



MASSACHUSETTS WIC NUTRITION PROGRAM STATE PLAN 2027

Massachusetts Department of Public Health, 250 Washington Street, 6th Floor, Boston, MA 02108

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Administration & Management

The overall Administration & Management goal is to provide leadership within the WIC Nutrition Program to maximize the quality and effectiveness of WIC service delivery across Massachusetts. The primary objectives for FY27 are:

- I. To improve program infrastructure, management, and participant access to services to continue progress toward greater coverage rates and maximized funding.
 - A. Continue to maintain and enhance Eos to incorporate necessary modifications, including new requirements, enhancements, and other state IT projects to improve service access, nutrition education, operations, health-related programming and evaluation, and data for nutrition and health surveillance.
 - B. Continue to support WIC EBT to maximize WIC participation at the retail vendor level and increase agency knowledge about participant food purchasing patterns. Support ongoing implementation and evaluation of the WIC online ordering project in partnership with Washington state and the Center for Nutrition and Health Impact.
 - C. Continue to monitor and enhance local program nutrition services and program performance, emphasizing quality as integral to program operations and excellent participant services.
 1. Monitor the performance management system to engage in effective quality improvement at local programs, emphasizing health and operations outcome measures. Provide ongoing technical assistance to support optimal quality improvement efforts at state and local program levels.
 2. Review and assess local program staffing, workflow, and participant service delivery to support participation demands, ensure effective, efficient program operations, and improve outcomes.
 3. Monitor and evaluate local WIC programs, providing technical assistance and taking follow up action, as needed.
 - D. Continue to support and strengthen participant-centered nutrition service delivery through the provision of ongoing training and technical assistance to local program staff.
 - E. Support the implementation of a statewide breastfeeding strategic plan, ensuring WIC's role as a key partner in improving the Commonwealth's breastfeeding outcomes.
 - F. Utilize WIC service and outcome data to monitor trends in the Program; design and implement strategies to improve performance and impact.

ADMINISTRATION & MANAGEMENT

- G. Assist in attaining statewide assigned service level of 125,351 participants.
 - 1. Utilize the Caseload & Funding Allocation Methodologies—including the annual WIC Needs Assessment and standards for clinic location, staffing and other program operations—to allocate caseload and related support funding to local programs and continue to reflect community needs.
 - 2. Support WIC local agencies to operate in newly defined service areas for the contract cycle beginning 7/1/2026.
 - 3. Continue social marketing activities, including the use of Facebook, Geofencing, Twitter, Instagram and content marketing, and launch new activities to promote earlier prenatal enrollment to maximize program participation as part of the ongoing statewide multicultural public awareness campaign in support of local program outreach and continued expansion of access to WIC.
 - 4. Facilitate coordination of WIC participant services—emphasizing cross referrals and outreach activities at the state and local levels and utilizing local program community coordinators—with other program services in the Nutrition Division, other programs in the DPH Bureaus of Family Health & Nutrition, Community Health and Prevention, Immunization, and Lead Poisoning Prevention as well as the Departments of Transitional Assistance, Early Education and Care, Agricultural Resources, Children and Families, the Division of Unemployment Assistance, MassHealth, and the Executive Office of Housing and Livable Communities. Ensure close collaboration with community nutrition programs serving the maternal and child health populations such as Head Start, Early Intervention and the Maternal and Child Health home visiting programs.
 - 5. Coordinate data sharing to improve outreach and referrals between WIC and other Bureau of Family Health & Nutrition programs, other DPH maternal and child health programs, and with the MassHealth/Medicaid and SNAP programs.
 - 6. Continue to strengthen WIC relationships with clinicians and managed care plans, the MassHealth/Medicaid Program, and statewide childcare, welfare, and immigrant organizations to provide opportunities for increased referrals to WIC and coordinated, comprehensive health care for participants.
- H. Continue analysis, policy development, cost containment and monitoring of the implementation of and any updates to the federal Food Package Rule.
 - 1. Continue to collaborate with other states in the New England & Tribal Organization (NEATO) to monitor the infant formula rebate contract and implement the contract that begins on October 1, 2026.
 - 2. Continue implementation of the 2024 Food Package Rule, monitoring participant purchasing patterns and preparing for additional updates, such as the vitamin D requirement for yogurt.
- I. Continue to focus on customer service at local WIC programs and authorized WIC retailers to address participant recruitment and retention issues and enhance access to services.

ADMINISTRATION & MANAGEMENT

1. Utilize WIC Participant Satisfaction Survey and other survey results to monitor participant experience and update policies and procedures as needed; ensure satisfaction survey is conducted annually.
 2. Provide technical assistance to local WIC programs on staff deployment, site hours and location and other clinic management issues.
 3. Continue to provide support for technologies to facilitate enrollment, and increase participant retention such as OnBase, appointment reminders via text, and the WICShopper app.
 - J. Continue to enhance The Learning Center (TLC) programming to ensure standard application of policies and procedures and quality services at local programs.
 - K. Implement appropriate sections of the Massachusetts Childhood Hunger Relief Act.
- II. To enhance communication with participants, local programs, and other WIC constituencies to ensure participation and community centered services.**
- A. Solicit input from, and exchange of information with, local programs to ensure continuation of effective working relationships between local programs and the state office.
 1. Continue task forces, work groups and regular Local Program Business Meetings.
 2. Include local programs in nutrition service initiatives, social marketing activities, quality improvement, and other initiatives and projects.
 - B. Utilize the statewide WIC Advisory Council and other groups to provide a forum for ongoing review, advice and informational activities and promote a positive image and greater public awareness for the Program.
 1. Coordinate planning for and implementation of WIC Advisory Council meetings, with a focus on active WIC family engagement, to secure input on WIC operations and provide a supportive voice within the community.
 2. Implement Council recommendations as appropriate and provide staff support in development and communication of Council activities.
 - C. Continue working with the Vendor Advisory Council to gain input on improvements and revisions to vendor management systems and activities.
 - D. Maintain the WIC Medical Advisory Board to obtain clinical input on WIC operations and a supportive voice within the medical community.
 - E. Ensure full utilization and modernization of two-way texting to keep families engaged in WIC for the duration of their eligibility.

ADMINISTRATION & MANAGEMENT

III. To ensure the effective management of the state office staff.

- A. Continue to evaluate state office and program unit structure and assignment of responsibilities to maximize operational efficiency and effectiveness. Revise as necessary.
- B. Continue collaboration with, and coordination among, program units to ensure information sharing and the integration of activities.
- C. Carry out annual performance evaluations for all state office managers and staff, and review and upgrade state office management and staff positions as possible.
- D. Hire staff in alignment with the Department's Human Resources policy and guidance to fill funded vacancies as they occur.
- E. Continue All Staff Meetings to foster communication and highlight activities and achievements.

IV. To participate in Bureau of Family Health & Nutrition planning processes and project activities and in Departmental cross-cutting initiatives.

- A. Engage in routine Bureau Leadership meetings and All Staff meetings to ensure ongoing communication and sharing among MCH-serving programs and services.
- B. Participate in Bureau and Departmental taskforces, workgroups and learning sessions.

V. To direct and coordinate issue and policy analysis on state and federal WIC issues, providing technical assistance, as needed.

- A. Track, review, and assess state and federal policies, regulations, legislation, and funding, as they affect WIC.
- B. Respond to inquiries from state and federal administrators, legislatures, DPH, the public and other parties concerning WIC and nutrition issues.

VI. To provide leadership to—and participate in—WIC Program educational, informational, policy, and other activities at the national and regional levels.

- A. Attend and contribute to USDA Northeast Regional Office (NERO) meetings including WIC Directors, Nutrition Coordinators, Breastfeeding Coordinators and Special Formula calls.
- B. Engage routinely with the National WIC Association, via service on the Board or Committees and by participation in webinars and national conferences.

Fiscal

The overall Fiscal goal is to maximize utilization of available funds and ensure timely and accurate receipt, disbursement and accounting of all funds used to support program services throughout Massachusetts. The primary objectives for FY27 are:

- I. To monitor and project food costs and participation in conjunction with other program units to provide optimal nutritional benefits at a reasonable cost.**
 - A. In consideration of economic fluctuations, track monthly food expenditures, funds, infant formula rebates, and participation and adjust components to ensure maximum participation within funding parameters. Make projections using available data tracking systems.
 1. Maintain enhanced automated food cost and participation projection programs.
 2. Collaborate with other program units to develop WIC participation projections.
 3. Develop and present projections reflecting actual and potential changes in food costs, inflation, participation, and funding by looking at detailed food redemption data and daily caseload changes – inclusive of number of online applications and results of texting campaigns.
 - B. Prepare reports that summarize the fiscal year food cost experience in aggregate and by food type, review historical trends, forecast food costs, and highlight monitoring issues for the future.
 - C. Continue to balance food costs with participant food choices.
 1. Collaborate with other program units on formula and food package development issues and any required changes.
 2. Collaborate with Nutrition Services, Operations and Systems to follow food item activities and cost containment strategies in other states, implementing and integrating appropriate changes, as needed.
 3. Participate in the development and evaluation of the annual Participant Satisfaction Survey
- II. To manage federal grants and ensure proper, timely disbursement of funds for services.**
 - A. Continue to monitor transfer and reconciliation of the draw down of federal funds.
 - B. Continue to complete timely and accurate ASAP justifications for weekly expenditures report in conjunction with the DPH Accounting office and the Comptroller.

- C. Continue to prepare timely and accurate 798 reports and other reports for federal grants.
- D. Provide technical assistance to vendors, including sub-recipients, regarding billing policies and procedures, as well as monitoring their billing.

III. To maintain and enhance local program purchase of service system for continuity and quality of nutrition and program services and other operations.

- A. Collaborate with DPH Purchase of Service (POS), DPH Accounting Office, Executive Office of Health & Human Services (EHS) and other program units to continue the use and enhancement of Enterprise Invoice Management (EIM) for all local programs.
 - 1. Provide follow-up contact with all local programs to ascertain appropriate and timely submittal of invoices, amendments requests, and any additional information required by EHS and DPH
 - 2. Facilitate good working relationships with EHS and local programs regarding continued EIM issues.
- B. Collaborate with other program units to monitor the performance contracting measures for local programs, emphasizing health and management outcomes.
- C. Collaborate with all units to implement and monitor SFY27 and SFY28 contracts and amendments.
 - 1. Calculate Caseload Projections with data from the annual Needs Assessment, monthly Total Caseload Management (TCM) and overall trends.
 - 2. Coordinate with Operations, Nutrition Services, and Systems on local program budget issues such as site locations, staffing patterns, salary levels, office and computer equipment, and programming.
 - 3. Establish preliminary contract amounts for each local program based on assigned caseload, the funding methodology, and one-time special needs.
 - 4. Participate in budget negotiations with each local program as needed.
 - 5. Update and finalize contract amounts for each local program within the parameters of total state and federal funding.
- D. Provide technical assistance to local programs on financial and contractual issues affecting WIC services, as needed. Conduct fiscal in-services for local program managers, focusing on accurate budget preparation, effective and appropriate use of resources, funds accountability, and contractual processes.
- E. Work with DPH POS to ensure WIC contracted providers continue to meet the requirements for maintaining a local program contract.
- F. Approve, monitor, and analyze state FY27 local program contract budgets, obligations, and expenditures.

1. Maintain and utilize budget and expenditure reports and analyses of local program budgets and expenditures by programmatic category. Review data with, and make recommendations to, Nutrition Services, Operations and Systems.
 2. Conduct state FY27 local program staffing survey as requested. Provide data to program review team and fiscal review staff for use in local program contract negotiations and fiscal review visits.
 3. Conduct fiscal reviews of local program contracts as required in the USDA/FNA/NERO Expenditure Validation Review per OMB Super Circular requirements. Coordinate reviews with program management evaluations.
 4. Monitor the completeness and accuracy of time studies. Provide technical assistance, as needed.
- G. Solicit input from and exchange information with local programs through meetings of local program work groups and other committees.
- IV. To collaborate with other program units to implement full funding and the Massachusetts Childhood Hunger Relief Act.**
- A. Provide resources and strategies to enhance fiscal activities to accommodate participants' needs.
 - B. Continue to participate in planning, initiatives, and other activities.
- V. To participate in Bureau of Family Health & Nutrition planning processes and project activities and in Departmental cross-cutting initiatives.**
- A. Attend meetings, as needed.
- VI. To collaborate with Systems, other WIC units, BFHN Division for Family Health Data and Analytics, and other DPH programs, and external partners on utilization of WIC data.**
- A. Assist with any data requests, as needed.
 - B. Facilitate any Public Record Requests that are received, ensuring responses are fulfilled in the timeframe required by law.
- VII. To collaborate with other program units on the organization, management, implementation, and review of ongoing operational activities and projects.**
- A. Collaborate with Systems and other program units to work with the awarded vendor for the maintenance and enhancement of the Eos system against the new state IT contract ITS81.
 - B. Collaborate with Systems and other program units to continue to upgrade Eos to incorporate any new and necessary modifications and enhancements. Track, monitor, and modify, actual and planned expenditures for computer programming, equipment, and software.

- C. Collaborate with Systems and other units to continue the implementation of OnBase at the state office as well as the local programs. This will involve the renewal software licenses as well as other equipment as necessary.
- D. Review the centralized ordering of materials and supplies and work with other units to utilize the inventory system to ascertain that it is meeting the needs of state staff and the local programs and working to facilitate the timing of purchases, receipt and payment in accordance with the requirements of the Department of Public Health (DPH) and the Office of the Comptroller.
- E. Collaborate with other program units on preparation and distribution of fact sheets, publications, and other informational materials.

VIII. To manage the infant formula rebate contract and related processes in collaboration with other program units.

- A. Liaison with the New England and Tribal Organizations (NEATO) members to implement and manage the infant formula rebate contract with Abbott Laboratories, effective October 1, 2026, to September 30, 2029. Facilitate communication between key Abbott contacts and NEATO members.
- B. Work with Abbott Laboratories to monitor the continued availability of contracted infant formula and to plan and implement plans to mitigate future disruptions.
- C. Maintain the account billing system for infant formula rebate and tracking methodology for receipt and expenditure of these dollars for federal and state reporting purposes – reporting expenditures based on receipts of rebate funds.
- D. Collaborate with Nutrition Services to monitor issuance of standard contract, non-contract, and exempt formulas on an ongoing basis.
- E. Collaborate with Operations to monitor vendor prices on contract infant formula and prepare analysis of infant formula purchase trends.
- F. Work with Nutrition Services and Operations to monitor the introduction of any new products to the manufacturer's infant formula product line and identify the impact on rebate revenues and changes to rebate products. Develop work plans and manage changes impacting WIC units, as needed.

IX. To assist with procuring speakers for trainings, as needed.

- A. Work with all units, as needed, to contract with speakers and facilities to ensure training needs are met and expenditures are accurate.

X. To maintain internal systems for recording and projecting state office fiscal activities and to coordinate staff office administration activities, and modify, as necessary.

- A. Work with DPH Budget, POS and Accounting offices to continue monthly analyses of expenditures and allocations, adjusting budget and operations, as necessary.

- B. Maintain automated WIC accounting system.
- C. Coordinate with Systems in maintaining property management and inventory control procedures.
- D. Enhance written operating procedures for state office fiscal contracting and purchasing activities and include in the Program Manual (PM) as needed.
- E. Coordinate state office personnel activities.
- F. Coordinate state office space, phone needs, and maintenance issues.

XI. To enhance and maintain the local program employee database.

- A. Facilitate data tracking to understand local program staffing patterns, staff turnover and staff characteristics, including language capacity.
- B. Coordinate and conduct reporting associated with the local program salary survey.

XII. To monitor all lease agreements.

- A. Coordinate with DCAMM, EHS, DPH Central Services, and WIC Management team to move The Learning Center into new leased space.
- B. Coordinate all lease issues regarding space for the Distribution Center. The lease is effective April 16, 2022, to April 15, 2027, and incorporates space for the 2 field technicians. Work with DPH Central Services to finalize all requirements of moving into new warehouse space with the Office of Preparedness and Emergency Management on or before current lease expires.

XIII. Collaborate with other units to analyze, develop policy, plan, and act on any proposed changes to the Food Package Rule.

- A. Monitor all costs associated with the implementation of adding new food and benefits that may be required as a part of any Revised Food Package Rule.
- B. Perform analysis of cost containment for adding new foods or making any food package changes, as needed.

Nutrition Services

The overall Nutrition Services goal is to improve the nutritional health of women, infants and children through the delivery of culturally appropriate, effective, high-quality nutrition services. The primary objectives for FY27 are:

- I. To oversee the delivery of nutrition services that are responsive to WIC participants.
 - A. Provide consultation and technical assistance to the local program management team, senior nutritionist, program director, and nutrition staff in the planning, provision, and evaluation of nutrition services. Provide technical assistance in partnership with formal training opportunities for new senior nutritionists.
 - B. Coordinate activities of the Nutritionists' Work Group to solicit input and feedback from and exchange information with local program staff for the planning, provision, and evaluation of WIC nutrition services.
 - C. Provide local programs with technical assistance to expand and strengthen participant-centered nutrition assessment, counseling, and education as well as provide culturally and linguistically appropriate nutrition services utilizing emotion-based techniques to enhance positive behavior outcomes.
 - D. Ensure that resources on motivational interviewing and technical assistance are available regularly to local programs and provide training as needed.
 - E. Collaborate with The Learning Center (TLC) to provide new staff training to nutritionists, senior nutritionists and CPAs; continuing education opportunities including online training modules; orientation to programmatic and service delivery changes; and technical assistance related to specific nutrition service components identified as part of the Local Program Evaluation (LPE) process.
 - F. Develop educational activities, training materials, and collaborative tools to promote healthy weight through nutrition education and physical activity initiatives for WIC participants.
 - G. Coordinate activities of the Nutrition Education Task Force to solicit local program input and develop creative ideas, strategies, and tools that are culturally and linguistically appropriate and participant-centered to facilitate active and meaningful learning by WIC participants. Review and revise existing nutrition education materials to be digitally accessible and reflect local program needs and emotion-based participant-centered services. Continue to expand access to nutrition and breastfeeding educational materials for participants and staff online and via the WICShopper app.

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- H. Disseminate helpful tips and resources and published scientific research findings relevant to the health, well-being and nutrition education of WIC participants to local program nutrition staff.
- I. In collaboration with TLC, develop and offer training opportunities to promote staff cultural competency and ability to identify culturally specific health beliefs, nutrition practices and other key elements among the different ethnic groups and communities in Massachusetts.
- J. In collaboration with TLC, develop and offer training opportunities for nutrition staff on advanced nutrition topics.
- K. Collaborate with TLC to maintain training and nutrition education components of the WIC TLC website and the TRAIN platform.
- L. Ensure equitable access to WIC services by improving language and images in nutrition education materials and participating in task force activities aimed at addressing WIC access.
- M. Provide local programs with ongoing support for the WIC Developmental Monitoring Program and evaluate project implementation and outcomes to determine program effectiveness.
- N. Provide ongoing training and technical assistance to local program staff on the use of Eos and implement recommendations for improvements to the health and nutrition components of the system (Eos 9.1, 9.2).
- O. Update and revise the Nutrition Services sections of the Program Manual (PM) in response to pertinent new federal regulations, FNA instructions and guidance, updates to Massachusetts WIC service standards, and any new state initiatives or guidance. Provide technical assistance to local program nutrition staff on state policies, procedures, reports, and materials, as needed.
- P. Support local agencies in recruiting and retaining quality nutrition staff, including reaching out to local colleges, universities and dietetic internships to promote employment opportunities at local WIC programs.
- Q. Support maintenance of nutrition credentials and knowledge of current nutrition science through a variety of continuing education opportunities and reimbursement support for credential renewal.
- R. Continue to provide technical assistance to local programs to better meet the needs of participants through alternatives to traditional nutrition education methods, including through the use of WICSmart for low-risk children and older infants.
- S. Provide technical assistance and guidance to local programs as they continue to use a hybrid model to provide nutrition services, including innovative ways of using Teletask and OnBase to communicate with and collect documentation from participants.

- T. Expand the WICSmart library to include additional topics in languages that meet the needs of WIC participants.
 - U. Promote safe sleep practices among WIC participants and ensure that safe sleep guidance is incorporated in to breastfeeding promotion efforts.
 - V. Support local programs engaged in the Good Food Project initiative through technical assistance, continued resource development, and ongoing training opportunities to conduct online and in-person cooking demonstrations and other educational opportunities related to food shopping, cooking, and using WIC foods.
 - W. Provide technical assistance and consultation to local programs on formulas and monitor special formula issuance and redemption monthly.
 - X. Collaborate with TLC to update the special formula component of new staff training as needed.
- II. To enhance state and local program breastfeeding promotion, and support efforts to improve breastfeeding rates and duration among new WIC mothers.**
- A. Monitor state and local program breastfeeding initiation, duration and exclusivity rates and trends captured through the Eos administrative data set. Data on breastfeeding is tracked through our Top Five performance monitoring system.
 - B. Work with the Nutrition Division's epidemiologist to analyze breastfeeding trends and assist local programs in using this data to improve participant access to breastfeeding support services.
 - C. Provide technical assistance and consultation to local programs and monitor the implementation of breastfeeding promotion and support activities.
 - D. Manage the implementation of the Breastfeeding Peer Counseling grant activities to support, enhance, and expand local program breastfeeding peer counselor services.
 - E. Provide orientation to new local program breastfeeding coordinators in their role as managers of the Peer Counselor program.
 - F. In collaboration with the WIC Breastfeeding Promotion Task Force, develop and implement breastfeeding education activities and materials to promote and support breastfeeding among WIC participants.
 - G. Collaborate with TLC to provide advanced breastfeeding trainings for local program staff.
 - H. Collaborate with TLC to train local WIC staff using USDA's WIC Breastfeeding Curriculum via the TRAIN platform.

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- I. Communicate and collaborate with health care providers, medical and public health communities, and other partners in promoting WIC as a breastfeeding program.
 - J. Align Massachusetts WIC nutrition education materials and counseling guidance with the Baby-Friendly Hospital Initiative standards for prenatal breastfeeding education and immediate postpartum breastfeeding support.
 - K. Provide technical assistance and consultation on breastfeeding promotion and support to BFHN, other programs within DPH, and other state and local agencies as requested.
 - L. Continue to facilitate the DPH Internal Breastfeeding Workgroup and collaborate to implement the strategic plan to ensure that the cross-cutting work of divisions are represented in statewide breastfeeding initiatives.
 - M. Participate in the Massachusetts Breastfeeding Coalition, the Massachusetts Baby-Friendly Hospital Collaborative and the Vital Village Network to implement statewide strategies to promote and support breastfeeding.
 - N. Continue to work with the Nutrition Division's Marketing Unit and internal and external partners to disseminate and promote prenatal breastfeeding education videos in multiple languages that can be used by hospitals, WIC and OB providers to ensure consistent messaging for families.
 - O. Support maintenance of breastfeeding credentials and knowledge of current lactation management practices through a variety of breastfeeding continuing education opportunities and reimbursement support for credential renewal.
 - P. Manage systems for maintaining electric breast pump loan programs at local WIC programs including hospital grade breast pumps to WIC mothers of very low birthweight infants who cannot access them through health insurance.
 - Q. Manage the implementation of the WIC and Regional IBCLC program which provides mentorship to WIC Peer Counselors and provides direct breastfeeding counseling and support to WIC participants who are in need of advanced care due to breastfeeding complications. Expand program by hiring additional Regional IBCLCs, pending available funding.
- III. To monitor the provision of quality nutrition services through implementation of quality assurance systems.**
- A. Collaborate and coordinate with Operations and Policy, Marketing & Training Units to:
 - 1. Evaluate local programs to assess compliance with Massachusetts WIC Program Service Standards. Monitor statewide findings from evaluations.
 - 2. Conduct a Local Program Evaluation (LPE) Survey to obtain feedback from staff to improve the LPE process if indicated.
 - 3. Review and revise service standards and the LPE process, procedures, and forms as needed.

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4. Provide training, consultation, technical assistance, and follow-up to all local programs as needed.
 5. Review, plan and implement local program staff deployment strategies to assist in maximizing efficiency of program operations and services.
- B. Collaborate with other program units to implement and monitor the Massachusetts WIC performance management system for local programs, emphasizing nutrition goals and health and management outcome measures.
- C. Collaborate and coordinate with Systems, Fiscal, the Division for Family Health Data and Analytics, and other appropriate programs in BFHN on the: 1) PRAMS (Pregnancy Risk Assessment Monitoring System) survey; 2) distribution of WIC System nutrition reports and sharing of the biennial Participant & Program Characteristics Report; 3) analyses of longitudinal pediatric and pregnancy data collected via Eos queries; and 4) collection and analysis of the Participant Satisfaction Survey. Increase data sharing among local WIC programs as well as with BFHN.
- IV. In collaboration with other program units, oversee the availability and utilization of WIC food benefits.**
- A. In collaboration with Operations and Fiscal, monitor food package issuance to aid in food cost management activities and monitor the use of contract and special formula to ensure maximum rebates and optimal coordination with MassHealth. Provide technical assistance to local programs as needed.
- B. In collaboration with Operations and Systems, coordinate activities necessary to implement changes in WIC food items, food packages (including the 2024 revisions to the WIC food package), special medical formulas, types of formula, and product packaging. Inform local program staff, participants, and medical providers of changes to ensure appropriate nutrition services. Provide technical assistance to local programs as needed.
- C. In collaboration with Operations and Systems, participate in policy development, planning, report design, data analysis, mobile application (WICShopper) updates, Online Ordering project implementation and any additional action steps required for ongoing utilization of the WIC Card and efforts to improve utilization of WIC benefits by participants.
- V. To collaborate with other programs and health care providers to ensure the provision of quality nutrition services and referrals.**
- A. Collaborate with birth hospitals, community health centers, Growth & Nutrition Programs, Early Intervention (including Family TIES of Massachusetts), the Massachusetts Department of Children and Families, and Early Head Start and Head Start Program nutrition staff to ensure coordinated nutrition services and referrals.
- B. Collaborate with maternal and child health programs within BFHN and other DPH programs and services, such as breastfeeding, perinatal health and home visiting, oral health, diabetes, birth defects prevention, violence and injury prevention, substance use, tobacco cessation and prevention, wellness promotion, and obesity prevention initiatives.

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- C. Continue to collaborate with the Massachusetts Maternal, Infant and Early Childhood Home Visiting Program (MIECHV) to increase the number of referrals to WIC from Home Visitors and to MIECHV from local WIC program staff and follow up to help ensure that participants are enrolled in programs for which they are eligible. Collaborate and coordinate with other health and social service providers and programs, such as the Department of Transitional Assistance, and Project Bread to provide coordinated nutrition and health services, education materials, and referral information.
 - D. Collaborate with other program units and the Massachusetts Department of Agricultural Resources in the planning and provision of the Farmers' Market Nutrition Program.
 - E. Plan and facilitate meetings of the WIC Medical Advisory Board to obtain clinical input on WIC nutrition services and a supportive voice within the medical community. Implement and communicate Board recommendations as appropriate.
 - F. Collaborate with other program units to strengthen WIC relationships with clinicians and the MassHealth/Medicaid Program to provide opportunities for increased coordination of health care, referrals, and nutrition services.
 - G. Collaborate with Operations, Systems, Policy, Marketing & Training, and BFHN staff on the planning, implementing, monitoring and evaluation of nutrition performance standards of the MCH Block Grant.
 - H. Collaborate with colleges, universities, dietetic internships, and local WIC programs in the training, placement, and recruitment of nutrition students; provide mentorship and oversight to students and interns placed at the State WIC Office.
- VI. To collaborate with other program units and agency partners on the organization, management, implementation and review of ongoing service delivery activities and projects.**
- A. Collaborate with other program units to implement full funding and appropriate sections of the Massachusetts Childhood Hunger Relief Act.
 - B. Continue to participate in utilization of Caseload & Funding Allocation Methodologies, including standards for staffing, siting and other program operations, as needed.
 - C. Collaborate with other program units to review local program contracts and amendments with regard to local program staffing (including to meet language needs/reflect participant population), salary levels, and budgeting for nutrition services, making recommendations as needed. Participate in annual local program budget meetings and other discussions.
 - D. Collaborate with other program units in the implementation of the FY27 local WIC agency contracts process.
 - E. Collaborate with Operations, Systems and WICShopper contractor to implement the telehealth solution in WICShopper.

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- F. Solicit input from and exchange information with local programs through participation in Local Program Trainings and Business Meetings, Local Program Work Group meetings, Training Advisory Group, and task forces aimed at ensuring access to WIC services; participate in WIC Advisory Council and Vendor Advisory Board meetings.
- G. Collaborate with other program units in the preparation and distribution of fact sheets and other informational materials.
- H. Collaborate with other WIC and DPH units on the review, approval, implementation, and monitoring of research studies involving the WIC Nutrition Program.
- I. Collaborate with other program units and other states in the region to implement and monitor the infant formula rebate contract.
- J. Collaborate with other program units to update and distribute the WIC time study and the WIC Participant Satisfaction Survey.
- K. Collaborate with Policy, Marketing & Training, and Operations to develop content for the Massachusetts WIC website, Facebook page, and X and Instagram feeds.
- L. Participate in Bureau of Family Health & Nutrition (BFHN) planning processes, project activities and Departmental cross-cutting initiatives.
- M. Collaborate with the Department of Transitional Assistance and the Department of Agricultural Resources to support the implementation of the Healthy Incentives Program (HIP).
- N. Participate in the Association of State and Public Health Nutritionists' (ASPHN) WIC Developmental Monitoring Program Advisory Team to offer input on existing program resources and assist with the nationwide implementation of CDC's Learn the Signs. Act Early. Initiative at WIC programs.
- O. Provide consultation to MassHealth regarding the implementation of the nutrition components of the ACO Health-Related Social Needs programming.
- P. Collaborate with the Health and Human Service Coordination Unit to enhance the delivery of nutrition services and referrals to participants who are experiencing homelessness.
- Q. Collaborate with the Health and Human Service Coordination Unit to ensure that local programs provide information and referrals related to substance use for participants and caregivers whenever needed, but at a minimum at every initial certification, instance of caregiver change, and verification of certification (VOC).
- R. Collaborate with other WIC units to increase the capacity of local programs to increase awareness of adverse childhood experiences and to provide trauma-informed WIC services.

Operations

The overall goal of Operations—consisting of Local Program Operations, Health & Human Service Coordination, and Vendor Systems—is to assure the provision of appropriate, quality services to all WIC participants from initial contact at the local program level through to cost efficient, effective and user-friendly food delivery at local retailers. The primary objectives for FY'27 are:

I. To support quality, participant-centered services.

- A. Collaborate with other program units on the review of pertinent new federal regulations, FNA instructions and guidance, and development and implementation of new or revised policies, procedures, and reports. Update Program Manual (PM), as needed, and submit revisions for USDA approval.
- B. Collaborate with Fiscal, Nutrition Services, and Policy, Marketing & Training to provide technical assistance to local programs on state policies, procedures, especially quality assurance reports, and materials, as needed. Provide technical assistance and follow-up on issues with local programs, as needed.
- C. Solicit input from, and exchange information with, local programs through Local Program Training & Business Meetings, Local Program Workgroup, Operations Workgroup, and other committees.
- D. Participate in the WIC Advisory Council, Medical Advisory Board, WIC Vendor Advisory Council, WIC Training Advisory Group, Family Support Coordinator, and Community Coordinator meetings, and task forces focused on WIC access.
- E. Collaborate with Administration and Management, Fiscal, Nutrition Services, and Policy, Marketing & Training to visit local programs bi-annually to enhance communications and promote state staff visibility at local programs.
- F. Identify and implement strategies to enhance family engagement efforts to support WIC program planning and improve the participants' experience.

II. To increase participant access to WIC services.

- A. Focus on customer service and continue to provide technical assistance to local programs on the establishment of new sites, relocation of sites, hours of operation, staff deployment & processing of participant online applications.

OPERATIONS

1. Collaborate with Nutrition Services on use of a staff deployment tool to assist local programs in maximizing efficiency of program operations and services.
 2. Collect and monitor participant access to services during non- standard clinic hours, including lunchtime, evenings, and Saturday hours.
 3. Collaborate with Nutrition Services, Systems and Policy, Marketing and Training to ensure access to WIC services for applicants submitting an online application.
 4. Monitor and provide technical assistance to Local Programs with processing online applications to ensure timely certification.
 5. Prioritize visiting and inspecting new WIC office locations to ensure compliance with regulations prior to the Local Program Evaluation process.
 6. Collaborate with Nutrition Services to ensure WIC services are accessible and tailored to maximize engagement and effectiveness.
 7. Collaborate with Nutrition Services to develop protocols and policies to bring WIC services to eligible populations residing in homeless shelters; provide WIC's Homeless Policy to local agencies to share with the homeless shelters and to ensure that shelters are informed about the policy for accommodating homeless WIC participants, according to federal regulations.
- B. Collaborate with Nutrition Services to develop a system and protocols for contacting recently certified participants to solicit feedback on their overall certification appointment (intake, nutrition, and benefits) and shopping experience. Provide consultation and technical assistance response to identified challenges or issues.
- C. Coordinate with Fiscal to continue to offer services for individuals with limited English proficiency who require interpreter services to ensure access to WIC certification processes.
- D. Analyze and report utilization of iTi Interpreter Services by language to state and local programs on a quarterly basis.
- E. Collaborate with Nutrition Services to ensure the use of Teletask for automated appointment reminders, missed appointment notifications, and real time, two-way conversational text messaging at all local programs.
- F. Coordinate with Systems to implement FIS' IVR system for participants to change/unlock their PIN for existing cards remotely.
- G. Provide technical assistance & guidance to Local Programs in the usage of the On-Base electronic document storage system to support secure submission of required proofs, including income, residency & identity.

III. To enhance, assist, monitor, and evaluate the provision of quality participant services.

- A. Collaborate and coordinate with other program units to monitor and evaluate at least 50% of local programs to assess compliance with Massachusetts WIC Program service standards. Provide consultation and technical assistance responsive to identified needs.
- B. Revise the Local Program Evaluation (LPE) protocols and provide training to local program staff regarding the LPE process.
- C. Provide technical assistance to local programs conducting a self- evaluation.
- D. Provide technical assistance to any local programs that did not achieve a compliance score of 94% as part of their FY'26 contractual obligation to satisfactorily meet Massachusetts WIC's performance standards. Facilitate the resolution of outstanding program deficiencies.
- E. Collaborate with other program units to maintain a database of findings resulting from the local program evaluations.
- F. Respond to participant inquiries and complaints. Work with local programs to resolve issues.
- G. Collaborate with other program units to develop, analyze, and report on the Participant Satisfaction Survey, including recommendations for enhancement of program services.
- H. Analyze and report physical presence data to local programs on a quarterly basis.
- I. Coordinate activities of Operations Workgroup to solicit input and feedback, exchange information with local program staff for planning, provision, and evaluation of WIC services. The Operations Workgroup will identify barriers to participation; develop effective strategies to keep participants connected to the program and increase enrollment in the program for the duration of their categorical eligibility.
- J. Coordinate with The Learning Center to ensure training modules support uniform application of policies and procedures and provide standards for quality assurance.
- K. Collaborate with Nutrition Services, Systems, Policy, Marketing, & Training to provide opportunities for best practice sharing at local program level.

IV. To collaborate with other program units to maintain performance management outcomes.

- A. Collaborate with Nutrition Services to support the performance management system and provide technical assistance applying Plan-Do-Study-Act (PDSA) cycles, testing new change ideas on a small scale and sharing what is learned in reaching performance measure targets.
- B. Provide guidance to the community coordinators on utilizing the Plan, Do, Study, Act (PDSA) model to evaluate new outreach or in-reach initiatives designed to enhance programs' ability to meet caseload-related goals as part of performance management.

- C. Monitor the performance management system to improve program operations and service delivery at local programs, emphasizing health and management outcome measures. Provide quarterly and annual results to local programs to help identify specific barriers or strategies for improvement.
- D. Review and improve local program productivity to increase and maintain participation, ensure effective, efficient program operations, and improve outcomes.

V. To build coordination and referral networks within DPH and with other state agencies.

- A. Facilitate coordination of WIC participant services—emphasizing cross referrals and outreach activities at state and local levels—with Head Start/Early Head Start, Department of Children and Families (DCF), Department of Early Education & Care (EEC), Department of Elementary and Secondary Education (DESE), Executive Office of Housing and Livable Communities (EOHLC), Division of Transitional Assistance (DTA), Division of Unemployment Assistance (DUA), and maternal and child health services in other DPH bureaus and programs such as the Massachusetts Home Visiting Initiative, Office for Refugees and Immigrants (ORI), Tobacco Cessation and Prevention, HIV, AIDS, and Substance Abuse, Childhood Lead Poisoning Prevention Program (CLPPP), Immunization, Office of Local and Regional Health, and Violence and Injury Prevention.
- B. Collaborate with other program units to maintain memorandums of agreement between the Department of Public Health/WIC and the Division of Transitional Assistance, and MassHealth, to share and/or receive applicant/participant data.
 - 1. Collaborate with MassHealth/Medicaid to maintain a system for coordination, a data-sharing agreement, and a procedure for obtaining names and addresses of women and children not currently enrolled, but potentially eligible for WIC.
 - 2. Explore opportunities to utilize the Accountable Care Organization (ACO) data available through the WIC-MassHealth data sharing agreement to provide information about the impact of enhanced WIC referral and application supports underway with Massachusetts' updated 1115 Medicaid waiver.
 - 3. Collaborate with the Division of Transitional Assistance (DTA) and Systems to maintain an exchange of data between WIC and the Supplemental Nutrition Assistance Program (SNAP) to increase participation in these programs.
 - 4. Continue quarterly text message outreach to SNAP and MassHealth members, who are pregnant or less than five years of age, to inform them of their adjunctive eligibility for WIC benefits.
 - 5. Collaborate with Childhood Lead Poisoning Prevention Program to analyze trends and identify the incidence of elevated lead values among the WIC population by city/town or service area.
 - 6. Continue to collaborate with MIP to share updates regarding the MIIS Registry utilized by WIC staff to assess immunization status for WIC participants.

7. Continue to collaborate with the Massachusetts Head Start Association and individual Head Start Grantee agencies to monitor the Memorandum of Agreement to ensure the coordination of care for families enrolled in both the WIC and Head Start/Early Head Start programs.
- C. Collaborate with Nutrition Services to continue to strengthen WIC relationships with clinicians and manage care plans statewide.
 1. Continue to liaison with clinicians and provide technical assistance to local programs to enhance their professional relationships with clinicians.
 2. Continue to strengthen contacts with medical associations and managed care plans, especially regarding developing outreach materials to enhance early prenatal enrollment, and referrals.
- D. Maintain and enhance WIC's relationship with the MassHealth/Medicaid Program to provide opportunities for increased referrals to WIC and coordinated, comprehensive healthcare for participants.
 1. Provide MassHealth with updated information regarding WIC benefits and eligibility criteria.
 2. Participate in Massachusetts Health Care Training forums, consisting of representatives of Managed Care Organizations that provide services to MassHealth members.
 3. Continue quarterly text message outreach to new MassHealth members who are pregnant or less than 5 years of age to inform them of their adjunctive eligibility for WIC.
 4. Coordinate with MassHealth to ensure that Medicaid is the primary payer of special or prescription formulas for individuals enrolled in both WIC and Medicaid.
- E. Collaborate with sister-agency domestic violence prevention and support programs to maintain and support domestic violence screenings at local WIC programs.
- F. Continue to liaison with statewide agencies—including DCF, EEC, DTA, EOHLC, and DESE—to enhance the awareness of WIC services to potential eligible families.
- G. Continue to provide and update information and income eligibility requirements regarding SNAP, TAFDC, Boston Healthy Start Initiative, Department of Revenue (DOR) Child Support Enforcement, and MassHealth/Medicaid to local programs for distribution to WIC applicants and participants.
- H. Continue collaboration with the Secretary of State - Elections Division to carry out federal motor voter registration regulations at local programs.
- I. Collaborate with Nutrition Services, Childhood Lead Poisoning Prevention Program, and medical providers on strategies to ensure accuracy of information given to WIC participants on lead poisoning screening and prevention.

OPERATIONS

- J. Continue to collaborate with the Boston Public Health Commission's Childhood Lead Poisoning Prevention Program (CLPPP) to ensure that children without appropriate lead screening or with elevated lead levels residing within the City of Boston are contacted by a CLPPP case manager to ensure appropriate medical and abatement services.
- K. Collaborate with Nutrition Services to continue to monitor statewide the use of non-invasive hemoglobin screening at all local programs.
- L. Collaborate with Purchase of Services (POS) to ensure the equipment to perform hemoglobin screenings is available and appropriately utilized; coordinate training on appropriate procedures for performing hemoglobin testing.
- M. Collaborate with Nutrition Services to continue the Referral and Family Support Project to strengthen the referral process and ensure participants are accessing social service referrals.
 - 1. Facilitate quarterly meetings to exchange information with and solicit input from Family Support Coordinators.
 - 2. Provide training and in-services to enhance professional skills.

VI. To conduct outreach, in-reach, and coordination activities.

- A. Perform technical assistance and training activities with local program community coordinators.
 - 1. Facilitate quarterly meetings to exchange information with and solicit input from community coordinators.
 - 2. Provide community coordinators with updated resource/contact lists and suggestions for local coordination activities, providing assistance as needed.
 - 3. Monitor the web-based Community Coordinator Database System designed for community coordinators to manage outreach contacts and activities.
 - 4. Collaborate with The Learning Center (TLC) staff to revise and enhance the community coordinator new staff training.
 - 5. Provide in-services for community coordinators for ongoing skill building.
 - 6. Identify retention activities to strengthen communication with WIC participants about their eligibility with particular focus on current enrollment status and recertification.
 - 7. Continue to support and provide technical assistance to community coordinators with outreach and in-reach activities.
 - 8. Prepare and disseminate coordination updates to local WIC programs and other interested parties.

- B. Coordinate with tribal partners and organizations providing services to Native Americans, and support community coordinators to follow up at the community level.
- C. Continue to enhance coordination with DTA and DCF regional staff to ensure referral services to WIC are strengthened.
- D. Collaborate with other program units to update and distribute the WIC & Clinicians: Partners in Good Health resource, which highlights pertinent information for outreach to healthcare providers. Continue to provide technical assistance to community coordinators on building and maintaining provider relationships.
- E. Collaborate with Policy, Marketing, and Training to provide updates to the WIC website.

VII. To collaborate with Systems, other WIC units, Bureau of Family Health & Nutrition, BFHN Office of Data Translation, other DPH programs, and external partners on utilization of WIC data.

- A. Collaborate with other units to review, evaluate and enhance current reports, and develop new reports, as needed.
- B. Collect and analyze WIC administrative data to determine patterns in participation and redemption and to develop strategies to improve operational outcomes.
- C. Collaborate with other WIC and DPH units on review and approval of research and other studies utilizing confidential WIC Program data.
- D. Collaborate with the Massachusetts Center for Birth Defects Research and Prevention to conduct outreach to women who have children with birth defects.
- E. Collaborate with Systems to review and respond to data requests from local programs and other agencies or organizations.
- F. Collaborate with the Bureau of Family Health & Nutrition's Massachusetts Home Visiting Program to enhance cross-referrals between WIC and home visiting programs.

VIII. To support the attainment of the Massachusetts Department of Public Health (MDPH) Immunization Program goal: age-appropriate immunization for 90% of WIC infants and children.

- A. Collaborate with the Massachusetts Immunization Program (MIP) and local programs to ensure newly hired WIC staff have access to the Massachusetts Immunization Information System (MIIS) Registry to view immunization histories of WIC participants and to provide assessments, education, and referrals.
- B. Provide local program immunization rates for the percentage of children complete with the Primary Series at 24 months.

- C. Collaborate with other program units, the Division of Health Access, medical providers, and the MDPH Immunization Program to provide training and resources to local programs to assist with planning and implementing immunization activities. Monitor activities and provide technical assistance, as needed.
- D. Prepare and disseminate immunization updates to local WIC programs and other interested parties.
- E. Maintain liaison and development activities with immunization partners such as the MDPH Immunization Program, Massachusetts Immunization Action Partnership (MIAP), and the Massachusetts Chapter, American Academy of Pediatrics.

IX. To maintain benefit and participant accountability systems.

- A. Provide technical assistance to local programs on developing and maintaining quality assurance systems.
- B. Maintain systems for provision and tracking of WIC Card inventory at local programs. Provide follow-up with local programs, as needed.
- C. Collaborate with DPH Legal Counsel, Office of State Auditor (OSA) Bureau of Special investigations (BSI) and local programs on the investigation and resolution of any potential participant fraud cases. Revise and implement procedures, as necessary.
- D. Monitor correspondence for receiving and responding to complaints of WIC participants and vendor fraud.
- E. Maintain and enhance systems and tools to improve benefit redemption rates for full value of WIC food, and/or formula prescriptions.

X. To collaborate with Help Desk staff to answer, document, and triage local program calls on benefits and program issues.

- A. Resolve problems or make appropriate referrals to other program units.
- B. Document Operations Unit's calls and solutions to problems.
- C. Provide technical assistance on program eligibility and benefit issues, as necessary.

XI. To monitor vendors through application of computer-assisted analysis and program compliance surveillance, inventory audits, identify high-risk vendors, investigate 5% of all high-risk vendors, and take action on identified program non-compliance through warnings, sanctions, and disqualifications.

- A. Utilize available reporting, local agency vendor visit data, and findings from monitoring visits by Miles Consulting to ensure authorized vendors are performing in accordance with their vendor contracts.
- B. Collaborate with DPH Legal Counsel and local programs on the investigation and resolution of any potential vendor fraud cases. Revise and implement procedures, as necessary.

- C. Review new federal vendor regulations, revise or develop new policies and procedures for statewide implementation, and update policies, as needed.
- D. Collaborate with Systems to make the necessary updates to the Vendor Management System for the FDP (Food Delivery Portal),
- E. Identify authorized vendors annually or within six months after authorization, to determine whether the vendors are above-50-percent vendors, utilizing appropriate vendors supplied documentation of gross food sales and redemption data from SNAP and WIC sales and exclude them from the program.
- F. Collaborate and coordinate with other program units to monitor and evaluate at least 50% of local programs to assess vendor compliance with MA Program service standards. Provide consultation and technical assistance responsive to identified needs.

XII. To enhance, assist and evaluate local program operations and participant services regarding retail stores to improve the participant retail experience.

- A. Continue to utilize the Vendor Training Module to assist local programs in vendor management operations.
- B. Participate in The Learning Center (TLC) training sessions to review and update training modules to ensure the uniform application of policies and procedures and provide standards for quality assurance.
- C. Collaborate with the retail vendor community, local program staff, and participants to enhance customer service satisfaction for WIC participants.
- D. Continue to participate in the Center for Nutrition and Health Impact Online Ordering Grant in collaboration with Washington State WIC (lead state), FIS/CDP and Walmart. The goal of this project is to work toward establishing recommendations for the implementation of processes that allow WIC participants to use online ordering with online transactions or in-person transactions to receive their groceries. Live online transactions for this project began in January 2025. This project is currently in the evaluation process, and the grant is expected to end in August 2026. Online ordering implementation will be on-going.

XIII. Collaborate with Systems and other units to continue to follow-up on WIC Card retail transactions that present challenges/issues to ensure appropriate resolutions for participant redeeming benefits.

- A. Continue to enhance guidance and support to local program staff regarding retail store training procedures.
- B. Coordinate activities of the Operations Workgroup to develop creative and innovative solutions to improve participant/vendor experiences, improve vendor training conducted by local programs promoting customer service, and improve gaps in training participants on how to purchase their WIC benefits.

XIII. To continue to promote program relationships and communications with the WIC retail store vendor community.

- A. Solicit input from and exchange information with the retail vendor community and associations, including chain store contacts, the Massachusetts Food Association, and the WIC Vendor Advisory Council.
- B. Continue Vendor staff visibility throughout the retail vendor community, through ongoing networking with appropriate associations, retail stores, and assistance to local programs.
- C. Maintain enhanced retail vendor training, including sessions conducted in Spanish, on the WIC Vendor Agreement, WIC Card processing, WIC approved foods, and minimum inventory requirements.
- D. Ensure consistency in retail vendor training by requiring retailers to utilize all applicable vendor materials as part of their staff training protocol.
- E. Collaborate with Policy, Marketing and Training to provide updates to the retailer section of the DPH WIC website.
- F. Continue to collaborate with Systems to maintain and enhance the Vendor Portal which streamlines the vendor application process and allows retailers the ability to complete and submit Vendor Applications electronically.

XIV. To monitor and coordinate cost containment issues in collaboration with other program units.

- A. Monitor pricing of WIC food items at WIC retail stores in collaboration with other program units.
- B. Review and analyze new federal regulations and guidelines on cost containment issues.
- C. Implement cost containment strategies for WIC food items and/or prescriptions in response to food cost inflation and/or budget constraints. Make changes to the WIC Food Guide, as necessary. Monitor implementation of cost containment strategies in other states, as needed.
- D. Collaborate with Fiscal to track existing and develop new cost management strategies by utilizing information from the food cost projection system and related systems.
- E. Continue collaboration with other states in the New England & Tribal Organization (NEATO) regarding Abbott Laboratories infant formula rebate contract. Assist Fiscal and Nutrition in implementing and monitoring the contract.
- F. Collaborate with other program units on revisions to approved food items, food prescriptions, and new types of formula, can sizes, and other food cost initiatives.
- G. Provide training and other required activities to ensure implementation of approved revisions.

XV. In collaboration with other program units, to oversee the availability of WIC foods and food prescriptions.

- A. In collaboration with Nutrition Services, Systems, and Fiscal implement revisions to WIC foods and food prescriptions, including changes necessary due to the new food package regulations.
- B. In collaboration with Nutrition Services, monitor food prescription issuance to aid in food cost management activities.
- C. In collaboration with Fiscal and Nutrition Services, monitor use and availability of contract and non-contract infant formula to ensure maximum rebates.
- D. Review and evaluate eligible WIC foods for incorporation into the Massachusetts WIC Approved Food List. Collaborate with other program units to coordinate activities necessary to implement changes.

XVI. To collaborate with other program units to implement applicable components of the Massachusetts Childhood Hunger Relief Act.

- A. Continue to participate in utilization of Caseload & Funding Allocation Methodologies, including standards for staffing, sites, and other program operations, as needed.
- B. Track active caseload of each local program to assess monthly progress towards assigned caseload. Prepare charts for presentation of information to local program staff, WIC Advisory Council, and other interested parties.
- C. Track and monitor monthly caseload trends for programs with adjunctive eligibility, identified as MassHealth, TAFDC, and SNAP.
- D. Track and monitor trends from Online Applications, including quarterly MassHealth and DTA texting initiatives.
- E. Work with other units to focus on customer services and address recruitment, retention, service, and operational issues at the local program level.

XVII. To collaborate with other program units on the organization, management, implementation, and review of ongoing and new activities and projects.

- A. Work with Systems and other program units to upgrade Eos to incorporate necessary modifications, including new requirements and enhancements and other state IT initiatives, to improve service access, nutrition education, vendor management, operations, health-related programming and evaluation, and data for nutrition and health surveillance.
- B. Work with Policy, Marketing, and Training and Fiscal Units to enhance family engagement in WIC program planning through the WIC Advisory Council and the Participation Satisfaction Survey.
- C. Participate in Bureau of Family Health & Nutrition planning process and project activities and in Departmental cross-cutting initiatives.

XVIII. To collaborate with USDA, the National WIC Association and other states WIC Programs (through the EBT Users Group meetings) to track current trends in EBT delivery approaches.

XIX. To collaborate with Administration & Management on disaster preparedness.

- A. Collect and review local program Continuity of Operations Plans (COOP) to ensure plans address a variety of possible emergency situations and local program emergency response including preparedness, response, and recovery of services as well as minimize disruption of WIC services.
- B. Provide consultation and technical assistance to local programs to plan for continued WIC services (essential functions and operations) to participants and/or potentially eligible individuals with the threat of an impending or actual emergency.
- C. Update and revise the sections of the Program Manual (PM) Disaster Preparedness chapter and Continuity of Operations Plans (COOP), as needed.
- D. Collaborate with all Units to implement administrative and participant-facing procedures to ensure ongoing access to WIC services and benefits in times of emergency or disaster.

Policy, Marketing & Training

The overall goal of Policy, Marketing & Training—consisting of cross-unit federal, state, and local policy work, marketing, collaboration with Community Coordination, and The Learning Center (TLC)—is to increase participation in the WIC Nutrition Program through sound and effective policy, public awareness activities, community-based coordination, and the provision of training and development activities to new and existing local program staff. The primary objectives for FY27 are:

- A. To collaborate with Administration & Management, Operations, Nutrition Services, Fiscal, and Systems to implement appropriate sections of the Massachusetts Childhood Hunger Relief Act.**
 - 1. Maintain the statewide WIC Advisory Council to provide a forum for ongoing review, advice, and advocacy to the Program, and to promote a positive image and greater public awareness on behalf of WIC.
 - 2. Continue with social marketing activities as part of ongoing public awareness campaigns to maximize program participation.
 - 3. Collaborate with Systems and Bureau of Family Health & Nutrition (BFHN) Office of Data Translation to conduct and analyze the WIC Needs Assessment to assess community service needs.
 - 4. Collaborate with Administration & Management, Operations, and Fiscal to utilize WIC Needs Assessment information in the Caseload Allocation Methodology and policy decisions.
 - 5. Collaborate with other program units to develop and implement state FY27 contract and local program amendments. Participate in discussions on local program issues.
 - 6. Conduct a public hearing to review the annual state plan.
- B. To direct, coordinate, and conduct issue and policy analyses on state and federal WIC issues, program operations and activities, providing technical assistance, as needed.**
 - 1. Monitor and assess state and federal policies, legislation, and funding as they affect WIC policy, operations, and activities.
 - 2. Respond to inquiries from state and federal administrations, legislatures, DPH, the public, and other parties concerning WIC.

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3. Collaborate with other program components to develop and update WIC fact sheets for significant program activities.
4. Participate in other WIC educational and informational activities at the national level.

C. To support quality, participant-centered services.

1. Solicit input from and exchange information with local programs through Local Program Business Meetings, Local Program Work Group meetings, and other committees.
2. Collaborate with other program units and local WIC programs to focus on customer service through virtual training modules to address participant recruitment and retention issues.

D. To maintain the statewide WIC Public Awareness Campaign to support outreach and expand access to, and participation in WIC.

1. Create and refresh targeted community resources that match our "GOOD FOOD" and "A WHOLE LOT MORE" campaigns, using behavior-focused marketing to boost local outreach.
2. Collaborate with other program units to develop targeted outreach strategies in to increase prenatal WIC enrollment and encourage earlier prenatal entry among applicants.
3. Continue to use social media to drive the public to the Mass WIC online pre-application page.
4. Continue to coordinate and streamline printing, ordering, and inventory processes to improve overall efficiency.
5. Provide technical assistance and support to other program units on multimedia efforts, as needed.

E. To conduct outreach and coordination activities.

1. In partnership with Operations, provide technical support, training and guidance to local program community coordinators.
 - a) Participate in quarterly meetings to exchange information with, and solicit input from, community coordinators.
 - b) Collaborate with Operations to revise and enhance community coordinator new staff training.
 - c) Provide in-services for community coordinators for ongoing skill building.
 - d) Partner with internal program units to create healthcare provider resources and train community coordinators on strengthening provider relationships.
2. Prepare and maintain local program fact sheets including funding, sites, staff, and participant statistics.

F. To insure proper and timely disbursement of materials and supplies to local programs.

1. Work with other program units on centralized ordering and inventory of materials and supplies, including development of inventory software, ensuring use of approval processes.
2. Collaborate with fiscal and other program units to maintain efficient distribution activities at the Northborough location.
3. Maintain communication channels with the WIC Distribution Center to ensure availability of materials and supplies.

G. To collaborate and coordinate on program, outreach, and media activities within DPH and the Bureau of Family Health & Nutrition.

1. Collaborate and coordinate with DPH and BFHN staff on media service needs and joint initiatives, providing technical assistance, as needed.

H. To collaborate with MassIT and the Communications Team at DPH on the maintenance of the new Mass.gov website.

1. Continue to work with EHS to keep updated information and materials on the Mass WIC website.
2. Continue to collaborate and coordinate with Nutrition Division staff on ongoing updates and user's experience improvements to the Massachusetts WIC website, www.mass.gov/wic.
3. Maintain ongoing updates to the WIC website and educational materials to ensure full compliance with Title II accessibility standards.

I. To collaborate with other program units on the organization, management, implementation, and review of ongoing operational activities and projects.

1. Collaborate with Systems and other program units to upgrade Eos to incorporate necessary modifications, including new requirements and enhancements, and other State IT projects.
2. Collaborate with other program units to analyze and provide comments on changes to WIC federal policy.
3. Work with other program units to implement and monitor the performance management system to improve program management and service quality at local programs, emphasizing health, and management outcome measures.
4. Collaborate social media posts with Nutrition to promote MassWIC initiatives.
5. Collaborate with EHS Web team and other units to respond to inquiries received through the mass.gov website.
6. Collaborate with other units to promote WIC Online Ordering.
7. Collaborate with other units to support utilization of the WIC food package.

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- J. To participate in the Bureau of Family Health & Nutrition planning processes and project activities and in Departmental cross-cutting initiatives.
- K. To continue to implement new staff training curricula at The Learning Center (TLC), and plan and design additional training events for FY 27.
 - 1. Collaborate with Operations, Nutrition Services, Systems, and Fiscal to continue to review and revise the new staff training curriculum, training modules and lesson plans to incorporate new program policies and initiatives, as needed.
 - 2. Conduct regularly scheduled training sessions for all new local program staff to enable the majority, if not all new local program staff, to complete their new staff training before the end of their probationary periods (generally 3 months).
 - 3. Enhance new staff training curricula to support staffing pattern changes in the recent local WIC agency procurement.
 - 4. Continue to communicate post training feedback for new staff to local program management staff when there are concerns regarding the assessment of comprehension and performance of the trainees. The feedback will include further training recommendations.
 - 5. Continue to provide, and update as needed, the New Staff Training (NST) Guidelines so that new staff understand and are aware of the expectations for NST attendees prior to attending training. Review with staff on-site during day one welcome and announcements.
 - 6. Continue to implement other training sessions to enable local program staff to receive additional training on specific issues as identified by local program staff, supervisors, local program evaluation team, and TLC trainers.
 - 7. Refer management staff to the Leadership series on the Service Skills training platform to further assist local program managerial staff in strengthening and developing their leadership skills.
 - 8. Collaborate with other units of the WIC state office, state agencies, educational institutions, and training organizations to provide in-services for local program and state office staff for knowledge and skills development and to provide CEUs.
 - 9. Collaborate with the Nutrition Unit to provide ‘Secrets of Baby Behavior’ training to all WIC staff to promote understanding of normal newborn behavior and how it relates to infant feeding.
 - 10. Collaborate with the nutrition unit to provide the USDA breastfeeding curriculum to staff.
 - 11. Collaborate with nutrition unit to promote understanding of cultural health beliefs and dietary practices through the bi-annual Cultural Training highlighting various cultures.
 - 12. Collaborate with task forces focused on WIC access to develop training materials and enhance nutrition education resources.

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- L. To collaborate with Nutrition Services to update CPA I & II modules, as needed, to incorporate any changes in policies and procedures in the provision of nutrition education and services to be used as training resources.**
 - 1. Review and modernize the CPA paraprofessional training curriculum to support staffing pattern changes in the recent local WIC agency procurement.
 - 2. Use the CPA I and CPA II modules as training tools along with semi-annual in-services and on-the-job training to prepare nutrition assistants for CPA I status and then to advance to CPA II.
 - 3. Work with local program senior nutritionists to ensure that the on-the-job training components of CPA I & CPA II curriculum are completed in a timely manner.
- M. Work collaboratively with Systems, Nutrition Services, Operations, and HTC to maintain the training components of Eos.**
 - 1. Coordinate with HTC to maintain the training database in order to have more flexibility in developing/revising the training curriculum and database, as needed.
 - 2. Work with HTC, Nutrition Services, Operations, and System units to continue to provide local program staff with all the Eos trainings needed for their specific job responsibilities, including any needed training associated with the new releases of Eos.
 - 3. Continue to coordinate with HTC and the project management team regarding identified training issues that need to be resolved.
- N. To continue to work with the TLC Training Advisory Group (TAG) to identify training needs of local WIC program staff, and to revise, develop, and implement training programs to meet those needs.**
 - 1. Collaborate with other program units to assess and identify training needs through local program self-evaluations, local program evaluations, and other quality assurance activities conducted and to provide training to address those needs.
 - 2. Work with TAG to plan and implement trainings on those topics that are considered high priority.
- O. To enhance existing computer and information systems for TLC.**
 - 1. Collaborate with Systems to upgrade TLC software and training environment, as needed.
 - 2. Collaborate with Operations, Nutrition Services, Systems, and Fiscal Units to develop web based online training and enhance communication methods.
 - 3. Continue to review, update, and maintain online TLC resources.
- P. Provide and promote online learning for local program staff.**
 - 1. Continue to provide online customer service training and leadership and management modules to local program staff.

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2. Provide opportunities for local program staff to attend training webinars on topics that are relevant to their job responsibilities.
3. Continue to offer as many CPA 1 & CPA 2 classes in virtual settings as practical to allow staff who want to be involved yet are limited by the commute and the time it takes to travel to TLC an opportunity to participate.

Q. To promote WIC as a career choice for nutrition professionals.

1. Collaborate with Nutrition Services, appropriate agencies, and educational institutions to promote WIC as a career choice.
2. Continue to share vacancy announcements and make appropriate referrals to local and state WIC programs when appropriate.
3. Continue to encourage staff to participate in the Per Diem Pool by making sure that all staff are aware of the pool when they come to New Staff Training and then make sure staff who are leaving have the opportunity to fill out the per diem form if they would like to continue working for WIC in some capacity.
4. Continue to guest lecture at Framingham State University and Simmons College to promote WIC as a career choice.
5. Continue to provide access to exit interviews for all staff who would like to participate and provide feedback to increase understanding about turnover at WIC.

R. Collaborate with Fiscal, Division of Capital Assets Management and Maintenance (DCAMM), and any other required program units to ensure adequate leased space for operations, the completion of repairs, upgrades, and maintenance of the leased facility for The Learning Center and the Northborough Distribution Center operations, as needed.

1. Collaborate with DCAMM and landlords to coordinate facility repair and maintenance for the WIC Learning Center and WIC Distribution Center.
2. Coordinate move to and facility set up for to new training center in Southboro.
3. Support the move of the WIC Distribution Center to its new shared location in Franklin.

S. Participate in new initiatives and other special projects, as needed.

1. Support ongoing training activities associated with the statewide use of the OnBase secure document upload and storage solution.
2. Support training activities associated with any changes to the WIC Food Package.
3. Support implementation of the ongoing staff relief project at local WIC agencies.
4. In partnership with other units, explore opportunities to maximize the utilization of TRAIN platform to modernize WIC training enrollment and provision and modernize other WIC Learning Center online resources to support staff professional development and technical assistance.

Systems

The overall goal of Systems – consisting of Eos Operations and Maintenance, Desktop and Network Support, Help Desk, and Field Services – is to facilitate quality nutrition services and benefit provision to families, provide timely and accurate data on WIC participants, food benefits, and funds, and to support program management, accountability and planning. Computer systems that are used to accomplish this goal include: the EHS Virtual Gateway platform, WIC Eos System, WIC Direct System, WIC reporting database, and the digital solutions such as OnBase and the WICShopper app that support program operations. The primary objectives for FY27 are:

- I. **To upgrade Eos to incorporate necessary modifications, including new requirements and enhancements.**
 - A. Coordinate with other program units for requirements, timelines, and rollout schedules.
 - B. Confirm that upgrades are accomplished in coordination with other program units.
 - C. Coordinate with TLC staff and MIS project teams on the continued upgrade of TLC training systems for Eos.
 - D. Identify and incorporate any upgrades to interfaces with Virtual Gateway, Massachusetts Immunization Program, and WIC Direct.
 - E. Coordinate with Eos maintenance provider to monitor and modify, if necessary, protocols and procedures for emergency and routine maintenance tasks.
 - F. Collaborate with Eos maintenance provider and Virtual Gateway team to ensure the stability of the Eos hosting platform.
 - G. Release Eos 9.2 and 9.3 to continue delivery of enhancements to support improved WIC system performance and modernization of Eos and related technological solutions.
- II. **To maintain smooth operation of all WIC systems, including software and equipment at local programs, the state WIC office, The Learning Center, and at EHS.**
 - A. Review daily processing and output of all WIC systems to ensure that state office and local program processing needs are met.

- B. Manage Help Desk operations. Provide Help Desk assistance to local program staff regarding daily operation procedures and support of computer systems. Provide immediate technical support and resolution of calls.
- C. Monitor and maintain communication links between local programs and state office.
- D. Provide technical and application support to local program and state office staff.
- E. Prepare local program sites for installation, upgrade, replacement, maintenance, and movement of hardware and software as required for new and relocated sites.
- F. Collaborate with other program units to improve utilization of video conferencing for WIC appointments.
- G. Modify programs and systems documentation, as needed.
- H. Maintain inventory of state WIC office and local program IT equipment and provide information to Fiscal unit.
- I. Monitor overnight operations of the Eos production system.
- J. Collaborate with EHS to implement new batch processing software and new production jobs, and to test disaster recovery procedures.

III. To maintain Eos and associated WIC computer systems in collaboration with other program units.

- A. Collaborate with other program units on necessary changes to satisfy state or federal requirements.
- B. Collaborate with other program units on updates and revisions to system tables, including food prescriptions, food categories and subcategories, income, zip code, and risk, as needed.
- C. Support development and implementation of FIS' IVR solution for participants to reset WIC Card passwords and access information about benefits and transactions by phone.
- D. Collaborate with Operations vendor staff on any enhancements to VMS.
- E. Collaborate with IT project teams and state office staff to upgrade the WIC reporting system to a cloud-based, modern database solution.

IV. To maintain and upgrade hardware and software at the state office, TLC, and local WIC programs.

- A. Update local program computer equipment inventory at every visit and ensure that inventory for all equipment is not older than 2 years.

- B. Ensure that local programs' WAN equipment is running at peak performance.
 - C. Ensure that local programs maintain proper internet bandwidth.
 - D. Upgrade computer hardware and software at TLC and state office, as required.
 - E. Prepare and deploy newly purchased equipment for local program use. Ensure that proper procedures are followed for disposal of obsolete equipment.
 - F. Upgrade DPH and local program application, operating system, and hardware security where appropriate.
 - G. Plan, implement, and monitor expenditures for computer hardware and software.
 - H. Provide integration advice and policy for local program LAN administrators, as needed.
- V. To participate on DPH, EHS and MassIT committees to set technology standards for the Department.**
- A. Collaborate with DPH, EHS, and MassIT personnel for department wide email.
 - B. Collaborate with DPH, EHS and Verizon on the use of Virtual Private Networks (VPN) within WIC.
 - C. Participate in the DPH and EHS IT Program Management Office (PMO) for software development and deployment governance.
- VI. To develop and maintain systems and operational documentation.**
- A. Develop and maintain user guides and technical documentation including the documentation in the Online Documentation Library and documentation for the WIC Eos system.
 - B. Update the Program Manual (PM), as necessary.
- VII. To collaborate with other program units, local programs, DPH bureaus, other Massachusetts agencies, and USDA/NERO to provide data extraction and reports from the WIC databases.**
- A. Collaborate with other program units on evaluation of at least 50% of local programs, providing site visit reports, self-evaluation reports, technical assistance, and consultation responsive to identified needs.
 - B. Develop, analyze, and provide data and reports for local programs and other agencies and individuals.
 - C. Collaborate with other program units on issues involving local program contracts and capacity for program and nutrition services.

- D. Collaborate with other program units on the utilization of CDP Data Marts to better understand programmatic and outcome trends based on WIC administrative and EBT data.
- E. Collaborate with the BFHN Division of Family Health Data and Analytics to support and provide WIC data for the WIC Needs Assessment, PRAMS, PELL and various research projects, as needed.
- F. Collaborate with Nutrition Services on extraction of data and completion of questionnaires for the biennial Participant & Program Characteristics Report.
- G. Collaborate with other program units on programming and reports regarding participant recruitment and retention as well as benefit redemption issues at the local program level.
- H. Collaborate with other program units on maintenance and monitoring of the WIC Card processor contracts.
- I. Collaborate with other program units to develop and implement data sharing initiatives with related programs, including SNAP, MassHealth and other BFHN programs, to improve coordination and referrals.

VIII. To represent Massachusetts WIC and Systems at meetings and conferences and to exchange technical expertise relevant to the operation and interests of Massachusetts WIC, DPH, NERO, other states' WIC programs, USDA, and other entities.

- A. Participate in Local Program Training & Business, Local Program Work Group, and other task force and work group meetings.
- B. Coordinate IT project teams comprised of staff from Systems and other program units.
- C. Participate in meetings and technical seminars organized or required by USDA/NERO.
- D. Collaborate with USDA and other states' WIC programs to track current trends in MIS and EBT system approaches.
- E. Collaborate with other states on technical issues, as needed.

IX. To collaborate with other program units on the organization, management, implementation, and review of ongoing operational tasks and projects.

- A. Participate in BFHN planning processes and activities and in Departmental cross cutting initiatives.
- B. Collaborate with other program units to review and enhance Caseload & Funding Allocation Methodologies analysis, as needed.
- C. Collaborate with other program units to support quality improvement systems, emphasizing health and program management outcomes.

- D. Collaborate with Fiscal, Operations, and Nutrition Services on planning, developing, and implementing food package changes and food cost containment strategies.
- E. Participate in analysis, policy development, planning and implementation of cost containment strategies.
- F. Participate with other program units to monitor and implement system changes for the infant formula rebate and to provide data for modification and auditing of the contract, as needed.
- X. To review pertinent new federal regulations, FNA Instructions and guidance, and develop and implement new or revised policies, procedures and reports, as needed.**
- XI. To continue to support the issuance of electronic food benefits in Eos and WIC Direct.**
 - A. Develop new reports regarding redemption of benefits and vendor activities utilizing data made available from WIC Direct.
 - B. Maintain and support the Massachusetts APL and ensure its accuracy and availability.
 - C. Provide helpdesk support to approximately 85,000 participant households who utilize the WIC Card to redeem WIC food benefits.
 - D. Participate in the ongoing implementation and evaluation activities associated with the WIC Online Ordering.