

LDH - Office of Public Health - Bureau of Nutrition Services

Strategic Plan SFY 2021 - 2023

Mission

The mission of the Bureau of Nutrition Services is to improve health outcomes and reduce health disparities for eligible women, infants, children, and seniors by providing access to supplemental foods, nutritional education, breastfeeding support, and referrals to social and health services.

Over Arching Goals

In order to fulfill its mission, the Bureau of Nutrition Services intends to:

- i. Provide supplemental foods and quality services
- ii. Protect & promote evidence-based nutritional education and breastfeeding practices
- iii. Develop partnerships and utilize new and existing referral systems
- iv. Utilize available data and resources to make effective and efficient programmatic decisions

Focus Area	Objectives	KPI Metric	Start date	Deadline
Overall	Objective: Continue to offer training opportunities to help State Agency staff in developing skills to best promote efficiency, productivity, and increase morale through performance management.			
	Target: 100% of employees attend at least 4 specialized trainings a year (outside of standard required courses).	Number of Trainings Attended	7/1/2021	Each 6/30
	Objective: Increase the quality of the WIC participant experience at clinics and grocery stores. (Vendor & Nutrition)			
	Target: Utilize available program data to identify trends, make appropriate recommendations to reduce customer service related complaints by 6/30/2022.	Participant Survey Results	7/1/2021	6/30/2022
Nutrition	Objective: Create greater opportunities to access program benefits to improve the health of low-income seniors by supplementing their diets with nutritious USDA foods.			
	Target: Assist local agency on maintaining 95% caseload usage for FY22 by providing target outreach and population data.	Caseload Utilization Percentage	7/1/2021	6/30/2022
	Objective: Increase the fully and partially breastfeeding rates of WIC participants in Louisiana as reported annually by FNS in the Breastfeeding Data Local Agency Report.			
	Target: Increase fully breastfed rate to 7% by FY23.	Breastfed Rate of Participants	7/1/2021	6/30/2022
	Target: Increase the partially breastfed rate to 10% by FY23.	Breastfed Rate of Participants	7/1/2021	6/30/2022
	Objective: Provide nutritious supplemental foods that promote improvement of the well being of women, infants, and children.			
	Target: Increase participation in the Louisiana WIC and Farmer's Market Nutrition Programs by 10% by June 2023.	Program Participation	7/1/2021	6/30/2023
	Objective: Promote and provide evidence-based nutrition education to families participating in Louisiana WIC and Farmer's Market Nutrition programs.			
	Target: Increase participation in online nutrition education by 20% by June 2022.	Education Program Participation	7/1/2021	6/30/2022
	Target: Create at least one template to remind participants to participants to complete online nutrition education lessons by January 2022.	Templates Produced	7/1/2021	1/31/2022
Target: Create at least one template to remind participants to redeem Louisiana WIC Farmer's Market Nutrition Program coupons during program year May - September 2021.	Templates Produced	7/1/2021	9/30/2021	
Vendor	Objective: Increase the number of authorized WIC grocery stores in underserved areas of the state.			
	Target: Increase the number of authorized WIC grocery stores located in food deserts (as defined by the USDA).	Authorized Stores Located in Food Deserts	7/1/2021	6/30/2023
	Objective: Identify and implement modern retail technologies to drive an increase in participant participation and destigmatize the WIC shopping process.			
	Target: Implement modern, alternative technologies to destigmatize the WIC shopping experience in WIC approved grocery stores.	Authorized Stores Using Alternative Shopping Technologies	7/1/2021	6/30/2023
Business	Objective: Continue to streamline contracts and procurement processes to ensure we are able to provide timely and quality services.			
	Target: Develop a timeline for when requests are to be received. Staff will provide notification of receipt, provide estimated time of completion, and update on current progress and trends by September 1, 2021.	Timeline Completed	7/1/2021	9/1/2021
	Objective: Continue to streamline standard operating procedures while adhering to federal and state policies and guidelines in order to better facilitate business operations workflows.			
Target: Ensuring training to staff, developing written protocols to clearly explain processes and cross-train to ensure proper standard operating procedures occur by January 31, 2022.	Training Sessions & SOP Documents	7/1/2021	1/31/2022	