

Section I: Goals and Objectives

B. Nutrition Services

Goal 1

Develop a summary data report that can be disseminated annually to inform our partners, stakeholders and the public about the status of Montana WIC outcomes.

Objective

- Consolidate and communicate Montana WIC data in an easy to understand format.

Activities

- Work with program and epidemiological staff to format and write the summary report.
- Review report content and layout with management and WIC Workgroup (local agency quality improvement group).
- Publish and distribute report.

Goal 2

To increase breastfeeding initiation and duration rates through local agency staff development and Statewide initiatives.

Objective

- Improve initiation rates among WIC infant participants to 81.9% for calendar year 2019 from 78% for calendar year 2018.
- Improve 3 month “any” breastfeeding among WIC infant participants to 35% for calendar year 2019 from 33.8 %for calendar year 2018.
- Provide evidence-based training to local agency staff to improve their skills and abilities in meeting this goal.

Activities

- Successfully offer the Breastfeeding Learning Collaborative for the 7th consecutive year with the Nutrition and Physical Activity Program (NAPA) for local staff, and other interested parties, who serve pregnant and post-partum women in Montana.
- Review new Loving Support training materials and plan utilization of the materials to train all staff to their appropriate level based on their roles according to the timeline outlined by FNS.
- Continue to provide breastfeeding training at each session of our New Employee Training. Evaluate continuation at new Employee Training when the new Loving Support is ready for training.

- Begin use of the materials “Ready, Set, Baby” as developed in North Carolina to provide evidence-based prenatal breastfeeding education in the WIC clinic. These materials align with the Baby-Friendly hospital guidelines and will allow for consistent information to be provided and reinforced.