



Participant Retention Strategies

Pre-Conference Workshop ~ NWA Annual Conference

April 6, 2019

How to Support a Collaborative Approach to Retention Strategies

Cultural Shift

Need to shift from the narrow perspective of a highly regulated program to one which also considers diverse health and social issues and the intersections of WIC services and participant lives.

Milestones

Brief look at major program milestones, social issues and intersection with WIC.

Collaborative Approaches

Examples:

Horizontal Integration: aka Streamlined Program Linkages				
Improves linkages between programs, in order that eligible individuals can more easily apply and enroll in a variety of health, social service and safety net programs. A requirement for the establishment of a health exchange, as part of the PPACA.				
Informing	Consulting	Involving	Collaborating	Empowering
State WIC Leadership & State Association: 1. Participate in public-private state work group & establish new relationships	State WIC Leadership & State Association: 1. Meet with local agencies and state staff to discuss horizontal integration work	Local agencies: 1. Complete survey on their linkages State Leadership & State Association:	State WIC & HHS Leadership & State Association: 1. Discuss with the local agencies, state staff and horizontal	State WIC & HHS Leadership, State Association, USDA: 1. Provide support, technical assistance, and resources for local agencies, state staff, and partners

<ol style="list-style-type: none"> 2. Gain an understanding of the technical and liability issues 3. Provide local agency and state staff, information on horizontal integration via conference presentations and internal newsletters 	<p>& increase understanding of the meaning and relevance of the work</p> <ol style="list-style-type: none"> 2. State WIC & HHS staff share general capability of new MIS system 3. Survey the 83 local agencies on their program linkages 	<ol style="list-style-type: none"> 1. Provide results of the survey to the local agencies and state work group 2. Use meetings at all levels to discuss findings and implications for local agencies 3. Report is published and shared within CA and with other state WIC programs & NWA 	<p>integration workgroup opportunities for local agencies to replicate new practices, or pioneer new program linkages</p> <ol style="list-style-type: none"> 2. Work with state agencies involved with horizontal integration to support evaluation and analysis of local results 	<p>organizations and HHS & USDA leadership to sanction or create new program linkages</p> <p>Local Agencies:</p> <ol style="list-style-type: none"> 1. Continue to learn from other local agencies and establish new linkages.
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Integrating WIC Into Public Health

Establishing business agreements between WIC parent organizations to share WIC staff, outside of WIC services, in health centers and medical groups for nutrition and breastfeeding care and integrate WIC into public health and health care.

Informing	Consulting	Involving	Collaborating	Empowering
<p>Local Agency:</p> <ol style="list-style-type: none"> 1. Establishes model for staff sharing for breastfeeding 2. Shares the model with other local agencies 	<p>State Association:</p> <ol style="list-style-type: none"> 1. Gathers input on nutrition counseling services from national nutrition experts 2. Studies opportunities in health care reform for nutrition & 	<p>Local Agencies & State Association:</p> <ol style="list-style-type: none"> 1. Participates in NWA 'Go to WIC' initiative 2. State conference presentations and newsletter articles on WIC integration in public health 3. Builds relationship with state health center association 	<p>State Association, Local Agencies & Health Centers:</p> <ol style="list-style-type: none"> 1. Improve understanding of individual program needs and along term goals 2. Establish business & collaborative relationships 	<p>Local Agencies & Health Centers:</p> <ol style="list-style-type: none"> 1. Ongoing meetings to integrate WIC in health center. <p>State Association:</p> <ol style="list-style-type: none"> 1. Provides ongoing support for meetings 2. Maintain relationship with state health center association

	<p>breastfeeding support</p> <p>3. Publishes issue briefs on opportunities to integrate WIC into public health through nutrition and breastfeeding support, and preventive care</p>		<p>3. Create toolkit for operational implementation</p> <p>4. Learning and information exchange at WIC & state health center conferences</p>	
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Action Steps for Local Agencies, State Programs & USDA

- 1. Create list of issues: immigration, food insecurity, housing crisis and homelessness, criminal justice, transportation, food waste and upcycling, early education, home visiting, work force retention, ACEs, mental health, gun violence, and more**
- 2. Reach out to diverse local and state collaboratives and work groups**
- 3. Get on agendas for introductory meeting**
- 4. Invite organizations to WIC state office or local agencies**
- 5. Visit other organizations**
- 6. Identify intersections and new ways to work with collaboratives and work groups**
- 7. Inform and engage WIC agency staff and state staff on steady basis**
- 8. Inform and engage USDA and NWA staff**