NORTH CAROLINA WIC STATE PLAN
SECTION I - Goals & Objectives
Fiscal Year 2025
October 1, 2024 – September 30, 2025

Food Delivery

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

Objective 1.1 Collaborate with the NC MIS contractor to expand Vendor Portal access to all authorized retailers.

Objective 1.2 Establish a formal procedure for accessing and sharing redemption data to support State agency assessment of operations as well as data requests from stakeholders.

Objective 1.3 Establish a new award to recognize local WIC agencies that exceed routine monitoring requirements at the WIC conference.

Objective 1.4 Create and implement annual training offerings in a virtual interactive format for authorized retailers.

Objective 1.5 Expand e-solution saturation for the WIC Farmers Market Nutrition Program.

Nutrition Services

Goal 2: To ensure that state and local staff deliver effective nutrition services that improve the health status of all participants.

Objective 2.1 Sponsor a WIC Symposium for State and local WIC agency staff in May 2025.

Objective 2.2 Supply local WIC agencies with evidence-based, evidence-informed, or best practice, nutrition education and breastfeeding promotion materials and tools that support participant behavior change.

Objective 2.3 Educate Competent Professional Authorities and support staff on the use of variety of nutrition education methods, including but not limited to motivational interviewing and Value Enhanced Nutrition Assessment, to effectively promote behavior change among WIC participants. Decrease the number of local agency findings related to the plan of nutrition care.

Goal 3: To increase both the percentage of infants receiving a breastfeeding food package and the duration of their breastfeeding.

Objective 3.1 Increase the percentage of infants issued any breastfeeding food package from 31.0 % in FY 2024 to 37.5% in FY 2025. (Data source: WIC Management Information System-Crossroads' participation data)

Objective 3.2 Increase the percentage of infants receiving any breast milk at 6 months of age from 34.78 % in FY 2024 to 35.5% in FY 2025. (Data source WIC Management Information System – Crossroads)

Objective 3.3 Provide, review, and confirm the completion of each level of the WIC Breastfeeding Curriculum for new WIC Staff relevant to their position within the program and within the designated timeline for completion.

Objective 3.4 Continue to utilize the Lactation Area Training Centers for Health model to enhance collaboration between local WIC agencies and community partners for breastfeeding support, while also providing continuing education training for peer counselors, their managers, and WIC Designated Breastfeeding Experts.

Objective 3.5 Design a proposal to revise the peer counselor dashboard in the WIC Management Information System, which will include reports to track caseloads and monitor due dates for peer counselor contacts.

Objective 3.6 Develop and launch a self-paced online training course on breast pumps for local agency staff.

Information System

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

Objective 4.1 Evaluate, develop and operationalize the automation of food benefit issuance features in the MIS to reduce task completion by local agency staff.

Objective 4.2 Expand enrollment and use of the MyNCWIC Portal, a participant-facing web portal solution for streamlining the WIC certification process and gathering participant information prior to appointments.

Organization and Management

Goal 5: To ensure local WIC agency staff are qualified and competent managers of WIC services.

Objective 5.1 Update the WIC Program Policy Manual and make it available to local WIC agencies.

Objective 5.2 Provide virtual training on Civil Rights to State and local WIC agency staff annually.

Objective 5.3 Provide Vendor Train-the-Trainer and related materials for local WIC agency staff annually.

Objective 5.4 Maintain Local WIC Director Advisory Board to advise, make recommendations, and provide input for program planning and strategic initiatives.

Caseload Management

Goal 6: To increase overall WIC participation by 7% based on the State fiscal year average as of April 2024 of 237,902.

Objective 6.1 Increase statewide and individual local WIC agency participation to enrollment ratio of > 90%.

Objective 6.2 Increase coverage rate for children 1 – 4 years of age at or above 60%.

Objective 6.3 Conduct Outreach training and promote the use of resources from the National WIC Association's Recruitment and Retention Campaign, USDA National Outreach Campaign, State Agency developed materials.

Coordination of Services

Goal 7: To promote program coordination and integration between the WIC Program and both department and community stakeholders to expand program enrollment.

Objective 7.1 Participate in Cross Enrollment activities within NCDHHS: contributing to the development and evaluation of dashboards monitoring interconnectivity amongst programs.

Objective 7.2 Strengthen the referral system between WIC and Food and Nutrition Services (Supplemental Nutrition Assistance Program), Medicaid, NCCARE360, Early Intervention, Care Management for At-Risk Children (CMARC), Care Management for High-Risk Pregnant Women (CMHRP), and private practitioners:

Monitoring

Goal 8: Decrease the number of findings identified through State agency or local WIC agency compliance monitoring of Federal and State requirements.

Objective 4.1 Evaluate completed monitoring review findings and corrective action for clarity, consistency and purpose.

Objective 4.2 Utilize data from program reviews and LASAs to identify needs for training and technical assistance.

Objective 4.3 Develop resources to assist local agencies improve effectiveness of corrective actions to reduce the number of repeat findings.