

Draft Action Plan for FY'25 Nutrition and Health Services

Objective: By September 30, 2025 WIC will improve awareness, access and the sharing of nutrition education materials in the program.

Purpose Statement:

The WIC MIS system, "Focus" has a panel in the participant's record where local WIC staff can assign the nutrition education that was done during that person's appointment and any nutrition education handouts that were provided. The list of handouts within Focus that a staff person has to select from was set up to be statewide in 2015 when Focus was rolled out. Some minor changes have been made over time, (mostly additional handouts added) but nothing has been done to remove items no longer being used, to keep things up to date (i.e. handout name changes), or to individualize the list for each agency.

This has left us with some pretty lengthy lists of handouts in some topic areas including many handouts that have since been discontinued or that some agencies have exhausted their supply of and no longer utilize at the local level. The result is that it takes more time and effort for staff to sort through the list provided to them in order to select the handout they did use. Over time, many agencies have also found or purchased different handouts that they prefer to use, and those are not listed in the system, so the use of these supporting resources aren't being documented.

A plan is needed to remove handouts no longer being utilized, identify handout names that need to be updated and to make sure the handouts that are being used at each individual local agency are there for staff to select from.

The WIC Program is also in a time of modernization. In January of 2024 we rolled out a teleWIC plan. This plan allows WIC appointments to be done remotely for those participants who present with significant barriers to attending WIC appointments in person. This means the Iowa WIC Program has a need to pursue options for a repository for state provided nutrition handouts so that local agency staff have access to share these supporting resources electronically when doing remote appointments, or even when a participant who is being seen in person, prefers an electronic resource over a hard copy.

This plan will be a joint effort between state and local WIC staff.