

Supplemental Nutrition Program for Women, Infants & Children (WIC) Public Hearing on 2019 State Plan

**June 15, 2018
2:00 – 3:30 pm
WIC Learning Center
63 Fountain St., 3rd Fl.
Framingham, MA 01702**

WIC Nutrition Program Public Hearing began with an overview of Federal Fiscal Year 2017 and State Fiscal Year 2018 accomplishments. This was followed by a presentation of the Federal 2018 budget and priorities for the 2019 State Plan. The hearing was then opened up for public comments.

Public Comments:

WIC Benefits

- Explore grocery delivery options for participants
- Create a video on how to use the WIC Shopping app

Farmers' Market

- Issue farmer's market benefits in the form of an electronic benefits transaction (EBT) card.

Telemedicine

- Explore other means, such as Skype or Facetime, to provide services remotely
- Explore options regarding the requirement for physical presence during appointments

Staffing

- Add COLA to the local WIC agency budgets. Staff are moving to other positions due to the money.
- Allow local WIC agencies staff to obtain health insurance from the Group Insurance Commission (GIC)
- Create a forum for local agencies to share information about recruiting and retaining employees including hosting interns
- Create a pool of nutrition staff that are willing to work on a per diem basis.
- Offer Certified Lactation Consultant (CLC) and Registered Dietitian (RD) exam training in order to invest in staff learning

Participant Outreach

- Revisit the WIC Birthday card to update and see if value such as free museum passes can be added to the card
- Highlight research studies showing how Massachusetts WIC impacts children to show the value of WIC.
- Regionalize the Community Coordinator position so that staff work together on outreach. Saved funding could be put into events.
- Create a Massachusetts WIC Day throughout the Commonwealth for participants. Community partners can help advertise these events. Events would have activities to engage participants.

Participant Services

- Create a new End of Certification letter so it is more participant friendly
 - Send the letter electronically
- Purchase quality breast pumps with food dollars