

**Program #40018B - Women, Infants, and Children (WIC) Redesign** 2/17/2017

**Department:** Health Department **Program Contact:** Kathleen Humphries  
**Program Offer Type:** Existing Operating Program **Program Offer Stage:** As Requested  
**Related Programs:** 40018  
**Program Characteristics:** Backfill State/Federal/Grant, One-Time-Only Request, Out of Target

**Executive Summary**

For FY18, the WIC program is requesting one-time-only funding for a program redesign. The redesign improvement process includes identification of equity and place-based strategies and partnership service provision in areas of highest need to increase caseloads and improve client health outcomes. Currently, the Women, Infants and Children Program (WIC) serves approximately 16,000 pregnant women and mothers, and their infants and young children per month with healthful foods, nutrition education and breastfeeding support.

**Program Summary**

For FY18, the WIC program is requesting one-time-only funding for a program redesign. For the past four years, the WIC caseload has been declining locally, statewide, and nationally. Some of the challenges facing clients are poor transportation options, and for working families, the economic costs of attending mid-day, in-person clinic visits. Over the last year the program has been aggressively engaged in quality improvement and redesign efforts to improve client engagement and increase caseload.

Several quality improvement strategies have been initiated, resulting in caseload gains. Also initial planning for service redesign has begun engaging WIC consumers, WIC staff, the Oregon Health Authority WIC Program, and other Public Health Division Maternal Child and Family Health programs.

The redesign improvement process includes identification of equity and place-based strategies and partnership service provision in areas of highest need, maximizing the service opportunities of electronic benefits, evaluating nutrition education offerings, and developing a new model for a streamlined clinical organization and supervisory structure.

The one time only funding will allow a full, thoughtful redesign process that will result in a smaller, cross-trained staffing model, adoption of technology to increase clinic workflows and improve client communication, and expanded community partnerships to reach WIC-eligible families where they are already engaged in other health and social services. The intention of the redesign is that community partners will provide services traditionally led by the WIC Program. As an example, WIC expanded partnerships with Multnomah County Head Start agencies in Summer 2016 to provide services on site.

The goal of the redesign is to reduce overall operating costs while increasing the program’s ability to reach and engage WIC-eligible families and ultimately improve the health outcomes of women, infants, and children.

**Performance Measures**

Measure Type	Primary Measure	FY16 Actual	FY17 Purchased	FY17 Estimate	FY18 Offer
Output	Number of agile, cross-trained staff providing WIC services	na/-	na/-	na/-	6
Outcome	Number of expanded community partnerships engaging WIC-eligible families for service	na/-	na/-	na/-	10

**Performance Measures Descriptions**

Revenue/Expense Detail

	Proposed General Fund	Proposed Other Funds	Proposed General Fund	Proposed Other Funds
Program Expenses	2017	2017	2018	2018
Personnel	\$0	\$0	\$433,862	\$0
Contractual Services	\$0	\$0	\$25,000	\$0
<b>Total GF/non-GF</b>	<b>\$0</b>	<b>\$0</b>	<b>\$458,862</b>	<b>\$0</b>
<b>Program Total:</b>	<b>\$0</b>		<b>\$458,862</b>	
<b>Program FTE</b>	0.00	0.00	5.20	0.00

Program Revenues				
<b>Total Revenue</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

Explanation of Revenues

Significant Program Changes

Last Year this program was: