

NORTH CAROLINA WIC STATE PLAN
SECTION I - Goals & Objectives
Fiscal Year 2027
October 1, 2026 – September 30, 2027

Food Delivery

Goal 1: To strengthen Vendor Management accountability in State and local WIC agencies and authorized retailers

- Objective 1.1 Establish and implement processes and procedures to allow eWIC benefits and cash value benefits to be redeemed by WIC participants when using online shopping options at authorized vendors.
- Objective 1.2 Create and implement training offerings (initial and annual) in a virtual interactive format for authorized retailers and new vendor applicants.
- Objective 1.3 Test and implement a new modernized Vendor Module within Crossroads that will migrate existing access databases into the Crossroads Management Information System as well as update existing data models to improve functionality.
- Objective 1.4 Create and implement a more streamlined and efficient process regarding cost containment activities including but not limited to peer group assessment and competitive price selection criteria.
- Objective 1.5 Implement additional use of self-checkout for WIC participants when redeeming eWIC benefits at all authorized retail corporate contract vendors.

Nutrition Services

Goal 2: To ensure that state and local staff deliver effective nutrition services that improve the health status of all participants while ensuring participants are served with excellence throughout their WIC journey.

- Objective 2.1 Supply local WIC agencies with evidence-based, evidence-informed, best practice nutrition education and breastfeeding promotion materials and tools that support participant behavior change.
- Objective 2.2 Sponsor a WIC Symposium or Conference for State and local WIC agency staff in FFY2027.
- Objective 2.3 Educate competent professional authorities, program directors and support staff on the use of a variety of nutrition education methods but not limited to program policy changes including but not limited to nutrition education and benefit issuance and WIC Program orientation to enhance program delivery services.
- Objective 2.4 Expand enrollment and use of the NC MyWIC Portal, allowing for streamlining the WIC certification process and gathering participant information prior to appointments, as well as an opportunity to request services from their WIC clinic.

Goal 3: To improve breastfeeding outcomes among WIC participants through evidence-based breastfeeding support, workforce development, and community collaboration.

- Objective 3.1 Increase the percentage of infants issued the fully breastfeeding food package from 17.7% in FY 2025 to 18.5% in FY 2027.
(Data source: WIC Management Information System – Crossroads participation data.)
- Objective 3.2 Increase the percentage of infants breastfeeding at 6 months of age from 38.1 % in FY 2025 to 39.0% in FY 2027.
(Data source: WIC Management Information System – Crossroads participation data.)
- Objective 3.3 Provide and monitor completion of the WIC Breastfeeding Curriculum to ensure all new WIC staff complete the level(s) applicable to their position within the designated timeline, while

- regularly reviewing and updating the curriculum to align with current evidence and effective training methodologies.
- Objective 3.4 Continue to utilize the Lactation Area Training Centers for Health model to enhance collaboration between local WIC agencies and community partners in support of breastfeeding, while providing continuing education training for peer counselors, their managers, and WIC Designated Breastfeeding Experts.
- Objective 3.5 Launch a self-paced online training course that equips WIC staff to assess milk expression needs, issue breast pumps appropriately, support effective milk removal, and develop individualized pumping plans.

Management Information System

Goal 4: To enhance the Crossroads management information system (MIS) in order to improve operational efficiencies and participant experience.

- Objective 4.1 Operationalize the automation of food benefit issuance features in the MIS to reduce task completion by local agency staff. Measure success by enrolling 25 local agencies in the automated benefit issuance process.
- Objective 4.2 Develop procedures and training resources for local agency staff on use of the interface with the NC Health Information Exchange (HIE) to obtain WIC participant height, weight and hemoglobin values.
- Objective 4.3 Collaborate with the WIC MIS contractor to implement enhancements to the Breastfeeding Peer Counseling Program dashboard in the MIS that support caseload management, tracking of participant contact due dates, and monitoring of program activities.
- Objective 4.4 Modernize the Vendor Management modules in the Crossroads management information system (MIS) including consolidating functionality for all access database managed processes to be handled within the MIS.
- Objective 4.5 Collaborate with the NC MIS contractor to expand Vendor Portal access to all authorized retailers and new vendor applicants.
- Objective 4.6 Collaborate with the WIC MIS contractor to implement a resourceful, user-friendly and innovative mobile application for WIC participants.
- Objective 4.7 Implement the 2022 WIC Universal MIS-EBT Interface (WUMEI).

Organization and Management

Goal 5: Ensure local WIC agencies have tools to successfully operate their WIC Program and modernize the provision of WIC services.

- Objective 5.1 Update the WIC Program Policy Manual for FFY27.
- Objective 5.2 Provide technical assistance to local agencies through two or more on-site visits and ongoing remote support.

Caseload Management and Outreach

Goal 6: To increase overall WIC participation by 2% based on the State fiscal year average of 260,180 as of March 2026.

- Objective 6.1 Increase coverage rate for children 1 – 4 years of age at or above 75%.
- Objective 6.2 Conduct Outreach training and promote the use of resources from the National WIC Association's Recruitment and Retention Campaign, USDA National Outreach Campaign, the 2025 NWA WIC Multi-State Participant Satisfaction Survey, and State Agency developed materials.
- Objective 6.3 Participate in Cross Enrollment activities within NCDHHS: implement WIC messaging to potentially WIC eligible Medicaid enrollees.
- Objective 6.4 Increase NC WIC website online referrals from SFY 25 average of 574 by 6% to 608.

Monitoring and Audits

Goal 7: Decrease the number of findings identified through State agency or local WIC agency compliance monitoring of Federal and State requirements.

Objective 7.1 Evaluate completed monitoring review findings and corrective action for clarity, consistency and purpose.

Objective 7.2 Utilize data from program reviews and LASAs to identify needs for training and technical assistance.

Objective 7.3 Develop resources to assist local agencies in improving effectiveness of corrective actions to reduce the number of repeat findings.

Objective 7.4 Streamline the Local Agency Self-Assessment (LASA) process to target high risk areas and reduce the burden on local agency staff.