



GOVERNMENT OF THE DISTRICT OF COLUMBIA

SPECIAL SUPPLEMENTAL NUTRITION PROGRAM  
FOR WOMEN, INFANTS AND CHILDREN

WIC

---

FY2023 STATE PLAN  
GOALS & OBJECTIVES  
AUGUST 12, 2022

GOVERNMENT OF THE  
DISTRICT  
OF COLUMBIA

## Contents

<b>INTRODUCTION .....</b>	<b>2</b>
<b>FY2022 PROGRESS REPORTS AND GOALS FOR FY2023 .....</b>	<b>7</b>
<b>I. BREASTFEEDING.....</b>	<b>7</b>
Breastfeeding Goals & Objectives for FY2023 .....	9
<b>II. NUTRITION SERVICES .....</b>	<b>10</b>
Nutrition Services Goals & Objectives for FY2023 .....	12
<b>III. VENDOR MANAGEMENT .....</b>	<b>13</b>
Vendor Management Goals & Objectives for FY2023 .....	16
<b>IV. MANAGEMENT INFORMATION SYSTEMS .....</b>	<b>17</b>
MIS Goals & Objectives for FY2023.....	18
<b>V. CASELOAD AND OUTREACH .....</b>	<b>19</b>
Caseload and Outreach Goals & Objectives for FY2023.....	20
<b>Additional State Plan Information.....</b>	<b>21</b>
DC Health’s Community Health Administration (CHA) Organization Chart.....	21
DC WIC State Agency Organization Chart .....	22
Current DC WIC Local Agency Site Listing .....	23
FY2023 Estimate of Potentially Eligible Persons per Local Agency .....	24
FY2023 Estimate of Participation by Participant Category .....	24
DC WIC and TANF Data Sharing Update.....	24

# INTRODUCTION

The District of Columbia (DC) Department of Health (DC Health) promotes health, wellness, and equity across the District and protects the safety of residents, visitors, and those doing business in the nation's capital.

## About DC Health

As a state health agency, DC Health's core responsibilities include identifying health risks; educating the public; preventing and controlling diseases, injuries, and exposure to environmental hazards; promoting effective community collaborations; and optimizing equitable access to community resources. DC Health is organized into six administrations: 1) Center for Policy, Planning, and Evaluation (CPPE), 2) Community Health Administration (CHA), 3) Health Emergency Preparedness and Response Administration (HEPRA), 4) Health Regulation and Licensing Administration (HRLA), 5) HIV/AIDS, Hepatitis, STD, and TB Administration (HAHSTA), and 6) Office of Health Equity.

DC Health Strategic Priorities encompass:

- Promote a culture of health and wellness
- Address the social determinants of health
- Strengthen public-private partnerships
- Close the chasm between clinical medicine and public health
- Implement data driven and outcome-oriented approaches to program and policy development

## District of Columbia's WIC Program

The District of Columbia's Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) resides within DC Health's Community Health Administration (CHA), Nutrition and Physical Fitness Bureau (NPFB). CHA promotes healthy behaviors and environments that improve health outcomes and reduce disparities in the leading causes of mortality and morbidity in the District. Using a "health in all policies" approach (HiAP), CHA prioritizes cross-sector partnerships and targets social determinants of health by implementing evidence-based, data-informed interventions. Across four bureaus, CHA focuses on nutrition and physical fitness promotion; cancer and chronic disease prevention and control; access to quality health care services; and the health of residents across the lifespan. NPFB administers a portfolio of federal nutrition programs and locally funded healthy food access initiatives with an overall aim to facilitate policy, systems and environmental changes that make the healthy choice the easy choice in every community.



Considering services provided across WIC's 11 functional areas, DC WIC works to address the five key areas of social determinants of health, as outlined by Healthy People 2020<sup>1</sup>:

- |                        |                                    |
|------------------------|------------------------------------|
| ▪ Economic Stability   | • Neighborhood & Built Environment |
| ▪ Education            | • Social & Community Context       |
| ▪ Health & Health Care |                                    |



<sup>1</sup> <https://www.healthypeople.gov/2020/topics-objectives/topic/social-determinants-of-health>

Using a network of partnerships with local agencies, community organizations, and other stakeholders, DC WIC provides services for pregnant, breastfeeding, and postpartum women; infants; and children up to the age of five. These services include:

- Nutritious supplemental foods aimed at improving food security and economic stability
- Nutrition education and counseling by licensed, registered dietitians and other trained professionals along with breastfeeding promotion and support by lactation specialists in individual and group settings to support early childhood education and development, social cohesion, and health literacy
- Health assessments and referrals to health care, social services, and other community providers to encourage access to health care and primary care
- Food retailers including grocery stores, corner stores, and farmer's markets offering healthy food items in neighborhoods thereby improving access to healthy foods and food environments

### **Partnerships to Improve Program Reach**

DC WIC partners with a variety of internal and external programs and organizations. Several of these partnerships are described below.

#### ***DC Department of Health (DC Health)*** [Strategy to Improve Perinatal Health Outcomes](#)

DC Health's approach to improve perinatal health outcomes aligns with nationally-recognized best practices, and reflects the core principles identified to decrease perinatal health disparities and improve maternal and child health. DC Health's comprehensive approach works to ensure the following priorities:



- Every teenage girl and woman in DC is in control of her reproductive health
- Every pregnant woman receives patient-centered, high quality prenatal care beginning in the 1st trimester
- Every healthcare provider has the tools and resources they need to manage complex social needs of women and infants
- Every maternal and infant care facility and provider has the tools and resources to practice evidence-based health care and to document QI/QA activities
- Every newborn receives high-quality neonatal care in hospital and outpatient settings
- Every parent has the life skills needed to nurture and provide for their family
- Every infant, mom, and dad has a safe and healthy environment to thrive and receive the support they need to promote early childhood development and learning

These seven priorities fall within four overall strategic areas to eliminate preventable infant deaths and reduce preterm and low-birth-weight births:

- 1) Improving preconception health
- 2) Assuring high-quality healthcare
- 3) Strengthening families as they prepare and care for children
- 4) Promoting safe and healthy environments

DC Health administers a portfolio of perinatal programs and fosters strategic cross-program collaboration including:

- DC Quitline Pregnancy Program
- Healthy Start
- Help Me Grow
- Immunization Program
- Maternal, Infant Early Childhood Home Visitation (MIECHV)
- Safe Sleep and Fetal Alcohol Spectrum Disorder (FASD) Program
- WIC

### ***DC Food Policy Council***

#### **[Steering Committee & Food Access and Equity Working Group](#)**

The DC Food Policy Council (FPC) is a coalition of food leaders and government representatives appointed by Mayor Muriel Bowser to drive policy towards a more equitable, healthy, and sustainable food system in the District. The FPC was established through the [DC Food Policy Council and Director Establishment Act of 2014](#) (“the FPC Act”) as the result of advocacy by residents engaged in food and agriculture work, and with the goal of implementing the goals in the original [Sustainable DC Plan](#). DC WIC is a member of the steering committee as well as the Food Access and Equity Working Group – and supports the FPC to achieve their policy priorities for [FY2022](#):

1. Decrease food insecurity and promote health equity among most at-risk populations highlighted in DC’s [2021 Update on Food Access and Food Security Report](#), including Black and Latinx residents, families with children, and seniors.
2. Increase support for DC small food businesses, with a focus on BIPOC-led (Black, Indigenous, and People of Color) food businesses, organizations, and entrepreneurs.
3. Expand healthy food access in areas where structural racism and disinvestment have led to low food access.
4. Increase resident voice in food policy development in the District.

### ***Office of the Deputy Mayor for Planning and Economic Development***

#### **[Food Working Group](#)**

The Office of the Deputy Mayor for Planning and Economic Development (DMPED) assists the Mayor in the coordination, planning, supervision, and execution of economic development efforts in the District of Columbia with the goal of creating and preserving affordable housing, creating jobs, and increasing tax revenue. DMPED pursues policies and programs that create strong neighborhoods, expand and diversify the local economy, and provide residents with pathways to the middle class. DMPED hosts a monthly inter-agency Food Working Group, composed of DMPED, Department of Small & Local Business Development, Office of Planning, and DC Health (WIC). Agencies share updates and seek opportunities to partner on food access and food retailer projects and initiatives. Current working group efforts are centered on supporting DMPED and OP to implement the Mayor’s [FY2022 food access investments](#) to close the grocery gap, support locally-owned fresh food businesses, and strengthen existing grocery access programs. Initiatives include the Nourish DC Fund, Food Access Fund, East of the River Leasing Strategy, and Supermarket Tax Incentives Program.



### [DC Upward Mobility Project and Action Plan](#)

DC WIC is included in the District's new cross-agency initiative to boost upward mobility outcomes by addressing racial inequities in three initial policy areas: housing, financial wellbeing, and workforce development/adult education.

#### Project goals:

1. All residents live in safe, stable housing that is large enough for their family and affordable based on their income.
2. All residents have a financial safety net that enables them to navigate financial emergencies while building wealth throughout their lifetime.
3. All residents have access to the education and training they need to access careers with family-sustaining wages.

#### The Plan aims to:

1. Improving the resident experience of District programs
2. Aligning programs that help residents achieve stability and then mobility toward prosperity
3. Measuring progress for upward mobility
4. Evaluating program effectiveness to improve resident outcomes

### **DC Council**

#### [Women, Infants and Children Program \(WIC\) Expansion Act of 2018](#)

In 2018, the DC Food Policy Council and community stakeholders worked with DC Council to pass the Women, Infants, and Children Program (WIC) Expansion Act of 2018. This legislation was intended to improve low-income DC families' access to healthy food by<sup>2</sup>:

- **Enhancing local flexibility in determining the requirements for a DC store to accept WIC.** The Act eases vendor selection criteria with the goal of helping more vendors become eligible to accept WIC benefits, and encouraging the launch of new local businesses that will serve neighborhoods that do not currently have full-service grocery stores.
- **Supporting small food retailers.** The Act calls for a plan to help more small stores in DC accept WIC.
- **Using data to make sure all low-income children are reached.** By using available government data to identify children ages 0-5 who are enrolled in other federal assistance programs but not WIC, the city will be able to reach out to those eligible households and connect them with WIC benefits and services.
- **Bringing the community together to increase WIC participation and respond to the needs of DC families.** By creating a WIC Outreach Advisory Board that will include local businesses, grocers, nonprofits, healthcare providers, and early childcare providers, the Act will ensure that diverse perspectives are heard and used to expand access.

The DC WIC State Agency made the following progress regarding the WIC Expansion Act during FY2022:

- [Enhancing Flexibility to Increase Vendor Participation](#): Since the Act was codified in March 2019, DC WIC has onboarded eight small stores, one medium independent grocery store in Maryland,

---

<sup>2</sup> <https://dcfoodpolicy.org/2018/06/18/wic-expansion-act-of-2018/>

and one independent pharmacy. Leveraging DC Central Kitchen and its existing relationships with corner stores has been instrumental in onboarding small stores to the DC WIC Program and increasing food access in neighborhoods that have lacked sufficient food retail options.

- Providing Technical Assistance to Small Stores: DC WIC uses a multipronged approach to identify small stores' TA needs, including: (1) feedback from store owners; (2) review of monthly vendor reports that outline check errors, product prices, and WIC benefit redemption data; (3) conducting site visits; (4) providing trainings; and (5) feedback from WIC participants. Ensuring the small stores that joined in FY2021 are supported and successful will entice other small stores in Wards 7 and 8 to join the Program, as well.
- Data Matching to Improve Enrollment Rates: DC WIC held multiple meetings with the Department of Human Services (DHS) and the Department of Health Care Finance (DHCF) in FY2021 to continue discussing the process and necessary steps to draft and implement a data sharing agreement. DC WIC is in the signature process of a data sharing agreement with the Temporary Assistance for Needy Families (TANF) program. This agreement will help streamline eligibility verification processes across TANF and WIC and identify children ages 0-5 years enrolled in TANF, but not WIC, and provide guidance to caregivers regarding the WIC Program and application process. DC WIC's next steps include identifying data-matching strategies and IT infrastructure as well as coordinating and formalizing referral processes between Programs.
- Working with the Community to Increase Participation: DC WIC continues to participate in the DC Food Policy Council. Monthly meetings offer the opportunity to convene with community organizations, local retailers, and residents to receive input on strategies to increase access and participation in WIC as well as improve the experience of WIC participants. Additionally, in FY2021 DC WIC implemented a bi-annual WIC Vendor Advisory Panel to serve as a communication forum between WIC-authorized retailers, professional trade organizations, food distributors, local non-profit organizations, the DC Food Policy Council, WIC Local Agencies, and the State Agency. Input from this Panel assisted DC WIC in ensuring a smooth transition for all DC WIC vendors to eWIC.

### **DC WIC Program Priorities**

DC WIC completes an annual State Plan to share goals and objectives for the coming year, which provide a framework for meeting operational requirements as well as addressing food and nutrition priorities in the District. Partnerships are essential, and DC WIC collaborates with a wide range of public and private stakeholders committed to building a culture of health and supporting health equity across the District. DC WIC priorities reflected in this Plan include:

1. Reduce barriers to WIC participation to increase WIC enrollment rates, improve redemption of food benefits, and extend the average enrollment length of eligible participants
2. Collaborate with community partners to increase WIC participation and improve maternal and child health outcomes with a focus on food justice and racial and health equity
3. Enhance cross-sector collaborations to increase initiation, duration, and exclusivity of breastfeeding, especially among African American women
4. Strengthen vendor management practices to enhance vendor relations, program integrity, and support implementation of an electronic benefits transfer system (eWIC)

In the District, WIC services are currently provided at 15 clinic sites operated by four Local Agencies. WIC sites are co-located within federally qualified health centers, hospitals, and a military base. The current DC WIC Local Agencies are:

1. Children's National Health System
2. Howard University Hospital
3. Mary's Center for Maternal and Child Health
4. Unity Health Care

Reducing barriers to WIC participation and increasing the WIC coverage rate is a major priority for the District. In April 2022, DC WIC finalized the transition away from paper checks to an electronic benefits transfer (EBT) system. All DC WIC clinics and vendors successfully rolled out eWIC by April 30, 2022, and all DC WIC participants were transitioned to the eWIC card by June 30, 2022.

Additionally, in spring 2022 the State Agency released a request for applications (RFA) to solicit organizations to deliver Local Agency WIC services to District residents. All current Local Agency organizations needed to submit an application in order to be considered to deliver WIC services in FY2023. The State Agency aims to finalize grant agreements with Local Agency organizations by October 1, 2022. At the time of State Plan submission, final selection decisions were not finalized. The State Agency will update the Mid-Atlantic Regional Office as soon as Local Agency organization grant awards are finalized.

## FY2022 PROGRESS REPORTS AND GOALS FOR FY2023

**Forward:** DC WIC is revising the layout of this section to more effectively communicate progress made and upcoming goals. In previous years, a summary chart of progress was provided then each of the goal and objectives were elaborated on further along in the Report, and a summary chart of goals for the coming fiscal year concluded the Report. This year, the Goals and Objectives Report is organized by functional area and FY2023 goals are aligned with SMART goal philosophy and include Key Performance Indicators (KPI), when possible.

### I. BREASTFEEDING

FY2022 Breastfeeding goal: **Increase breastfeeding initiation and duration rates by implementing evidence and practice-based breastfeeding promotion and support activities.** Progress on the objectives of this goal:

Objective 1: Conduct Competency-based trainings using revised Grow & Glow Training for all WIC Staff. This objective is in progress. The new USDA Breastfeeding Curriculum was introduced to DC WIC staff in FY2022. Level 1 Training was completed by all DC WIC staff in June 2022 and Level 2 Training is scheduled during Q4.

Objective 2: Conduct monthly/quarterly technical assistance meetings with peer counselors. This objective was accomplished. Bi-monthly technical assistance meetings are convened virtually with peer counselors and breastfeeding coordinators.



Objective 3: Increase access to Designated Breastfeeding Experts at all WIC sites to provide additional support to breastfeeding mothers.

To support Breastfeeding peer counselors in DC with support when cases are beyond their scope of practice, DC continues to work with external partners to fill the role of Designated Breastfeeding Experts (DBEs) all Local Agencies. DC WIC partners with Pacify to provide access to breastfeeding support that is beyond the scope of a peer counselor 24 hours per day, 7 days per week via their on-demand services. Pacify performs services via an app that allows participants to video chat with an International Board-Certified Lactation Consultant (IBCLC). In FY2022 to date, 278 women have enrolled in Pacify and 241 women used the service.

In addition, DC WIC works with the East of the River Lactation Center to provide access to IBCLCs for mostly Black breastfeeding mothers in Wards 7 and 8. In FY2022 to date, five women have received enhanced breastfeeding support from an IBCLC through the East of the River Lactation Center.

Objective 4: Leverage partnership with Pacify to promote 24/7 breastfeeding support to WIC families.

This objective is in progress. DC WIC continues to partner with Pacify to provide breastfeeding support 24 hours per day, 7 days per week via their on-demand services. Pacify performs services via their Pacify app. Participants may opt to be on video or use an audio only option for the consultation. Pacify sends a report back to DC WIC for local follow up when needed.

The use of Pacify ensures consistent availability of expert support for when Peer Counselors at Local Agencies need to refer participants with complex breastfeeding situations to an IBCLC. This partnership enables DC WIC to provide breastfeeding support to families outside of normal clinic hours, including night times and weekends. Using an external resource like Pacify helps local agencies balance their workload when acute staffing shortages could impact availability of breastfeeding support.

Other DC WIC Breastfeeding accomplishments

DC continues to partner with federal and local maternal child health programs within DC Health and the community at large: Healthy Start, MIECHV, the Safe Sleep Program, and Help Me Grow. DC Health continues to strengthen partnerships with a wide range of public and private stakeholders committed to increasing breastfeeding rates in across the district.

**DC Breastfeeding Coalition and Title V** - The DC Breastfeeding Coalition (DCBFC) is a key DC WIC partnership. Assisted by funding from Title V, DCBFC was able to employ two part-time International Board-Certified Lactation Consultants (IBCLC) to assist mothers at DC WIC service sites in Wards 7 and 8. These WIC sites were chosen based on high enrollment of Black women and disparate breastfeeding rates seen at these sites.

**DC Workplace Breastfeeding Support Toolkit** - The [DC Workplace Breastfeeding Support Toolkit](#) was developed through a partnership between Title V grantee DC Breastfeeding Coalition and the DC Women, Infants, and Children Program (DC WIC). The Toolkit aims to build capacity across District employers to create breastfeeding friendly workplace environments and support chest/breastfeeding employees. The Workplace Breastfeeding Support Toolkit is a PSE breastfeeding approach applied to workplace settings and intended for use by small and large businesses, District agencies, other MCH programs, community-based organizations serving chest/breastfeeding individuals, and the community.

The Toolkit provides:

- an overview of federal and District laws requiring employers to support chest/breastfeeding employees,
- sample workplace chest/breastfeeding support policies,
- steps to create a workplace breastfeeding program,
- anticipatory guidance for chest/breastfeeding individuals as they return to the workplace, and
- additional online resources.

**Lactation Certification Prep Courses** - In FY2022, DCBFC also leveraged Title V funding to deliver two virtual Lactation Certification Preparation Courses to help increase minority representation in the field of professional lactation consultants in the District. The Course prepares individuals to sit for the IBCLC exam and provides 36 hours of IBCLE-approved education. Four DC WIC Breastfeeding Peer Counselors (BPCs) participated.

**Lactation Commission** - DC WIC's Project Officer serves as the DC Health representative on the mayoral Lactation Commission. DC WIC is a key collaborator and facilitates partnerships between multiple agencies such as the Office of the State Superintendent of Education (OSSE), Department of Human Resources (DCHR), Department of Health Care Finance (DHCF), Department of Human Services (DHS), and community-based organizations to strengthen a systems approach to support breastfeeding women in the District. The Commission makes recommendations to the Mayor and DC Health regarding legislative, programmatic, and policy measures to improve the District's strategies to reduce infant mortality and increase infant and child health outcomes through promotion, awareness, and support of breastfeeding mothers.

### Breastfeeding Goals & Objectives for FY2023

<b>Goal 1: Enhance State and Local Agency breastfeeding technical assistance and training efforts to improve breastfeeding promotion and support for WIC mothers.</b> <b>KPI:</b> Integration of USDA Breastfeeding Curriculum into Local Agency staff training
<b>Objectives:</b>
1.1: Provide oversight and technical assistance to Local Agency breastfeeding peer counselors through on-site visits, conference calls, and review of quarterly program and financial reports.
1.2: Implement sustainable WIC Breastfeeding Training Plan to reach all Local Agency staff.
1.3: Assess the current peer counselor program to identify areas for improvement.
1.4: Incorporate peer counselor program assessment into FY2023 Management Evaluations.

<b>Goal 2: Increase statewide WIC breastfeeding initiation rates by 3% and duration rates by 2% HANDS FY2022 data as baseline.</b> <b>KPI:</b> Breastfeeding initiation rates and duration rates, attendance at breastfeeding classes, percentage of pregnant and breastfeeding women who participate in peer counselor program, number of breastfeeding contacts, utilization of Pacify
<b>Objectives:</b>
2.1: Update breastfeeding policies and train Local Agency staff.
2.2: Support Local Agencies to hire and maintain appropriate number of breastfeeding peer counselors and DBEs.
2.3 Support Local Agencies to maximize use of Pacify.
2.4 Support Local Agencies to maximize use of East of the River Lactation Support Center.

## II. NUTRITION SERVICES

FY2022 Nutrition Services goal: **Improve the WIC participant experience by enhancing choice, integrating technology, and strengthening quality nutrition services.** Progress on the objectives for this goal are as follows:

### Objective 1: Update DC WIC Food List to include additional items authorized within the CFR

This objective was accomplished. The new DC WIC food list went into effect on October 1, 2021. DC WIC's Nutrition Services team reviewed the CFR guidelines pertaining to WIC foods and expanded the approved foods list to include a greater variety of nutritionally and culturally appropriate items allowed within CFR guidelines. DC WIC also used input from participants to tailor the food list updates. New food items include organic items, goat's milk, full-sodium canned beans and vegetables, baby foods and fish in pouches, flavors for soy milk, and more choices for yogurts including different package sizes (evenly divisible into 32-oz), additional yogurt types (i.e., Greek, "Go-Gurt"), and flavors.

### Objective 2: Build UPC database necessary for eWIC implementation

This objective was accomplished. Over the course of five weeks in October and November 2021, the DC WIC Nutrition Services and Vendor teams visited approximately 20 DC WIC-approved vendors to scan items into the UPC database. Scanning occurred at two of each corporate store, all independent retailers, and the Commissary at Joint Base Anacostia Bolling. Several team members who did not join scanning expeditions worked on the backend to verify product information and approve each UPC in the HANDS MIS. The current UPC database contains more than 10,000 unique UPCs for approved DC WIC food items. The vendor team has taken over responsibility for the UPC database and communicates with manufacturers and distributors on a regular basis.

### Objective 3: Continue to strengthen and evaluate the effectiveness of the CPPA initiative

This objective is ongoing. The Nutrition Services team worked to identify training resources and education materials to strengthen and support the CPPA position description. CPPAs were provided with bi-monthly training and education opportunities and have been using an expanded scope of practice to include additional risk codes, which were identified as appropriate for the CPPA scope of practice by both CPAs and CPPAs during the FY2021 WIC Nutritionist survey.

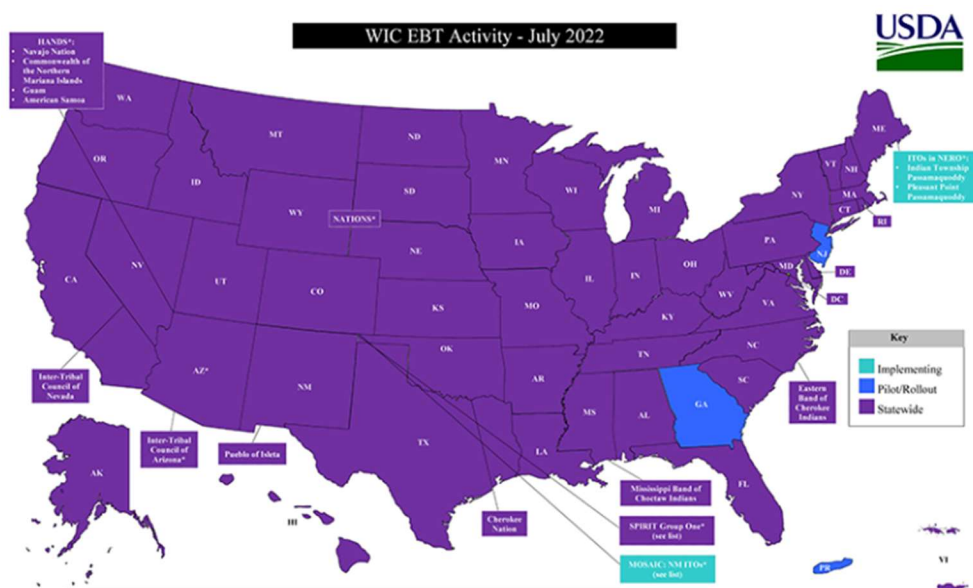
The DC WIC Nutrition Services team will perform a CPPA Needs Assessment in September 2022 to evaluate the strength and effectiveness of the CPPA initiative, and to identify additional areas of support and technical assistance needed.

### Objective 4: Conduct monthly trainings with Local Agency staff on the HANDS MIS with focus on nutrition assessment and education skills

This objective was accomplished. All Local Agency staff were provided with in-depth training on a monthly basis to prepare them for the transition to the HANDS MIS and to refresh their expertise on nutrition assessment and education. DC WIC required Local Agencies to complete a HANDS competency checklist for each staff member. Based on the results of these checklists, the DC WIC Nutrition Services team provided individualized technical assistance, as needed. All Local Agencies were successfully transitioned from CARES to HANDS by April 30, 2022.

## Other Nutrition Services accomplishments in FY2022:

**New MIS roll out:** The HANDS MIS was successfully set up and connected in every DC WIC clinic by April 30, 2022. Prior to rollout, staff received intensive training on the new MIS which included a two-day “Bring It All Together” training, performed the Monday and Tuesday preceding their respective agency’s implementation. During each Local Agency’s rollout week, representatives from the DC WIC State Agency, Arizona State Agency, and CMA Software Developers were on-site at each clinic to provide support. These representatives held daily huddles with Local Agency staff and MARO to report on the status of rollout. On Thursday April 28<sup>th</sup>, MARO changed DC’s color on the WIC EBT Activity Map to purple, indicating successful statewide implementation of WIC EBT.



**Internal Management Evaluations** - Every even-numbered year, DC WIC Local Agencies perform MEs on their own programs and staff members. Typically, Local Agencies use the same ME tool and procedure as the State Agency would; however, with the comprehensive changes from paper checks to WIC EBT and a new MIS system, the State Agency asked Local Agencies to perform Internal MEs differently this year. The State Agency created a unique ME tool to help Directors assess their staff’s performance with the new MIS and to identify areas of strength, areas for improvements, and to use these assessments to create goals for their operations and staff for the upcoming fiscal year. No formal observations were required, and Directors were encouraged to use historical information and experiences with staff to inform these evaluations.

**Staff Training** - The Nutrition Services Team led virtual bi-monthly TA and training meetings for CPAs and CPPAs. State Agency and outside speakers presented topics aimed at building skills to deliver high quality, participant-centered nutrition services while strengthening nutrition assessments.

DC WIC hosted their annual two-day all-staff training in June 2022. Day one was convened virtually and included trainings from DC Health Human Resources Training Specialist, Ramona Hamilton (Engaging Your Client: We are All in This Together!), and outside speaker Jennifer Day, IBCLC, from Feed the Babes LLC (The Explicit Implications of Implicit Bias During Care). Day two brought everyone together at the National Arboretum. Staff enjoyed the change of scenery and received trainings from Howard University

Dietetic Internship Coordinator, Dr. Katherine Manuel (Conducting an Effective Nutrition Assessment), and Melissa Seyoum, RDN who reviewed DC WIC methods of conducting anthropometric and hemoglobin measurements and screenings.

**THIS-WIC Grant** - In partnership with its four Local Agencies and American University, DC WIC completed Year 2 of the 3-year telehealth evaluation and innovation project funded by the USDA and Tufts University. DC WIC's project, "Advancing Telehealth Technology and Innovation in DC WIC" (ATTAIN DC WIC), began evaluation of current telehealth activities to identify ways to enhance the Program's telehealth services. Data collection began in FY2022 and included client and staff surveys as well as client and staff key informant interviews. Data collection will continue in FY2023 while initial data analysis begins.

### Nutrition Services Goals & Objectives for FY2023

**Training Coordinator and Updated "New-Hire Staff Training" curriculum** – Reflected by goals 4 and 5, one of the Nutrition Service's teams biggest initiatives for FY2023 is to overhaul the Local Agency New Staff Training process. To do so, DC WIC aims to 1) perform a comprehensive assessment of current training materials to identify which ones need to be revised, removed, and any gaps when compared with staff competency expectations; 2) create a training curriculum for new hires based on position description, along with a competency workbook to align with training provided and required observations; 3) create or revise all trainings in order to load them to the platform TRAIN; 4) assign a State Agency team lead to oversee the maintenance of training materials

Once the new training curriculum is complete, the goal is to provide all new Local Agency staff with the training as outlined and to provide seasoned State and Local Agency staff with training that reviews modifications made to training materials and an overview of the new staff training process. This will provide a standard and consistent process with which all DC WIC Local Agencies will train new staff.

<b>Goal 1: Improve WIC Family's participation in Secondary Nutrition Education to at least 50% by the end of Q3.</b>
<b>KPI:</b> Attendance at SNE group classes, utilization of remote SNE tools such as WICSmart
<b>Objectives:</b>
1.1: Increase options available for WIC participants to complete SNE.
1.2: Improve promotion of SNE opportunities by WIC Local Agencies.
1.3: Implement reminders for SNE requirement and/or class enrollment.
1.4: Train WIC Nutritionists on role in documenting SNE completion and/or refusal.

<b>Goal 2: Increase timely entry of care plan notes to at least 90% by the end of Q3. (Timely meaning within the timeframe required by DC WIC policy)</b>
<b>KPI:</b> Statistics on note entry from HANDS reporting
<b>Objectives:</b>
2.1: Train all CPA and CPPAs on TGIF notes during Q1.
2.2: Review quarterly data on WIC nutritionists note completion with each Local Agency Director.
2.3: Collaborate with each Local Agencies to set target metrics for note completion each quarter.

<b>Goal 3: Increase engagement with WIC community by implementing a variety of avenues for participant input.</b>
<b>KPI:</b> Number of participant engagement opportunities provided; Percent of participants solicited who returned surveys; Attendance at in-person and/or virtual meetings
<b>Objectives:</b>
3.1: Administer participant survey in Q2 related to quality of services, transition to eWIC, new foods list, shopping experience, and include rating system for quantitative data collection.
3.2: Lead at least two town hall style meetings to engage participants and gather feedback and input for the Program.
3.3: Use townhall feedback to identify Program gaps or areas of concern and create goals focused on bridging gaps to these issues in goals for FY2024.

<b>Goal 4: Update Local Agency New-Hire Training Curriculum, complete with revised trainings and support materials, by end of Q1.</b>
<b>KPI:</b> Presence of New Hire Training Curriculum and materials online
<b>Objectives:</b>
4.1: Identify training needs for Local Agency new-hires and review current trainings available to assess which need to be revised, created, and/or removed.
4.2: Build training materials and curriculum using an interactive online platform.
4.3: Draft timeline to provide training on updated training materials to Local Agency staff.
4.4: Identify a member of the Nutrition Services team to act as the “SA training coordinator” to manage new-employee training curriculum and materials to keep them up to date.

<b>Goal 5: Provide training to 100% of DC WIC staff on updated New Employee Training Materials and Curriculum by end of Q3.</b>
<b>KPI:</b> Percentage of Local Agency staff trained on new procedure and materials
<b>Objectives:</b>
5.1: Identify Local Agency (LA) Training Coordinators by end of Q1.
5.2: Train LA Training Coordinators on New Employee Training Material by the end of Q2.
5.3: LA Training Coordinators will train all other staff at respective LA by end of Q3.
5.3: Convene quarterly SA-level New Employee training starting in Q2.
5.4: Implement quarterly LA Training Coordinators meeting starting in Q3.

### III. VENDOR MANAGEMENT

FY2022 Vendor Management goal: **Improve the Vendor and Participants experience through implementation of an electronic benefits transfer (EBT) system.** Progress on the objectives:

Objective 1: Improve vendor engagement in trainings and meetings.

This objective is ongoing. Vendors were more engaged with the State Agency in FY2022 than in previous years, as DC WIC was working to prepare stores for the transition to eWIC. Due to this large administrative task, fewer vendor meetings and trainings were provided than in previous years. However, each vendor was visited by State Agency staff this year as part of eWIC roll out. Additionally, the following trainings and meetings were held during FY2022:



- *Vendor Advisory Group Meetings:*
  - 3/11/2022 – attended by several vendors to include corporate representatives, food manufacturers and distributors, DC WIC partners, and DC WIC Local Agency staff.
- *Office Hours regarding the new food list:*
  - 10/15/2022 – attended by two corporate vendor representatives, corner stores, and the commissary. Discussed the new food list, formula issues, and DC WIC materials.
  - 11/19/2022 – attended by one corporate vendor representative, a corner store representative, and one pharmacy. Discussed shelf tags, the new food list, and brainstormed how the new pharmacy could promote itself as a WIC vendor.

Objective 2: Transition vendors to EBT with all vendors “Level 3” certified by April 2022.

This objective was accomplished. DC WIC performed Level 3 certifications at 100% of DC WIC approved vendors in February and March 2022. Integrated vendors were visited by a combination of Arizona WIC State Agency, DC WIC State Agency, and DC WIC Local Agency staff; and CDP point of sales service providers. Self-checkout systems at integrated vendors were also certified, as needed. Vendors receiving stand beside equipment were visited by a State Agency representative and a FIS point of sales service provider.

Objective 3: Provide targeted technical assistance to vendor-specific peer groups.

This objective was delayed due to competing priorities related to the transition to WIC EBT and will be incorporated into the FY2023 Vendor goal related to trainings and meetings.

Objective 4: Use data from WIC Banking and participant feedback to strengthen program integrity, decrease check errors and rejections, and decrease vendor complaints.

This objective was nearly accomplished. Check errors and rejections were dramatically reduced this year. In FY2021, 39 DC WIC-Authorized vendors had check error rates of >1% and of those vendors, 18 vendors presented check error rates of >5% but <10%, and four (4) additional vendors had check error rates >10%. In FY2022, only 21 DC WIC-Authorized vendors showed check error rates of more than 1% and of those, only one (1) vendor had check error rates >5%.

Data from WIC Banking and information from participant complaints were used by the Vendor Team to select which vendors would receive annual monitoring visits. Annual monitoring visits were performed in Q2, with few findings and no administrative penalties assessed. Data from WIC Banking (for WIC checks), Data Direct (for WIC EBT), and information from participant complaints was used to identify vendors to receive Compliance Buys. The annual Compliance Buy process is currently ongoing.

Complaints from participants about DC WIC-authorized vendors more than doubled in FY2022 from FY2021, with 38 unique participant complaints being recorded between October 1<sup>st</sup> and June 30<sup>th</sup> of this year, compared to 17 complaints during the same time frame last fiscal year. This could be the result of various circumstances, including:

1. **Improved tracking:** The Vendor Team collaborated with the phone team to establish a process for filing participant complaints received over the phone and improved the method used for tracking complaints, meaning more complaints filed were actually captured.
2. **New food list:** Confusion with the new food list from both the participant and vendor perspective – many items were added to the food list and the Vendor Team tried to keep vendors abreast of the updates, but the breadth of vendor employees makes that challenging.

Participants reported that cashiers would argue whether something was allowed, tell them that only store brand items were allowed, etc.

3. **eWIC:** Confusion with transition to eWIC – Although everyone is thrilled for paper WIC checks, the transition to eWIC was a little bumpy. Participants complained that Vendors reported they did not take eWIC, that cashiers did not know how to process the eWIC card, etc. Vendors complained that participants did not know what benefits were on their cards, their PINs were not set up, etc.
4. **Approved Products List (APL)** – The new MIS, HANDS, requires a great deal of manual entry to keep the APL up to date. Although DC WIC spent nearly six weeks combing through WIC items at stores across the District to scan UPC codes, by the time eWIC rolled out the seasons had changed, and members of the Food List Team had to rush to stores to scan seasonal produce. Vendors must also upload their APL on a daily or weekly basis to keep the approved UPC codes updated. DC WIC has been fielding many complaints from participants when something that should be WIC-approved has not yet been scanned into the APL.
5. **Ongoing formula shortage** – The Abbott recall of DC WIC standard contract formulas created an additional stressor for the roll out of eWIC. As could be expected, DC WIC has been fielding complaints from participants about the availability of formulas. Though DC WIC worked quickly to create a chart of substitute formula options, it took some vendors a while to adjust to allowing WIC participants to purchase formula not listed on their checks. Providing formula substitutes with eWIC has been a double-edged sword: on one hand it's easier because the cashier does not have input on the participant's formula purchase, on the other hand it's challenging because the formula must exactly match what is on the participant's eWIC benefits; if it doesn't, then they have to call their Local Agency. Depending on when they are shopping, that is not always possible.

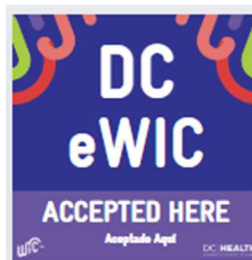
#### Other Vendor Team Accomplishments in FY2022:

**Branding Facelift** – The Vendor Team is excited to be providing vendors with fresh new vendor decals, lane signs, and Food List folders. These items are being distributed to vendors in Q4 after receiving their signed Vendor Agreements for the next cycle and to new vendors at their pre-authorization walkthrough. See images of the new vendor materials below (note: not to scale).

##### Vendor Decal



##### Vendor Lane Signs



##### Food List Folder



**New Vendor Policy Materials** – The Vendor Manual was updated to reflect WIC EBT policies and procedures. All vendors signed a “Vendor Interim Agreement” indicating they would follow policies based on the method of payment used by the WIC participant during the transition to eWIC, as both WIC checks and eWIC cards were in use between March 2022 and June 2022. The DC WIC vendor application package and vendor agreement were also updated to reflect eWIC policies and procedures.

**New Vendors Solicited** – The next DC WIC Vendor Agreement Cycle will run from October 1, 2022, through September 30, 2025. As DC WIC closed for vendor applications this fiscal year due to the transition to eWIC, we are excited to begin to accept applications for new vendors. DC WIC listened to participant feedback and reached out to the following vendors regarding potentially applying for DC WIC authorization: Wegmans, Target, Whole Foods, Lidl, Good Foods Market, and additional corner stores through DC Central Kitchen’s “Healthy Corners” Program.

## Vendor Management Goals & Objectives for FY2023

<p><b>Goal 1: Improve vendor engagement in trainings and meetings by the end of Q3, as evidenced by attendance rates and knowledge surveys.</b></p> <p><b>KPI:</b> Attendance rates for trainings and meetings; Percentage of attendees who participate in survey questions during trainings and meetings; Open rate for quarterly vendor newsletter</p> <p><b>Objectives:</b></p> <p>1.1: Convene 4 quarterly vendor trainings and 2 bi-annual Vendor Advisory Group meetings.</p> <p>1.2: Implement quarterly office hours to address Vendor Peer Group-specific issues.</p> <p>1.3: Issue 4 quarterly newsletters using a platform with reporting and statistics capabilities.</p> <p>1.4: Include opportunities for interaction/engagement throughout trainings and meetings.</p>
<p><b>Goal 2: Create a Vendor Evaluation Plan to quantify vendor success and generate data which can be shared with partners by the end of Q1.</b></p> <p><b>KPI:</b> SOP for Vendor Evaluation Plan to include quantifying data, procedure steps, etc.</p> <p><b>Objectives:</b></p> <p>2.1: Assess dashboards available in Data Direct.</p> <p>2.2: Identify metrics that will quantify vendor success.</p> <p>2.3: Gather input from Vendor Advisory Group on metrics, timelines, etc. for Vendor Evaluations.</p> <p>2.4: Create standard operating procedure around the Vendor Evaluation process.</p>
<p><b>Goal 3: Monitor at least 10% of all DC WIC-Authorized stores by August 15, 2023, to include annual monitoring visits and compliance buys.</b></p> <p><b>KPI:</b> Percentage of vendors who receive monitoring visits</p> <p><b>Objectives:</b></p> <p>3.1: Use Vendor Evaluation data and WIC Community input to identify vendors for monitoring visits.</p> <p>3.2: Verify that store staff are competent with performing eWIC transactions.</p> <p>3.3: Verify that POS systems are up-to-date and include all UPCs from the WIC UPC database.</p> <p>3.4: Utilize Data Direct to assess vendor pricing against peers.</p>
<p><b>Goal 4: Improve WIC participant shopping experience using innovative solutions.</b></p> <p><b>KPI:</b> Number of complaints from participants; benefit redemption</p> <p><b>Objectives:</b></p> <p>4.1: Ensure all vendors have up-to-date APLs at terminals at all times.</p> <p>4.2: Improve vendor complaint reporting procedures to ensure meaningful, participant-centered resolutions.</p> <p>4.3: Improve vendor customer service to WIC participants.</p> <p>4.4: Apply for USDA grant funding to support implementation of projects aimed at improving the participant shopping experience.</p>

#### IV. MANAGEMENT INFORMATION SYSTEMS

FY2022 Management Information Systems (MIS) goal: **transition to a web-based WIC MIS application (i.e., HANDS)**. Progress on the objectives for this goal:

Objective 1: Meet or exceed all milestones to implement HANDS eWIC system by April 2022.

This objective was accomplished. All milestones to implement HANDS were met by April 2022, with the new MIS successfully rolled out statewide by April 27<sup>th</sup> – three days ahead of schedule. The rollout schedule was as follows:

- 3/21/22 through 3/25/2022 – Mary’s Center
- 4/18/2022 through 4/22/3033 – Unity Health Care
- 4/25/2022 through 4/29/2022 – Children’s National Hospital and Howard University Hospital

Objective 2: Ensure successful, accurate data mapping and migration between CARES and HANDS.

This objective was accomplished. DC WIC IT provided initial data mapping for all 131 HANDS certification tables including base tables. DC WIC IT received input on base table values from DC WIC’s team leaders and entered them into the training as well as production databases. DC WIC IT prepared 10 extract files containing 10 years’ worth of WIC data centered around the following functional areas:

- |                        |                           |
|------------------------|---------------------------|
| <b>1. Family</b>       | <b>6. Medical</b>         |
| <b>2. Client</b>       | <b>7. Assessment</b>      |
| <b>3. Income</b>       | <b>8. Breastfeeding</b>   |
| <b>4. Notes</b>        | <b>9. Care Plan</b>       |
| <b>5. Immunization</b> | <b>10. Certifications</b> |

Bolded areas were successfully migrated; not-bolded files were created by DC WIC IT but were not migrated due to time constraints.

Objective 3: Support successful UAT with critical bugs resolved in a timely manner.

This objective was accomplished. DC WIC IT supported a successful User Acceptance Testing (UAT) phase that started with testing HANDS in Phoenix, AZ from January 24<sup>th</sup> to 27<sup>th</sup>, 2022 and was completed in Washington, DC the week of January 31<sup>st</sup>. The UAT team consisted of four DC WIC State Agency staff and nine Local Agency staff (three each of CPPAs, CPAs, and WIC Directors).

MIS testing included these test case categories:

- Clinic functionalities
- Data migration
- Integrated Voice Response (IVR)
- Integration to WIC Direct

Objective 4: Create a DC WIC Help Desk structure that integrates with the HANDS helpdesk.

This objective is ongoing. The basic DC WIC Help Desk structure was created before rollout as responsibility for WIC equipment was transitioned from State Agency to Local Agency IT staff. This shift has been formalized in DC WIC’s MIS Policies and Procedures and is being adjusted as these new roles are assumed by LA IT staff.

## Other MIS Accomplishments for FY2022

**Cash Value Benefit (CVB) Bonus Checks** – DC WIC IT developed a solution for the temporary CVB increase with WIC checks. WIC IT led three mass-mailings followed by monthly mailing sweeps to ensure new participants received their bonus checks. From July to September 2021, 543,567 bonus checks were issued to eligible DC WIC participants.

**THIS-WIC** – DC WIC IT contributed comprehensive datasets with data dictionaries in support of the THIS WIC Tufts Telehealth grant. These data sets were used to assess a range of process and outcome measures to understand the performance of currently implemented telehealth tools within the DC WIC program.

**Breastfeeding Research** – DC WIC IT served as co-authors and provided de-identified data for two breastfeeding studies led by Catholic University: 1) Baby Friendly Hospitals, Sociodemographic Factors and Breastfeeding Initiation in District of Columbia WIC recipients 2017-2020 and 2) Disparities in Breastfeeding Initiation Among African American and Black Immigrant WIC Recipients in the District of Columbia, 2007–2019.

**DC Food Policy Council** – DC WIC IT provided a de-identified data on WIC participation and benefit redemption to the DC Office of Planning in support of the DC Food Policy Council's report, *2021 Update on Food Access and Food Security in the District of Columbia*.

## MIS Goals & Objectives for FY2023

<b>Goal 1: Enhance Local and State Agency staff knowledge and utilization of HANDS.</b>
<b>Objectives:</b>
1.1: Perform qualitative interviews with each Local Agency staff position to identify data needs and staff competencies in utilizing HANDS reports.
1.2: Perform qualitative interviews with State Agency functional team leaders (vendor, nutrition, breastfeeding, outreach, financial, management) to identify each team's data needs and staff competencies utilizing HANDS reports.
1.3: Develop data collection, quality, and analysis tools for respective data needs.
1.4: Lead quarterly trainings on effective collection and utilization of HANDS data and reports.
<b>Goal 2: Create a help desk structure for a seamless customer service experience.</b>
<b>Objectives:</b>
2.1: Create help desk flow chart for different user groups (LA staff, SA staff, LA IT, etc.).
2.2: Provide Help Desk assistance to Local Agency staff regarding daily operation procedures and support of computer systems. Provide immediate technical support and resolution of calls.
2.3: Create a process for receiving monthly help desk statistics from AZ WIC.
<b>Goal 3: Maintain and upgrade hardware and software at State Agency and Local Agency clinics.</b>
<b>Objectives:</b>
3.1: Update Local Agency computer equipment inventory at every visit and ensure that inventory for all equipment is not older than 2 years.
3.2: Ensure Local Agency clinic equipment is running at peak performance.
3.3: Upgrade computer hardware, peripherals, and software at Local Agency clinics as required.

## V. CASELOAD AND OUTREACH

FY2022 Caseload Management & Outreach: **Create data-driven strategies to increase Program participation.** Progress on the objectives for this goal:

Objective 1: Build an external outreach and referral network to include prenatal, OB-GYN, and pediatric care teams at hospitals, FQHCs, and physician's offices, as well as non-medical organizations that work with the WIC target population.

This objective is in progress. Strong relationships with referral networks have been established or reinforced with reproductive health non-profit organization Mamatoto Village, Medicaid MCOs CareFirst and Amerihealth Caritas DC, Medstar Georgetown Hospital, federally qualified health center Community of Hope, and software platform Mahmee.

DC WIC participates in conferences, training sessions, and meetings with partners and potential partners. For example, in April 2022, the DC WIC Leadership presented at the DC American Academy of Pediatrics (DCAAP) Seminar. This collaboration reinforced the need for food insecurity screenings during well-child visits with pediatricians. Additionally, DC WIC works with managed care organizations across the District to help increase the rate of first trimester enrollment for WIC services.

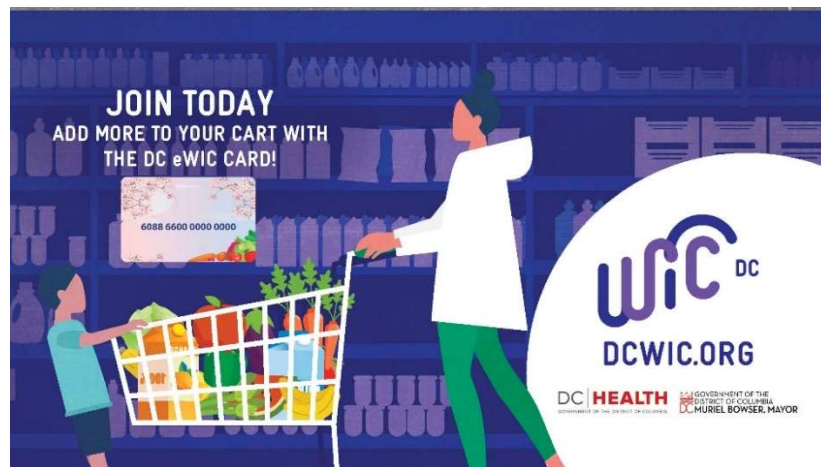
Objective 2: Build internal referral network with each Local Agency's prenatal, OB-GYN, and pediatric care teams.

This objective is in progress. The State Agency worked with Local Agency Directors to strengthen their internal referral networks. Unity Health Care and Mary's Center have made the most progress, by integrating WIC referrals into their organization's electronic health record systems.

Objective 3: Conduct statewide WIC outreach and promotion through social media and web-based advertisements in primary languages.

This objective is in progress. DC WIC launched a pilot digital marketing campaign in January 2022, which featured paid video advertisements (English and Spanish) on digital streaming platforms, bus shelter ads and bus wraps, and postcard advertisements. The campaign ran for three months and resulted in over 1 million views, an increase in website traffic, and an increase in online referrals. The DC eWIC marketing campaign will run from July 1<sup>st</sup> to September 30<sup>th</sup>, 2022, with the goals of increasing community awareness about eWIC and increasing enrollment and retention in DC WIC.

**DC eWIC Bus Ad:**





Objective 4: Revamp DC WIC website to effectively promote WIC, facilitate next steps to WIC enrolment, and meet the needs of participants, vendors, Local Agencies, and community partners.

This objective is in progress. DC WIC procured a web developer who is building a new dcwic.org site using the platform Webflow. DC WIC meets regularly with the web developer and anticipates the new site will be published by August 30<sup>th</sup>, 2022. As part of the solicitation, the web developer will provide training to State Agency staff so that DC WIC may take the reins and continue to make necessary updates and revisions once the website has been established; and will review various reports/metrics captured by Webflow, which will be useful for future data mining.

Other Caseload & Outreach Accomplishments for FY2022:

**Marketing and Outreach Strategy** – The DC WIC program was allocated local funds to hire a consultant, Market Me, to develop a 3-year marketing and outreach strategy to increase participant enrollment, participation, and engagement. Recommendations implemented in FY2022 included optimizing current resources and processes by streamlining the enrollment process. DC WIC launched an online referral portal which was integrated into dcwic.org for community partners to refer income-eligible families to DC WIC. Between March 15<sup>th</sup> and July 12<sup>th</sup>, 2022, 805 unique applicants have utilized the portal.

### Caseload and Outreach Goals & Objectives for FY2023

<b>Goal 1: Continue to build and strengthen external outreach and referral networks</b>
<b>Objectives:</b>
1.1: Perform assessment of statewide programs and services targeting WIC population to identify new potential partnerships.
1.2: Engage with at least five new partners by end of Q2 and establish referral process to ensure partnership with a variety of programs and services to cover all participant categories.
1.3: Connect with partners at least once per quarter to assess and revise referral processes.
1.4: Create referral/partnership assessment plan to evaluate effectiveness of referral network using data related to referrals and engagements.

<b>Goal 2: Improve participant application and enrollment experience by integrating technology solutions by the end of Q3.</b>
<b>Objectives:</b>
2.1: Create a website tool or portal that allows applicants and participants to submit eligibility and enrollment requirements electronically.
2.2 Leverage current WIC technology to establish pop-up/satellite WIC Clinics in hospitals, clinics, schools and other non-traditional locations.

<b>Goal 3: Increase enrollment and participation across all participant categories by the end of Q3.</b>
<b>Objectives:</b>
3.1: Conduct statewide WIC outreach and promotion through social media and web-based advertisements in primary languages.
3.2 Work with each Local Agency to implement, monitor, and evaluate targeted caseload management plans, to include an internal referral network.
3.3: Create caseload and outreach assessment plan to evaluate outreach and enrollment initiatives using data related to enrollment, participation, and retention.

**Goal 4: Leverage Cross-Agency Data Sharing Agreements and Standardized Outreach Process to enroll eligible residents.**

**Objectives:**

4.1: Execute data sharing agreement with DHS to share TANF and WIC beneficiary data.

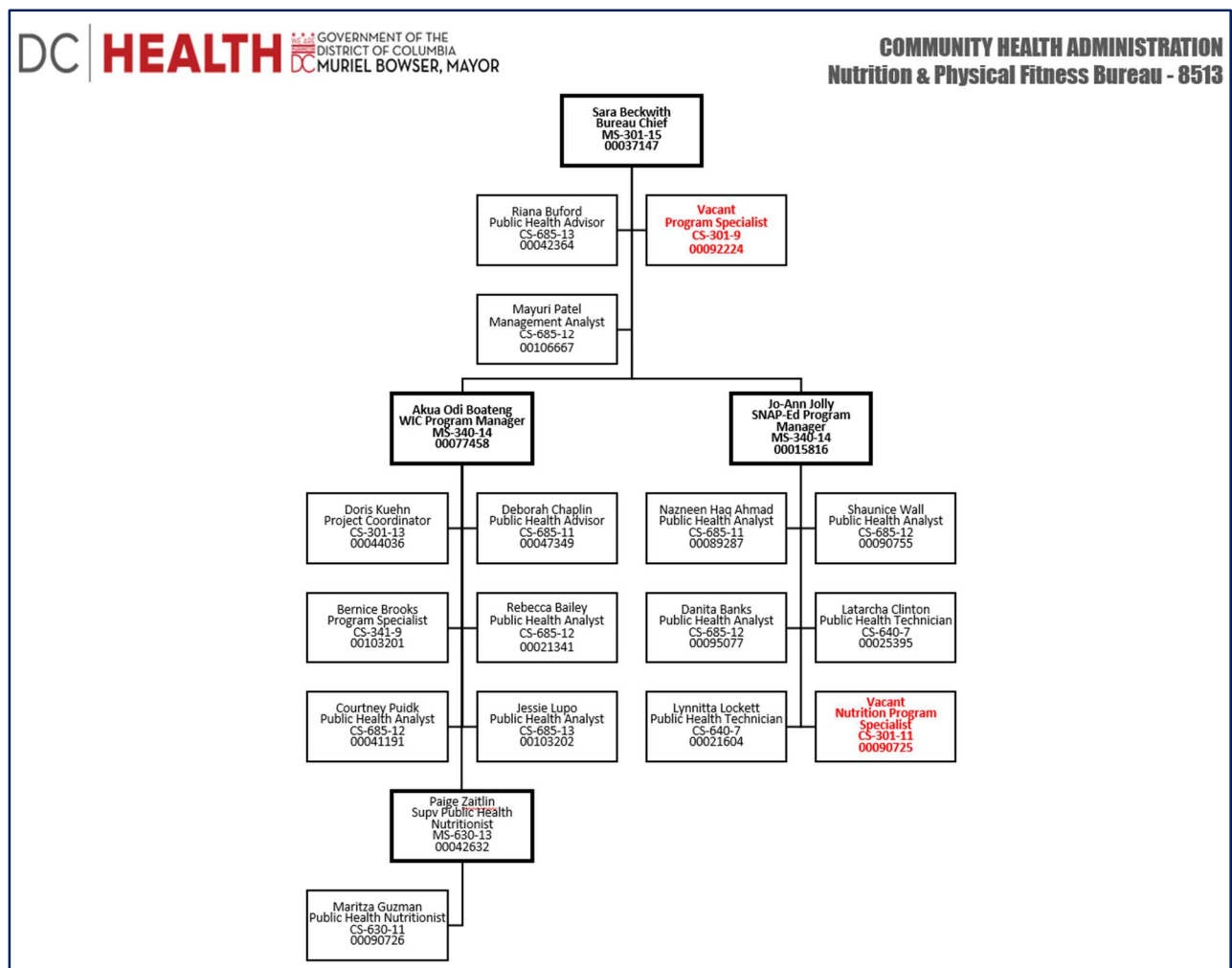
4.2 Implement monthly data matching process in collaboration with DHS to identify WIC-eligible TANF beneficiaries.

4.3: Implement standardized outreach process to contact TANF families eligible for WIC and schedule them for certification appointments.

4.4 Continue to work on data sharing agreement with DHCF to share Medicaid and WIC data.

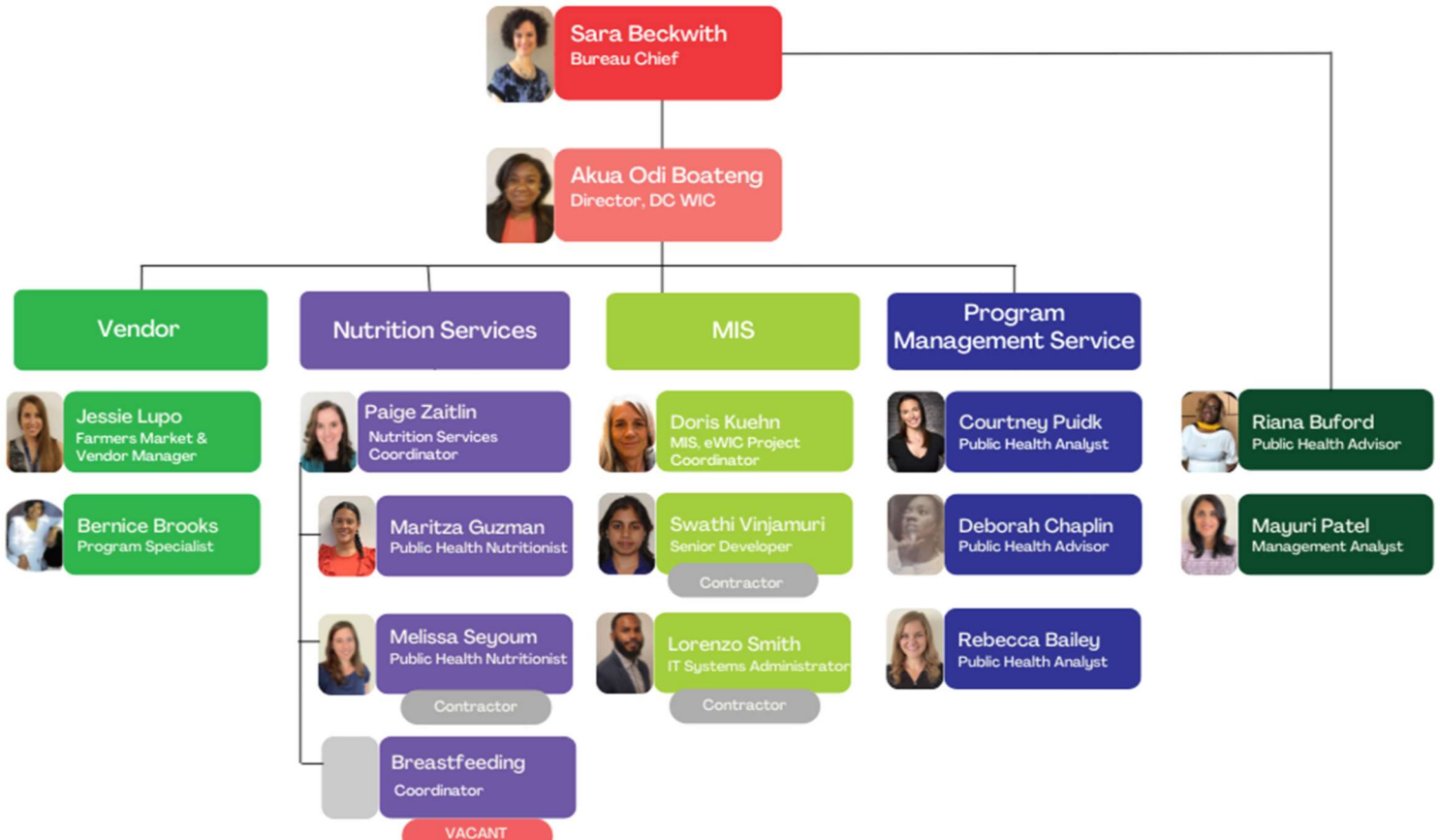
## Additional State Plan Information

### DC Health's Community Health Administration (CHA) Organization Chart



## DC WIC State Agency Organization Chart

# Organizational Chart



## Current DC WIC Local Agency Site Listing

Below is the current Local Agency site listing for FY2022:

Children's National	Mary's Center	Howard University	Unity Health Care
Shaw Metro 641 S Street NW Zip: 20001	Georgia Avenue 3912 Georgia Ave NW Zip: 20011	Howard Hospital 2041 Georgia Ave NW Zip: 20060	Upper Cardozo 2010 14 <sup>th</sup> Street NW Zip: 20009
Marie Reed 2175 Champlain St NW Zip: 20009	Ontario Road 2333 Ontario Rd NW Zip: 20009	Bolling Air Force Base 113 Brookley Ave SW Zip: 20032	East of the River 4414 Benning Rd NE Zip: 20019
Anacostia ("Big Chair") 2101 MLK Jr Ave SE Zip: 20020	Brentwood 1060 Brentwood Rd NE Zip: 20018		Parkside 765 Kenilworth Terr. NE Zip: 20019
	Fort Totten 100 Gallatin Street NE Zip: 20018		Anacostia (Satellite) 1500 Galen St SE Zip: 20020

Below is the Local Agency site listing that will be in effect in FY2023. Community of Hope will begin onboarding staff in October 2022 and will open sites in a staggered manner as caseload and staffing gradually increase. **Green font indicates new site locations.**

Children's National	Community of Hope	Mary's Center	Unity Health Care
Shaw Metro 641 S Street NW Zip: 20001	<b>Health and Birth Center</b> <b>2120 Bladensburg Rd NE</b> <b>Zip: 20018</b>	Georgia Avenue 3912 Georgia Ave NW Zip: 20011	Upper Cardozo 2010 14 <sup>th</sup> Street NW Zip: 20009
Marie Reed 2175 Champlain St NW Zip: 20009	<b>The Commons</b> <b>2375 Elvans Road SE</b> <b>Zip: 20020</b>	Ontario Road 2333 Ontario Rd NW Zip: 20009	East of the River 4414 Benning Rd NE Zip: 20019
Anacostia ("Big Chair") 2101 MLK Jr Ave SE Zip: 20020	<b>Conway Health Center</b> <b>4 Atlantic Street SW</b> <b>Zip: 20032</b>	Brentwood 1060 Brentwood Rd NE Zip: 20018	Parkside 765 Kenilworth Terr. NE Zip: 20019
<b>Mississippi Avenue</b> <b>1801 Mississippi Ave SE</b> <b>Zip: 20020</b>		Fort Totten 100 Gallatin Street NE Zip: 20018	<b>Brentwood</b> <b>1241 Saratoga Ave NE</b> <b>Zip: 20018</b>
			Anacostia (Satellite) 1500 Galen St SE Zip: 20020

### FY2023 Estimate of Potentially Eligible Persons per Local Agency

This estimate shows projected caseload numbers submitted by each Local Agency who will receive FY2023 grant funding according to their grant award application. A new Local Agency – Community of Hope – will be joining the DC WIC family on October 1<sup>st</sup>, and DC WIC will work to support all Local Agencies to meet their projected caseload numbers by June 30<sup>th</sup>, 2023.

Children's National	Community of Hope	Mary's Center	Unity Health Care
3,500	3,000	4,000	4,000

**Total Estimated Caseload: 14,500**

### FY2023 Estimate of Participation by Participant Category

This estimate was performed by using the sum of each participant category serviced by a Local Agency according to approximate caseload submitted with their grant award application. A new Local Agency – Community of Hope – will be joining the DC WIC family on October 1<sup>st</sup>, and DC WIC will work to support all Local Agencies to meet their projected caseload numbers by June 30<sup>th</sup>, 2023.

	Infants	Children	Pregnant	Postpartum
Children's National	975	1650	300	575
Community of Hope	1000	825	750	425
Mary's Center	881	2340	309	744
Unity Health Care	1205	3205	1785	1152
<b>Total</b>	<b>4061</b>	<b>8020</b>	<b>3144</b>	<b>2896</b>

### DC WIC and TANF Data Sharing Update

In August 2022, the DC Department of Health (DC Health) and DC Department of Human Services (DHS) executed a data sharing agreement to identify families enrolled in TANF but not WIC. Next steps for DC Health and DHS include defining and implementing a monthly data matching process. DC WIC will then implement a standardized outreach process, with an overall goal to increase the share of eligible families participating in WIC and simplify the application process for families.