



Memorandum

#16-066

TO: WIC Regional Directors
WIC Local Agency Directors

FROM: Amanda Hovis, Director
Nutrition Education/Clinic Services Unit
Nutrition Services Section

DATE: July 5, 2016

SUBJECT: 2017 Nutrition Education and Breastfeeding Plans

The 2017 Nutrition Education Plan and Breastfeeding Plan (NE & BF Plans) will be available online beginning Friday, July 8, 2016.

Step 1: FILL IN THE NE & BF PLANS

The NE & BF Plans have been streamlined and are now located on Survey Monkey. Previews of the NE & BF Plans are attached. It may be helpful to draft your answers in Word format prior to submitting them via Survey Monkey.

Please disregard the NE & BF plan (located under the NEBF tab) on WICStaffApps website. The Plans are from previous years and are archived for review-only.

Click on the links below when ready to complete the Plans:

Nutrition Education Plan <https://www.surveymonkey.com/r/FY17NEPlan>

Breastfeeding Plan <https://www.surveymonkey.com/r/FY17BFPlan>

Step 2: UPDATE CLASS SCHEDULE & LOCAL AGENCY INFO IN WICSTAFFAPPS

The WICStaffApps website <http://wicstaffapps.dshs.texas.gov/> will no longer be used to administer the NE & BF Plan.

However, the WICStaffApps website will still be used to update and maintain local agency information, local agency contact information (located under the Admin tab) and the class schedule (located under the NEBF tab). It is important to log in and update this information, and to modify the class schedule to reflect your FY17 class selections.

Step 3: UPDATE AND SUBMIT CLIENT REFERRAL HANDOUT AND STAFF REFERRAL PROTOCOL

As part of the BF Plan, local agencies also need to email their nutrition education liaison updated breastfeeding referral lists for staff and clients (Client Referral Handout and Staff Referral Protocol). Please note that the phone number for the Lactation Foundation in Houston has changed to 713-500-2800, so this number will need to be updated on the lists.

Step 4: REQUEST A COPY OF THE NE & BF PLANS (OPTIONAL)

After submitting the NE & BF Plans, there is no easy way to print a copy within Survey Monkey. Please contact your nutrition education liaison if you would like to request a PDF copy of your submitted NE and BF Plans.

The due date for the completion and submission of the NE and BF Plans and for updating your class schedule is **Friday, August 19, 2016.**

- ✓ Fill in the NE & BF Plans in Survey Monkey
- ✓ Update class schedule with FY17 class selections in WICStaffApps
- ✓ Update local agency information and contacts in WICStaffApps
- ✓ Submit updated BF referral lists via email to state nutrition education liaison
- ✓ Request a copy of the NE & BF Plans (Optional)

If you have questions or require additional information, contact your nutrition education liaison.

FY 2017 Nutrition Education Plan

Nutrition Education

1. Nutrition Education Coordinator

Name

Credentials

Email Address

Phone Number

FY 2017 Nutrition Education Plan

Client Centered Nutrition Education

A client-centered approach to nutrition education provides clients with the choices and opportunities for active learning. It provides clients with options for class time, topic, and format to help meet their needs and interests, and can involve methods such as - but not limited to - group discussions, cooking demonstrations, hands-on activities, and take-home options for the mid-certification nutrition contact.

2. What nutrition education efforts are going really well at your agency?

3. What is challenging, if anything, regarding nutrition education at your agency?

4. What educational materials would you like to see developed for WIC client use? (e.g. web lesson on sweet drinks, template for group cooking class, 'mommy & me' style child-based class, etc.)

5. How are you currently marketing group NE or BF classes at your agency?

6. What materials would help your agency market NE & BF classes to clients more effectively?

7. If you were mentoring a new Nutrition Education Coordinator at another local agency, what advice or best practice would you share?

FY 2017 Nutrition Education Plan

NE Goals & Objectives

8. Reviewing risk code data and participant survey data is intended to provide you with information necessary for planning your nutrition education schedule of classes. Based on your review of available data and resources, choose your top 3 priorities for topics you want to include in your Schedule of Classes.

- Anemia/Iron Deficiency
- Breastfeeding
- Child Feeding Practices
- Dental Health
- Folic Acid Supplementation
- Food Preparation or Meal Planning
- Healthy Eating and Smart Snacking
- Infant Feeding Practices
- Increasing Fruit and Vegetable Consumption
- Obesity Prevention
- Physical Activity and Active Play
- Portion Awareness
- Prenatal Care / Healthy Pregnancy
- Smart Shopping and Saving Money
- Other (please specify)

9. What are two ways you would like to improve nutrition education at your agency over the next year? Be specific.

FY 2017 Nutrition Education Plan

Social Media

10. Do you currently use social media?

Yes

No

11. If "no," what are the barriers and challenges to starting a social media page?

12. If "yes," which platforms(s) (Facebook, Twitter, Pinterest, YouTube, etc.)?

13. What challenges or concerns do you have when using Social Media? (Leave blank if not applicable)

14. How do you promote your Local Agency social media pages and encourage clients to "follow" or "like" your page? (Leave blank if not applicable)

15. Does your local agency (or umbrella organization) have a social media policy?

Yes

No

16. Who currently manages and/or posts content to your social media accounts? (Leave blank if not applicable)

17. Describe how your social media objectives support or link to objectives in your overall NEBF Plan. (Leave blank if not applicable)

18. What metrics do you use to track engagement in your social media efforts (e.g. likes, shares, reposts on Facebook; retweets, favorites, replies on Twitter)? (Leave blank if not applicable.)

19. If you track engagement metrics using a particular tool, please list it here (e.g. Hootsuite, Facebook Insights, Twitter analytics). (Leave blank if not applicable)

20. Do you use email or text messages to send Nutrition Education messages to clients?

Yes

No

FY 2017 Nutrition Education Plan

Training

21. Training Coordinator

Name

Credentials

Email Address

Phone Number

22. Estimate the average number of hours per week spent performing Training Coordinator duties.

23. How does your agency typically provide training for your employees (new and current)? Choose all that apply.

Adobe Connect (WIC Training Online)

On Site Trainings

Self-Paced Modules

Conferences or Seminars

Other (please specify)

24. How is the WIC Training Online System (Adobe Connect) working for your staff?

25. What is going well at your agency regarding staff training?

26. What is challenging at your agency regarding staff training?

27. Please list one goal related to training that you have for your agency this year.

28. Please list training topics you would benefit from additional resources on to support nutrition education at your agency.

29. On average, how many hours does a new CA spend in training at your local agency before she is able to perform her job independently?

10 to 20 hours

21 to 40 hours

More than 40 hours

30. How do you currently know if a new staff member is competent in a skill that is required for her job? (check all that apply)

Staff completed required training

Staff completed an evaluation or test

Supervisor observed staff perform a skill

Other (please specify)

31. What incentives, if any, does your agency provide for staff to complete extra training that enhances their job skills but is not required for their job? (check all that apply)

We do not provide incentives for additional training

Recognition and praise

Promotions

Other (please specify)

32. If you were mentoring a new Training Coordinator at another local agency, what advice or best practice would you share?

FY 2017 Nutrition Education Plan

Evaluation of 2017 NE Plan

33. Approximately how long did it take you to complete the Nutrition Education Plan?

34. In the process of creating this year's Nutrition Education Plan and thinking about your goals, what were three of your most important considerations?

35. Other comments about Nutrition Education Plan:

If you would like to obtain a copy of the plan you submitted, please email your NEBF liaison, and they will send you a pdf of your responses. You may continue to make changes to your survey responses at any time.

FY 2017 Breastfeeding Plan

Evaluation of Breastfeeding at Local Agency

Prior to completing the breastfeeding plan, please review the following to identify local agency strengths and primary areas in need of improvement.

[2016 Infant Feeding Practices Survey \(IFPS\) report](#)

[Born-to-WIC breastfeeding initiation rates](#)

[FY14 Nutrition Education Survey Report](#)

[National WIC Association Six Steps to Achieve Breastfeeding Goals for WIC Clinics](#)

[National WIC Association Six Steps to Achieve Breastfeeding Goals Checklist](#)

If you are new to your position or are not familiar with the following, please also review:

- [Overview of Healthy People 2020 Breastfeeding Objectives](#)
- [The Surgeon General's Call to Action to Support Breastfeeding](#)

- * 1. Now that you have reviewed the 2016 Infant Feeding Practices Survey and other reports above, what areas did you see as strengths at your local agency?

- * 2. What areas did you see as potential areas of improvement?

FY 2017 Breastfeeding Plan

Breastfeeding Staff & Infrastructure

* 1. Local Agency Breastfeeding Coordinator

Name

Credentials (IBCLC, TBE, other)

In position since (mm/dd/yyyy)

Email

Phone number

* 2. Is the primary Designated Breastfeeding Expert (DBE) at your agency (Policy GA:14:0) also the Breastfeeding Coordinator?

Yes

No (If no, please complete question 3)

3. If you answered "no" to question 2 above, please provide the information below:

Name of primary DBE

Credentials (IBCLC, TBE, other)

In position since (mm/dd/yyyy)

Approximate year IBCLCE exam will be taken

Email

Phone number

* 4. How many International Board Certified Lactation Consultant* (IBCLC) full-time equivalents (FTEs) does your facility have on staff?

Total IBCLCs employed (Full time and part time)

Budgeted FTEs

Currently filled FTEs

5. If you do not have an IBCLC on staff, how do you access an IBCLC for your clients when they need one?

* 6. Please describe any major changes in structure or administration of your agency this fiscal year that affected breastfeeding promotion and support, such as changes in staffing/leadership, renovations to facilities, etc.

FY 2017 Breastfeeding Plan

Community Support of Breastfeeding

* 1. To help assure WIC participants receive timely and seamless care and consistent breastfeeding messages, Local Agency Breastfeeding Coordinators are required to network with and outreach to other health professionals, community organizations and stakeholders to inform them of WIC breastfeeding resources and promote and support BF in the community. Please describe how you have done this in the last year. Include activities with local hospitals, maternal/child health task forces and coalitions, schools, universities, and other community organizations that provide prenatal, postpartum, and infant health care, as well as activities done specifically to improve continuity of care for your WIC participants.

Future Breastfeeding Promotion & Support Activities

Healthy People (HP) 2020 objectives call to increase the proportion of infants who are breastfed to:

- **81.9% initiating breastfeeding**
- **46.2% exclusively breastfeeding at 3 months**
- **25.5% exclusively breastfeeding at 6 months**
- **60.6% breastfeeding (any amount) at 6 months**
- **34.1 % breastfeeding (any amount) at 12 months**

Based on the results of the reports you reviewed to evaluate your current breastfeeding promotion and support activities:

* 1. What changes do you plan to make in prenatal education to attempt to influence an increase in breastfeeding initiation rates?

* 2. What changes do you plan to make in postpartum support to influence an increase in breastfeeding exclusivity and duration?

3. If not already addressed above, how do you plan on targeting your populations that are most impacted by racial and ethnic disparities to improve health equity and breastfeeding outcomes?

* 4. How can the State Agency help you in your breastfeeding promotion and support efforts?

* 5. I acknowledge that I have e-mailed my Client Referral Handout and Staff Referral Protocol to my liaison.

Yes

No

FY 2017 Breastfeeding Plan

Evaluation of Breastfeeding Plan

* 1. Approximately how long did it take you to complete the Breastfeeding Plan? (e.g. 30 minutes, 3 hours, etc)

* 2. Were the breastfeeding plan and reports useful in helping you plan future local agency activities around breastfeeding promotion and support?

Yes

No

* 3. What would you change about the plan or the resources provided to complete the plan to make it more useful to you?

If you would like to obtain a copy of the plan you submitted, please email your NEBF liaison, and they will send you a pdf of your responses. You may continue to make changes to your survey responses at any time.