

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

**September 22, 2021  
2:00 – 3:30 pm  
Via WebEx**

The State WIC Office held the WIC Public Hearing on Wednesday, September 22, 2021. Members of the public attended either via Webex or called into the hearing. The WIC Public Hearing began with a brief overview of the program. This was followed by a review of the State Plan goals. The hearing was then opened for public comments.

The WIC Nutrition Program received the following comments:

**Staff Retention**

- Provide tuition reimbursement to staff. Not every WIC agency can offer tuition reimbursement.,
- Provide route for WIC staff to become a Dietetic Technician Registered (DTR) or Registered Dietitian (RD)
- Could staff get credit towards a Master's degree?
- Provide access to college credits
- The state should add funds to budgets so WIC agencies can do activities to value co-workers
- Staff are accepting positions and then soon moving on to other positions
- Could the WIC state office pass resources on such as discounted MBTA passes to local program staff?
- Retention of WIC staff may be a problem when staff must return to the office as staff now have flexibilities in work location

**Breastfeeding Services**

- WIC staff are doing an outstanding job
- WIC provides amazing breastfeeding services.
  - Baby cafes are reopening.
- WIC breastfeeding services are going well.

**WIC Food Shopping**

- WIC should focus on making shopping for participants easier
- Offer food delivery like SNAP to help redeem benefits
- There are challenges with shopping. It's very hard. Can smaller stores help?
- Lack of interest in small stores to do phone ordering and pick up, as was piloted earlier in the pandemic.

- WIC shopping takes forever and is very difficult. Finding the correct WIC grains was the hardest thing to find. Scanned over 20 loaves of bread.
- Focus on ways to improve benefit redemption, with grocery stores, make it easier somehow
- Shopping videos in various languages
- Have retailers prepackage food for pick up