

FY25-26 Nutrition Education Plan

For Year 2 of the FY25-26 NEP, the goals remain the same, but the objectives have been updated. See bolded text for Year 2 (FY26) objectives to complete. Year 1 objectives are included for reference and should have been completed by 9/30/25.

Activity 1: Local Agency (LA) Outreach Plan & Community Partner Collaboration

The purpose of this activity is to plan and document local agency outreach activities to increase caseload, as well as expand on recent efforts to partner with local Head Start/Early Head Start (HS/EHS) programs.

Goals:

- Develop and document LA Outreach Plan per IL WIC PM AD 8.1 to assist in meeting the WIC Performance Standard of 90% achieved caseload.
- Support collaboration and partnership between local WIC agencies and HS/EHS programs per IL WIC PM 13.5 to better meet the needs of low-income children and their families.
- Decrease the number of WIC families who report they would have liked more information on HS/EHS services to ensure families are getting connected to the resources they need. (Baseline: 26%, FY24 Illinois WIC Participant Survey)

Year 1 FY25 Objectives (Completed)	Year 2 FY26 Objectives (due 9/30/26)
<ol style="list-style-type: none"> 1. Complete and sign the LA MOU with a local HS/EHS program, or develop an agreement with another community partner serving WIC-eligible children (e.g. Illinois Extension, child development programs, Early Intervention/Birth to Three programs, etc.). <ol style="list-style-type: none"> a) Submit to RNC, if not previously submitted for FY25. 2. Plan and implement outreach activities with local HS/EHS and other community partners for FY25. Document the Plan and activities in IWIC using the 	<p>Plan a minimum of 4 outreach/collaboration activities with HS/EHS or other community partner(s), ideally one event per quarter. The activities planned should go beyond the scope of providing print materials, and include direct interaction with potential applicants and/or community partner staff.</p> <ul style="list-style-type: none"> • Each activity must include a metric (or measurable outcome) to report on your outreach activity log, such as number of potential applicants spoken with, number of community partner staff educated on WIC services, etc.

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<p><i>FY25-26 NEP Addendum 1</i>, or on paper using IL WIC PM AD 8.1 Addendum <i>Outreach Plan and Log</i>.</p> <p>3. Include an objective for HS/EHS outreach in your Plan. See <i>FY25-26 NEP Addendum 1</i> for an example HS/EHS objective. Examples of outreach activities with HS/EHS include:</p> <ol style="list-style-type: none"> a) Schedule in-services to cross-train staff on each other's programs and referral processes. b) Provide brochures to HS/EHS staff to promote LA WIC services. c) Host/attend a joint health fair. d) Write a local press release promoting partnership between WIC and HS/EHS, and benefits to the community. e) Organize a date (or dates) for WIC to provide services onsite at HS. 	<ul style="list-style-type: none"> • See Example FY26 Outreach Planning* table below. <p>In addition to Head Start/Early Head Start, potential partners may include, but are not limited to:</p> <ul style="list-style-type: none"> • Local health care providers • Daycare facilities, childcare resource/referral organizations, early childhood groups/organizations • Faith-based organizations • Housing authorities, apartment complexes • Food pantries • Libraries • Employers/local businesses • Other human and social service organizations
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*Example FY26 Outreach Planning

Quarter	Outreach Focus
1 (Oct-Dec)	Infant food package changes - CVB beginning at 6 months.
2 (Jan-Mar)	Contract formula transition; National Nutrition Month.
3 (Apr-Jun)	Women and children food package changes.
4 (Jul-Sept)	WFMNP; World BF Week/Nat'l BF Month.

Resources:

- LA – Head Start MOU (shared via statewide memo on 12/11/2023, available from RNC)
- FY25-26 NEP Addendum 1 - *Documenting Outreach in IWIC*
- IL WIC PM AD 8.1 Addendum *Outreach Plan & Log*
- **IL WIC PM CS 10.1 Addendum *PPS Caseload Management Strategies***

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Activity 2: Breastfeeding Promotion & Support

The purpose of this activity is to evaluate WIC staff breastfeeding competencies to determine future training and resource needs that support WIC staff in achieving and maintaining role-appropriate breastfeeding competencies.

Goals:

- Assess WIC staff breastfeeding competencies per IL WIC PM AD 11 Addendum *NPS Breastfeeding Competencies* via a staff competency self-assessment.
- Use assessment results to guide future lactation training and resource development for WIC staff that will support LAs in achieving the WIC Performance Standards of 15% breastfeeding exclusivity and 40% total breastfeeding.

Year 1 FY25 Objectives (Completed)	Year 2 FY26 Objectives (due 9/30/26)
<ol style="list-style-type: none"> 1. WIC staff will complete a breastfeeding competency self-assessment and reflect on their own strengths and gaps in knowledge, skills, and attitudes related to breastfeeding promotion and support. <ul style="list-style-type: none"> ○ Staff should complete the FY25 WIC Staff Breastfeeding Competency Self-Assessment by <u>February 28, 2025</u>. ○ All staff will take the assessment using this link: https://www.surveymonkey.com/r/FY25BFComp 2. Results from the staff competency assessment will be used to guide breastfeeding training, and resource development and implementation beginning in the second year of the NEP (FY26). 	<p>A common response in the Breastfeeding Competency Self-Assessment was a lack of knowledge regarding community networks and breastfeeding support referrals outside of the agency WIC program. The purpose of this activity is to guide resource development for local agencies by making connections with the DHS Regional Breastfeeding Task Forces.</p> <ol style="list-style-type: none"> 1. Identify at least 1 staff person to attend meetings as an agency liaison for one of the DHS Regional Breastfeeding Task Forces or Coalitions in your area. See the Regional Task Force Map and links to contact information for each Regional Task Force here: <u>Illinois State Breastfeeding Task Force Springfield Urban League</u> <ol style="list-style-type: none"> A. If there is a different task force that makes more sense for you to join than the one listed on the website, please contact the WIC Breastfeeding Manager to make the change.

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	<ul style="list-style-type: none">2. Work with the task force to create a list of network/community breastfeeding support partners in your region and share with agency staff.<ul style="list-style-type: none">A. Examples of community partners: hospital outpatient lactation support, hospital or community breastfeeding classes, private practice lactation counselors who accept Medicaid, community doulas, home visiting agencies, community breastfeeding support groups, la leche league, etc.B. Add breastfeeding specific referrals into IWIC as a community resource3. Complete an activity with the task force in the community to promote breastfeeding and WIC as a place that supports breastfeeding. Share the impact of the activities at the Regional Coordinator meetings and document on your outreach activity log.<ul style="list-style-type: none">A. See <u>Addendum 2</u> for an activity planning guide to use as a tool.
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Activity 3: WIC Staff Job-Specific Training

The purpose of this activity is to provide WIC staff with opportunities for annual job-specific WIC training per IL WIC PM AD 11.1.

Goals:

- Ensure all CPA/CPAA staff maintain competencies through Department offered trainings per IL WIC PM AD 11.3 and 12.3.
- Provide all Frontline staff with the opportunity to engage in participant centered services per IL WIC PM AD 11.4.
- Offer ongoing training opportunities for BFPC staff per IL WIC PM BFPC 4.1.

Year 1 FY25 Objectives (Completed)	Year 2 FY26 Objectives (due 9/30/26)
<p>1. <i>CPAs, L2 CPAAs & WIC Coordinators:</i> Will participate in a comprehensive VENA training course utilizing the USDA VENA training materials. The VENA training course consists of:</p> <ul style="list-style-type: none"> ○ 2 hours of pre-work (pre-recorded webinars and accompanying activities) to be completed prior to virtual training. ○ 3-hour virtual training hosted by RNCs offered throughout January-September 2025. <p>Pre-work activities and virtual training registration will be posted on the CHTC website by mid-October. Pre-work materials will be available via the Resources/VENA link on the CHTC website.</p> <p>2. <i>Frontline & L1 CPAAs:</i> Will engage with participants in brief inquiries about unredeemed benefits to enhance staff-participant relationships and support participants in getting the full benefit of their WIC food package, in preparation for expanding the WIC food packages with implementation of the 2024 WIC Food Package Revisions by April 2026.</p>	<p>1. <i>CPAs, L2 CPAAs & WIC Coordinators:</i> Will view the following 2025 IL WIC Training & Education Conference session recordings, and complete the corresponding worksheet for each session:</p> <ul style="list-style-type: none"> a. WIC Risk Factors – How Can We Help You? b. WIC Customer Service: You Make a Difference c. WIC Anthropometric and Bloodwork in Practice d. What’s Cooking with WIC Foods e. Navigating Difference: When we talked but didn’t know that we talked f. WIC’s Role in Addressing Substance Use <p>2. <i>Frontline, L1 CPAAs, & BFPCs:</i> Will view the following 2025 IL WIC Training & Education Conference session recordings, and complete the corresponding worksheet for each session:</p> <ul style="list-style-type: none"> a. WIC Customer Service: You Make a Difference b. What’s Cooking with WIC Foods c. Navigating Difference: When we talked but didn’t know that we talked

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<ul style="list-style-type: none">○ See <i>FY25-26 NEP Addendum 3a</i> for activities to be completed by Frontline staff. <p>Completion of activities should be documented on <i>FY25-26 NEP Addendum 3c</i>. These activities, once complete, may also be documented as job-specific training on the FY25 Training & QA Worksheet.</p>	<ul style="list-style-type: none">d. WIC's Role in Addressing Substance Usee. WIC Anthropometric and Bloodwork in Practice (for FL/Lab & L1 CPAAs that collect anthros & hemoglobin) <p>3. Document staff completion of modules using <i>Addendum 3: WIC Job-Specific Training Planning Worksheet</i>.</p>
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To access Year 2 training modules, navigate to the Community Health Training Center website → Training webpage: <https://www.springfieldul.org/chtc/training>. Under the Meetings & Conferences section, click on 2025 Illinois WIC Training & Education Conference Sessions.

All conference session recordings and corresponding worksheets will be posted on this page as they become available each quarter. Refer to *Addendum 3: WIC Job-Specific Training Planning Worksheet* for the timeframes to complete each session. Worksheets should be submitted to the WIC Coordinator upon completion and kept on file for review.

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Activity 4: WIC Participant Survey

Each Local Agency WIC Program will participate in the annual IL WIC Participant Survey.

Goal:

- Assess participant views of agency services and collect participant ideas and opinions to improve services for WIC families.

Objectives:

1. Agencies will provide participants with the survey as directed by the Department.
2. The survey should be promoted to all participants with a goal of 10% completion rate.