

West Virginia WIC New Food Package Implementation Plan

	Major Task	Description (what is included in this task)	Timeline
1	Develop and implement a comprehensive communication and stakeholder input plan	<p>Develop a comprehensive communication and stakeholder input plan that assures communication about major milestones to appropriate internal and external stakeholders. The communication plan will include:</p> <ul style="list-style-type: none"> • Development of talking points and key messages • Use WIC website for ongoing communication regarding the project status and plan for implementation (what's been done, what's next, high-level road map); Steps for revising and approving web site information • Submit quarterly project status reports via LA Directors' meeting, WIC Reporter, WIC'R Basket, WIC Notes, BPH monthly reports <p><i>Stakeholder Input</i></p> <ul style="list-style-type: none"> • Determine an inclusive list of stakeholders, both internal and external • Develop criteria for how much and when we will get input from different categories • Develop and implement a plan for gathering stakeholder input • Shepherd input with SA, loop back to stakeholders as appropriate <p><i>Possible stakeholders:</i> WIC staff, BPH, State Nutrition Network, retailers, food companies, vendors, WV Chapter AAP, WV Hospital Association, WVDA, Primary Care Association, WV Nurses Association, Breastfeeding Coalitions</p>	<p>April – May 2008</p> <p><i>Staff Involved:</i> Heidi Staats Maria Bowles (WIC'R Basket) Lisa Birthisel (website) Melissa Fortson (WIC Reporter)</p> <p>COMPLETE MARCH 2008</p> <p><i>**Implementation and updating of plans will be continual until October 2009</i></p>
2	Develop food selection criteria	<ul style="list-style-type: none"> • Define who does what by when and who to involve • Review food selection criteria determining modifications needed • Gather input from internal stakeholders about the criteria (LA, vendor unit) • Modify and finalize food selection criteria 	<p>February – May 2008</p> <p><i>Staff Involved:</i> Food selection committee - SA staff</p> <p>COMPLETE JULY 2008</p>

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3	Research foods and supply system	<ul style="list-style-type: none"> • Definition of supply system includes wholesalers and retailers • Information can be collected through manufacturers/wholesalers/current vendors • Consider resources to do research (i.e. volunteers, local agency staff, vendor unit) • Consult with wholesalers about their willingness to add products • Develop and conduct participant survey to assess which new foods they may prefer • Use food selection criteria to research foods that could potentially be added to food list, including availability and cost • Research includes current foods as well as new products • Analyze fiscal impact of researched foods on food budget, caseload, banking costs, etc. • Document research results, including fiscal analysis, to be provided to Food List Proposal Team 	<p>May – August 2008</p> <p><i>Staff Involved:</i> Vendor Unit Fiscal Unit (fiscal analysis) Local Agency (participant survey) SA staff as assigned</p>
4	Research and decide policies re: medical formulas, Special Food Package 3	<ul style="list-style-type: none"> • Food policies are about food packages. For example, definition of breastfeeding, prescriptions for soy products, etc. – do we document, keep copies, who can prescribe, etc. • Analysis of new requirements for coordination with WIC policies and procedures development (i.e. needed forms, new policies and revisions) • Educate and develop processes and materials for medical community re: prescriptive authority for calcium alternative foods and medically necessary foods; identify program forms needing revision and translation (e.g. substitution form, monitoring, client forms) • Gather input from internal stakeholders about the policies and forms • Modify and finalize policies pertaining to new food packages • Submit policies to FNS for approval 	<p>April 2008 – January 2009</p> <p><i>Staff Involved:</i> Denise Ferris Natasha Jones LA Directors</p>
5	Develop proposed food list (includes applying selection criteria to foods)	<ul style="list-style-type: none"> • Review foods and supply systems research results as well as follow up in local grocery stores to determine product availability • Review food manufacturers applications/websites • Use food selection criteria to evaluate foods <p>Draft a proposal, with justification/rationale, for new foods to be included or</p>	<p>August 2008 – April 2009</p> <p><i>Staff Involved:</i> Food List Committee with SA</p>

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<p>5 (Cont)</p>		<p>removed from WIC approved foods list</p> <ul style="list-style-type: none"> • Analyze fiscal impact of proposed foods • Gather input from internal stakeholders about the proposed food list • Finalize food list proposal • Communication point to external stakeholders – here is what we are proposing and why; do we have a public comment period?? • Design, print and distribute food list <p><i>Committee members agree to commit to two face-to-face meetings at the state office (first and final meeting); conference calls and email correspondence</i></p>	<p>and LA staff (Susan Foster-Mon; Sandy Perry-Central; Darlene Lester-TSN; Jackie Archer-Valley; Vicki Keefer-MOV; June Rhodes-MOV alternates Elise Leef-TSN; Debi Myers-TSN</p>
<p>6</p>	<p>Decide cash benefit methodology</p>	<ul style="list-style-type: none"> • Research and determine cash benefit methodology, including feasibility (CA, NYC, EBT feasibility study, cash benefit study); focus on options published in the “Analysis of Alternatives for Implementing a Cash Value Voucher Program”, March 2007) • Coordinate with: <ul style="list-style-type: none"> - policy and procedure development/revision, - banking services contract revision, - WIC FMNP, - Voucher design • Decide FMNP role 	<p>September – December 2008</p> <p><i>Staff Involved:</i> Denise Ferris Cindy Pillo Heather Venoy Kathy Legg Natasha Jones Denise Eagan</p>
<p>7</p>	<p>Design, print and distribute draft stock</p>	<ul style="list-style-type: none"> • Assess need for WIC draft redesign • Coordinate with FMNP on design and business rules • Design, print and distribute check stock 	<p>August – November 2008</p> <p><i>Staff Involved:</i> Denise Ferris Cindy Pillo Mark Wigal Heather Venoy</p>

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			Kathy Legg
8	Gather STORC business requirements	<ul style="list-style-type: none"> • Determine software changes, technical requirements and affected applications • Propose and determine changes • Develop and deploy release notes and user's guide • Includes plan for creating new food packages and modifying existing food packages in STORC • Review WIC Food Code Book determining and completing modifications needed 	September – December 2008 <i>Staff Involved:</i> Kathy Legg Heather Venoy Cindy Hall Help Desk
9	Revise and implement retailer contracts	<ul style="list-style-type: none"> • Coordinate with agreement cycle. May need to extend current agreements to sync up with timing • Capture food prices for all retailers to develop edits • Revise retailer agreement and handbook • Begin vendor notification of new revisions • Conference call or email update to local agency vendor liaisons for information dissemination • Design and print materials associated with contract and vendor requirements • Revise Vendor Minimum Stock Grid • Include new Vendor Cost Containment strategies, as much as possible 	January – March 2009 <i>Staff Involved:</i> Mark Wigal Vendor Unit Denise Ferris Local Agency Vendor Liaisons
10	Revise and implement banking services contract	<ul style="list-style-type: none"> • Assess need for contract amendment or competitive bid • Revise contract/statement of work to reflect new services and increased volume of transactions • Consult with contractor • Consult with DHHR Purchasing 	January – March 2009 <i>Staff Involved:</i> Cindy Pillo Fiscal Unit
11	Design, print and distribute participant education	<ul style="list-style-type: none"> • Consult with communication and stakeholder input about communication strategy for participants; includes WIC food brochure and appropriate client education materials <ul style="list-style-type: none"> - convene committee to determine appropriate client messages and methods to communicate these messages through development of a 	January – August 2009 <i>Staff Involved:</i>

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11 (cont)	materials	<p style="text-align: center;">communication/education plan</p> <ul style="list-style-type: none"> - research materials developed by other state WIC agencies - identify what materials in which languages are needed as well as materials needing revision (i.e. video, print, on-line nutrition education module, etc) <ul style="list-style-type: none"> • Develop and submit operation assistance funds request <p><i>Committee members agree to commit to monthly conference calls and email correspondence</i></p>	Participant Education Committee with SA and LA staff (Darla Retton-Mon; Brenda Young-Central; Barbara Nichols-TSN; Peg Kenyon-Valley; Teresa Jones-Valley; Deborah Dennis-MOV; Bonnie Ludtman-MOV; Tara Engle-MOV)
12	Develop and implement local agency training	<ul style="list-style-type: none"> • Form a committee to assess clinic training needs as well as establish and implement a training plan (Projected training date in August 2009 all staff in one central location) • Develop and distribute staff educational materials, including new policies and procedures as well as STORC training • Review and revise new employee training • Develop and submit operational assistance funds request <p><i>Committee members agree to face-to-face meetings in June 2009 and July 2009; monthly conference calls; email correspondence</i></p>	January – August 2009 <i>Staff involved:</i> Staff Training Committee with SA and LA staff (Fonda McClung-Central; Sandra Miller-R/E; Bonnie Plasha-TSN; Marion Dyer-Valley; Nancy Bond-MOV)
13	Develop and	<ul style="list-style-type: none"> • Identify areas of current issues as well as needs for new food packages 	January – August

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	implement vendor training	<ul style="list-style-type: none"> • Revise, approve, print and distribute training materials • Update vendor training manual, handbook and videos • Coordinate with communication and stakeholder input on communication strategy for vendors • Schedule/Conduct regional vendor training sessions (estimate 16 to be conducted in 8 regions) 	2009 <i>Staff Involved:</i> Mark Wigal Vendor Unit Heidi Staats (video updates & communication)
14	Develop post-implementation plan	The post-implementation plan will include: <ul style="list-style-type: none"> • Fiscal tracking after implementation • An evaluation plan and plans for course correction • Monitoring and communication plan for ongoing issues 	September 2009 – ongoing <i>Staff Involved:</i> Cindy Pillo Kathy Legg Fiscal Unit Vendor Unit Help Desk
15	Update local agency and vendor monitoring tools and processes	<ul style="list-style-type: none"> • Revise process and forms to assure monitoring is in sync with the new foods list, new policies and procedures, and new contracts • Begin using process and forms 	August – December 2009 <i>Staff Involved:</i> Denise Eagan Cindy Hall Vendor Unit Mark Wigal

Core Team/Task Leads

Major Task	Task Leader
1	Communication plan and stakeholder input <i>Heidi Staats</i>
2	Food selection criteria <i>Denise Ferris</i>
3	Foods and supply system research <i>Mark Wigal</i>
4	WIC policies and procedures <i>Natasha Jones</i>

ated 8/4/08

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