

Action Plan for FFY 27 Nutrition and Health Services

Objective:

Develop an Iowa WIC-branded Best Practice Guide that equips staff with clear, consistent instructions for issuing eWIC cards, explaining how to use them, and helping participants understand eligible food purchases. The guide will strengthen staff confidence and improve participants' overall experience using their benefits.

Purpose Statement:

The purpose of this project is to create an easy to follow, Iowa WIC-branded resource that standardizes how staff across the state explain eWIC card usage and allowable food benefits. By providing consistent guidance, the Best Practice Guide will ensure that families feel confident using their eWIC card in stores and reduce participant and staff confusion.

Action Steps:

1. Define Content Requirements

- a. Identify all key topics that staff must explain: the card itself and how to use it, PIN setup, checking balance, allowable foods, the WIC Shopper App, shopping tips, troubleshooting, and where to get help, etc.
- b. Review existing policies, training materials, and participant feedback.

2. Engage Stakeholders

- a. Meet with local agency staff (Nutrition Services Committee) and state WIC staff (Clinic Services and Food Delivery teams) to gather input.
- b. Survey all local agency WIC staff on current challenges when explaining eWIC use.
- c. Utilize participant feedback from available state and local participant satisfaction surveys on pain points and confusion at the store.

3. Draft the Best Practice Guide

- a. Write clear, step-by-step instructions using plain language.
- b. Confirm alignment with federal WIC requirements and Iowa WIC policy.
- c. Incorporate visuals, flow charts, and scripted talking points.

4. Review and Edit

- a. Share the draft with local staff representatives (NSC committee), state WIC staff (Clinic Services and Food Delivery team), WIC Leadership and Department Communications team for review.
- b. Incorporate edits to ensure accuracy and ease of use.

5. Finalize and Design

- a. Format the guide using Iowa WIC branding.

6. Train Staff on the Guide

- a. Determine the best way to roll out the guide to local agency staff. (i.e. Webinar, Lunch and Learn, email, etc.)
- b. Provide scenarios for practice.

7. Implement Statewide

- a. Distribute the guide to all local agencies and post digital copy to the Iowa WIC Web portal.
- b. Incorporate it into onboarding for new staff.

Evaluation Plan:

1. Action Steps 1 – 2 will be completed between October 2026 and March 2027.
2. Action Steps 3 – 5 will be completed between April 2027 and July 2027.
3. Action Steps 6-7 will be completed by September 2027.
4. Once implemented we will monitor participant feedback through the annual WIC Participant Satisfaction Survey questions listed below to track whether participants report increased confidence. (This survey is done each year in November/December. Scale questions: 1= Strongly Disagree to 5 =Strongly Agree)
 - a. Question 1: "I feel confident using my eWIC card to purchase WIC foods."
Baseline data:
 - i. 2023 – 4.77
 - ii. 2024 – 4.76
 - iii. 2025 – 4.70
 - b. Question 2: "WIC staff ask if I have questions about my food package and respond to my needs or concerns." Baseline data:
 - i. 2023 – 4.82
 - ii. 2024 – 4.80
 - iii. 2025 – 4.67
5. **Compliance and Consistency Checks:** Clinic visit reviews by state staff will ensure staff follow the standardized guidance once implemented.

Resources Required:

1. Dedicated staff time for drafting, reviewing, and stakeholder engagement.
2. Access to Iowa WIC branding materials and communications support.
3. Subject matter experts on eWIC systems, allowable foods, retail processes, clinic processes.
4. Participant feedback (Participant Satisfaction Survey results).

5. Dedicated staff time for developing training resources, conducting the training and local agency staff participating in the training.

DRAFT