

## Maine WIC Nutrition Program Goals and Objectives FFY 2018

The Maine WIC Program has developed the following goals and objectives for federal fiscal year 2018. These goals which are divided into the 11 functional areas are derived from a review of state and local agency operations, regulatory requirements, management evaluations, and fiscal and programmatic best practice.

Section	Goal FFY18	Activities	Status
<b>VENDOR AND FARMER MANAGEMENT</b>	Resume eWIC implementation	Obtain USDA approval of the IAPDU-AN	
		Apply for and receive additional implementation funds from USDA FNS	
		Hire a Project Manager	
		Secure contract with EBT services provider	
		Revise the eWIC project plan including but not limited to: the area for pilot, timeframes and the preparation of vendors	
		Resume implementation activities	
	Training effectiveness review	Give vendors evaluation forms after training	
	Revise peer group classification based on FNS guidance	Review peer grouping based on store location and affiliation	

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<b>NUTRITION SERVICES</b>	Upgrade WIC MIS (SPIRIT) to implement nutrition risk criteria changes outlined in Risk Revisions memo dated 6/29/2016.	Perform regression testing September 2017. Train local agency staff in last two weeks of Sept 2017. Upgrade effective October 2, 2017	
	Provision of training and technical assistance to local WIC agency staff.	Annual training conference scheduled for 10/27/2017. Provide nutrition services trainings as requested by local agency staff or as identified in management reviews or policy change(s).	
	Train directors and nutrition coordinators on FFY2018 policy changes	Provision of train-the-trainer PowerPoint at October 2017 directors meeting	
	Provide effective and efficient breastfeeding promotion and support services.	Provision of funding to local agencies for attendance at BEST Connection conference in 2018	
	Follow up on unreturned electric breast pumps	Communicate information about unreturned breast pumps with DHHS Fraud Investigation and Recovery Unit.	
	Increase % pregnant enrollees that subsequently initiate breastfeeding to 73% 6 month duration-28%	Monitor breastfeeding rates.	
	Monitor split-tender during compliance buy investigations	Purchase debit cards for compliance investigators to use when purchasing over the CVV printed value	

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<b>MANAGEMENT INFORMATION SYSTEM (MIS)</b>	Maintain SPIRIT help desk support for local agencies.	State WIC staff to provide SPIRIT MIS Help Desk Support for the local WIC clinic.	
	Train staffs for each SPIRIT upgrade and develop self-guided SPIRIT training for new staff.	Develop webinar training for September 2017 upgrade.  Update new staff training material with changes.  Train local agency staff	
	Continue participation in SPIRIT User Group through task force/groups: Executive Steering Committee, Change Control Workgroup, Technology Advisory Group, Tester call and EBT Task Force.	State representation maintained by Director, Nutrition Coordinator and WIC Dietitian.	
	Implementation of ENH-405 (income calculator corrections) into SPIRIT	Test functionality when released for user acceptance testing	
<b>ORGANIZATION AND MANAGEMENT</b>	Adopt new State Agency rules.	File final rules with the Secretary of State to begin formal rule making process.	
		Obtain public comment.	
		Revise draft rule.	
	Develop and disseminate a WIC Program Annex to the MaineCDC Disaster Plan	Continue annex development meetings with MaineCDC Emergency Preparedness staff	
Share WIC Annex with local agency directors			
Review for alignment and compliance the new contract deliverable requirement for FFY 18 for local agencies to submit a WIC Program disaster plan in lieu of the agency disaster plan.			

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<b>NUTRITION SERVICES AND ADMINISTRATION (NSA) EXPENDITURES</b>	Continue to develop and maintain a cost efficient and effective operational budget that is proactive in responding to changes in funds and covers all essential minimum costs	Allocation of funds for the WIC Program state agency expenditures and funds provided to local agencies are under review to provide a cost effective budget.  Monthly budget reconciliation for NSA and Food funds.	
	Ensure program integrity through local agency performance-based contracting.	Develop Performance based expectations for FF18 contracts.	
<b>FOOD FUNDS MANAGEMENT</b>	Monitor and follow up on participant fraud and abuse	Monitor social media and sales sites for participants selling formula or other food item received from program	Count for FFY2017 end of Q3: Cases referred to LA for follow up-20 Cases that returned food items to LA after contact-4 Cases that have active payment plans-4 Cases that paid payment plan entirely-1
<b>CASELOAD MANAGEMENT</b>	Utilize Facebook advertisements to reach potential eligibles	Design Facebook advertisements in conjunction with Maine CDC administration  Deploy advertisements by October 2017  Analyze available usage statistics in April 2018	
	Work with local agencies on retention strategies	Provide technical assistance as needed	

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<b>CERTIFICATION, ELIGIBILITY AND COORDINATION OF SERVICES</b>	Collaborate with CradleME central referral initiative	Provision of Cradle ME brochures and referral forms to local agencies Provision of technical assistance to local agencies	
	Collaborate with My Mini Mainer project	Contribute materials and information to the project Develop and disseminate collaboration plan to local agencies	
	Monitor local agencies for compliance with residential facility agreements	Review facility agreements at MER and off-year MER visits	
	Implement nutrition risk changes from June 2016 memo	Train staff end of September 2017 Review local agencies for compliance during FFY2018 MER cycle	
<b>MONITORING AND AUDITS</b>	Implement Rider A contract expectations	Assess contract expectations annually for each local agency in management evaluation review	
<b>CIVIL RIGHTS</b>	Assure state and local agency staff have civil rights training	Provide local agencies with Civil Rights training materials Provide local agency civil rights training upon request Review continuing education logs as part of MER for inclusion of mandatory annual civil rights training	
	Translate participant materials into key languages identified by local agencies	Procure contract for translation of Maine non-discrimination statement and rights and responsibilities	
<b>FOOD DELIVERY</b>	Development of Approved Product List for distribution to vendors	Review food item submissions continually Finalize online UPC submission process for vendors and food manufacturers Deploy APL to vendors by Spring 2018	
	Provide and update participation and food costs models.	Food cost and participation models are continually reviewed and improved to assess accuracy.	