction with the Nutrition and Breastfeeding Unit they manage the food list offered to NJ WIC participants.

6.2 Food Funds Management Goals and Objectives

Goals

- Continue to project and monitor food fund obligations to make maximum use of federal food award.
- Maintain the food cost savings gained through the Sole Source Infant Formula Rebate contract.
- Continue to evaluate the content of all food packages for cost savings and adjust as possible. Using available data, perform budget analysis of potential food expenditure overages based on market fluctuations in food and transportation costs.

Objectives

- Obtain a successful formula rebate contract through an open and competitive bidding process that yields the highest cost savings.
- Monitor all additional products that would be included in the Sole Source Rebate Contract.
- Continue to examine possibilities for food cost containment for food items other than infant formula.

- Continue to analyze and monitor food costs through food package review, peer group pricing analysis, food inflationary trends and vendor monitoring.

6.3 Food Funds Management Milestones

Infant Formula Rebate

In FFY 2017, the Infant Formula Rebate Contract with Mead Johnson is projected to provide \$32.8M that will provide a month of WIC benefits to 451,977 WIC participants.

The Mead Johnson contract has been extended through September 30, 2017 and, per the terms of the contract, will expire on that date. The M&E Unit, in conjunction with the Department of Treasury, Division of Property and Procurement, is in the process of developing and issuing a Request for Proposal (RFP) to solicit a vendor for a new three-year contract for infant formula rebate that will begin on October 1, 2017. If the new contract is not fully operational by October 1, 2017, the current contract can be further extended by 120 days to allow for the continuation of this cost containment mandate during the transition period.

7.0 VII. CASLOAD MANAGEMENT

7.1 Caseload Management

The Monitoring and Evaluation Unit is responsible for caseload management. This function entails tracking, projecting and reporting WIC participation levels. The Unit uses a Caseload Management Projection System tool to manage caseload for each local agency as well as for the State.

7.2 Caseload Management Goals and Objectives

Goal

- Through effective caseload management, direct available resources to serve the highest priority participants and the maximum number of estimated eligibles in the State of New Jersey.

Objectives

- Manage caseload activity based on the State's food funding and local agency administrative constraints to effectively provide WIC services to eligible residents and maximize funding that is available.
- Provide monthly caseload performance updates to the local agencies and offer guidance as needed.
- Conduct outreach activities that will increase or maintain the WIC caseload.
- Work with the local agencies to identify approaches to address retention of children in the WIC Program.
- Investigate alternative methodologies to determine estimated eligibles and select a method that will more accurately reflect the number of residents in need of WIC services in New Jersey.
- New Jersey WIC Services and local WIC agencies will continue to conduct a traditional annual public awareness campaign. The key messages are the availability of WIC Program benefits, eligibility criteria and the location of service providers. The state agency will lead the development of the tools that local WIC agencies can use as they implement traditional "outreach." Local agencies will continue to focus their recruitment and retention efforts on health providers, social service providers and other community based organizations that serve significant numbers of potentially WIC-eligible people. The campaign traditionally features, the brochure "Check WIC Out."

- Several adjustments will be implemented to address continuous improvement of outreach activities. NJ WIC will introduce additional models for collective impact and community engagement strategies. WIC will develop key messages to clarify our common agenda with groups working to achieve health equity, reduce hunger and prevent obesity. The intent is to potentially engage some new partners in WIC's retention and recruitment activities. Key messages will be developed to update the perception of WIC and highlight how the program supports families to prevent overfeeding infants and children and guides them to healthier food choices. Existing partners will be made aware of how WIC continues a process for improvement in customer service in their communities. The intent of this work is to create environments that enhance access to WIC services and improve customer service without compromising program integrity.
- Adjustments will be implemented to the Outreach Network Coordination process, based on planning discussed during FFY 2016. An Outreach Committee has been activated. The group communicates through monthly conference calls, and email. State WIC provides the backbone support. The role of the Local agencies includes: Discussion of available baseline data from former WIC participants, informal formative assessment of draft communication tools and strategies, and the use of technology. To date local agencies have also linked the planning group to other interested groups/subgroups including the WIC Advisory Council and WIC Forum. The group will continue to guide the development of the following strategies and activities.
 - Beginning in the fourth quarter of FFY 2016, plans were made for the implementation of the National WIC Association's WIC Awareness Initiative. This resource was available through a collaboration of the National WIC Association (NWA) and a Regional USDA Operational Adjustment grant. The WIC Awareness Initiative is a multi-platform media campaign. It provided toolkit for local agencies to engage in grassroots advocacy. The grant supported this resource for FFY 2016 through 2018. New Jersey is phasing in the Initiative, commencing with print and social media advertisements.
 - An interagency collaboration between the NJ Department of Health as the lead, and other New Jersey Departments, potentially created opportunities for retention and recruitment beyond the WIC Awareness Campaign through discussion of how program operations can be modified to support true collaboration at the state and local level. The Office of Minority and Multicultural Health will be distributing WIC materials to grantees, faith-based communities, and other client-based affiliations. The intent was to build sustainable collaborations through ongoing communication which highlights current WIC operations and an understanding of the WIC program. In addition, the collaborations created

- reinforcing activities with a focus on promotion of two way referrals between programs as appropriate. The campaign featured a brochure and poster titled “New Jersey WIC Helps You Grow Amazing Kids” which featured the monetary value of the WIC food package, and identified WIC as “not just for babies.”
- The WIC Advisory Council contributed to the development of Outreach planning and implementation. This group has created subgroups including an Outreach, Vendor and Participant workgroup.

7.3 Caseload Management Milestones

In FFY 2017, New Jersey WIC Services are conducting the following outreach activities:

NJ WIC Pediatrician Toolkit

New in FFY 2017 is a WIC collaboration with the NJ Chapter of the American Academy of Pediatrics (AAP.) The NJ WIC program is distributing WIC Toolkits to NJ Pediatric Practices. The key messages of the kit include how Pediatricians can:

1. Address Food Insecurity through screening and refer food insecure families to resources, including WIC.
2. Promote WIC Child Retention with a new NJ WIC Rx. Pad, and other outreach materials.

The launch date is May 24, 2017 at the NJ AAP Annual Meeting.

Primary distribution: statewide mailing, Marketing: promotional display at five in person trainings for Pediatric practitioners on *Improving Food Security among New Jersey's Children* during the Spring/Summer 2017. Evaluation: The response of Pediatric practices as requests for additional WIC outreach materials.

National WIC Association's Campaign in Physician Offices

The Meredith Digital Ad Campaign in *Parenting* Magazine and *Fit Pregnancy* Magazine was distributed to 50 pediatric practices and 12 OBGYN practices throughout New Jersey. Local agencies were made aware.

Staff chart and monitor program enrollment and participation data monthly to ensure maximum utilization of expenditure of funds without overspending the grant award. Staff distributes a packet of

caseload management charts and policy directives to local agency coordinators monthly. Staff frequently discuss with local agency sponsors and coordinators the issues affecting caseload and food dollar expenditures and specific corrective actions needed. Caseload updates are an agenda topic for each of the administrative meeting with local agency coordinators. Staff also communicates with local grantees via conference calls and special meetings as needed.

NJ WIC Communication Campaign:

New in 2017, the theme of the Child Retention campaign is titled “*New Jersey WIC Helps You Grow Amazing Kids.*” Its featured print materials (posters and brochures in English and Spanish) will be distributed statewide. Locations include Pediatrician offices and other community settings.

Social Media Campaign:

Announced in FY 2017, WIC participants are being informed to find NJ WIC on [facebook.com/NJDeptofHealth@NJDeptofHealth](https://www.facebook.com/NJDeptofHealth@NJDeptofHealth) #NJWIC.

8.0 CERTIFICATION, ELIGIBILITY AND COORDINATION OF SERVICES

8.1 Certification, Eligibility, and Coordination of Services

Certification/Eligibility Determination

Participation in the WIC program is limited to pregnant, postpartum and breastfeeding women, infants, and children up to the age of five years from low-income families that are determined to be at nutritional risk by a competent professional authority (CPA). Low-income is determined at 185% of the federal poverty level. Nutrition and Breastfeeding Services oversees the eligibility process (income screening, residency, identity, adjunctive eligibility, nutritional assessment, and risk determination).

Access to Health Care

The WIC Program serves as an adjunct to primary preventive health care during critical times of fetal development, and the growth and development of infants and children. This component of the WIC Program functions to prevent the occurrence of health problems and to improve the health status of these vulnerable populations.

Local WIC agencies refer participants to healthcare and, as appropriate, to substance abuse counseling and ensure access at no cost or at a reduced cost. During certification, information is given to participants regarding the type of healthcare services available, where free immunizations can be obtained, how to obtain services, and why these services should be accessed. Standardized New Jersey WIC referral forms are used by all local agencies to collect screening and healthcare referral data. Federally Qualified Health Centers and prenatal health clinics use the WIC referral form to facilitate the enrollment of eligible pregnant women in each program and reduce the duplication of services. Pregnant women, infants and children who are presumptively eligible for Medicaid are adjunctively eligible for WIC. The health and nutrition information provided by Federally Qualified Health Centers and prenatal clinic staff on the referral form facilitates the WIC certification process and this coordination will continue during FFY 2018.

New Jersey WIC Services and WIC local agencies in New Jersey work in cooperation with healthcare and social service providers, Supplemental Nutrition Assistance Program (SNAP), Medicaid, New Jersey FamilyCare, federally funded community health centers, county welfare agencies, Head Start, child health conferences in local health departments, private physicians, and managed care

providers. The co-location of WIC with other services increases the WIC eligible population's utilization of both services.

Nutrition and Breastfeeding Services Unit staff works collaboratively with local agencies to ensure a participant-focused delivery system through the promotion and expansion of one-stop service and co-location of services at conveniently located facilities. New Jersey WIC Services has 97 clinic sites of which 33 are co-located with other health and/or human services programs. Nutrition and Breastfeeding Services staff monitors and approves the opening and closing of WIC clinic sites.

Innovative initiatives to improve access, provide services, and increase efficiency have been integrated to improve both the health and nutritional status of the "at risk" WIC population. These initiatives and activities include the following:

- Co-location with preventive and primary healthcare;
- Provision of immunization education and referral to children's medical homes or health departments;
- Provision of breastfeeding promotion and support services through WIC mother-to-WIC mother peer counselors and International Board Certified Lactation Consultants (IBCLCs) at all local agencies;
- Coordination with the New Jersey Chapter of the American Academy of Pediatrics to increase immunization rates and address food insecurity
- Hematological testing of WIC participants without referral data from healthcare providers;
- Coordination with Health Maintenance Organizations;
- Co-location or referral linkages to Federally Qualified Health Centers;
- Initiatives to promote awareness of increased fruit and vegetable consumption; and
- Coordination with Medicaid to improve Early Periodic Screening Diagnosis Treatment rates.
- Collaboration with the New Jersey Department of Human Services/New Jersey Department of Children and Families (DCF) Division of Family and Community Partnerships; and
- Collaboration between NJ WIC and NJ SNAP Ed Programs.

Outreach and Coordination Network

New Jersey WIC Services and local WIC agencies will continue to conduct a traditional annual public awareness campaign. The key messages are the availability of WIC Program benefits, eligibility criteria and the location of service providers. The state agency will lead the development of the tools

that local WIC agencies can use as they implement traditional “outreach.” Local agencies will continue to focus their recruitment and retention efforts on health providers, social service providers and other community based organizations that serve significant numbers of potentially WIC-eligible people. The campaign traditionally features, the brochure “Check WIC Out.”

Several adjustments will be implemented to address continuous improvement of outreach activities. NJ WIC will introduce additional models for collective impact and community engagement strategies. WIC will develop key messages to clarify our common agenda with groups working to achieve health equity, reduce hunger and prevent obesity. The intent is to potentially engage some new partners in WIC’s retention and recruitment activities. Key messages will be developed to update the perception of WIC and highlight how the program supports families to prevent overfeeding infants and children and guides them to healthier food choices. Existing partners will be made aware of how WIC continues a process for improvement in customer service in their communities. The intent of this work is to create environments that enhance access to WIC services and improve customer service without compromising program integrity.

Adjustments will be implemented to the Outreach Network Coordination process, based on planning discussed during FFY 2016. An Outreach Committee has been activated. The group communicates through monthly conference calls, and email. State WIC provides the backbone support. The role of the Local agencies includes: Discussion of available baseline data from former WIC participants, informal formative assessment of draft communication tools and strategies, and the use of technology. To date local agencies have also linked the planning group to other interested groups/subgroups including the WIC Advisory Council and WIC Forum. The group will continue to guide the development of the following strategies and activities.

- Beginning in the fourth quarter of FFY 2016, plans were made for the implementation of the National WIC Association’s WIC Awareness Initiative. This resource was available through a collaboration of the National WIC Association (NWA) and a Regional USDA Operational Adjustment grant. The WIC Awareness Initiative is a multi-platform media campaign. It provided toolkit for local agencies to engage in grassroots advocacy. The grant supported this resource for FFY 2016 through 2018. New Jersey is phasing in the Initiative, commencing with print and social media advertisements.
- An interagency collaboration between the NJ Department of Health as the lead, and other New Jersey Departments, potentially created opportunities for retention and recruitment beyond the

WIC Awareness Campaign through discussion of how program operations can be modified to support true collaboration at the state and local level. The Office of Minority and Multicultural Health will be distributing WIC materials to grantees, faith-based communities, and other client-based affiliations. The intent was to build sustainable collaborations through ongoing communication which highlights current WIC operations and an understanding of the WIC program. In addition, the collaborations created reinforcing activities with a focus on promotion of two way referrals between programs as appropriate. The campaign featured a brochure and poster titled “New Jersey WIC Helps You Grow Amazing Kids” which featured the monetary value of the WIC food package, and identified WIC as “not just for babies.”

- The WIC Advisory Council contributed to the development of Outreach planning and implementation. This group has created subgroups including an Outreach, Vendor and Participant workgroup.

Voter Registration

New Jersey WIC Services provides voter registration services at all WIC clinic sites in compliance with the National Voter Registration Act of 1993. WIC applicants and participants are asked via a voter registration opportunity form that is available at all clinics if they are eligible to vote and if they would like to register to vote, and assistance is available for completing these forms. New Jersey WIC Services coordinates with the Department of Law and Public Safety, Division of Elections, in submitting the quarterly reports from all New Jersey WIC agencies obtaining voter registration forms and provides relevant information to local WIC agencies on voter registration. Voter registration coordinators at local agencies train local staff on voter registration procedures and State staff are available for technical assistance.

8.2 Certification, Eligibility, and Coordination of Services Goals and Objectives

Goal

Continue to provide ongoing technical assistance to local agency staff regarding eligibility requirements.

Objective

Ensure that all WIC participants are informed of their rights, responsibilities and rules while participating in the NJ WIC Program.

8.2 Certification, Eligibility, and Coordination of Services

Milestones

Updated New Jersey WIC Website with information for potential WIC participants and current WIC participants to be more user friendly.

9.0 FOOD DELIVERY/FOOD INSTRUMENT (FI) ACCOUNTABILITY AND CONTROL

9.1 Food Delivery/Food Instrument (FI) Accountability and Control

Food Delivery Services Unit (FD) has the primary responsibility to ensure the accountability, payment and reconciliation of 100% of all WIC checks distributed, printed, issued, voided, redeemed or rejected. The 16 local agencies have 31 administrative (permanent) service sites and 66 satellite clinics throughout the state that provide direct benefits to more than 263,109 women, infants, and children annually. Benefits are delivered through the issuance of checks for specific foods. Checks are cashed at vendors (retail grocery stores) under contract with WIC. In FFY 2016, WIC Services issued over 7,857,972 checks with a value of more than \$139 million. The FD Unit oversees the operations of all local WIC agencies and their service sites with emphasis on check reconciliation and payment. Food Delivery also monitors more than 933 authorized WIC authorized grocery stores (vendors) to ensure compliance with the Vendor Agreement and program integrity.

9.2 Food Delivery/Food Instrument (FI) Accountability and Control Goals and Objectives

Goal

- Ensuring compliance is accomplished through a variety of activities including: review of local WIC agencies Program operations; comprehensive review of vendor operations; management and review of the banking contract and procedures for processing checks; and analysis of computer reports from WIC's Automated Client Centered Electronic Services System (ACCESS) and Solutran, our banking contractor.

Objectives

- The local WIC agency review is a comprehensive assessment of the agency's total operations that focuses on compliance with regulations regarding the check issuance process, service delivery, customer service, orientation and training for new participants, and one-to-one reconciliation of all checks. The process includes extensive computer report analysis, onsite visits to authorized vendors statewide, development and provision of technical assistance and training to local WIC agency staff, and corrective action plans for bringing an agency into compliance.

- Food Delivery personnel assist in overseeing the WIC management evaluation process for the local WIC agencies. The process includes developing the biennial schedule, sending out questionnaires, letters and reports to local grantee sponsors and coordinators, and tracking and filing all documents. The onsite review process incorporates 11 Functional Areas that are defined by USDA for the WIC Supplemental Nutrition Program. The methods used by staff include onsite visits, completion of questionnaires by local grantees and State staff, desk reviews (internal monitoring) of grantee-submitted documents, and electronic and ongoing analysis of reports and data.
- Food Delivery unit personnel review daily and monthly bank reports and have the ability to electronically access and review images of all checks the bank has processed for the past nine years. Staff can also electronically access account information for all New Jersey WIC's bank accounts for up-to-date activity.
- Food Delivery personnel develop ad hoc computer reports to identify, analyze and use data as a tool to change and/or develop policies that will have a positive impact on service delivery for WIC participants.
- Food Delivery personnel oversee the ordering, printing and distribution of various program materials, including all check stock used for WIC participant ID folders, plastic sleeves for the ID folders, participant Rights and Obligations Forms, Household & Income Information Forms, participant fact sheets, WIC Verified Stamps, vendor food lists, vendor store signs, vendor stamps, and all forms related to the vendor application process.
- Food Delivery personnel participate on the Food List Committee chaired by the Nutrition and Breastfeeding Services Unit. This group evaluates all items chosen for inclusion on the list of WIC approved foods. Food Delivery personnel bring their knowledge of statewide availability of items, variations in pricing at vendors across the state, information on check redemption data and participant preferences.
- Food Delivery personnel oversee the Special Infant Formula purchase system, where at-risk infants receive medical infant formula shipped either to their homes or to their local WIC Agency. The State has a vendor agreement with a formula warehouse company in Lancaster, PA, for the purchase and shipment of special formula. This system has been in place for several years and has provided a much-needed service to one of WIC's medically fragile/needy populations.
- Food Delivery personnel are responsible for overseeing the semiannual exchange of participant information with the Commonwealth of Pennsylvania. Date files are compared to discern whether any of New Jersey's WIC participants are enrolled in the Pennsylvania WIC Program dually. Through the efforts of WIC's computer system contractor, Currier, McCabe and Associates

(CMA), this data exchange has been enhanced and improved to assist in detecting participant fraud. A similar arrangement is being discussed with New York State.

- Food Delivery personnel are trained to handle complaints. On an as-needed basis, Food Delivery personnel assists the Vendor Management Unit in completing special projects. To maximize productivity, Food Delivery Services also utilizes temporary Special Service Hire staff especially during re-authorization years.
- The Department of Health's (WIC) Check Processing contract is currently in its fifth contract extension. The additional twelve months contract commences October 1, 2017 and continues through September 30, 2018.

9.3 Food Delivery/Food Instrument (FI) Accountability and Control Milestones

Banking Services Contract

The banking contract with Solutran has been extended through September 2018.

10.0 MONITORING AND AUDITS

10.1 Monitoring and Audits

The Monitoring and Evaluation Services Unit (M&E) manages the WIC grant and monitors the expenditure of administrative and food funds by local grantees.

WIC Nutrition Services Administration (NSA) funds are stringently monitored before, during, and after grants are awarded and when funds are expended. Together with the OD, the M&E Unit determines an initial NSA grant amount for grantees consistent with WIC Federal regulations for the distribution of funds through the fiscal budget process. The Department of Health Financial Services mandates and enforces State and Federal requirements for contracting with local grantees through the Notice of Grant Availability, Spending Plan and the Health Service Grant (HSG) processes. USDA dictates specific WIC provisions.

The M&E Unit incorporates all requirements into the annual grant application packet and will provide an information session to all existing grantees and interested applicants in May 2017. Staff reviews the grant applications for compliance with both program and fiscal requirements and prepares them for departmental review, approval and award. Staff monitors the grants through the expenditure process and sends a report of expenditures to the USDA monthly. If additional funds become available during the fiscal year, the OD and the M&E Unit determines the distribution of funds to local grantees and notifies the agencies to prepare a budget amendment. Staff review and process grant amendments the same as initial grant applications. Staff prepare, maintain, and monitor monthly State and local agency spreadsheets for projected and actual participation and food dollar expenditures. Unit staff conduct biennial fiscal reviews of grantees to ensure that they are following Federal and State financial regulations and reporting requirements and general accounting principles.

10.2 Monitoring and Audits Goals and Objectives

Goal

Evaluate the quality of care and services provided to participants through an effective and comprehensive monitoring system.

Objective

Continue to maintain an ongoing management evaluation system to evaluate the quality of participant care, evaluate compliance with federal guidelines and agency policies, including the grantee's financial management systems, and to assist in policy development and training needs.

10.3 Monitoring and Audits Milestones**Local Agency Monitoring and Evaluation**

The State WIC Agency (SA) onsite team (Food Delivery, Nutrition Services, and MIS staff) conducts biannual monitoring and evaluations of 50% of 16 local WIC agencies per year. After the local agency review, the SA onsite team submits an onsite report that includes corrective action plans for the local agency to review and respond. The LAs must submit a corrective action plan within six weeks of identification on non-compliance to the State Office. The local agencies that are currently being monitored in FFY 2017 are North Hudson, Passaic, Jersey City, Children's Home Society, Ocean County, St. Joseph's, NORWESCAP, and Plainfield. The local WIC agencies that will be monitored in FY 2018 are: East Orange, Burlington County, Gateway/Tri-County, Newark, VNA, Rutgers, and Trinitas.

The Monitoring and Evaluation Unit conducts biennial fiscal reviews of 50% of the 16 local agencies per year. This review entails collecting financial documents, comparing expenditure records to approved budgets, determining if federal and state policies and procedures are implemented and that general accounting principles are followed. After the fiscal review is completed, the M&E Unit reviewer submits a report that includes observations, recommendations and deficiencies, if observed, for the local agency to review and respond. The local agency program and/or financial staff must submit a corrective action plan within eight weeks of receiving the fiscal review report.

TriCounty/Gateway, Gloucester, North Hudson, St. Joseph's, Jersey City, NORWESCAP, Passaic and Plainfield are being fiscally reviewed in FFY 2017. The local agencies that are scheduled for fiscal reviews in FFY 2018 are Burlington County, Children's Home Society of Mercer, City of East Orange, City of Newark, Rutgers-NJMS Program, Trinitas Medical Center, Ocean County and VNA.

11.0 CIVIL RIGHTS

11.1 Civil Rights

The State WIC Program is responsible for the overall civil rights compliance within its jurisdiction and shall ensure compliance with and enforcement of the prohibition against discrimination in all local WIC agencies or other subrecipients (any agency, organization or corporation that receives Federal financial assistance directly or indirectly from United States Department of Agriculture (USDA)).

11.2 Civil Rights Goals and Objectives

Goal

All local agency staff will attend a Civil Rights training.

11.3 Civil Rights Milestones

Statewide Training is conducted annually at the State for local agency coordinators during an Administrative meeting. A revised Civil Rights training power point is available on the New Jersey WIC SharePoint. Local agencies are monitored for compliance with this mandatory training during the onsite review process

12.0 WIC Clinic Sites by Agency

12.1 WIC Clinic Sites by Agency

03 BURLINGTON COUNTY WIC PROGRAM
15 PIONEER BLVD
WESTAMPTON, NJ 08060
(609) 267-7004

Coordinator: Dr. Deepti Das

SITE CODE	NAME AND ADDRESS	DAYS/HOURS OF OPERATION	TELEPHONE NUMBER
01 Main Admin	Burlington County Health Dept. 15 Pioneer Blvd. Westampton, NJ 08060	Monday – Thursday: 8:00 – 5:00 1st & 3 rd Tuesdays and: 2 nd and 4 th Mondays: 8:00 AM– 8:00 PM All Fridays except Second Friday: 7AM-5PM	Tel: (609) 267-4304 Fax: (609) 518-7156
04	Nesbitt Recreation Center Anderson Lane& Pemberton-Browns Mill Rd. Pemberton, NJ 08068	1 st & 3 rd Monday: 8:30 AM – 4:00 PM	
06	Central Baptist Church 5 th & Maple Avenue Palmyra, NJ 08065	3 rd Thursday: 8:30 AM-1:00 PM	
08	1 st United Methodist Church Camden & Pleasant Valley Avenues Moorestown, NJ 08057	2 nd Thursday: 8:30 AM – 4:00 PM	
09	Medford Farms Firehouse 76 Hawkins Road and Rt. 206 Tabernacle, NJ 08088	2 nd Wednesday: 12:30 – 4:00 PM (Jan; April, July & Oct)	
10	Shiloh Baptist Church 104 ½ Elizabeth Street Bordentown, NJ 08505	4 th Wednesday: 8:30 AM-1:00 PM	
13	JFK Center 429 JFK Way Willingboro, NJ 08046	3 rd Wednesday: 8:30 AM – 4:00 PM	
14	American Legion, Post #146 212 American Legion Drive Riverside, NJ 08075	1 st Thursday: 8:30 AM – 4:00	
16	Heureka Center Burlington Housing Authority 800 Walnut Street Burlington, NJ 08016	2 nd Tuesday: 8:30 AM-1:00 PM	
19	McGuire AFB North ChapelAnnex, Bldg. #3827 Falcons Ct. North MAFB, NJ 08641 Fort Dix Main Chapel 5240 New Jersey Avenue; Bldg 5240 8 th and NJ Avenue Fort Dix, NJ 08641	3 rd Thursday: 8:30 AM-4:00 PM 1 st Wed from 8:30 AM-4:00PM	
20	Beverly Housing Authority 100 Magnolia Street Beverly, NJ 08010	Fourth Thursday: (January, April, July, October) 8:30AM – 4:00PM	

05 TRI-COUNTY/GATEWAY COMMUNITY ACTION PARTNERSHIP
10 WASHINGTON STREET (Physical Address)
110 COHANSEY STREET (Mailing Address)
BRIDGETON, NJ 08302
(856) 451-5600 (office)
(856) 453-9478 (fax)

Coordinator: Dr. Jaya Velpuri

SITE CODE	NAME AND ADDRESS	DAYS/HOURS OF OPERATION	TELEPHONE NUMBER
01 Main Admin	Bridgeton WIC Office 10 Washington Street Bridgeton, NJ 08302	Monday – Friday: 8:00 – 4:30 1st & 3rd Wednesday: 8:00 – 6:30	Tel: (856) 451-5600 Ext. 6732 Fax-(856) 453-9478
05	Millville WIC 811 West Main St Millville, NJ 08332	Monday, Friday: 8:30 – 4:30 Wednesday 9:30 – 5:30	Tel: (856) 327-6868 Fax- (856) 293-4107
13 Admin	Vineland WIC Office 610 E. Montrose Street Vineland, NJ 08360	Monday – Friday: 8:00 – 4:30 1 st Tuesday: 8:00 – 6:30	Tel: (856) 691-1155 Fax: (856) 691-2410
43 Admin	Salem WIC Office 14 New Market Street Salem, NJ 08079	Monday – Thursday: 8:00 – 4:00 1 st Monday: 9:00 – 5:00	Fax: (856) -935-1817
61 Admin	Cape May WIC Crest Haven Complex 6 Moore Rd. Cape May Court House, NJ 08210	Monday – Thursday 8:00 – 4:30 Friday 7-3:00	Tel: (609) 465-1224 Fax: (609) 465-6836
17 Admin	1111 South Blackhorse Pike Unit 7, Blackwood Plaza Blackwood, NJ 08012	Monday-Thursday: 8:00 – 4:30	Tel: (856) 374-6085 Fax: 856-374-6083
30 Admin	Mt Ephraim WIC Office Mt. Ephraim Plaza, Suite 411 2600 Mt. Ephraim Ave. Camden, NJ 08104	Monday, Tuesday, Thursday & Friday: 8:00 – 4:30 Wednesday: 8:00 – 6:30	Tel: (856) 225-5050 Tel: (856) 225-5051 Fax: (856) 225-8405
05-30-31	ATCO WIC Clinic 302 White Horse Pike Unit B-8, Atco, NJ 08104	Monday and Wed 8:00AM-4:30PM	
05-70-70 ADMIN	Gateway TriCty WIC 300 Philadelphia Ave, Egg Harbor City, NJ 08215	Monday, Wed, and Friday 9:00- 4:00	
Admin 05-04-04	Gateway TriCty WIC Heritage Square 927 N. Main Street, Unit C-1 Pleasantville, NJ 08232	Monday – Friday 8:30 – 4:00	Tel: (609) 382-5005 Fax: (609) 347-5359
Admin 05-80-80	Gateway TrCty WIC 139 N. Iowa Avenue Atlantic City, NJ 08401 2/19/16	Monday Tue 8:00 – 4:00 Wednesday: 8:00 - 6:30 Thurs & Friday: 8:30-4:30	Tel: (609) 246-7531 Fax: (609) 272-9051

06 EAST ORANGE WIC PROGRAM
185 CENTRAL AVENUE, SUITES 505 & 507*
EAST ORANGE, NJ 07018
(973) 395-8960

Coordinator: Chesney Blue

SITE CODE	NAME AND ADDRESS	DAYS/HOURS OF OPERATION	TELEPHONE NUMBER
02 Main Admin	East Orange WIC 185 Central Avenue, Suites 505 & 507, East Orange, NJ 07018	Monday – Friday: 8:30 – 4:30 Thursdays: 8:30 – 7:00 (if needed)	Tel: (973) 395-8960 Fax: (973) 676-1360
09	Bloomfield Health Department 1 Municipal Plaza, Bloomfield, NJ 07003 <i>Opening July 14, 2017</i>	Fridays 8:30-4:30	Tel: (973) 680-4065
11	Montclair WIC Clinic (within United Way) 60 S. Fullerton Avenue Montclair, NJ 07042	Monday & 8:30 – 4:30	Tel: (973) 509-6501 Tel: (973) 509-6502

07 GLOUCESTER COUNTY WIC PROGRAM
204 EAST HOLLY AVE.
SEWELL, NJ 08080
(856) 218-4116

Coordinator: Kathleen Mahmoud

SITE CODE	NAME AND ADDRESS	DAYS/HOURS OF OPERATION	TELEPHONE NUMBER
04 Main Admin	Gloucester County WIC Gloucester Co. Dept of Health & Senior Services 204 East Holly Ave. Sewell, NJ 08080	Monday – Friday: 8:30 – 4:30 (office hours) Mon-Fri 8:30 – 4:30 Certifications BF available Tues-Fri 8:30-4:30 Classes 10:00, 2:00 Extended Hours every Tuesday until 7pm Classes @ 4:30 & 5:30pm, BF staff 10:30-6:30 Mon & Fri Nutrition Education Class @ 11:00 & 3:00	Tel: (856) 218-4116 (Central registration, information, and scheduling) Fax: (856) 218-4117
03	Williamstown-Monroe Township 125 Virginia Avenue Williamstown, NJ 08094	Mondays 8:30 – 4:30Certs & NE (9am & 1pm)	Tel: (856) 728-9800 Ext. 561 (Staff only)
01	Paulsboro WIC Office Gloucester County Health Dept 1000 Delaware Street Paulsboro, NJ 08066	Office hours Tue-Fri 8:30-4:30 Certifications Tues-Fri NE 1:00 Tues-Fri and Late Wednesdays @ 4:30 & 5:30 Wed-Friday 8:30-4:30- Breastfeeding services 9:30-5:30 on Wed	Tel: (856) 423-7160 (clients) Tel: (856) 423-5849 (staff)

09 JERSEY CITY WIC PROGRAM
DEPARTMENT OF HEALTH AND HUMAN SERVICES
199 Summit Ave. #A2
Jersey City, NJ 07304
(201) 547-6840

Coordinator: Deborah M. Murray

SITE CODE	NAME AND ADDRESS	DAYS/HOURS OF OPERATION	TELEPHONE NUMBER
13 Main Admin	Jersey City WIC Program Dept. of Health & Human Services 199 Summit Ave., A-2 Jersey City, NJ 07304	Monday – Friday: 7:00 – 4:30 Some Saturdays (2x month) 7AM-12PM	Tel: (201) 547-6842 Tel: (201) 547-4697 Fax: (201) 369-7290
06	Horizon Health Center (Health Start) 706-714 Bergen Avenue Jersey City, NJ 07306	Not going	Tel: (201) 451-6300
15	North Hudson Community Action Corp. of Jersey City (Health Start) 324 Palisades Avenue Jersey City, NJ 07307	Tuesdays 8:30 – 11:00	Tel: (201) 459-8888
16	Bayonne Hospital (Health Start) 29 East 29 th Street Bayonne, NJ 07002	Wednesday – check pick-up only 8:30 – 11:00	Tel: (201) 858-5000 Ext. 5356

10 VNA OF CENTRAL JERSEY WIC PROGRAM
888 MAIN STREET
BELFORD, NJ 07718
(732) 471-9301

Coordinator: Robin McRoberts

SITE CODE	NAME AND ADDRESS	DAYS/HOURS OF OPERATION	TELEPHONE NUMBER
02 Admin	How Lane Health Center 123 How Lane New Brunswick, NJ 08901	Mon – Fri: 8:30 – 4:30 2 nd 3 rd & 4 th Saturday: 8:30 – 4:30	Tel: (732) 249-3513 Staff: (732) 249-3768 Fax: (732) 249-3793
05	First Presbyterian Church 177 Gatzmer Avenue Jamesburg, NJ 08831	4 th Tuesday: 8:30 – 2:00	Tel: (908) 902-3611
07	Edison Township Health Dept. 80 Idlewild Rd Edison, NJ 08817	2 nd Tuesday & 4 th Thursday: 8:30 – 4:00	Tel: (732) 248-7285
03 Admin	Perth Amboy VNA Central Jersey Ambulatory Care Dept. 313 State Street, Suite 704 Perth Amboy, NJ 08861	Tuesday, Wednesday, Thursday & Friday: 8:30 – 4:30 1 st Saturday of the month: 8:30 – 4:30	Tel: (732) 376-1138 (staff) Tel: (732) 376-1188 (staff) Fax: (732) 376-1193
15	Iglesia Penticostal el Tabernaculo 104 Union Street Carteret, NJ 07708	1 st & 3 rd Thursday: 8:30 – 4:30	
16	St. Mary's Church/St. Pat's Hall Church & Stevens Street South Amboy, 08879	2 nd Thursday: 8:30 – 4:30	
19	Woodbridge/St. James Food Pantry Hwy 35/Main Street (Woodbridge Health Department) Woodbridge, NJ 07095	2 nd & 4 th Friday: 8:30 – 4:30	
08 Main Admin	Hartshorne Health Center 888 Main Street Belford, NJ 07718	Monday – Friday (office) 2 nd Monday: 8:30 – 7:00 4 th Monday: 8:30 – 4:30	Tel: (732) 471-9301 Tel: (732) 471-9302 Fax: (732) 471-9303
01	Trinity Church 503 Asbury Ave, A Asbury Park, NJ 07712	Monday 8AM – 4:30 Tuesday: 7:30 – 4:30	
04	Keyport Health Center, Health Start 35 Broad Street Keyport, NJ 07735	3 rd Monday only 8:30-4:30	Tel: (732) 888-4146
06	Grace Lutheran 91 West Main ST, Freehold, NJ 07748)	Wednesday: 8:30 – 4:30 1 st Wed until 7:00 1 st & 3 rd Certs (NE in evening) 2 nd & 4 th NE/check pick-up	
10	Monmouth day Care Center 9 Drs. James Parker Blvd. Red Bank, NJ 07701	1 st Thursday 7-3	
12	Trinity AME Church 93 Liberty Street Long Branch, NJ 07740	2 nd , 3 rd & 4 th Thursday & Friday: 8:30 – 4:30 Thursdays NE/check pick-up Fridays certs	Tel: (732) 693-4285
72	Grace Methodist church 28 James Avenue Union Beach 07734	1 st Mondays 8:30-4:30	
14	First Presbyterian Church 9 th Avenue and E Street Belmar, NJ 07719	1 st Friday: 8:30 – 4:30	Tel: (732) 681-3108

**11 NEWARK WIC PROGRAM
DEPARTMENT OF CHILD AND FAMILY WELL-BEING
110 WILLIAM STREET
NEWARK, NJ 07102
(973) 733-7628**

Coordinator: Patricia Cummings

SITE CODE	NAME AND ADDRESS	DAYS/HOURS OF OPERATION	TELEPHONE NUMBER
15 Main Admin	Newark WIC Department of Child and Family Well-Being 110 William Street Newark, NJ 07102	Monday, Tuesday & Wed Friday: 8:30 – 4:30 Thursday: 8:30 – 6:30 Saturday: 9:00 – 2:00	Tel: (973) 733-7628 Fax: (973) 733-7629
29	NCHC Dayton Street Center (Health Start) 101 Ludlow Street Newark, NJ 07114	1 st and 3 rd Wednesday: 10:00 – 3:00 –	Tel: (973) 565-0355
18 Admin	Newark Beth Israel Medical Center (Health Start) 166 Lyons Avenue Newark, NJ 07112	Monday – Friday: 8:30 – 4:30	Tel: (973) 733-5158 Fax: (973) 733-5157
20 Admin	Irvington Municipal Building 1 Civic Square Irvington, NJ 07111	Monday – Friday: 8:30 – 4:30	Tel: (973) 399-6732 Fax: (973) 416-5676
(26) 26 Admin	St. James Health Newark, NJ 07102 -will be moving to another location in 2017 228 Lafayette Street, fourth floor Newark, NJ		Tel: (973) 465-2828 Ext. 1704/1705 Fax: (973) 344-0641

12 NORTH HUDSON COMMUNITY ACTION CORPORATION (NHCAC) WIC PROGRAM
 407 39TH STREET, UNION CITY, NJ
 UNION CITY, NJ 07087
 (201) 866-4700

Coordinator: Karen Lazarowitz

SITE CODE	NAME AND ADDRESS	DAYS/HOURS OF OPERATION	TELEPHONE NUMBER
01 Main Admin	NHCAC WIC 407 39 th Street, Union City, NJ 07087	Monday 8-4 Tues 8:15 – 7:30 Wed – 8-4 Thursday 7 Am – 6PM and Friday: 7AM – 4:00	Tel: (201) 866-4700 Fax: (201) 866-2495
07	Kearny Health Department 645 Kearny Avenue Kearny, NJ 07032	1 st , 2 nd , 3 rd and 4 th Monday 9:00-3:30PM	Tel: (201) 705-4054 WIC Cell
08	NHCAC WIC 326 Harrison Avenue (basement level) Harrison, NJ 07029	Thursday 8am – 6:45 PM Friday 8am-4:00PM	Tel: (862) 229-1130

13 NORWESCAP WIC PROGRAM
350 MARSHALL STREET
PHILLIPSBURG, NJ 08865
(908) 454-1210
(800) 527-0125

Coordinator: Nancy Quinn

SITE CODE	NAME AND ADDRESS	DAYS/HOURS OF OPERATION	TELEPHONE NUMBER
07 Admin	NORWESCAP WIC Program 111 Ryerson Avenue Newton, NJ 07860 Summer 2014	Monday, Tuesday and Wednesday: 8:30 a.m. – 4:30 p.m. Tuesday: 10:00 a.m. – 7:00 p.m.	Tel: (973) 579-5155 Fax: (973) 579-5655
20 Main Admin	NORWESCAP WIC Program 350 Marshall Street Phillipsburg, NJ 08865 (Warren Co.)	Monday – Friday: 8:00 a.m. – 4:30 p.m. 2 nd and 4 th Thursday: 8:00 a.m. – 7:00 p.m.	Tel: (908) 454-1210 Fax: (908) 454-5731
08	Trinity Methodist Church 211 Main Street Hackettstown, NJ 07840 (Warren Co.)	1 st , 3 rd & 5 th Wednesday: 9:30 a.m. – 3:30 p.m.	Tel: (908) 852-3020 Ext. 237
10	Flemington United Methodist Church 116 Main Street Flemington, NJ 08822	2 nd & 4 th Wednesday: 9:30 a.m. – 3:30 p.m.	Tel: (908) 782-1070
17	First Presbyterian Church 41 East Church Street Washington, NJ 07882 (Warren Co.)	1 st & 3 rd Friday: 9:15 a.m. – 3:30 p.m.	Tel: (908) 689-2547
22 Admin	NORWESCAP WIC Program People Care Center 120 Finderne Avenue, Suite 230 Bridgewater, NJ 08807 (Somerset Co.)	Monday – Friday: 8:30 a.m. – 5:00 p.m. 1 st & 3 rd Tuesday: 8:30 a.m. – 7:00 p.m.	Tel: (908) 685-8282 Fax: (908) 704-9382
26	Watchung Avenue Presbyterian Church 170 Watchung Avenue North Plainfield, NJ 07060 (Somerset Co.)	Tuesdays: 9:00 a.m. – 3:00 p.m.	Tel: (908) 755-2781

14 PLAINFIELD WIC PROGRAM
 510 WATCHUNG AVENUE
 PLAINFIELD, NJ 07060
 (908) 753-3397

Coordinator: Prema Achari

SITE CODE	NAME AND ADDRESS	DAYS/HOURS OF OPERATION	TELEPHONE NUMBER
01 Main Admin	Plainfield WIC Program 510 Watchung Avenue Plainfield, NJ 07060	Monday – Friday: 9:00 a.m. – 5:00 p.m. Tuesday: 9:00 a.m. – 6:30 p.m.	Tel: (908) 753-3397 Fax: (908) 753-3640

15 ST. JOSEPH WIC PROGRAM
185 6th Avenue
PATERSON, NJ 07524
(973) 754-4575

Coordinator: Dorothy Monica

SITE CODE	NAME AND ADDRESS	DAYS/HOURS OF OPERATION	TELEPHONE NUMBER
01 Main Admin	St. Joseph WIC Program 185 6 th Avenue Paterson, NJ 07524 (Passaic Co.)	Mon & Fri: 8:00 – 4:30 Saturday 8:00-3:00	Tel: (973) 754-4575 Fax: (973) 754-4542
12	Hackensack Department of Health 215 State Street Hackensack, NJ 07601 (Bergen Co.)	1 st & 3 rd Monday & every Thursday: 9:30 – 3:00	Call main number
14	St. Mark's Episcopal Church 118 Chadwick Road Teaneck, NJ 07666 (Bergen Co.)	1 st , 2 nd , 3 rd & Monday: 9:30 – 3:00	Call main number
15	Center for Family Resources 12 Morris Rd. Ringwood, NJ 07456 (Passaic Co)	1st Thursday 9:30-12:00	Call main number
16	Pompton Lakes Health Department 25 Lenox Avenue Pompton Lakes, NJ 07442(Passaic Co.)	4 th Monday: 9:30 – 3:00	Call main number
17	First Presbyterian Church 457 Division Avenue Carlstadt, NJ 07072 (Bergen Co.)	1 st Wednesday: 9:30 – 3:00	Call main number
18	St. Paul's Episcopal Church 113 Engle Street Englewood, NJ 07632 (Bergen Co.)1/2012	2 nd & 4 th Tuesday, & 3 rd Thursday: 9:30 – 3:00	Call main number
19	Cliffside Park Head Start 263 Lafayette Ave. Cliffside Park, NJ 1/2012	2 nd Tuesday and Wed.: 9:30 – 3:00	Call main number
20	Wayne Health Department 475 Valley Road Wayne, NJ 07470 (Passaic Co.)	3 rd Tuesday: 9:30 – 3:00	Call main number
21	Bergenfield Department of Health 198 N. Washington Avenue Bergenfield, NJ 07621 (Bergen Co.)	2 nd & 4 th Monday: 9:30 – 3:30	Call main number
22	St John's Episcopal Church 301 E. Main St Ramsey, NJ 07446 (Bergen Co.)	3 rd & 4 th Friday: 9:30 – 3:30	Call main number
23	St. Margaret Church 6 Sussex Ave. Morristown, NJ 07960 (Morris Co.)1/2012	1 st , 2 nd , 3 rd & 4 th Friday: 9:30 – 3:00	Call main number
27	Boonton United Methodist Church 626 Lathrop Avenue Boonton, NJ 07005 10/2011 (Morris Co.)	3 rd Wednesday: 9:30 – 3:00	Call main number
29	Zufall Health Center 18 Blackwell St Dover, NJ 07801 (Morris Co.)	Wednesdays: 9:00 – 3:00	Call main number
30	(Passaic Co.) Boys and Girl's Club of Clifton, Inc; 181 Colfax Ave, Clifton, NJ New location 07504	3 rd and 4 th Tuesday: 9:30 – 3:30	Call main number
09	(Passaic Co.) Greater Bergen Community Action, 500 East 35th Street, Patterson, NJ 07504	1 st and 4 th Wed 9-3	Call main number
24	BCCAP Weatherization Training Center, 541 Midland Ave, Garfield, NJ 07026 New location 535 Midland Avenue Garfield NJ	1 st and 2 nd Friday and 4 th Thursday 9:30-3:00	Call main number for Appointment

17 CHILDREN’S HOME SOCIETY MERCER WIC PROGRAM (CHS MERCER WIC)
 416 BELLEVUE AVENUE
 TRENTON, NJ 08618
 (609) 498-7755

Coordinator: Joan Martin

SITE CODE	NAME AND ADDRESS	DAYS/HOURS OF OPERATION	TELEPHONE NUMBER
01 (26) Main Admin	CHS Mercer WIC 416 Bellevue Avenue Trenton, NJ 08618	Mondays 8:30- 5:00 Tuesdays 8:30- 5:00 Wednesdays 10:30- 6:30 Thursdays 8:30- 6:00 Fridays 8:30- 4:00	Tel: (609) 498-7755 Central Call number for all sites. Fax: (609) 434-0040
04	Hamilton Health Department New Address: 320 Scully Avenue Hamilton, NJ 08610 February 2016	1 st , 3 rd , & 4 th Friday of every month 2 nd Friday in April, June, August, October, & December 8:30-4:00	Call main site
22	Princeton Twp. Municipal Building WIC 400 Witherspoon Street Princeton, NJ 08542	3 rd Friday: 9:00 – 3:30 By appointment-	Call main site
11	New 4-1-16 635 South Clinton Avenue Trenton, 08611 (old Henry J Austin site number)	First Friday of month 8:30-12:30	Call main site
19	First Baptist Church of Hightstown 125 South Main Street Hightstown, NJ 08520	2 nd and 4 th Friday of the month 8:30-4:00PM, by appointment	Call main site

**18 RUTGERS NJ MEDICAL SCHOOL WIC PROGRAM
 STANLEY BERGEN BUILDING, RM GA-06
 65 BERGEN STREET
 NEWARK, NJ 07107
 (973) 972-3416**

Coordinator: Valeria Jacob-Andrews

SITE CODE	NAME AND ADDRESS	DAYS/HOURS OF OPERATION	TELEPHONE NUMBER
03 Main Admin	Rutgers NJ Medical School WIC Program Stanley Bergen Building Room GA-06 65 Bergen Street Newark, NJ 07107-1709	Monday, Tuesday, Thursday & Friday: 8:30 a.m. – 4:30 p.m. Wednesday: 8:30 a.m. – 6:30 p.m. 1 st Wednesday: 3:30 a.m. – 6:30 p.m.	Tel: (973) 972-3416 Tel: (973) 972-3417 Fax: (97) 972-8977
05	Ivy Hill Apartments Senior Citizen Center 230 Mt. Vernon Place Newark, NJ 07106	Wednesday: 7:15 a.m.– 2:15 p.m.	Tel: (973) 416-8826
70	University Hospital Prenatal Clinic Ambulatory Care Center 140 Bergen Street, Newark, NJ 07101-1709	Monday: 9:45 a.m. – 2:15 p.m. Tuesday: 9:00 a.m. – 2:15 p.m.	Tel: (973) 972-2726
71	University Hospital Maternity Unit F-Green 150 Bergen Street Newark, NJ 07101-1709	Monday and Tuesday: 9:45 am- 2:45 pm Friday: 9:30 a.m. – 2:30 p.m.	Tel: (973) 972-5624

19 OCEAN COUNTY WIC PROGRAM
 OCEAN COUNTY DEPARTMENT OF HEALTH
 175 SUNSET AVENUE, PO BOX 2191
 TOMS RIVER, NJ 08755
 (732) 341-9700 EXT. 7520

Coordinator: Meg-Ann McCarthy-Klein

SITE CODE	NAME AND ADDRESS	DAYS/HOURS OF OPERATION	TELEPHONE NUMBER
06 Main Admin	Ocean County WIC Program Ocean County Department of Health 175 Sunset Avenue, PO Box 2191 Toms River, NJ 08755	Monday – Friday: 8:00 a.m. – 5:00 p.m. 1 st , 2 nd & 4 th Monday: 8:00 a.m. – 8:00 p.m.	Tel: (732) 341-9700 Ext. 7520 Fax: (732) 286-3951
07	Brick Presbyterian Church 111 Drum Point Road Brick, NJ 08723	Tuesday: 8:00 a.m. – 5:00 p.m. Nutrition Education/Checks 2:00 a.m. – 3:00 p.m.	Staff Cell: (732) 691-7307
14	Southern Ocean Resource Center 333 Haywood Avenue Manahawkin, NJ 08050	Monday – Thursday: 8:00 a.m. – 5:00 p.m. Nutrition Education/Checks Monday: 8:30 a.m. Tuesday: 2:00 p.m.	
74	Community Medical Center (prenatal) 301 Lakehurst Road, 3 rd Floor Toms River, NJ 08753	Tuesday & Thursday: 8:00 a.m. – 12:00 p.m.	Tel: (732) 818-3388
12 Admin	Northern Ocean Co Board of Health 1771 Madison Ave Lakewood NJ 08701	Monday –Friday 8:00 a.m. – 5:00 p.m. 1 st & 3 rd Thursday: 5:00 p.m. – 7:00 p.m.	Tel: (732) 370-0122 Fax: (732) 886-0983
71	Ocean Health Initiatives (OHI) Federal Qualified Health Center 101 Second St. Lakewood NJ 08701	Monday to Fridays 9:00 a.m. – 4 p.m. Nutrition Education/Checks Thursday: 3:00 p.m.	Staff Cell: (732) 691-7307

20 PASSAIC WIC PROGRAM
 333 PASSAIC STREET
 PASSAIC, NJ 07055
 (973) 365-5620

Coordinator: Dana Hordyszynski

SITE CODE	NAME AND ADDRESS	DAYS/HOURS OF OPERATION	TELEPHONE NUMBER
01 Main Admin	Passaic WIC Program 333 Passaic Street Passaic, NJ 07055	Monday – Friday: 8:30 a.m. – 4:00 p.m. 3 rd Saturday of the Month 8:00 a.m. – 12:00 p.m.	Tel: (973) 365-5620 Tel: (973) 365-5619 Fax: (973) 365-5622

22 TRINITAS WIC PROGRAM
 40 PARKER ROAD
 ELIZABETH, NJ 07208
 (908) 994-5141

Coordinator: Anita Otokiti

SITE CODE	NAME AND ADDRESS	DAYS/HOURS OF OPERATION	TELEPHONE NUMBER
01 Main Admin	Trinitas WIC Program 40 Parker Road Elizabeth, NJ 07208	Monday – Friday: 8:00 a.m. – 5:00 p.m. (Door opens at 8:30 a.m.)	Tel: (908) 994-5141 Fax: (908) 994-5513

13.0 NEW JERSEY WIC ADVISORY COUNCIL BY-LAWS

13.1 New Jersey WIC Council By-Laws

The By-Laws of the Council set forth the purpose, organization and responsibilities of its membership, which are identified in Section 7.0.

New Jersey WIC Advisory Council By-Laws

ADOPTED 1987

REVISED:

OCTOBER 1989

NOVEMBER 1992

AUGUST 1993

MAY 2000

SEPTEMBER 2010

JULY 2014 (FINAL DRAFT)

ARTICLE I – NAME

The name of this organization is the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) Advisory Council, hereafter referred to as the New Jersey WIC Advisory Council.

ARTICLE II – PURPOSE

The purpose of the council is to bring together representatives from statewide organizations and constituencies which have an interest in the health status of mothers and children by performing the following functions:

- A. To contribute to the promotion of the New Jersey WIC Services.
- B. To provide support and make recommendations to New Jersey WIC Services for the operation of an effective program.
- C. To act as a clearing house for the exchange of ideas and information.
- D. To provide an articulate voice for consumers in areas affecting WIC, nutrition and health.

ARTICLE III – RESPONSIBILITIES

The responsibility of the Council is to collaborate with and advise the New Jersey Department of Health through the Director of WIC Services in the delivery of quality services to WIC clients. The areas include:

- A. Targeting Services
- B. Caseload Management
- C. Outreach
- D. Coordination of WIC with other Community Health Services
- E. Vendor Operations
- F. Nutrition Policy
- G. Program Planning
- H. Budgetary Management

New Jersey WIC Advisory Council By-Laws

SECTION 1 – Category of Membership

Members shall include but not limited to:

Voting Members

Maternal Health Provider
Pediatric Health Provider
Nutritionist
Nutrition Research Advocate
Vendor Representative
Participant Representative
WIC Forum (President/Designee)
Local Agency Representative
Health Officer
MCH Regional Consortia
WIC Advocates (3)
Food Policy Advocate
HMO Provider

Ex-Officio Members (Non-Voting)

Commissioner of Health (hereafter referred to as "*the Commissioner*")
or designee
Assistant Commissioner of Health & Senior Services
State WIC Director or Designee

SECTION 2 - Method of Appointment

Individuals may be recommended to serve as members of the Council by interested parties. The Nominating Committee shall be responsible for obtaining information on potential nominees as specified on the approved Biographical Information Form accompanied by a Resume or Curriculum Vitae. The Committee shall determine whether the nominee(s) shall be presented to the Council for a vote. If the potential nominee(s) receive(s) a majority vote of those members in attendance, the Chair shall recommend the nominee(s) to the Commissioner for appointment through his or her designee. All appointments shall be made by the Commissioner or a designee.

SECTION 3 – Terms of Memberships

Members shall be appointed by the Commissioner or a designee. Members may be reappointed for consecutive three (3) year terms by the Commissioner or designee. As per appointments by the Commissioner or designee, each member will submit their respective bios and CVs by July of the third year of each term. All membership terms shall be effective from October 1 to September 30 of the following year. The exception to this shall be the WIC Forum President. This position will be appointed annually to accommodate the current Forum President or designee.

New Jersey WIC Advisory Council By-Laws

Annually, the Recording Secretary will assess member information (during July and/or August) prepare and submit the updated listing with renewal dates and status along with bio and curriculum vitae by the September meeting. The Recording Secretary will forward this information to the State WIC Director who will forward it to the State Commissioner or designee for final approval.

SECTION 4 – Vacancies/Unexpired Terms

If a Council membership vacancy occurs due to death, removal or resignation, the Nominating Committee shall present a nominee to fill the unexpired term in accordance with Section 2, *Method of Appointment*. If the nominee receives majority vote of those members in attendance, the State WIC Director shall recommend the nominee to the Commissioner or designee.

SECTION 5 – Membership Categories

The Council may recommend to the Commissioner or designee the addition, deletion, or amendment of membership categories by a majority vote of those members in attendance.

SECTION 6 – Voting

Votes shall be cast only by an officially appointed member or a designated alternate of the member. The Chair must be informed of a designated alternate prior to the voting.

ARTICLE IV – OFFICERS

SECTION 1 – Number and Title

The officers of the Council shall consist of a Chair, Chair Elect, Immediate Past Chair, and Recording Secretary. The Chair, Chair Elect and Recording Secretary shall be elected by majority vote of the membership. The Chair Elect shall become the Chair following one term in office. The Chair shall become the Immediate Past Chair following his or her term.

SECTION 2 – Qualifications

All officers of the Council must be voting members of the Council and must have served as a member at least one year prior to election.

New Jersey WIC Advisory Council By-Laws

SECTION 3 – Duties

- A. The Chair shall preside at all meetings; serve as Chair of the Executive Committee, develop an agenda for meetings, appoint and disband ad-hoc committees as necessary. The Chair may call additional meetings of the full Council as necessary. The Chair or Chair Elect shall serve as the official representative of the Advisory Council.
- B. The Immediate Past Chair shall chair the Nominating and By-Laws Committees.
- C. The Recording Secretary shall take the minutes of all meetings. The minutes will be sent to the Chair no later than fifteen (15) business days after the meeting for review. Council shall approve minutes at the next meeting.

SECTION 4 – Terms of Office

- A. The Chair shall serve for two (2) years, the first year as Chair, and the second year as Immediate Past Chair.
- B. The Chair Elect shall serve for three (3) years, the first year as the Chair Elect, the second year as Chair, and the third year as Immediate Past Chair.
- C. The Recording Secretary shall serve for two (2) years. Re-election is permissible.

SECTION 5 – Vacancies

- A. In the event of a vacancy in the office of Chair, it shall be the duty of the Chair Elect to assume the Chair until the next election.
- B. In the event of a vacancy in the office of Chair Elect, the position shall remain vacant until the next election.
- C. In the event of concurrent vacancies in the offices of Chair and Chair Elect, the Immediate Past Chair shall appoint a Chair Elect until a special election is held.
- D. In the event of a vacancy in the office of Recording Secretary, the Chair may appoint a successor with the approval of the Executive Committee.

SECTION 6 – Nominations

The Nominating Committee shall present a slate of officers for consideration by the council at the July meeting. Nominations from the floor shall also be taken at the July meeting.

SECTION 7 – Elections

Council officer elections shall take place at the scheduled September meeting. The Nominating Committee shall tally votes and advise the Chair of the voting results. The newly elected officers will assume their positions on October 1st.

ARTICLE V - MEETINGS

SECTION 1 – Frequency of Meetings

The Council shall meet bi-monthly at the beginning of the WIC fiscal year and at the discretion of the Chair. An annual meeting schedule will be established in accordance with the WIC fiscal year.

SECTION 2 - Quorum

A quorum shall consist of a majority of the non-vacant voting members of the Council. All meetings shall require a quorum to vote. The Recording Secretary or designee shall be responsible for determining if a quorum is present.

SECTION 3 – Attendance/Termination

A member who cannot attend a meeting shall contact the Chair or the Recording Secretary or he/she may designate an alternate. A member or alternate must attend at least four (4) of the six (6) scheduled meetings annually to remain a voting member. Any voting member who fails to attend two (2) unexcused, consecutive meetings will have his/her membership recommended for termination. The Chair may make the determination that extenuating circumstances precluded such attendance or participation.

SECTION 4 – Meeting Notices

Notices of meetings, agenda items, and minutes of the previous meeting, will be mailed or e-mailed to all members by the WIC Advisory Council's Recording Secretary at least ten (10) working days prior to a meeting. All members shall be notified of any special meetings called by the Chair at least ten (10) working days prior to the meeting by the same procedure as above. The bi-monthly Council meetings will be held in a central New Jersey location or another location designated by the Chair.

ARTICLE VI - COMMITTEES

SECTION 1 – Standing Committees

A. Executive Committee

Shall be comprised of the current Chair, who will oversee and orchestrate the meetings, the Chair-elect, Recording Secretary, Local Agency Representative and one voting member.

New Jersey WIC Advisory Council By-Laws

B. Nominating Committee

The committee shall be appointed in July by the Chair and will consist of the Immediate Past Chair and two (2) voting members. The committee has two responsibilities:

- To present a slate of officers for election
- To present candidates for membership

C. Bylaws Committee

The committee shall consist of the Immediate Past Chair as *Chair* and two (2) voting member(s). The committee shall review the bylaws at least annually and present recommendations for revisions, if any, to the Council in September. Proposed revisions shall be mailed to all members with the agenda for the September meeting. A majority vote of the non-vacant voting members present at the September meeting shall be required to recommend any revisions to the by-laws. Recommendations for revisions shall be forwarded by the Chair to the Commissioner or designee through his/her designee. If no revisions are needed, this shall be noted in the minutes.

D. Ad Hoc Committees

May be created by the Chair for a specific time and task to carry out work of the Council that cannot be delegated to a standing committee.

14.0 PUBLIC HEARING TESTIMONIES

14.1 FFY 2018 Public Hearing Documents and Testimonies



State of New Jersey
DEPARTMENT OF HEALTH
DIVISION OF FAMILY HEALTH SERVICES
PO BOX 364
TRENTON, N.J. 08625-0364
www.nj.gov/health

CHRIS CHRISTIE
Governor

KIM GUADAGNO
Lt. Governor

CATHLEEN D. BENNETT
Commissioner

TO: Local Agency WIC Coordinators and Sponsors,
WIC Advisory Council Members, NJ Food Council

FROM: Electra A. Moses, M.S., R.D.N.
WIC Director

DATE: May 24, 2017

SUBJECT: Notice of Public Hearing – Tuesday, June 6, 2017
MCH Block Grant Application and WIC State Plan

Available for your review on our New Jersey Department of Health website (<http://www.state.nj.us/health/fhs/index.shtml>) is a **DRAFT** of the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) FFY 2018 State Strategic Plan. Prior to the WIC State Strategic Plan being finalized, a public hearing will be held on Tuesday, June 6, 2017, from 9:00 a.m. to 1:00 p.m. at the State House Annex, Committee Room 1, 125 West State Street, Trenton, New Jersey, 08625.

The hearing will focus on the FFY 2018 WIC State Plan (Special Supplemental Nutrition Program for Women, Infants and Children). Interested parties may provide testimony in writing or verbal testimony at the public hearing. Verbal testimony should not exceed 5 minutes in length and should be accompanied by eight written copies of the testimony. Those interested in testifying should contact Carolyn Providence at carolyn.providence@doh.nj.gov or (609) 292-9560 by Tuesday, May 30, 2017 to arrange for a place on the testimony agenda.

Individuals not able to attend this hearing are encouraged to submit written comments by June 16, 2017 to: Ms. Carolyn Providence, New Jersey Department of Health, Division of Family Health Services, WIC Services, P.O. Box 364, Trenton, New Jersey 08625-0364.

Additional information about the public hearing, or a hard copy of the WIC State Plan can be obtained by contacting Carolyn Providence at (609) 292-9560. If there is a need for sign language interpretation, please contact Dorothy Snyder at (609) 984-0755 before May 30, 2017.

NEW JERSEY WIC SERVICES

2018 STATE PLAN PUBLIC HEARING

WHEN

June 6, 2017
9:00 a.m. - 1:00 p.m.

WHERE

New Jersey State House Annex
Committee Room 1
125 West State Street
Trenton, NJ 08625

This institution is an equal opportunity provider.

COME AND JOIN US!

We need you to show your support for the New Jersey WIC Program.

WE NEED YOUR TESTIMONY!

What does WIC mean to you? How does/did WIC help you and your family? What do you like about WIC?

CONTACT!

For questions, about the hearing, contact Carolyn Providence at 609-292-9560.



SERVICIOS WIC EN NUEVA JERSEY

PLAN ESTATAL DE 2018 AUDIENCIA PÚBLICA

CUANDO

Juno 6, 2017
9:00 a.m. - 1:00 p.m.

DONDE

Anexo de la Cámara Legislativa del
estado de Nueva Jersey
La habitación 1 del Comité
125 West State Street
Trenton, Nueva Jersey 08625

Esta institución ofrece igualdad de oportunidades.

¡ VEN Y ÚNETE A NOSOTROS!

Necesitamos su apoyo para el programa de WIC de Nueva Jersey.

NECESITAMOS SU TESTIMONIO!

¿Qué significa para usted WIC? ¿Cómo WIC ayuda o ayudado usted y su familia? ¿Qué te gusta de WIC?

PREGUNTAS!

Para preguntas sobre, la Audiencia, llamen a la senora Carolyn Providence at 609-292-9560.



Testimony I

TO: NJ Department of Health, Division of Family Health Services

FROM: Rickie Kashdan, M.Ed., M.P.H., LCCE
Member, New Jersey WIC Advisory Council
Maternal Health Provider representative

DATE: June 6th, 2017

SUBJECT: Testimony in support of full funding for the NJ WIC State Plan

I am speaking today in support of full funding for the NJ WIC State Strategic Plan. I am here as a member of the WIC state Advisory Council. In my role on the Council, I represent maternal health providers. My statement represents my own point of view and does not represent my employer. In my several years working with the New Jersey WIC Advisory Council, I have had a chance to see and understand the commitment of both the local WIC Agencies and the State WIC program to improving services to pregnant women, postpartum women, breastfeeding women, infants and young children. There is a strong commitment and I am impressed with the efforts to both increase participation and reduce barriers to obtaining WIC services. The purpose of the WIC Advisory Council is to bring together representatives from statewide organizations and constituencies that have an interest in improving the nutritional status of low-income mothers, infants and children; providing support and making recommendations. Our NJ WIC Director has worked consistently with the WIC Advisory Council to provide updated information and an ongoing exchange of ideas and information to support the effective operation of NJ WIC. The WIC Advisory Council continues to look at WIC participant retention; outreach through prenatal care, pediatric providers, agencies and community organizations; and vendor strengths and areas for improvement.

For over 25 years I have worked in maternal child health, working with military families, for non-profit organizations and for the last 18 years with pregnant women in a hospital based prenatal clinic providing prenatal education and other programs to support healthy pregnancy, informed childbirth, care for the newborn and support for women to successfully reach their

breastfeeding goals. Our prenatal and pediatric clinic patients are almost entirely WIC eligible and most of our patients have issues with food insecurity.

WIC provides a vital resource for pregnant women, supporting increased nutrition for a healthy pregnancy, healthy birth outcomes and healthy children. The fact that WIC provides services to all financially eligible mothers, infants and young children, fills a missing link that is not available elsewhere in our governmental system, providing added nutrition as well as education and support services including information and referral to additional available services. In our current economic and political environment, WIC's role as a preventive public health nutrition program is particularly important to assist in ensuring access to health care for our vulnerable populations. Research clearly supports the cost effectiveness of the WIC program in its work to ensure a healthy nutritional status during this critical period of fetal development and the growth and development of our next generation.

In my prenatal and pediatric clinic, we work hand in hand with our local WIC program to provide improved nutrition to our families that have significant food insecurity and to improve breastfeeding rates by providing ongoing community support and resources. NJ WIC's commitment to continuous improvement of outreach activities and implementation of new strategies for community engagement to bring in new community partners and to ensure the commitment of ongoing partners is particularly important for the program's success and potential for growth. Building sustainable collaborations, two-way referrals between programs, engaging faith-based communities and community organizations is an exciting move forward to engage the full community in ensuring health equity and access to health care.

The 2016 NJ WIC participant survey evaluated several areas to identify specific strategies for quality improvement. Based on those findings, the WIC agencies are providing extended hours, looking at improving the reminder systems and have an enhanced food package to address participant concerns. The commitment to improve the use of technology will also improve the access to WIC services. As we move toward delivery of benefits electronically through the EBT or Electronic Benefits Transfer system, similar to the SNAP program, the NJ WIC delivery system

will be more in-line with today's world. The EBT system will be of benefit both to retailers and to the WIC participants, cutting down on check out time, reducing the stigma of using the WIC paper checks and improving the convenience of timely shopping for food that the family needs.

I also want to speak to the importance of prenatal breastfeeding education and ongoing support after the baby is born. The lactation support that WIC offers both to pregnant women and breastfeeding women is vitally important for reaching our 2020 NJ health goals. We find that with the increased focus in NJ hospitals to promote and support breastfeeding, more NJ moms, including WIC moms, are initiating breastfeeding. However, we know that the benefits of breastfeeding are dose dependent, with the most benefit achieved through exclusive breastfeeding, reducing the risks of ear infections, diarrhea, pneumonia and even Sudden Infant Death. In order to increase our rates for breastfeeding continuation and exclusive breastfeeding at 3 months and 6 months, our entire community needs to become involved in breastfeeding promotion and support.

Data show that while breastfeeding rates have continued to rise; many mothers are not following through with the recommendations for continued and exclusive breastfeeding. The American Academy of Pediatrics (AAP) recommends that infants are breastfed exclusively for the first 6 months and that breastfeeding continue for at least 12 months. Lower rates of continued breastfeeding suggest that many mothers may lack ongoing breastfeeding support.

One of the most highly effective preventive measures a mother can take to protect the health of her infant is to breastfeed. However, in the United States, although most mothers hope to breastfeed, and 81% of babies start out being breastfed, only 22% are exclusively breastfed 6 months later. Additionally, rates are significantly lower for African-American infants.

The success rate among mothers who want to breastfeed can be greatly improved through active support from their families, friends, communities, clinicians, health care leaders, employers, and policymakers. Given the importance of breastfeeding for the health and well-

being of mothers and children, it is critical that we take action across the country to support breastfeeding and the WIC breastfeeding support program has an essential role to play.

(<http://nj.gov/health/fhs/newborn/feed.shtml>)

WIC breastfeeding support services are vital to our patients. We need to increase our community support for breastfeeding. WIC peer breastfeeding counselors and lactation consultants develop relationships with moms during their pregnancy. WIC peer breastfeeding counselors are particularly effective in that they often speak the same language as the mother and family and they understand the potential barriers to breastfeeding that exist from within the community. The relationship that develops during the pregnancy continues after the baby is born, with WIC peer counselors and lactation consultants being able to provide ongoing support for moms to reach their breastfeeding goals. If we can increase WIC breastfeeding support to provide even more ongoing support for moms, I believe we will see an increase in our mom's ability to continue breastfeeding with an improvement in the health and well-being of our NJ infants and young children.

Testimony II

Statewide Parent Advocacy Network
 35 Halsey Street
 4th Floor
 Newark, NJ 07102
 (973) 642-8100 (973) 642-8080—Fax
 Website: www.spannj.org
 E-Mail: span@spannj.org



Empowered Families: Educated, Engaged, Effective!

SPAN & Family Voices-New Jersey comments on the
 WIC Strategic Plan Federal Fiscal Year 2018

June 6, 2017

Thank you for the opportunity to comment on the NJ State WIC Plan for FFY 2018. The Statewide Parent Advocacy Network (SPAN) is NJ's federally designated Parent Training and Information Center, RSA (Rehabilitation Services Administration) Transition Parent Information and Training Center, and Family to Family Health Information Center, as well as the NJ State Affiliate Organization for National Family Voices, which works to "keep families at the center of children's healthcare" and a chapter of the Federation of Families for Children's Mental Health. SPAN also houses the Essex County Improving Pregnancy Outcomes project and Partners for Prevention of Birth Defects and Developmental Disabilities, both funded by the NJ Department of Health, and an FASD prevention project, funded by the Governor's Council on Prevention of Developmental Disabilities.

SPAN's vision is that all families in New Jersey will have the resources and support they need to ensure that their children become fully participating and contributing members of our communities and society. Our mission is to empower and support families and inform and involve professionals and others interested in the healthy development and education of children and youth. Our focus is on the whole child and family, including education, health and mental health, human services, child care/early care and education, and child welfare/prevention. Our foremost commitment is to children and families who face the greatest obstacles due to disability, special healthcare/mental health need, poverty, discrimination based on race, gender, language, immigrant or homeless status, involvement in the foster care, child welfare, or juvenile justice systems, geographic location, or other special circumstances.

Our comments today are based on our almost 30 years of work reaching, supporting, and engaging diverse families in advocacy on behalf of their children and families as well as in systems improvement activities across the Maternal and Child Health priority areas.

We are pleased to note that one of the State's selected National Performance Measures for the 2018 Block Grant application is breastfeeding, which has a direct relationship to the work of WIC. We note that, on our survey of over 500 parents and professionals in NJ, 86% strongly supported the State Priority Need of increasing healthy births, and 84% strongly supported Improving Nutrition and Physical Activity, both of which have a direct relationship with WIC's purpose and activities.

We also note the Department of Health's Improving Pregnancy Outcomes initiative, including both the Community Health Worker model and "Central Intake," supports the work of WIC. There is strong research supporting the effectiveness of CHWs in increasing exclusive breastfeeding, reducing the under-five mortality rate, and reducing neonatal mortality. (See www.coregroup.org/storage/Program_Learning/Community_Health_Workers/review%20of%20chw%20effectiveness%20for%20mdgs-sept2012.pdf). We are excited about our breastfeeding support activities including those related to Black Women's Breastfeeding Week at the end of August. We

are also excited to report that SPAN is a partner in facilitating the Essex County Breastfeeding Coalition. We look forward to working with Title V, WIC, and its partners to increase the % of NJ women, especially African-American women, who breastfeed.

WIC Services Mission Statement & Services Goals

SPAN and FV-NJ strongly endorse the WIC Services Mission Statement, to safeguard the health of low-income women, infants, and children up to age 5 who are at nutritional risk by providing nutritious foods to supplement diet, information on healthy eating, breastfeeding promotion, and support and referrals to healthcare agencies. We want to ensure that WIC agencies are familiar with SPAN's supports and services and connect families who could benefit from our services to our warmline, 800-654-SPAN; our website, www.spanadvocacy.org; and our team of over 60 trained parents, reflecting NJ's diversity and speaking 11 languages.

We also support the WIC Services Goals, to enhance the quality of life for women, infants, and children through a client-centered service delivery system (although we note that families frequently inform us that the term "client" "turns them off" and is not seen by them as family-friendly). We also support the strategic priorities, to improve services through technology and collaboration, provide value enhanced nutritional assessment, promote and support exclusive breastfeeding, promote and support physical activity in conjunction with nutrition education, and ensure program integrity. We are particularly interested in the Loving Support through Peer Counseling Breastfeeding Program, as it is our experience that peer-to-peer support is the most effective way to help families institute behavioral change. We also support the concept of participant-centered services incorporating motivational interviewing, Value Enhanced Nutrition Assessment and the use of enhanced nutrition assessment tools, an effective approach. We also strongly support the goal to work closely with the NJ Breastfeeding Coalition to identify stakeholders and include them in prioritizing goals and initiatives, and the goal to explore funding to support the NJ Breastfeeding Coalition to ensure stability. We are especially pleased about the new focus on engaging stakeholders, particularly women with lived experience, and look forward to working with the Department to bring the voices of women with lived experience into leadership roles. We continue to encourage the NJ Department of Health WIC program to review the extent to which it and its WIC service agencies have identified potential women leaders who could assist WIC at the state and local level in understanding the barriers facing NJ low income women who need WIC services and addressing them more effectively, as well as building leadership of such women to be effective advocates with other women, WIC service delivery agencies, the general public, the legislature, and others, in support of WIC program goals and efforts. The WIC Plan should include adding additional WIC constituents – users of WIC services – to the Advisory Council, and ensure that they are adequately prepared and supported to participate effectively. SPAN will be working with various state agencies to bring the Leading by Convening training for "convenors," and the Serving on Groups training for diverse parent stakeholders, to NJ to assist in the effort to strengthen diverse stakeholder population on NJ's advisory councils and committees across agencies.

SPAN has conducted numerous focus groups with diverse women of childbearing age (Caucasian, African American, Latina, South Asian, Arab-American), from tweens through idle-aged women, to inform our work aimed at encouraging women of childbearing age to eat more healthily (including taking folic acid), exercise, and prevent and deal with stress. What we have learned from these focus groups as well as our work on the ground is that low-income women from diverse backgrounds have very different cultural and socio-economic approaches to health.

WIC Plan

SPAN and FV-NJ appreciate the current efforts of NJ WIC to provide access to healthy foods, nutrition and exercise information, connection to health care, breastfeeding promotion and support, and other key needs of NJ's low-income women and children.

SPAN supported the move by the US Department of Agriculture to issue regulations regarding the improved WIC food packages that improve the health and nutritional quality of the foods in the program, increase participants' choices, and expand cultural food options. The addition of whole grains, a move to low fat milk, and the choice of a full range of fruits and vegetables strengthen WIC's role in reducing obesity and improving nutrition. Allowing Farmers' Markets as WIC vendors is also a valuable option. We also supported the USDA changes to ensure that women have access to the full amounts of appropriate WIC foods as well as food package enhancements that better promote breastfeeding and support medically fragile participants. (In particular, SPAN and FV-NJ strongly support state's Special Infant Formula purchase system, where at-risk infants receive medical infant formula shipped either to their home or to their local WIC agency). We noted, however, a major shortcoming in that, by continuing to use self-imposed cost restraints, the USDA left the recommendations short of the full amount of fruit and vegetables and the option of yogurt recommended by the Institute of Medicine.

We value and appreciate the innovative collaborations cited in the State Plan and note that our Deepa Srinivasavaradan, NJ's CDC-designated Learn the Signs. Act Early Ambassador, recently presented Act Early information and resources to program staff to share with families with young children they serve. It was well received by WIC staff and she is following up with them to ensure ongoing sharing of information and resources with families.

We are concerned, however, with continuing troubling statistics in our state including high rates of obesity among low income children and a relatively low breastfeeding rate, which we know contributes to the high obesity rate. Obesity is more common among low-income children and children with special needs, as well as African-American children in particular. How has NJ WIC engaged low-income parents, African-American parents, and parents of children with special healthcare needs, in identifying strategies that might work more effectively with these populations? SPAN is excited to be piloting a project funded by the Partners for Health Foundation focused on preparing and supporting diverse parents of children with special needs to prevent and address obesity in their children. We look forward to sharing project results with the Department including the WIC program staff.

We note that some time ago National Family Voices partnered with Tufts University to do a study of parents of children with special healthcare needs focused on health promotion including nutrition and exercise. The results of that study showed that families of children with special healthcare needs who were paired with another trained parent of a child with special healthcare needs for peer support was more effective in getting those parents to be able to work on a health promotion goal for their child than merely being given information or even training. This is also a cost-effective intervention, as the Family Resource Specialist – a trained parent of a child with special healthcare needs with experience in multiple systems and supported by the Statewide Parent Advocacy Network – can provide the needed information, training and supports to families at a reasonable cost.

In terms of breastfeeding support, we note a brief mention of the possibility of home visits being made by peer counselors "when necessary," and wonder how that determination is made. We are

also interested in learning if, and how, NJ WIC is working with the Community Health Worker and “Central Intake” grantees, as well as the MCH Home visiting programs funded through a grant to the NJ Department of Health but administered by the NJ Department of Children and Families. This should be a high priority, to maximize the effectiveness of these programs and make the best use of scarce funds.

We also note that the NJ WIC Plan does not appear to have a specific focus on the most at risk populations such as mothers of premature infants or children with special healthcare needs, or teen mothers other than a brief mention of “Nutrition Lessons for Teen” under the Support for Pregnant and Parenting Teens program funding. We look forward to the availability of the online teen-friendly nutrition lesson and hope that NJ WIC plans to pilot that lesson by diverse teen parents to ensure its relevance and usefulness for its intended audience. We encourage NJ WIC to hone in on the populations with the greatest risks of poor nutrition, low rates of exercise, obesity, and lack of breastfeeding, and ensure the utilization of approaches and strategies that are targeted to their cultural, racial, and socio-economic backgrounds, beliefs, and lifestyles so as to maximize the effectiveness of WIC services and interventions. One size simply does not fit all. We recommend resources from the Food Research and Action Center such as their Time for a Change Guide: Maximizing the Benefits of the New WIC Foods for Immigrant Families (http://frac.org/newsite/wp-content/uploads/2009/05/wic_immigrant_timeforchange.pdf), and their webinar on Making the Most of the New WIC Foods for Multicultural Communities, which can be found at <http://frac.org/federal-foodnutrition-programs/wic/wic-in-multicultural-communities/>.

In closing, we appreciate the hard work and dedication of NJ’s WIC program staff and agency providers, indicate our willingness to partner with you and with your funded agencies in ensuring effective outreach and services to NJ’s diverse eligible population, and enhance the voices of those women who use WIC services to support continuous quality improvement and ensure the program achieves its goals.

Thank you again for the opportunity to comment on the NJ WIC State Plan

Sincerely,

Diana MTK Autin

Diana MTK Autin
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Lauren Agoratus

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To empower families and inform and involve professionals and other individuals interested in the healthy development and education of children and youth, to enable all children to become fully participating and contributing members of our communities and society.

Testimony III



30 W. Lafayette Street
Trenton, NJ 08608
609-392-8899/609-396-6571
njfc@njfoodcouncil.com

June 19, 2017

Ms. Dorothy Snyder
New Jersey Department of Health
Division of Family Health Services
WIC Services
P.O. Box 364
Trenton, New Jersey 08625-0364

Dear Ms. Snyder:

On behalf of the New Jersey Food Council, representing more than 1,400 supermarkets and convenience stores in New Jersey, please accept our comments regarding regulations governing vendor participation in the Special Supplemental Nutrition Program for Women, Infants and Children (WIC), 2018 FFY State Strategic Plan. We agree with the assertion that WIC should serve as an effective public health program and it remains our intent to serve as a partner for the health and wellness of NJ WIC clients. We also are committed to ensuring the success of the program for the state and the WIC customer. Following are our recommendations to improve the program.

Over the last several years, the full service supermarket is facing unprecedented competition from online retailers, home meal delivery services, big box stores and drug chains. E-commerce has cut into grocery sales, making it even tougher for traditional food retailers to thrive given their extremely tight margins. Some food retailers have been unable to survive these industry challenges and other food retailers are hesitant to settle into the NJ marketplace as the state has a notorious reputation as difficult for business.

With the dynamics of the food business changing rapidly in a 21st century marketplace, the State WIC program also must evolve and that is why we strongly believe the three year moratorium is outdated and irrelevant in today's fast paced retail environment. This is evident as our neighboring states offer open enrollment. We ask the State to strongly reconsider the timeline and emphasize an open enrollment period that best services the WIC recipient and the retail environment. The federal government gives the state tremendous flexibility in lifting this moratorium as other states have done. It is the State Health Department who needs the will.

When more vendors are enrolled in the program it ensures competitive pricing and product availability. Therefore, it reduces costs to the state and supports cost containment. It is simple economics; the more stores there are, the more competitive the program will be with greater buying power for recipients.

Additionally, we continue to advocate that WIC applications be readily available online to download from the Department's web-site.

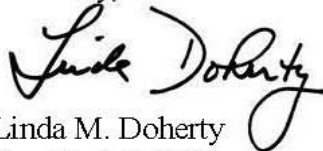
As the WIC program continues to plan to deliver benefits electronically, known as Electronic Benefits Transfer (EBT), our members know there is great convenience to WIC EBT as benefits can be redeemed more than once a month so it cuts down on the spoilage of perishable foods and it removes the stigma of paper checks. The Food Council wants to take a more progressive role in moving toward WIC EBT as it will reduce check out time for WIC mothers, lower operating costs to the state, and create a standardized electronic delivery system for retailers. Again, NJFC members call on the state to begin formal, regular meetings with WIC vendors to work through operational challenges and streamline the implementation process because the 2020 deadline is fast approaching. As multistate operators, our members have already participated in partnerships with other State WIC agencies and understand the value and shared efficiencies of these meetings.

Lastly, there has been much concern about access to healthy, nutritious foods for students during the summer when kids are out of school and lose the ability to access the Lunch Program. We share with you a successful pilot program from Texas called the WIC Summer Nutrition Card Program. We have attached a Power Point presentation that provides specific details. The concept has merit and should be considered as NJ goes online for WIC EBT. This Texas pilot, in partnership with USDA, uses the existing EBT infrastructure for WIC to give families with school-age children access to food benefits through purchases at WIC authorized grocers during the summer months of June, July and August. The average redemption rate per food type averaged about 95%, which is a great improvement over low redemption rates for the traditional NJ Summer Feeding Program. We ask state officials to take a serious look at the advantages of this summer feeding program for children.

It remains our opinion that WIC is a program that offers the best nutritional value for those in need. It is the intention of the NJ supermarket community to continue to support the WIC program, address the issues raised and develop tangible solutions to service the NJ WIC client as well as support predictability and sensible regulations to guide the retailer as they service the WIC community.

Thank you for considering the views of the NJ Food Council.

Sincerely,



Linda M. Doherty
President & CEO
NJ Food Council

Enclosure

Summer Nutrition Card Pilot Introductions



Ray Krzesniak

Ray.krzesniak@dshs.state.tx.us

512-341-4504

Mary Alice Winfree

MaryAlice.Winfree@dshs.state.tx.us

512-341-4400 ext 2267

2



Why Are We Here Today?

- We are here to announce to El Paso Vendors the final year of a three year, USDA demonstration project, "the Summer Nutrition Card Program".
- To highlight the results of last summer's program.
- To give you the specifics of this summer's program including the dates it will operate and
- To tell you how the program will, and won't, affect your business.

3



Purpose of Summer Nutrition Card Pilot

- USDA has for many years provided grants that operate the School Lunch Program throughout each school year. However, in the summer months when kids are out of school the program loses the ability to effectively provide products to these kids.
- Nationally, peak participation in the program has rarely exceeded 10-15% of eligible school children.
- The Summer Nutrition Card Pilot in Texas is an experiment by USDA to see if using EBT infrastructure to distribute benefit cards to families will allow the Summer Nutrition Program to provide School Lunch Program benefits seamlessly throughout the year without the normal drop off in participation during the summer months.

4



The Summer Nutrition Program Pilot

- Texas was selected to demonstrate the effectiveness of using its WIC EBT system to redeem the program's benefits since our EBT has been implemented state-wide.
- Within Texas, El Paso was selected as the single pilot area for issuance of benefits although the cards could be used anywhere in the state.
- The Texas Department of Agriculture and the Texas Department of State Health Services WIC Program have partnered to administer the Program.
- The El Paso pilot is 100% federally funded by the United States Department of Agriculture.

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Structure of the Summer Pilot

- The pilot uses the existing EBT infrastructure of WIC to give families with school-age children access to food benefits through purchases at WIC authorized grocers during the three summer months of June, July, and August.
- Families selected to participate receive a smartcard, similar to a WIC EBT card, which they can use in stores to buy the same foods authorized by WIC with the exception of infant foods and formula.
- Stores use the same EBT terminal, Authorized Product List (APL), and the Summer Nutrition Pilot sales are combined into a store's normal daily claims sent to the State.
- All current WIC Program grocer rules apply and will be enforced.
- There is no new or additional contract to implement this program.
- Students can use their card at any WIC authorized store in Texas.

6



Results of Last Summer's Pilot

- √ There were 36,000 students in the Ysleta Independent School District
- √ Last Summer USDA federal funding allowed for 5,300 students to be selected to participate in the pilot.
- √ Each randomly selected student received \$60 in EBT benefits for each of the 3 summer months of June, July, & August.
- √ Thus, \$954,000 in federal funds were available to spend in El Paso stores last summer ($\$60 \text{ month} \times 5,300 \text{ students} \times 3 \text{ months} = \$954,000$)
- √ Many families had more than one student participating. For those families, the benefits for all kids were combined on a single EBT card.
- √ Some of these families were also on WIC but most were not. Remember, only kids through the age of 4 years old can be on WIC and although four year olds in pre-kindergarten are eligible for this pilot, all kids younger than four are not eligible.

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Results of Last Summer's Pilot

- ✓ 4,336 El Paso students from 2,509 families actually received benefits last summer (2,509 EBT cards created).
- ✓ Each card was used at least once at a grocery store.
- ✓ Vendors were paid \$626,124.88 for food products sold in the program.
- ✓ Average redemption rate per food type averaged around 95% for the summer with the most popular food items purchased being Cheese, Eggs, and Juice.
- ✓ \$327,875 in food funds were left unspent in the grant.
- ✓ Benefits were spent at 94 separate vendor outlets with outlet's redemptions for the summer ranging from a low of \$1.49 to a high of \$143,157.79
- ✓ Each outlet that had redemptions was sent a report at the end of the summer pilot. If you didn't get a report, then your outlet didn't have any sales.

2012 Texas SEBTC Pilot Summary

Average redemption rate per food type 95%

Cat	Sub	FIDE	Issued	Redeemed	%
1	0	MILK SKIM 1/2% 1% 2%	37399	34700	92.78%
2	12	CHEESE	12197	12062	98.89%
3	0	EGGS-A OR AA LARGE/MED/SMALL	12333	12220	99.08%
4	4	JUICE 64 OZ &/OR 16 OZ FRZ	12124	12001	98.99%
5	0	CEREAL	436320	422046	96.73%
6	0	DRY OR CAN BEANS/PEANUT BUTTER	23328	21908.75	93.92%
8	0	TUNA OR SALMON IN WTR 5 & 6 OZ	208770	188928	90.50%
16	0	BREAD/TORTILLAS/RICE/OAT MEAL	35948	33161	92.25%
19	0	FRUITS &/OR VEGETABLES	\$198902	\$184977.29	93.00%



Scope of this Summer's Pilot Project

- √ USDA has directed the state to limit the issuance of benefits to the 3,926 children that redeemed benefits last Summer, responded to a letter YISD sent home this year, and who remained eligible (remained in school within YISD and are eligible for free and/or reduced cost lunch).
- √ Each student will again receive \$60 in EBT benefits for each of the 3 summer months of June, July & August.
- √ Thus, approximately \$706,680 in food benefits will be available to spend in El Paso store this summer (3,926 students X \$60 X 3 months = \$706,680)
- √ Many families will have more than one student participating. For those families, the benefits for all kids will be combined onto a single EBT card.
- √ Some of the families may also be on WIC but most will not.

10



Who Will Issue the EBT Cards?

- The Summer Nutrition Cards will NOT be issued by WIC clinics in El Paso.
- The Texas Department of Agriculture has partnered with El Pasoans Fighting Hunger (formerly West Texas Food Bank) to distribute the EBT cards to selected students from the Ysleta ISD. EPFH will distribute the cards and provide the client education.
- If you have questions about this project now, or during the summer months, please call the WIC State office in Austin using the toll free watts line:
1-800-252-9629

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The Summer Nutrition Card

- The Summer Nutrition Card, pictured in the upper left hand corner of each slide, operates like a WIC EBT card. It is a smartcard with a gold computer chip on the front that holds all of the food benefits for participants.
- Like WIC, the card must be inserted into the terminal and the client's PIN entered before scanning of products starts.
- The card must remain in the terminal until the completion of the entire transaction.
- Participants will be instructed to separate their Summer Nutrition Card products from any WIC purchases they may have on the counter. If the client wants to use both their Summer Nutrition and WIC cards, this **must** be done as 2 separate transactions. If they fail to separate their Summer Nutrition items from WIC items, confusion in the transaction will likely occur.

12



Your EBT Store System

- Your WIC EBT store system will accept and process the Summer Nutrition Program cards just like it would a WIC card.
 - √ Daily transactions for WIC and for the Summer Nutrition Program will be bundled together by the system and transmitted to Austin as a single claim.
 - √ The Auto Reconciliation File (ARF) you receive back will look the same as before but will have WIC sales and Summer Nutrition Program sales combined.
 - √ Your Direct Deposit Notification will also look the same as the one you currently receive for WIC.
 - √ You will be sent a report at the end of the Summer that tells you how much your Summer Nutrition sales were.

13



Dates of Operation for the Pilot

- The Summer 2013 pilot will operate from June 8th through August 25st when students will again have access to the School Lunch Program benefits.
- The first date to spend is being set on the cards as 12:01 a.m June 8th.
- Cards expire at mid-night on August 25th. On August 26th, all cards will no longer work in your system.
- Clients may try to use the cards before June 8th or after August 25th. Clients are being instructed not to try to use them before the first date to spend or after the last date to spend. Your EBT system will automatically prevent this from happening but clients may end up in your checkout lane anyway.

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Texas Summer Nutrition Card

One Summer Nutrition Card with food for all school children in the family

SEBTC card graphic



Food benefits available *part of June, all of July, and part of August*





Card Issuance

- **All cards will be issued and client training provided by El Pasoans Fighting Hunger (formerly the West Texas Food Bank).**
 - The El Pasoans Fighting Hunger office is located at 9541 Plaza Circle, El Paso, Texas 79927 and can be reached by phone at 915-298-0353
 - At the time of issuance to families, June, July, and August benefits will already be loaded on the cards.
 - If clients have problems with their cards, refer them to El Pasoans Fighting Hunger at the address and phone number shown above. Do not send them to a WIC clinic.

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Child Food Package for One Month Includes

- √ 3 gallons milk ½%, 1%, 2%
- √ 1 pound cheese
- √ 1 dozen eggs
- √ 1 64 oz fluid or 16 oz frozen juice
- √ 36 ozs Cereal
- √ 3 lbs bread/tortillas/rice/oatmeal
- √ 18 ozs tuna/salmon (5 or 6 oz size)
- √ choice of 2 (18 oz peanut butter/1 lb dry beans or 4 cans of beans)
- √ \$16.00 cash value benefit for fruits & vegetables

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Same Food Rules as WIC

- ✓ The same WIC vendor contract and policies apply to the Summer Nutrition Pilot
 - ✓ Same foods as WIC will be authorized except infant formulas and baby foods.
 - ✓ Same brands as allowed for WIC
 - ✓ Same product sizes as allowed for WIC
 - ✓ Least Expensive Brand (LEB) requirements are the same for the Summer Nutrition Card products.
- 
- ✓ The same Not to Exceed (NTE) price limit on products as for WIC foods apply.
 - ✓ All cost containment and cost competitiveness rules apply to the Summer Nutrition Card products as apply for WIC
 - ✓ The sales for Summer Nutrition Card products will be added to your WIC sales for computation of Price Region Band averages.
 - ✓ Sales could cause you to move into the next higher sales band.



Product Inventory

- You will probably need to increase your inventory of WIC allowable foods for the months of June, July, and August especially if your store is located in one of the zip codes where participating students live.
- If you had a significant amount of Summer Nutrition Pilot sales last year, expect about the same amount this year.

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Zip Codes

The Summer Nutrition Cards are redeemable anywhere in Texas. However, we anticipate that 95% or more will be redeemed in El Paso where the students live.

Within El Paso, the stores located in zip codes where students live are more likely to see high sales than stores outside of these zip codes. The zip codes where students live (see map attached to packet) are as follows:

79907	79915	79924
79925	79935	79936

See zip code map at back of handout.

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Stores May be Contacted

- USDA will be conducting a study of the Summer Nutrition Card Pilot. At some point during or after the pilot you may be contacted by someone from USDA to ask you questions about your experience with the program.
- Please respond to them as you would questions coming from the state.

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Attachments

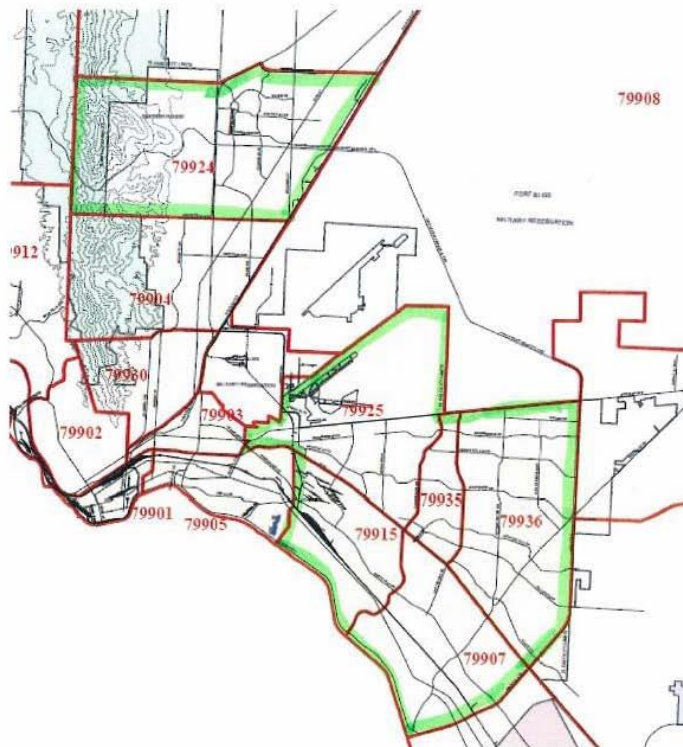
- **Please read the attachments included with this handout. Attachments include:**
 - **Zip code map showing where participating students live.**
 - **2-page document showing Frequently Asked Questions with Answers.**
 - **Narrative summary provided to Summer Nutrition Card families.**

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Questions

What questions do you have for us regarding the Summer Nutrition Card Pilot?



Vendor's Guide - Summer Nutrition Card Pilot Program



The Summer Nutrition Card Pilot is exploring new ways to feed school-age children during the summer months. The Texas Department of Agriculture – Summer Food Service Program and the Texas Department of State Health Services WIC Program have partnered together to administer the Program. The pilot is 100% federally funded by the United States Department of Agriculture.

The pilot will use the electronic benefit infrastructure of WIC to give low-income families with school-age children access to food benefits through WIC authorized grocers during the three summer months. Families will receive a card, similar to the WIC EBT card, which they can use in stores to buy the same foods authorized by WIC with the exception of Infant foods and formula. Current grocer rules for WIC will apply and be enforced.

This summer 5000 students of the El Paso's Ysleta School District will participate in the pilot. Participants may redeem their benefits *June 8th through August 25th*. Since participants may travel outside of the pilot area, the Summer Nutrition Pilot Program card may be accepted statewide at any WIC authorized outlet.

Each child will receive EBT benefits for the following food:

- | | |
|---|--|
| <ul style="list-style-type: none"> • 100% Juice • Milk • Cheese • Cereal • Eggs • Fruits and Vegetables • Dry or canned beans • Peanut butter | <ul style="list-style-type: none"> • Tuna or salmon • Whole grains: <ul style="list-style-type: none"> ◦ whole wheat bread ◦ oatmeal ◦ brown rice ◦ corn or whole wheat tortillas |
|---|--|



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Frequently Asked Questions

Is the Summer Nutrition Card the same as the WIC EBT card or the Lone Star SNAP card?

- No, the Summer Nutrition Card is a different program from WIC and SNAP.

What foods can be redeemed with the Summer Nutrition Card?

- All of the foods and sizes authorized by the WIC Program, with the exception of infant food and formula, may be redeemed with the Summer Nutrition Card.
- A store's declared WIC traditionally least expensive brands (LEB) of food are the same for the Summer Nutrition Card.

Does the store's WIC EBT System need to be changed to accept the Summer Nutrition Card?

- No. The Summer Nutrition Card transaction will be processed in the register lane using the WIC EBT system and authorized product list (APL). At the end of day your system will bundle together all Summer Nutrition Card and WIC EBT transactions into one claim and submit the claim electronically to the State. You will receive one direct deposit for all valid Summer Nutrition Card and WIC EBT transactions in the claim. WIC LEB, Cost Containment, and Competitive Pricing rules apply to these transactions.
- All Summer Nutrition Card transactions will be processed under the terms and conditions of the WIC Vendor Agreement and the policies cited in that agreement which expires September 30, 2013.

How much time do customers have to use the Summer Nutrition Card each month?

- They can buy their June food from June 8 through June 30.
- They can buy their July food from July 1 through July 31.
- They can buy their August food from August 1 through August 25.
- Any unused food left on the card for a particular month will be lost if they do not buy it before the end of that month.

What if the Summer Nutrition Card is damaged or does not work?

- Have the customer call the West Texas Food Bank at 915-595-1060.
- If grocers have questions, please call Texas WIC Program Vendor Relations at 1-800-252-9629.

What will happen at the grocery store?

- Customers should separate their Summer Nutrition Card food from their other food prior to checkout.
- They should tell the cashier that they will be using their Summer Nutrition Card.
- Customers should insert their Summer Nutrition Card into the reader and enter their PIN. They should leave the card in the reader until the cashier tells them to remove it.
- Cashiers must determine if the LEB items to be scanned are the store's declared traditionally least expensive brands of milk, juice, cheese, beans, green split peas, lentils, brown rice, whole wheat bread, whole wheat and corn tortillas.
- After all items are scanned, have the customer review the Items Purchased Receipt or display screen.
- Have the customer press "Yes" or "No" to accept or reject the purchase. Only the customer performs this function.
- After the Ending Balance Receipt prints, give the receipt to the customer and tell her to keep it to use on her next shopping trip.
- Tell the customer, "Please remove your card." The card reader will beep until the card is removed.

The Texas Department of Agriculture is committed to enhancing the health of all Texans.
The Texas Department of State Health Services is an equal-opportunity provider.
USDA is an equal opportunity provider and employer.
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We're happy to have you participate in this important pilot for the United States Department of Agriculture. Ysleta Independent School District was chosen as one of only five pilots in the nation. What we learn from Ysleta ISD may help us find new ways to feed children healthy food during the summer months. The results of this pilot will help us understand if providing food directly to children through an electronic benefits transfer (EBT) card will be helpful for families during the summer months. If you have any questions after reading this booklet, please contact the Summer Nutrition Card team at the El Pasoans Fighting Hunger office at 915-298-0353.

What is the Summer Nutrition Card Pilot?

- The Texas Department of Agriculture – Summer Food Service Program and the Department of State Health Services have partnered together to administer this pilot.
- This pilot is only available during the summer months when school is not in session.
- This is not the WIC program, but provides the same food that WIC offers.
- The Summer Nutrition Card works like a debit card.
- Food is loaded onto your Summer Nutrition Card before you receive it.
- EACH child participating will receive food on the Summer Nutrition Card for each month of the pilot.
- You can use your Summer Nutrition Card at grocery stores that accept the WIC EBT card.

How do I buy food with my Summer Nutrition Card?

- Your Summer Nutrition Card Shopping Guide will tell you which food you can buy with your card.
- You will be given a personal shopping list that will tell you how much of each food you have on your card.
- You can choose how much food you wish to buy at each shopping trip.
- You cannot return the food to the store for money or sell the food.

How much time do I have to use the Summer Nutrition Card each month?

- You can buy your June food from June 8 through June 30th.
- You can buy your July food from July 1 through July 31st.
- You can buy your August food from August 1 through August 25th.
- Any unused food left on the card for a particular month will be lost if you do not buy it before the end of that month.

Is the Summer Nutrition Card the same as the WIC EBT card or the Lone Star SNAP card?

- No, the Summer Nutrition Card is a different program from the other programs.

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What is a PIN?

- A PIN is your personal identification number. Your PIN is the last four digits of the school ID of the oldest school-aged child in your household.
- The PIN will make your Summer Nutrition Card work.
- Do not write your PIN on the card or keep it with the card.
- If you forget your PIN, call the El Pasoans Fighting Hunger office at 915-298-0353 and they will help you.

What if my Summer Nutrition Card is damaged or does not work?

- Do not throw it away – call the El Pasoans Fighting Hunger office at 915-298-0353. They will help you replace the card if it is damaged.
- Replacing your card can take up to 6 business days.

What if my Summer Nutrition Card is lost or stolen? Can someone else use it?

- Your card is safe because it can only be used with your PIN.
- Call the El Pasoans Fighting Hunger office at 915-298-0353. They will help you replace the card.
- Once you call and report your card missing, it will be unusable.
- Replacing your card can take up to 6 business days.

What will happen at the grocery store?

- Select your food using your personal shopping list and the Summer Nutrition Card Shopping Guide.
- Separate your Summer Nutrition Card food from your other food when you checkout.
- Tell the cashier that you will be using your Summer Nutrition Card.
- When the cashier tells you, insert your Summer Nutrition Card into the reader and enter your PIN. Leave your card in the reader until the cashier tells you to remove it.
- Each time you use the Summer Nutrition Card at the store, you will receive a receipt that shows what you purchased, as well as the food you have left for the month.
- It is important to save your receipt!
- Once your items are scanned, review your receipt to make sure your purchases are listed correctly.
- If you lose your receipt, the grocery store can give you a new one with the latest balance.
- If you experience a problem using your Summer Nutrition Card, call the El Pasoans Fighting Hunger office at 915-298-0353.

What if the food I choose does not scan as a Summer Nutrition Card item?

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- You may not have enough of that food item left on your card.
- You may have selected a food item that is the wrong size or the wrong brand.
- You can choose to pay for the food item with your other groceries or tell the cashier you do not want it.
- If you think there is an error, call El Pasoans Fighting Hunger at **915- 298-0353**.
- Funding is provided by the United States Department of Agriculture and the pilot is administered by the Texas Department of Agriculture and Texas Department of State Health Services. The Summer Nutrition Card Pilot is a project for summer 2013 to explore new ways to feed children during the summer months. Ysleta Independent School District is the only school district in Texas participating in the pilot.