

**SPECIAL SUPPLEMENTAL NUTRITION PROGRAM
FOR
WOMEN, INFANTS, AND CHILDREN (WIC)
FFY **DRAFT** 2019
STATE STRATEGIC PLAN**

DUNS #806418075

NEW JERSEY DEPARTMENT OF HEALTH

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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 authorized 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 eating 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 strengthen 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 by providing the support and information they need to initiate and continue breastfeeding. The WIC Program collaborates with hospitals, and community programs to create an environment in which breastfeeding is the norm. 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 (2014 is the last year that data is available). (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 2017 (October 1, 2016 through September 30, 2017), New Jersey WIC Services, through the local WIC agencies, served 252,458 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 2018 was 53.12% Hispanic/Latino and 46.88% Non-Hispanic/Latino. Race distribution of New Jersey WIC participants: 2.48% American Indians and Alaska Native; 3.31% Asian; 23.88% African American; 0.92% Native Hawaiians or Pacific Islander, 66.68% 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 annually to more than **252,458** women, infants, and children at **98** 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	1/11
East Orange	Local Government	1/2
Tri-County/Gateway CAP	Non-Profit	9/3
Gloucester County	Local Government	1/2
Newark	Local Government	4/1
Jersey City	Local Government	1/2
North Hudson Community Action Corporation	Non-Profit	1/2
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

32 admin/66 satellite = 98 sites

IV 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 Section 1.8. T **The goals are:**

- Improve client services through technology and collaboration;
- Participant-centered services provide nutrition education and food packages tailored to participant's needs
- Promote and support exclusive breastfeeding;
- Promote and support physical activity in conjunction with nutrition education;
- Collaborate with other programs to increase effectiveness.
- Monitor and assess vendor cost containment; and
- Ensure program integrity.

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VII New Jersey WIC Services 2019 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 and partner with other State programs and Departments.
- To explore collaborations with other child nutrition programs to increase WIC participation among children 1 to 5 years.
- To expand the toll kit project to other areas of the medical profession.

- To develop a comprehensive Statewide breastfeeding plan including above partnerships with NJBC, State and programs and Departments
- To add yogurt to the food list.

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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 963 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.

Effective November 2017, NJ WIC implemented an "Open Access" System. Retailers interested in becoming NJ WIC Authorized can begin the application process online. The Open Access System is intended to allow more families access to healthy foods closer to home. The new Open Access Policy will make food shopping more convenient by increasing retail store locations; making it possible for WIC participants to redeem their Food Instruments and Cash Value-Vouchers closer to home. In the past, interested retailers were often placed on a waiting list based on their geographic proximity to existing WIC authorized stores and a ratio of retailers to WIC participants. New Jersey's new policy allows interested retailers to apply to be WIC Authorized regardless of geographic proximity to other WIC approved retailers. The program notified more than 300 stores on the waiting list that they can now apply. There are currently more than 963 authorized WIC retailers statewide.

A Vendor applying under this new Open Access policy must meet several eligibility criteria. Initial Retailer Assessment Questions will be used to determine an interested retailer's program eligibility

through the Initial Retailer Assessment Questions, available online. The Initial Retailer Assessment is comprised of eight questions and are used to determine an interested retailer's program eligibility. The eight assessment questions are the minimum requirements for receiving a New Jersey WIC Application for Vendor Authorization Packet. The assessments questions were obtained from the Vendor Selection Criteria.

The SA will accept online submissions of Initial Retailer Assessments via an online portal to review and determine program eligibility. The online portal can be found on the New Jersey Department of Health website <http://www.state.nj.us/health/fhs/wic/vendors/>. An interested retailer should search "Becoming a WIC Vendor" and follow the prompts to successfully submit their submission. An interested retailer who completes the online Initial Retailer Assessment Questions and is determined to be program eligible will receive a New Jersey WIC Application Packet for Vendor Authorization. The retailers on the waiting list were informed via telephone and mail of the new Initial Retailer Assessment and were provided technical assistance on how to submit their interest online.

1.2 Vendor and Farmer Management Goals and Objectives

Goals

- The State Agency will continue to revise policy and procedures related to the Vendor Management activities.
- 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 continue to work collaboratively with the revised 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.
- The State Agency Vendor Unit will collaboratively plan Outreach methods for implementation and evaluation in the authorized Vendor setting.
- Upon receipt of New Jersey WIC Application Packets for Vendor Authorization, the SA will review the submission to determine if the Vendor has established the capability to fulfill the responsibilities of a WIC Authorized Vendor. The SA shall review the submitted application to ensure for accuracy

and completeness. Retail applicants deemed program eligible will be placed in queue to receive an unannounced onsite visit from a SA representative. The SA shall ensure that all Authorized WIC Vendors are trained, monitored and evaluated in accordance with Federal Regulations.

- The SA will assess all retailer information to determine eligibility for Vendor Authorization within 120 calendar days. The milestones begin with an interested retailers' submission of the Initial Retailer Assessment questions via the online submission. The SA will download the online Initial Retailer Assessment submissions weekly.

Objectives

- In effort to maintain maximal Vendor Management oversight the State Agency will continue to review and revise policy and procedures related to the Vendor Management activities.
- The State Agency will attend ongoing meetings and training relative to Program Integrity (fraud, waste, and abuse), and Vendor Management education.
- The State Agency will ensure that all Vendor unit staff are involved in the development of WIC on the Web (WOW) in the Vendor Management enhancements and Vendor portal by means of testing, training and hands on use of the system.
- To compare shelf prices pre- and post- implementation of the vendor portal.
- To reduce price variances that exacerbate the previous 30% override.
- The State Agency vendor management staff will be involved with the preparation for the implementation of Electronic Benefit Transfer (EBT).
- In effort to maintain combined information sharing, the State Agency will ensure ongoing communication within the established terms of the Memorandum of Agreement between New Jersey Department of Health and the New Jersey Treasury Division of Taxation occur. The State Agency will send requests via secured email, requests for information will occur quarterly: February, May, August and November. Division of Taxation employees may participate in meetings between Taxpayers, Taxpayer Reps and DOH if there are Tax compliance issues.
- State Agency vendor management staff will engage vendor partners to collaborate on quality improvement initiatives geared to improve customer service provided to WIC participants.

1.3 Vendor and Farmer Management Milestones

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.

Farmers' Market Collaboration Meetings

The NJ Famers' 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 2017 meeting were incorporated into the FMNP operations as appropriate. The suggestions will also be carried through into the FFY 2018 FMNP season.

Collaborative Outreach Methods

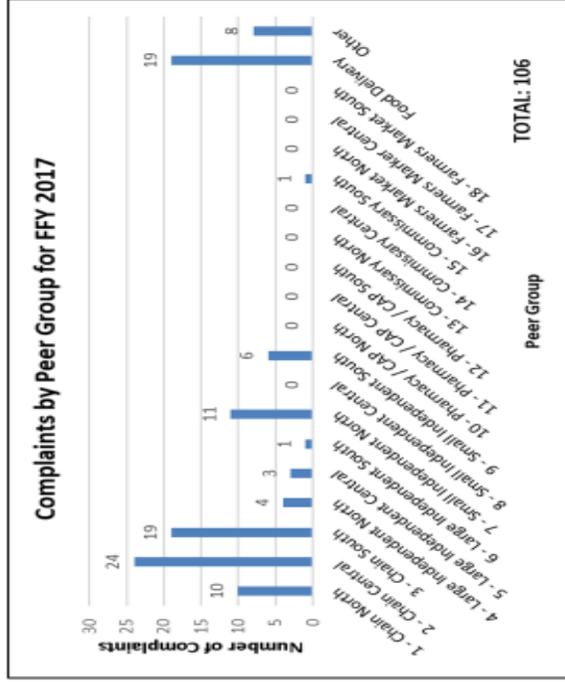
The State Agency Vendor Unit will collaboratively plan Outreach methods for implementation and evaluation in the authorized Vendor setting. In FFY 2017, the State Agency received a total of 106 complaints. Of the 106 complaints, 53 were identified as complaints that occurred at chain stores. The 53 complaints were issues related to the Vendor not allowing the purchase of an authorized food item.

The State Agency plans to partner with the New Jersey Food Council and its members. The New Jersey Food Council is an alliance of chain store food retailers and their supplier partners; bringing together key players in New Jersey's food distribution industry.

The State Agency Vendor management staff will engage Vendor partners to collaborate on quality improvement initiatives geared to communicating, collaborating and improving the customer service provided to WIC participants. Assist retailers in offering a more customer friendly environment by providing guidance to Vendors on how they can increase their customer service techniques. The State Agency will jointly plan print displays, point of sale education and training materials, and other supportive materials with the New Jersey Food Council members for the Annual Vendor Training (FFY 19). The materials are planned for distribution in Vendor locations. The State Agency will assist Vendors with planning and implementing effective strategies for an increased WIC participant customer service experience. The table below displays the total number and type of complaints received in FFY 2017 by Peer Group assignment.

Complaints by Peer Group for FFY 2017

Peer Groups	Count by Peer Group
1 - Chain North	10
2 - Chain Central	24
3 - Chain South	19
4 - Large Independent North	4
5 - Large Independent Central	3
6 - Large Independent South	1
7 - Small Independent North	11
8 - Small Independent Central	0
9 - Small Independent South	6
10 - Pharmacy / CAP North	0
11 - Pharmacy / CAP Central	0
12 - Pharmacy / CAP South	0
13 - Commissary North	0
14 - Commissary Central	0
15 - Commissary South	1
16 - Farmers Market North	0
17 - Farmers Market Central	0
18 - Farmers Market South	0
Food Delivery	19
Other	8
Grand Total	106



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 is used for interactive trainings at local agencies. WIC Agencies are required to provide customer service training annually using the Toolkit.

Breastfeeding Promotion and Support Services

- Local WIC agencies will continue to conduct their peer counseling programs according to *Loving Support® Through Peer Counseling: A Journey Together*. In FFY 2019, there will be an emphasis on collaborating with community organizations to promote 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 2018 included Statewide staff development to prepare for the NJWOW WIC system. Nutrition and Breastfeeding training; 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 2018.

NJWOW Staff Development

During FY 2018, State nutrition and breastfeeding staff developed and implemented five CPA/Breastfeeding staff trainings in preparation for NJWOW. The training covered nutrition services and certification policy changes. In addition, training focused on readiness to provide WIC services utilizing the new NJWOW system. The nutrition unit training team developed nine handouts that highlighted key issues to help local staff navigate through the WOW system. Specific topics covered included: documentation of notes and education as well food package issuance. There are many differences between the current WIC Access and NJ WOW systems. Policy and Procedures have been updated and continue to be finalized. State staff continue to provide ongoing support on the new system and as well as on revised policies. Evaluations and needs assessment were used to improve the quality of the training.

Breastfeeding Support

- USDA target funding supports breastfeeding promotion and support services for WIC participants. The FFY 2018 funding was \$1,020,047 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 \$1,271,526 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.

Breastfeeding Peer Counseling Progress Report

As of March 2018, 52 peer counselors (6 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.

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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.

Peer Counseling Services

- The NORWESCAP, Gloucester, and North Hudson WIC Programs were awarded the Gold level 2017 Loving Support Award of Excellence in recognition of their exemplary breastfeeding promotion and support practices. The Gold level award was given to only 11 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.

- The Statewide Peer Counselor training was held twice in 2018 with staff attending from agencies all over New Jersey.
- 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.

Breastfeeding Partnering and Collaboration

New Jersey WIC Services is collaborating with New Jersey Medicaid to provide accurate information to the WIC local agencies about how Medicaid recipients can obtain breast pumps through the Medicaid Managed Care Organizations. WIC provides breast pumps secondary to insurance.

New Jersey WIC Services has been designated to take the lead in coordinating lactation rooms in all the Department of Health facilities. The first lactation room was opened in the spring of 2018.

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

A meeting is tentatively planned for Spring of 2018.

Online Nutrition Education for WIC Participants (NJWIConline.org)

In Fiscal Year 2018, New Jersey WIC received funds to implement an OA grant to expand an existing online nutrition education delivery system which was originally designed with Flash technology more than a decade ago, and is no longer supported by most browsers. Technology upgrade is a priority project prior to development of new online lessons.

- The lessons will be repackaged so that each activity will be regarded as a unique lesson. The total number of lessons will increase from 11 to 36 (in both English and Spanish, or a total of 72 lessons.) The project’s improved features, including sound, will advance the quality of the nutrition education experience and customer service for WIC participants.

- A responsive design will allow participants greater flexibility and convenience to complete lessons on a variety of devices including phones, tablets, laptops or touch screens available in 38 WIC clinics.
- In FFY 2017, New Jersey WIC State office replaced the outdated Kiosk technology with “All-in-One flat screen with touch screen” computers at 38 administrative WIC sites. Signage and other print materials will increase participants’ general awareness of WIC online nutrition education options, as well as highlight the locations of the new touch screen computers available to complete nutrition education in the 38 clinic settings.

The current reach of the service is 97,612 NJ WIC users.

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.

2016 Participant Survey Initiative

NJ WIC Services implemented a statewide participant satisfaction survey initiative in April 2018, and ran it for six months. The purpose of the survey was to systematically assess:

1. Child Retention
2. Customer Service
3. Hunger Issues among WIC Participants

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 created food packages, continues to revise nutrition services policies and procedures, and developed educational training tools to utilize with 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. Current and past editions of the MARWIC TIMES are available electronically on the WICWorks website, at <https://wicworks.fns.usda.gov>.

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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. A new resource page for Health Care Professionals has been added which allows for electronic ordering of WIC print materials and access to electronic materials.

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.

Continued Operation of WIC on the Web (WoW)

The three-year contract awarded to the contractor Currier McCabe and Associates (CMA) remains in place for the operation and maintenance of WoW with the first of three (3) annual extensions being enacted in June 2018. The next extensions will be enacted June 2019. This engagement will continue to ensure that certification and benefit delivery will continue seamlessly at the local WIC agencies while a EBT system is under development and implementation.

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 2018, WIC anticipates awarding the eWIC contract. New Jersey WIC anticipates completion of implementation of eWIC by the third quarter FFY 2020.

WoW-EBT Timeline

Milestone	Due Date
Complete CMA CR15 Scope Acceptance	10/2/2017
Deliver EBT Contractor RFP to NJDPP & USDA	11/20/2017
Complete CR15 BRDs & ICD	12/22/2017
Release EBT Contractor RFP	5/30/2018
Execute EBT Contractor contract	10/17/2018
Complete Dev/System Test WOW-EBT modifications	12/15/2019
Begin EBT JAD sessions	1/14/2019
Finalize WOW-EBT Interface Design	4/3/2019
Complete WOW-EBT and EBT System Testing	5/29/2019
Complete WOW-EBT Integration Testing	6/26/2019
Complete WOW-EBT UAT/IV&V	7/24/2019
Start WOW-EBT Pilot	7/25/2019
Start WOW-EBT Rollout	1/9/2020
Complete WOW-EBT Rollout	4/29/2020

4.0 ORGANIZATION AND MANAGEMENT

4.1 Organization and Management

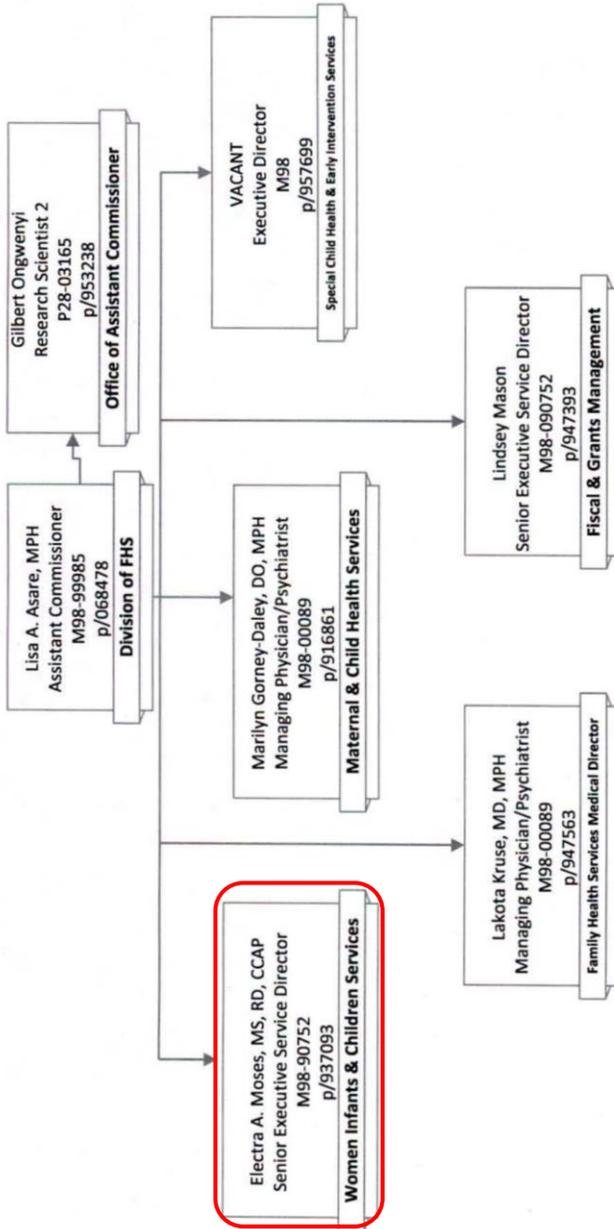
The Office of the Director is responsible for the State Plan, monitoring the budget, monitoring and reporting on annual Operational Adjustment, Infrastructure and Technology Funding; Civil Rights, USDA Management Evaluation reviews, fiscal reviews of WIC grantees, internal controls; efficiency and effectiveness 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.

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Division of Family Health Services Organizational Chart Last Modified FY 05/02/2018

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FAMILY HEALTH SERVICES
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4.2 Organization and Management Goals and Objectives

Goals

- Ensure that New Jersey WIC operates within all federal regulations;
- Complete the annual State Plan of Operation by the scheduled deadlines;
- Perform payroll activities for **38** full-time employees and **10** special services in New Jersey WIC Services;
- Complete and coordinating the preparation of all personnel actions for New Jersey WIC Services;
- Provide 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 current and in good standing via onsite biennial monitoring and internal monitoring reviews.
- Ensure that all current and in good standing 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.
- Review, revise, and update policies and procedures as needed.
- Ongoingly, provide staff training and technical assistance on all program areas.

4.3 Organization and Management Milestones

The New Jersey State Nutrition Action Coalition (SNAC)

In FFY 2017, this collaboration anticipated 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 was 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, beginning October 2016, local WIC agencies throughout 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.

WIC Collaboration with Head Start and other Early Childhood Educators (ECE)

In June 2017, all sixteen local agencies were invited, and nine agencies participated in a two day statewide "Train the Trainer" Baby Behavior event. The seventy-five attendees included seventeen WIC staff twenty-three Head Start and other Early Care and Education (ECE) experts. The training provided skills to apply the basic Baby Behavior infant concepts to toddlers up to 18months of age. A goal of the training was to improve the consistency of Baby Behavior messages introduced at WIC by staff in the child care setting. An 8-month follow-up survey was distributed to attendees to assess implementation of skills learned and determine next steps needed is underway. The project is under consideration as a possible future learning collaborative between WIC and Head Start. Funding for the training was provided by the CDC 1305 Cooperative Agreement Grant Funds.

Steps continue to be taken to enhance the collaboration between NJ WIC and the NJ Head Start Association. Areas for potential collaboration continue to be identified.

Collaboration and Child Retention

The **NJ WIC Communication Campaign** known as "*NJ WIC Helps You Grow Amazing Kids Campaign*" continues. An OA grant will fund the purchase of 75 vertical vinyl banners to be displayed in public areas to create public awareness.

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 2018. 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 2019 funding will be based on the guaranteed FFY 2018 base. Using a funding methodology similar to that utilized by the USDA to determine the distribution of funding to States, FFY 2018 grantee base awards, with adjustments made for past performance, will be the basis for calculating the preliminary grant award to grantees for FFY 2019. 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 will 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 will be 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.
- In collaboration with the Food Delivery and Vendor Unit, 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

- Continue to examine possibilities for food cost containment for food items other than infant formula.
- 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 the fall of 2017, the M&E Unit, in conjunction with the Department of Treasury, developed and issued a Request for Proposal (RFP) to solicit a vendor for a new three-year contract for infant formula rebate. As a result of this RFP, Mead Johnson & Company, LLC offered the lowest total monthly net wholesale price of infant formula and was awarded the contract. This contract covers the period of March 1, 2018 through February 28, 2021.

In FFY 2018, the Infant Formula Rebate Contract with Mead Johnson is projected to provide \$34.75M that will provide a month of WIC benefits to 440,309 WIC participants.

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7.0 VII. CASLEOAD 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 as many eligible residents as possible while maximizing the utilization of available food funding.
- 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 and partners to identify approaches to address retention of children in the WIC Program.
- 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 is 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 several subgroups to address caseload management. The subgroups are: nutrition and breastfeeding; advocacy and outreach; participation and retention; and vendor management.
- Outreach planning and implementation. This group has created subgroups including an Outreach, Vendor and Participant workgroup.

7.3 Caseload Management Milestones

In FFY 2018, New Jersey WIC Services are conducting the following outreach activities:

Outreach Activities

In FFY 2018, New Jersey WIC Services continues to elevate the level of collaboration on a statewide Communication Campaign with the New Jersey Academy of Pediatrics. 2,125 Toolkits were mailed to pediatricians across the state.

NJ WIC Pediatrician Toolkit

NJ WIC Toolkit for Pediatric Practices was mailed to 2125 Pediatric Practices. 398 Health Care Providers have been trained on universal screening for food insecurity at 7 trainings, 1761 evaluations were distributed. The toolkit and order form are available electronically, and the role of local agencies to sustain this project has been drafted.

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:

During 2018 OA funds will support an additional layer of, the Child Retention campaign titled “*New Jersey WIC Helps You Grow Amazing Kids.*” 75 vertical vinyl banners will be purchased and displayed in public areas. Print materials (posters and brochures in English and Spanish) continue to be available statewide.

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), and Twitter #NJWIC.

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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 2019.

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 98 clinic sites of which 32 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
- 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.
- Participation in the DOH Bi-Annual Rural Health Conference, Annual Culture of Health Conference and other significant events as opportunities arise.

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.” and “NJ WIC Helps You Grow Amazing Kids Campaign”. More information listed under Caseload Management.

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.

8.3 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 32 administrative (permanent) service sites and 66 satellite clinics throughout the state that provide direct benefits to more than 252,458 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 2017, WIC Services issued over 7,191,196 checks with a value of more than \$155 million. The FD Unit oversees the operations of all local WIC agencies and their service sites with emphasis on check reconciliation and payment. 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 **963** 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 agency 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 review 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 participants, 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 physician prescribed 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/needly populations.
- Food Delivery personnel are responsible for overseeing the semi-annual exchange of participant information with the Commonwealth of Pennsylvania. Twice a year, data files are compared to

discern whether any of New Jersey's WIC participants are dually enrolled in the Pennsylvania WIC Program. 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 was negotiated and will be implemented upon effective date of signatures 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 2018. 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 2018 are East Orange, Newark, Rutgers, Burlington county, VNA, Gateway/Tri-County, Trinitas, and Gloucester., and Plainfield. The local WIC agencies that will be monitored in FY 2019 are: North Hudson, Passaic, Jersey City, Children's Home Society, Ocean County, St. Joseph's, NORWESCAP, and Plainfield.

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.

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 by Service Area

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 & 3rd Tuesdays and: 2nd and 4th 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	1st & 3rd Monday: 8:30 AM – 4:00 PM	
06	Central Baptist Church 5th & Maple Avenue Palmyra, NJ 08065	3rd Thursday: 8:30 AM-1:00 PM	
08	1st United Methodist Church Camden & Pleasant Valley Avenues Moorestown, NJ 08057	2nd Thursday: 8:30 AM – 4:00 PM	
09	Medford Farms Firehouse 76 Hawkins Road and Rt. 206 Tabernacle, NJ 08088	2nd Wednesday: 12:30 – 4:00 PM (Jan; April, July & Oct)	
10	Shiloh Baptist Church 104 ½ Elizabeth Street Bordentown, NJ 08505	4th Wednesday: 8:30 AM-1:00 PM	
13	JFK Center 429 JFK Way Willingboro, NJ 08046	3rd Wednesday: 8:30 AM – 4:00 PM	
14	American Legion, Post #146 212 American Legion Drive Riverside, NJ 08075	1st Thursday: 8:30 AM – 4:00	
16	Heureka Center Burlington Housing Authority 800 Walnut Street Burlington, NJ 08016	2nd 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 8th and NJ Avenue Fort Dix, NJ 08641	3rd Thursday: 8:30 AM-4:00 PM 1st 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 TriCity WIC 300 Philadelphia Ave, Egg Harbor City, NJ 08215	Monday, Wed, and Friday 9:00- 4:00	
Admin 05-04-04	Gateway TriCity 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 Opening July 14, 2017	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

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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 – 4:30 Certs & 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

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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

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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

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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

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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

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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.

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14.0 PUBLIC HEARING TESTIMONIES

14.1 FFY 2019 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

PHILIP D. MURPHY
Governor

SHEILA Y. OLIVER
Lt. Governor

SHEREEF M. ELNAHAL, MD, MBA
Acting Commissioner

FOR IMMEDIATE RELEASE

REQUEST FOR PUBLIC HEARING TESTIMONIALS MCH BLOCK GRANT AND WIC STATE PLAN Friday, June 8, 2018

Available for your review on the New Jersey Department of Health website (<http://www.state.nj.us/health/fhs/index.shtml>- in PDF format) are electronic drafts of the Maternal and Child Health Block Grant Application for Federal Fiscal Year (FFY) 2019 and the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) FFY 2019 State Strategic Plan. Prior to each application being finalized, a public hearing will be held on Friday, June 8, 2018 from 9:00 a.m. to 1:00 p.m. at the New Jersey Health and Agriculture Building, First Floor Auditorium, 369 South Warren Street, Trenton, NJ 08611.

The hearing will focus on the Maternal and Child Health Block Grant, as required by the Omnibus Budget Reconciliation Act (OBRA) of 1989, PL 101-239, Section 501 (A) (1) F (iii) p24 and the FFY 2018 WIC State Plan. Interested parties may provide verbal or written testimonies at the public hearing. Verbal testimony shall not exceed 5 minutes in length and shall be accompanied by eight written copies of the testimony. Those interested in testifying should contact Josette Kamara at (609) 292-4043 by Wednesday, May 31, 2018 to arrange a place on the testimony agenda.

Individuals who are not able to attend the hearing are encouraged to submit written comments by June 19, 2018 to Josette Kamara, New Jersey Department of Health, Division of Family Health Services, MCH Services Program, P.O. Box 364, Trenton, NJ 08625-0364.

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If you would like additional information about the public hearing, or if you would like a copy of the Maternal and Child Health application, contact Josette Kamara at (609) 292-4043. Information about the WIC State Plan may be obtained from Carolyn Providence at (609) 292-9560. If there is a need for a sign language interpreter, contact Josette Kamara before May 24, 2018.

NEW JERSEY WIC SERVICES & MATERNAL CHILD HEALTH BLOCK GRANT TITLE V

2019 STATE PLAN PUBLIC HEARING

WHEN

Friday, June 8, 2018
9:00 a.m. - 1:00 p.m.

WHERE

New Jersey Health and Agriculture
Building
First Floor Auditorium
369 South Warren Street
Trenton, NJ 08611

This institution is an equal opportunity provider.

COME AND JOIN US!

We need you to show your support for the New Jersey WIC Program & Maternal Child Health Block Grant Title V

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 /292-4043 and/or Josette Kamara.



SERVICIOS WIC DE NUEVA JERSEY & SUBSIDIO DE SALUD INFANTIL MATERNAL TÍTULO V

PLAN ESTATAL DE 2019 AUDIENCIA PÚBLICA

CUANDO

Viernes, Juno 8, 2018
9:00 a.m. - 1:00 p.m.

DONDE

Edificio de Salud y Agricultura de
Nueva Jersey
Auditorio del Primer Piso
369 South Warren Street
Trenton, NJ 08611

Esta institución ofrece igualdad de oportunidades.

¡VEN Y ÚNETE A NOSOTROS!

Necesitamos su apoyo para el programa de WIC de Nueva Jersey y el Subsidio de Salud Infantil Maternal Título V

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 Carolyn Providence o Josette Kamara al 609-292-9560 o al 292-4043.

