SPECIAL SUPPLEMENTAL NUTRITION PROGRAM

FOR

WOMEN, INFANTS AND CHILDREN (WIC)

FFY DRAFT 2017

STATE STRATEGIC PLAN

DUNS #806418075

NEW JERSEY DEPARTMENT OF HEALTH

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2017 STATE PLAN SUMMARY

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1.0 EXECUTIVE SUMMARY

1.1 Federal Overview

The Special Supplemental Nutrition Program for Women, Infants and Children (WIC) was established in 1972 as a pilot project following a national survey that found anemia and inadequate growth to be common among American children in low-income families. In 1974, WIC was established as a discretionary program, available throughout the United States. WIC is a preventive public health nutrition program that provides nutrition and breastfeeding education, nutritious foods, and improved access to regular health care and social services to low and moderate-income pregnant, postpartum and breastfeeding women and young children with, or at risk of developing nutrition-related health problems. To address the identified and implement the mandates of the legislation, WIC:

- Provides a food package and nutrition education that is in line with the 2015 - 2020 Dietary Guidelines designed for all individuals age two years and over and their families to consume a healthy, nutritionally adequate diet; and current infant feeding practice that are consistent with the guidelines of the American Academy of Pediatrics to better promote and support the establishment of successful long-term breastfeeding; provide WIC participants with a wider variety of food; provide WIC State agencies with greater flexibility in prescribing food packages to accommodate participants with cultural food preferences; and, serve all participants with certain medical provisions under one food package to facilitate efficient management of participants with special dietary needs.
- Improves the nutrition and food security; and promotes health and well-being of its participants.
- Issues food vouchers containing supplemental foods with essential nutrients found to be deficient or lacking in their diets (the food vouchers are redeemable at approved retail stores in New Jersey).
- Provides health and nutrition screenings for early identification or treatment of existing risk factors that contribute to poor growth rates in infants and children, poor pregnancy outcomes and poor health and nutrition status.
- Conducts nutrition/health counseling designed to improve dietary habits and eliminate or reduce risk factors. The counseling is provided in both individual and peer/group sessions.
- Promotes adoption of healthy lifestyles for prevention of diseases, improved birth outcomes and pediatric growth through nutrition education.

- Refers program participants to needed health care, social and other community services for health protection.
- Promotes and supports exclusive breastfeeding.
- Integrates programs (Healthy Corner Store Initiative, WIC Farmers' Market Nutrition Program and the NJ Community Health & Wellness Program) to reduces barriers and strengthens the abilities of program participants to adopt lifelong dietary practices for health promotion.
- Provides nutrition education tailored to participants' risk factors and interests.

Numerous research findings show that WIC contributes to improved health and nutritional status of pregnant, postpartum, and breastfeeding women in low socioeconomic status, infants and children. Also, studies conducted by United States Department of Agriculture (USDA), Food and Nutrition Services (FNS), Rutgers – The State University of New Jersey, and another other non-government entity (Mathematica) show that WIC is a cost-effective nutrition intervention program. The following summarizes some of the findings that support the effectiveness of WIC Services:

Improved Birth Outcomes and Savings in Health Care Costs

National and statewide studies that have evaluated the cost-benefit of WIC prenatal participation have consistently shown that dollars invested in WIC significantly contributed to savings in medical care costs for infants. Prenatal WIC participation also contributes to improved birth weight, improved gestational age, and decreased infant mortality. (ref. # 1 – 6)

Increased Consumption of Key Nutrients/Increased Nutrient Density of Diet

A healthy diet is associated with a positive health status and can reduce the risk for several chronic diseases, including obesity, heart disease, type 2 diabetes, and some cancers. Consuming a healthy diet during early childhood contributes to adequate growth and development. Studies have shown that WIC children have increased intakes of iron, potassium, and fiber. Also participation in WIC dramatically improves Healthy Eating Index scores for the household (ref # 7 - 9).

WIC reduces obstacles that low-income population encounter in adopting healthy diets. Such obstacles include lack of knowledge and access to nutritious foods. Apart from the vouchers containing the supplemental foods and the cash value vouchers for fruits and vegetables, the WIC program implements the Farmers' Market Nutrition Program (FMNP) that increases access to locally grown fresh fruits and vegetables. The WIC FMNP also incorporates nutrition education that strengthens the abilities of program participants to adopt lifelong dietary practices necessary to prevent the onset of

chronic diseases. Through the New Jersey WIC FMNP, participants are educated about the relationship of nutrition to chronic disease prevention, promotes consumption of locally grown fresh fruits and vegetables and contributes to increases in revenues for participating New Jersey farmers. In 2015, 230 New Jersey farmers were authorized vendors for the FMNP and redeemed vouchers worth over $541,070.

Increased Breastfeeding Rates

WIC helps mothers to choose to breastfeed their infants and provides the support and information they need to continue breastfeeding. The WIC Participant and Program Characteristics reports show that among infants 6-13 months old at the time of the study, breastfeeding initiation rates increased every year from 55.5% in 2006 to 65.6% in 2014. *(*ref. #9).

CONCLUSION: WIC is a multi-component, comprehensive, effective and cost-saving public health nutrition program designed to address the specific health and nutrition needs of at-risk pregnant, postpartum, and breastfeeding women, and infants and children of low socioeconomic status.

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1.2 State Overview

The New Jersey Department of Health (NJDOH) was one of the first ten State agencies in the nation to administer the WIC Program. The Department currently provides WIC services to the entire State of New Jersey through health service grants awarded to sixteen (16) local agencies. Eight (8) agencies are local/county health departments, two (2) are hospitals, one (1) is an educational institution, and five (5) agencies are private/nonprofit organizations. As the Department moves forward with initiatives for a healthier New Jersey, WIC Services will play a key role to assure better health and improved nutritional status of low-income women, infants and young children.

It is the goal of New Jersey WIC Services to utilize various strategies to reduce the risk of poor pregnancy outcomes, and facilitate the improvement of nutritional status by identifying and providing services to prevent nutritional problems and challenges that impact on the nutritional and health status of low-income pregnant, postpartum, breastfeeding women, infants and children participating in New Jersey WIC program. In 2015, New Jersey WIC Services through the local WIC agencies served 281,658 pregnant, postpartum, breastfeeding women, infants and children up to age five with low-income; and medical and/or nutrition risk factors. The ethnic distribution of the WIC Program participants was 50.38% Hispanic/Latino and 49.62% Non-Hispanic/Latino. Race distribution of New Jersey WIC participants: 2.55% American Indians and Alaska Native; 3.22% Asian; 25.31% African American; 1.09% Native Hawaiians or Pacific Islander, 65.08% Caucasian; and 2.76% Other. According to data from the 2011 Electronic Birth Certificate, 24.4% of all New Jersey live births were by WIC mothers.

1.3 Local Agency Overview

Local WIC agencies in New Jersey serve as a gateway to primary preventive health care for many of the State's vulnerable pregnant, postpartum and breastfeeding women, infants and children. New Jersey WIC Services provides a unique opportunity through which program participants receive access to primary preventive health care and referrals to human services programs. The State and local WIC agencies continue to work collaboratively to ensure a participant focused delivery system through the promotion and expansion of one-stop service and integration of services at conveniently located facilities.

The local WIC agencies establish accessible WIC clinic site locations throughout their service area in collaboration with health related organizations, community and non-profit organizations, and county and local municipalities. The local agencies employ over 400 staff to certify the WIC participants using the WIC ACCESS computer system on state-owned computers. WIC services must be provided by approved nutrition professionals, nurses and support staff. Local agencies provide extended hours for working participants.

One-sixth of the services offered to WIC participants must be in nutrition education. Local agency staff utilizes a variety of materials to encourage healthy eating habits.

1.4 New Jersey WIC Advisory Council Overview

The purpose of the WIC Advisory Council is to bring together representatives from statewide organizations and constituencies that have an interest in the nutritional status of low-income mothers, infants, and children by performing the following functions:

- Contribute to the promotion of the New Jersey WIC Services;
- Provide support and make recommendations to New Jersey WIC Services for the operation of an effective program;
- Act as a clearinghouse for the exchange of ideas and information; and
- Provide an articulate voice for consumers in areas affecting WIC, nutrition and health.

The New Jersey WIC Advisory Council is comprised of member representatives from numerous providers and advocacy areas, such as:

Voting Members

Maternal Health Provider

Pediatric Health Provider

Nutritionist

Nutrition Research Advocate

Vendor Representative

Participant Representative

WIC Forum (President/Designee)

Local Agency Representative

Health Officer

Maternal and Child Health Regional Consortia

WIC Advocates (3)

Food Policy Advocate

HMO Provider

Non-Voting Members

Commissioner of Health or Designee

Assistant Commissioner of Health for FHS or Designee

State WIC Director or Designee

The responsibility of the Council is to collaborate with and advise the New Jersey Department of Health through the Director of WIC Services in the delivery of quality services to WIC clients. The areas include: Targeting, Caseload Management, Outreach, Coordination of WIC with other Community Health Services, Vendor Operations, Nutrition Policy, Program Planning, and Budgetary Management (see Section 7.0 for a copy of the WIC Advisory Council By-Laws).

1.5 The Division of Family Health Services Mission Statement:

To improve the health, safety, and well-being of families and communities in New Jersey.

1.5.1 Organizational Structure

Organizational charts for WIC Services are contained in Section 5.4 and show the functional organization of each of the Service unit program areas. WIC Services is located within the New Jersey State Department of Health (Section 5.2), Division of Family Health Services (FHS) (Section 5.3). Lisa A. Asare, MPH is the Assistant Commissioner for the Division of Family Health Services, and Electra Moses, MS, RDN is the Director of WIC Services.

1.6 New Jersey WIC Services Mission Statement:

To safeguard the health of low-income women, infants, and children up to age five (5) who are at nutritional risk by providing nutritious foods to supplement diet, information on healthy eating, breastfeeding promotion and support and referrals to health care agencies.

1.7 New Jersey WIC Services Goals

To enhance the quality of life for women, infants and children through a client centered service delivery system.

To improve the nutritional status of all low-income persons eligible to receive supplemental foods, nutrition education and accessibility to health care and other social services; and to ensure the integrity of program operations and maximize the use of funds appropriated by the United States Department of Agriculture (USDA).

The strategic priorities of New Jersey WIC Services are found under the section 6.0 Strategies. The strategies are:

- Improve Client Services through Technology and Collaboration of Services;
- Participant-Centered Services Incorporating Motivational Interviewing;
- Promote and Support Exclusive Breastfeeding;
- Promote and Support Physical Activity in Conjunction with Nutrition Education;
- Monitor and Assess Vendor Cost Containment; and
- Ensure Program Integrity.

1.8 New Jersey WIC Services 2017 Strategic Priorities

- To improve client services through technology and collaboration of services.
- To improve the quality of WIC services by increasing technical assistance and support to the Local WIC agencies to assist them in maintaining and improving quality services.
- To provide participant centered services through Value Enhanced Nutrition Assessment (VENA); improved process, content and staff skill; and, the use of enhanced nutrition assessment tools.
- To conduct the Loving Support© Through the Peer Counseling Breastfeeding Program.
- To promote, support and protect exclusive breastfeeding for the first six months of life and continued breastfeeding with the addition of appropriate complimentary foods for the rest of the first year and thereafter as long as mutually desired by mother and child.
- To assist Local WIC Agency WIC programs in maintaining caseload, improving child retention and expanding program services to meet the need of participants.
- To issue food instruments that provide a variety of healthy foods including whole grains, fruits and vegetables, low fat milk or soy choices, as the standards in food packages IV-VII; and ensure participant access to WIC foods through a retail food delivery system.
- To encourage participant consumption of fruit and vegetables through nutrition education and redemption of cash value vouchers and farmer's market vouchers.
- To promote regular physical activity in conjunction with nutrition education to aid in the prevention of overweight and obesity in WIC participants and caregivers of WIC participants.
- To continue complying with the Vendor Cost Containment rule.
- To continue assessing program integrity through local agency program operation monitoring and evaluations, vendor monitoring and compliance buys, MIS ad hoc reporting, and program data analysis and evaluations.
- To continue working toward replacing the existing electronic data processing system that employs a distributed model with a new consolidated web-based system.
- Begin work to launch an Electronic Benefit Transfer system to be FNS compliant by 2020.
- To provide training and staff development to all state and local agency staff.

2.0 ORGANIZATIONAL STRUCTURE OF NEW JERSEY WIC SERVICES

2.1 State Operations

2.1.1 Office of the Director

2.1.1.1 Administrative Section

The Office of the Director administers and manages all operations, including the four (4) service delivery units and the 11 USDA functional areas, of New Jersey WIC Services. The four (4) service units are Nutrition and Breastfeeding Services (formerly Health and Ancillary Services), Monitoring and Evaluation, Food Delivery and WIC Information Technology. The 11 functional areas identified by USDA and detailed in the WIC Federal Regulations at 7 CFR, Part 246 are Vendor Management, Nutrition Services, Information Systems, Organization and Management, Administrative Expenditures, Food Funds Management, Caseload Management, Certification, Eligibility and Coordination, Food Delivery/Food Instrument Accountability and Control, Monitoring and Audits and Civil Rights.

The Office of the Director is responsible for the State Plan, monitoring the budget, monitoring and reporting on annual Operational Adjustment, Infrastructure and Technology Funding; Civil Rights, USDA Management Evaluation reviews, fiscal reviews of WIC grantees, internal controls; efficiency and effectiveness of program operations; and responding to all inquiries, complaints or issues from participants, the public, legislators, interest groups, and state and federal agencies.

The administrative tasks include:

1) Performing payroll activities for 39 full-time employees in New Jersey WIC Services;

2) Completing and coordinating the preparation of all personnel actions for New Jersey WIC Services;

3) Providing administrative direction to program staff concerning interpretation of policies and procedures; and

4) Other administrative functions as deemed necessary to ensure the efficiency and effectiveness of program operations.

2.1.2 Nutrition and Breastfeeding Services (formerly Health and Ancillary Services)

2.1.2.1 Nutrition and Breastfeeding Services

State WIC nutrition and breastfeeding staff in the Nutrition and Breastfeeding Services Unit develops policies and procedures and provides technical assistance in nine of the eleven functional areas of the WIC program. The Nutrition and Breastfeeding Services staff are responsible for nutrition education, the cornerstone of the WIC program; the oversight of breastfeeding promotion and support services; immunization screening; monitoring of local agencies to ensure that they fully perform their WIC regulatory responsibilities; the certification process; food package tailoring; nutrition surveillance; and coordination of services with health and social service agencies.

Staff conducts trainings and provides support to local agencies on health and nutrition topics including: pediatric and prenatal nutrition advances, nutrition techniques, breastfeeding, customer service, income screening, blood work screening, anthropometrics (weighing and measuring) and program regulations. These trainings are eligible for continuing education credits from the American Academy of Nutrition and Dietetics and other relevant credentialing organizations. Staff reviews State and local agency program data and Nutrition Services reports to evaluate the characteristics of the certified population, e.g., level of education, nutritional risk factors, breastfeeding rates and formula usage.

2.1.2.2 Nutrition Education

Nutrition and Breastfeeding Services assures through time studies that one-sixth of New Jersey's Nutrition Services Administrative funds are spent on Nutrition Education and that two nutrition education contacts per certification period are provided and documented for all WIC participants, including those at high risk.

In addition to the Nutrition Education Plan, Nutrition and Breastfeeding Services reviews, purchases, creates and distributes nutrition education materials for local WIC agencies and translates materials into Spanish and other languages as needed. Nutrition education is provided to individuals and groups, and whenever possible, is based on the individual interests and health needs of the participant.

The three major goals of WIC nutrition education are to:

- Highlight the relationship between proper nutrition and good health with special emphasis on the nutritional needs of pregnant, postpartum, and breastfeeding women, infants, and children up to five years of age;
- Assist the individual who is at nutritional risk to achieve a positive behavior change resulting in improved nutritional status and prevention of nutrition related problems through optimal use of the supplemental foods and other nutritious foods; and
- Provide nutrition education in the context of the ethnic, cultural, and geographic preferences of the participants and with consideration for educational and environmental limitations experienced by the participants.

The Nutrition and Breastfeeding Services Unit, with local agency input, develops a Statewide Nutrition Education Plan that incorporates the goals of Value Enhanced Nutrition Assessment (VENA) by improving nutrition and health assessment for the purposes of directing client-centered nutrition education and services. Local agencies may adopt this plan, make modifications, or develop an individual plan based on an assessment of the nutritional problems of the participants in their service area subject to the review and approval of the State WIC Agency.

In November 2012, Altarum Institute provided a one-day introduction to a WIC Services Toolkit. This toolkit is the result of the collaboration between Altarum Institute and the States of Delaware, Maryland, New Jersey, and West Virginia, with funding provided by the Mid-Atlantic Region of the USDA and Food and Nutrition Services. In January 2013, States received 17 WIC Services Toolkit DVDs for distribution to the local agencies. The Toolkit topic areas include: Communication Skills Part 1, Communication Skills Part 2, Strategies for Group Education, Facilities and Use of Space, Service Delivery, Understanding Your WIC Customers and Guide for WIC Mentors. The Toolkit allows local agencies the ability to provide interactive trainings at their location to meet the needs of their staff. WIC Agencies are required to provide customer service training annually using this Toolkit.

New Jersey WIC continues to add nutrition education modules to NJWIConline.org. WIC participants can select from eight modules and 32 activities for their secondary education contact.

2.1.2.3 Breastfeeding Promotion and Support

The State WIC office administers a peer counseling program based on the "*Loving Support*© Model for a Successful Peer Counseling Program" and oversees all breastfeeding promotion and support services provided for WIC participants by monitoring, reviewing, and evaluating the services provided. The State is responsible for technical assistance and training; responding to requests for information from the public and organizations both within and outside of State government; developing policies and procedures based on Federal regulations and guidelines from the National WIC Association; coordinating with private and public health care systems and other organizations and programs to promote and support breastfeeding; contributing to the Nutrition Education Plan; tracking and compiling the breastfeeding rates and trends; and purchasing breast pumps.

2.1.2.4 WIC Food Packages

The Nutrition and Breastfeeding Services Unit identifies and provides local agencies with a list of the foods that are acceptable for issuance to program participants; at least one item from each food group in the WIC food package prescription must be available. The unit monitors local agencies to assure that vouchers for supplemental foods are the correct quantity and contains the types of foods necessary to satisfy the individual nutritional needs and cultural preferences of each participant, taking into consideration the participant's age and dietary needs. The authorized WIC foods are limited to those that are allowed by Federal Regulations and which satisfies New Jersey's food selection criteria. New Jersey WIC Services considers availability, cost, packaging, labeling, nutrient content, sugar, sodium and iron content, adulteration, additives/substances, participant preferences, and variety of each food before including it on the WIC approved food list, and distribution to local WIC agencies.

2.1.2.5 Certification/Eligibility Determination

Participation in the WIC program is limited to pregnant, postpartum and breastfeeding women, infants, and children up to the age of five years from low-income families that are determined to be at nutritional risk by a competent professional authority (CPA). Low-income is determined at 185% of the federal poverty level. Nutrition and Breastfeeding Services oversees the eligibility process (income screening, residency, identity, adjunctive eligibility, nutritional assessment, and risk determination).

2.1.2.6 Access to Health Care

The WIC Program serves as an adjunct to primary preventive health care during critical times of fetal development, and the growth and development of infants and children. This component of the WIC

Program functions to prevent the occurrence of health problems and to improve the health status of these vulnerable populations.

Local WIC agencies refer participants to healthcare and, as appropriate, to substance abuse counseling and ensure access at no cost or at a reduced cost. During certification, information is given to participants regarding the type of healthcare services available, where free immunizations can be obtained, how to obtain services, and why these services should be accessed. Standardized New Jersey WIC referral forms are used by all local agencies to collect screening and healthcare referral data. Federally Qualified Health Centers and prenatal health clinics use the WIC referral form to facilitate the enrollment of eligible pregnant women in each program and reduce the duplication of services. Pregnant women, infants and children who are presumptively eligible for Medicaid are adjunctively eligible for WIC. The health and nutrition information provided by Federally Qualified Health Centers and prenatal clinic staff on the referral form facilitates the WIC certification process and this coordination will continue during FFY 2017.

New Jersey WIC Services and WIC local agencies in New Jersey work in cooperation with healthcare and social service providers, Supplemental Nutrition Assistance Program (SNAP), Medicaid, New Jersey FamilyCare, federally funded community health centers, county welfare agencies, Head Start, child health conferences in local health departments, private physicians, and managed care providers. The co-location of WIC with other services increases the WIC eligible population's utilization of both services.

Nutrition and Breastfeeding Services Unit staff works collaboratively with local agencies to ensure a participant-focused delivery system through the promotion and expansion of one-stop service and co-location of services at conveniently located facilities. New Jersey WIC Services has 102 clinic sites of which 33 are co-located with other health and/or human services programs. Nutrition and Breastfeeding Services staff monitors and approves the opening and closing of WIC clinic sites.

Innovative initiatives to improve access, provide services, and increase efficiency have been integrated to improve both the health and nutritional status of the "at risk" WIC population. These initiatives include the following:

These initiatives include the following:

- Co-location with preventive and primary healthcare (Newark WIC Program);

- Utilization of two mobile WIC clinics to provide increased access to services in underserved areas (Tri-County and North Hudson WIC Programs);
- Provision of immunization education and referral to children's medical homes or health departments;
- Provision of breastfeeding promotion and support services;
- Coordination with the New Jersey Chapter of the American Academy of Pediatrics to increase immunization rates;
- Hematological testing of WIC participants without referral data from healthcare providers;
- Coordination with Health Maintenance Organizations;
- Co-location or referral linkages to Federally Qualified Health Centers;
- Initiatives to promote awareness of increased fruit and vegetable consumption; and
- Coordination with Medicaid to improve Early Periodic Screening Diagnosis Treatment rates.

2.1.2.7 Outreach and Coordination Network

New Jersey WIC Services and local WIC agencies will continue to conduct a traditional annual public awareness campaign. The key messages are the availability of WIC Program benefits, eligibility criteria and the location of service providers. The state agency will lead the development of the tools that local WIC agencies can use as they implement traditional "outreach." Local agencies will continue to focus their recruitment and retention efforts on health providers, social service providers and other community based organizations that serve significant numbers of potentially WIC-eligible people. The campaign traditionally features, the brochure "Check WIC Out."

Several adjustments will be implemented to address continuous improvement of outreach activities. NJ WIC will introduce additional models for collective impact and community engagement strategies. WIC will develop key messages to clarify our common agenda with groups working to achieve health equity, reduce hunger and prevent obesity. The intent is to potentially engage some new partners in WIC's retention and recruitment activities. Key messages will be developed to update the perception of WIC and highlight how the program supports families to prevent overfeeding infants and children and guides them to healthier food choices. Existing partners will be made aware of how WIC continues a process for improvement in customer service in their communities. The intent of this work is to create environments that enhance access to WIC services and improve customer service without compromising program integrity.

Adjustments will be implemented to the Outreach Network Coordination process, based on planning discussed during FFY 2016. An Outreach Committee has been activated. The group communicates through monthly conference calls, and email. State WIC provides the backbone support. The role of the Local agencies includes: Discussion of available baseline data from former WIC participants, informal formative assessment of draft communication tools and strategies, and the use of technology. To date local agencies have also linked the planning group to other interested groups/subgroups including the WIC Advisory Council and WIC Forum. The group will continue to guide the development of the following strategies and activities.

• Beginning in the fourth quarter of FFY 2016, plans are being made for the implementation of the National WIC Association's WIC Awareness Initiative. This resource will be available through a collaboration of the National WIC Association (NWA) and a Regional USDA Operational Adjustment grant. The WIC Awareness initiative is a multi-platform media campaign. It will provide a toolkit for local agencies to engage grassroots advocacy. The grant will support this resource for FFY 2016 through 2018.

• Transition from planning to implementation of a proposed interagency collaboration that the NJ Department of Health leadership will lead with other state level departments and program decision makers. The collaborative work will potentially create opportunities for retention and recruitment beyond a WIC Awareness Campaign through discussion of how program operations can be modified to support true collaboration at the state and local level. The intent is to build sustainable collaborations through ongoing communication which highlights current WIC operations and an understanding of the WIC program. In addition, the collaborations might create reinforcing activities with a focus on promotion of two way referrals between programs as appropriate. The campaign will feature a brochure and poster titled "New Jersey WIC Helps You Grow Amazing Kids" which features the monetary value of the WIC food package, and identifies that WIC as "not just for babies."

• The WIC Advisory Council will contribute to the development of Outreach planning and implementation. This group has created subgroups including an Outreach, Vendor and Participant workgroup.

2.1.2.8 Voter Registration

New Jersey WIC Services provides voter registration services at all WIC clinic sites in compliance with the National Voter Registration Act of 1993. WIC applicants and participants are asked via a voter registration opportunity form that is available at all clinics if they are eligible to vote and if they would

like to register to vote, and assistance is available for completing these forms. New Jersey WIC Services coordinates with the Department of Law and Public Safety, Division of Elections, in submitting the quarterly reports from all New Jersey WIC agencies obtaining voter registration forms and provides relevant information to local WIC agencies on voter registration. Voter registration coordinators at local agencies train local staff on voter registration procedures and State staff are available for technical assistance.

2.1.2.9 MARWIC TIMES Newsletter

Since 1995, New Jersey WIC Services has produced the MARWIC Times newsletter for the United States Department of Agriculture (USDA) Mid-Atlantic Region. This quarterly newsletter captures regional USDA news and the news and activities of the nine WIC states in the Mid-Atlantic region: New Jersey, Pennsylvania, Delaware, Maryland, Virginia, West Virginia, the District of Columbia, Puerto Rico and the Virgin Islands. The newsletter is sent to all the WIC directors, nutritionists and breastfeeding coordinators nationally, all the USDA regional offices, and USDA headquarters. The MARWIC Times is supported by an annual grant to New Jersey WIC from the USDA Mid-Atlantic Regional Office. Editions of the MARWIC TIMES are available on the WICWorks website, at https://wicworks.fns.usda.gov.

2.1.3 Monitoring and Evaluation Services

The Monitoring and Evaluation Services Unit (M&E) manages the WIC grant and monitors the expenditure of administrative and food funds by local grantees.

WIC Nutrition Services Administration (NSA) funds are stringently monitored before, during, and after grants are awarded and when funds are expended. The M&E Unit determines an initial NSA grant amount for grantees consistent with WIC Federal regulations for the distribution of funds through the fiscal budget process. The Department of Health Financial Services mandates and enforces State and Federal requirements for contracting with local grantees through the Notice of Grant Availability, Spending Plan and the Health Service Grant (HSG) processes. USDA dictates specific WIC provisions.

The M&E Unit incorporates all requirements into the annual grant application packet and will provide an information session to all interested applicants in May 2016. Staff reviews the grant applications for compliance with both program and fiscal requirements and prepares them for departmental review, approval and award. Staff monitors the grants through the expenditure process and sends a report of expenditures to the USDA monthly. If additional funds become available during the fiscal year, the M&E Unit determines the distribution of funds to local grantees and notifies the agencies to prepare a budget amendment. Staff review and process grant amendments the same as initial grant applications. The M&E Unit determines the initial and reallocation of USDA funds for food costs to local grantees. Staff prepare, maintain, and monitor monthly State and local agency spreadsheets for projected and actual food dollar expenditures.

2.1.3.1 Caseload Management

Another area of critical program monitoring is caseload management. Staff charts, updates monthly, and monitors program enrollment and participation data to ensure between 97% and 100% expenditure of funds without overspending the grant award. Staff distributes a packet of caseload management charts and policy directives to local agency coordinators monthly. Staff frequently discusses with local agency sponsors and coordinators the issues affecting caseload and food dollar expenditures and specific corrective actions needed. Caseload is an agenda topic for each of the bi-monthly administrative meeting with local agency coordinators. Staff also communicates with local grantees via conference calls and special meetings as needed.

2.1.3.2 Infant Formula Rebate

The M&E Unit coordinates the Infant Formula Rebate contract and monthly billing to obtain rebate funds as part of the USDA Federal regulations requirement for infant formula rebate cost containment. Staff charts, monitors, and reports the infant formula rebate dollars to USDA monthly. The unit prepares an invoice and submits it to the infant formula contract vendor by the 15th of each month. The rebate dollars are deposited in the bank by the 15th business day of the month and are used to offset food expenditures. The unit is responsible for preparing the infant formula rebate Request for Proposal (RFP) in accordance with State purchasing requirements and USDA Federal regulations.

2.1.3.3 Affirmative Action Plan

The M&E Unit prepares and issues the Affirmative Action Plan for NJ WIC Services. This plan analyzes health data for the New Jersey WIC eligible population by municipality and county. The unit utilizes the data to develop intervention strategies to improve services to the WIC eligible population.

2.1.3.4 USDA WIC State Plan Application

Another function of the M&E Unit is the preparation of the USDA WIC State Plan Application. Unit staff collects and incorporates all the information relative to management and monitoring of NSA funds and food dollars into the application. In addition, data on the WIC eligible population is calculated to determine the areas of most need in the State. This information is critical for obtaining approval by USDA for the fiscal year grant award.

2.1.4 Food Delivery Services

Food Delivery Services Unit (FD) has the primary responsibility to ensure the accountability, payment and reconciliation of 100% of all WIC checks distributed, printed, issued, voided, redeemed or rejected. The 16 local agencies have 33 administrative (permanent) service sites and 69 satellite clinics throughout the state that provide direct benefits to more than 281,658 women, infants, and children annually. Benefits are delivered through the issuance of checks for specific foods. Checks are cashed at vendors (retail grocery stores) under contract with WIC. In FFY 2015, WIC Services issued over 7,857,972 checks with a value of more than $139 million. The FD Unit oversees the operations of all local WIC agencies and their service sites with particular emphasis on check reconciliation and payment. Food Delivery also monitors more than 933 contracted WIC authorized grocery stores (vendors) to ensure compliance with the Vendor Agreement and program integrity.

All new vendors participating in the program for six (6) months must submit their quarterly New Jersey Division of Taxation Sales and Use Tax forms (ST 50 forms or monthly UZ forms) to ensure that each vendors' annual WIC food sales are not above-50-percent of their total annual food sales. Vendors that are Above-50-percent shall be disqualified from the program.

Ensuring compliance is accomplished through a variety of activities including: review of local WIC agencies Program operations; comprehensive review of vendor operations; management and review of the banking contract and procedures for processing checks; and analysis of computer reports from WIC's Automated Client Centered Electronic Services System (ACCESS) and Solutran, our banking contractor.

The local WIC agency review is a comprehensive assessment of the agency's total operations that focuses on compliance with regulations regarding the check issuance process, service delivery, customer service, orientation and training for new participants, and one-to-one reconciliation of all checks. The process includes extensive computer report analysis, onsite visits to authorized vendors statewide, development and provision of technical assistance and training to local WIC agency staff, and corrective action plans for bringing an agency into compliance.

Food Delivery personnel oversee the local WIC agency onsite management and evaluation process for WIC Services. The process includes developing the biennial schedule, sending out questionnaires, letters and reports to local grantee sponsors and coordinators, and tracking and filing all documents.

The onsite review process incorporates 11 Functional Areas that are defined by USDA for the WIC Supplemental Nutrition Program. The methods used by staff include onsite visits, completion of questionnaires by local grantees and State staff, desk reviews of grantee-submitted documents, and electronic and ongoing analysis of reports and data.

Vendor management activities include collecting, processing, maintaining the paperwork, files and computer database necessary to manage contracted vendors; developing and providing training seminars statewide; conducting extensive computer report analysis; performing onsite monitoring (including minimum stock inspection) of vendors statewide; collecting and analyzing commodity prices throughout the state; and conducting both training and covert compliance buys.

Food Delivery unit personnel review daily and monthly bank reports and have the ability to electronically access and review images of all checks the bank has processed for the past nine years. Staff can also electronically access account information for all New Jersey WIC's bank accounts for up-to-date activity.

Food Delivery personnel develop ad hoc computer reports to identify, analyze and use data as a tool to change and/or develop policies that will have a positive impact on service delivery for WIC participants. The FD personnel develop and write comprehensive reports on local agency and vendor operations; evaluate annual grant applications and grant modifications; and develop and provide technical assistance/training seminars for vendors.

Food Delivery personnel oversee the ordering, printing and distribution of various program materials, including all check stock used for WIC participant ID folders, plastic sleeves for the ID folders, participant Rights and Obligations Forms, Household & Income Information Forms, participant fact sheets, WIC Verified Stamps, vendor food lists, vendor store signs, vendor stamps, and all forms related to the vendor application process.

Food Delivery personnel participate on the Food List Committee chaired by the Nutrition and Breastfeeding Services Unit. This group evaluates all items chosen for inclusion on the list of WIC approved foods. Food Delivery personnel bring their knowledge of statewide availability of items, variations in pricing at vendors across the state, information on check redemption data and participant preferences.

Food Delivery personnel oversee the Special Infant Formula purchase system, where at-risk infants receive medical infant formula shipped either to their homes or to their local WIC Agency. The State has a vendor agreement with a formula warehouse company in Lancaster, PA, for the purchase and shipment of special formula. This system has been in place for several years and has provided a much-needed service to one of WIC's medically fragile/needy populations.

Food Delivery personnel are responsible for overseeing the semiannual exchange of participant information with the Commonwealth of Pennsylvania. Date files are compared to discern whether any of New Jersey's WIC participants are enrolled in the Pennsylvania WIC Program dually. Through the efforts of WIC's computer system contractor, Currier, McCabe and Associates (CMA), this data exchange has been enhanced and improved to assist in detecting participant fraud. A similar arrangement is being discussed with New York State.

Food Delivery personnel are cross-trained to perform functions in the Vendor Management Unit. The cross-training is enhancing the skills and knowledge of the staff, which is needed to maximize productivity.

2.1.5 WIC Information Technology

The WIC Information Technology (IT) Unit is responsible for all data and technology functions of New Jersey WIC Services. The IT Unit is responsible for three areas of program concern in support of WIC's Automated Client Centered Electronic Service System (WIC ACCESS): Operations and Maintenance/Project Management, Field Support, and Quality Assurance. In addition to the WIC ACCESS system, the IT Unit supports the computers and associated equipment used by State WIC staff for program management and operations. The IT unit administers and is responsible for the Vendor database and application for monitoring and reporting, and is also responsible for the implementation of a new online application to replace WIC ACCESS in preparation for implementation of a WIC EBT system.

2.1.5.1 Operations and Maintenance/Project Management of WIC ACCESS

All automated data processing operations and development are provided and supported by WIC's application service provider (ASP) according to specifications developed by New Jersey WIC Services. A critical role of the IT Unit is to coordinate, monitor and manage current ASP operations and identify issues to improve the efficiency of WIC ACCESS. Areas included in these efforts are monitoring of help desk operations, software "bug" identification, enhancements, application implementation, and resource management. WIC IT functions as a liaison for the State and local agencies to the ASP.

The IT Unit provides the necessary evaluation tools and training in use of the Local Agency Service Site Module, System Administration Module, and Central Administrative Module needed by State and local agency management and staff to monitor enrollment participation, food instrument cost, caseload management, food funds issuance, funds reconciliation and Local Agency staff member management. The IT Unit also audits local agencies for compliance with Federal regulations that are considered within the scope of IT.

The IT Unit is responsible for identifying emerging technologies that will enhance cost-effective service delivery to WIC participants and improve information management. There are a number of initiatives currently under development that are directly related to implementation of new technologies or the utilization of current technologies in a different manner that will improve the operating efficiency of WIC ACCESS.

The IT Unit, working with other State Office Units, manages the modification of WIC ACCESS to meet the changing requirements of the WIC program. The IT Unit provides business requirements definition support for modifications to the WIC ACCESS application. These modifications are predominately in response to new or modified USDA requirements, in support of normal updates or new WIC initiatives, and to improve efficiency of operations. WIC ACCESS provides automated support for all aspects of WIC.

2.1.5.2 Quality Assurance

The WIC Information Technology Unit utilizes internal resources to test any modifications to the WIC ACCESS application, including regression testing to assure that the modifications do not affect existing functionality. Formal test scripts are developed by Quality Assurance staff and consultants to fully exercise each change in the new build and to assure that the entire application continues to operate properly with the inclusion of the changes. Tests are run in a standalone Test Lab using copies of selected Local Agency systems and databases. After testing is complete in controlled conditions, pilot testing is conducted at two local agency administrative sites before any new modification is implemented statewide. The pilot test period is closely monitored by Quality Assurance staff and consultants who verify that the new version of the software operates without problems in the production environment.

2.1.5.3 Field Support

The WIC Information Technology Unit provides technical and logistical support to the State and local agency staff and their associated facilities. In conjunction with the ASP help desk, IT staff provides field support hardware and software assistance to local agencies at 33 administrative sites and 69 clinic satellite sites throughout the State of New Jersey. The IT unit also provides support to State WIC personnel located at the State WIC Office.

2.1.5.4 General Support of Client

The IT Unit will continue to identify and develop all specifications and allocations for new hardware and software applications. IT staff researches and processes all purchase orders for necessary equipment and services. The IT Unit also keeps an electronic inventory on all State and local agency hardware and software.

IT will continue to explore new technology that can be tailored to the delivery of WIC services. New generations of hardware and software applications are constantly being tested and reviewed as to their appropriateness for WIC services at both the State and local levels.

2.1.5.5 New Jersey WIC Website

The New Jersey WIC website is an excellent resource for WIC participants, health professionals, and the public in general for information regarding the New Jersey WIC Program and for links to other public health nutrition programs and information. The site is being regularly updated because it is an effective outreach tool as evidenced by the high number of visits each month.

The web address is www.state.nj.us/health/fns/wic/index.shtml

2.2 Local Agency Operations

Direct WIC services are provided on a monthly basis to more than 281,658 women, infants, and children at 102 administrative and clinic sites in the 16 local agencies listed below. The agency sponsors consist of two (2) hospitals, nine (8) municipal/county health departments, one (1) university and five (5) private/nonprofit organizations.

Local Agency	Type of Agency	# of Administrative/Satellite Clinics
Burlington County	Local Government	1/10
East Orange	Local Government	2/1
Tri-County/Gateway CAP	Non-Profit	10/3
Gloucester County	Local Government	1/2
Newark	Local Government	4/1
Jersey City	Local Government	1/3
North Hudson Community Action Corporation	Non-Profit	1/4
NORWESCAP	Non-Profit	3/4
Plainfield	Local Government	1/0
St. Joseph's Regional Medical Center	Hospital	1/16
Children's Home Society of Mercer County	Non-Profit	1/4
Rutgers, the State University RBHS	University	1/3
Ocean County	Local Government	2/5
Passaic	Local Government	1/0
Trinitas	Hospital	1/0
Visiting Nurse Association Health Group	Non-Profit	3/13

33 admin/69 satellite = 102 sites

2.3 New Jersey Advocacy Operations

2.3.1 New Jersey WIC Advisory Council

The By-Laws of the Council set forth the purpose, organization and responsibilities of its membership, which are identified in Section 7.0.

3.0 MILESTONES - SIGNIFICANT INITIATIVES FOR FFY 2016

3.1 Office of the Director

3.1.1 Collaborations

New Jersey Healthy Corner Store Initiative

Corner Stores and Bodegas are often the main source of food for people living in New Jersey communities that do not have supermarkets nearby. Many of them sell very few choices of fresh produce and other healthy food options. They are a significant source of food, particularly in food deserts, and are a frequent destination for children and families living in low-income and rural areas. According to data from the USDA, more than 1.5 million NJ residents live in low-income areas with limited access to healthy foods.

The New Jersey Healthy Corner Store Initiative is a partnership between the Food Trust and the New Jersey Partnership for Healthy Kids that connect store owners and community leaders with the resources they need to increase access to healthier retail options for low-income families in food desert areas throughout the state by providing fresh fruits and vegetables and other healthy foods in neighborhood corner stores throughout New Jersey. This initiative is funded through the Community Health and Wellness from its Preventive Health and Health Services Block Grant and is an example of our collaboration with one of our partners in the DOH.

WIC authorized retailers participating in the initiative agree to include a minimum of two different types of fresh fruits and fresh vegetables, and a minimum of one whole grain cereal, and obtain infant formula only from State approved retailers to their store's inventory in exchange for business trainings, technical assistance and equipment to help them market and sell their healthy foods profitably. This also aids them by strengthening their capacity and ability to provide quality, affordable healthy foods to WIC participants in their community.

WIC staff encourages authorized retail vendors in these areas to participate in the initiative and provide monitoring to ensure that they meet the minimum requirements for participation.

Promoting Success for Expectant or Parenting Teens

A federal Health and Human Services Federal Grant to promote Support for Pregnant and Parenting Teens will provide the funding for a collaboration between the Department of Health's WIC and the Child and Adolescent Health Program with the Department of Children and Families (DCF) – Division of Family and Community Partnerships. During FFY 2017, the collaboration plans to deliver the following without cost to the NJ WIC Program:

- Continue to improve the variety of nutrition education options available on the www.NJWIConline.org portal. The topic chosen for the two teen-friendly lessons will expand resources available, based on Baby Behavior research to prevent over-feeding of infants and toddlers.
- Marketing materials to encourage use of www.NJWIConline.org as a teen-friendly, convenient opportunity to learn about healthy eating.
- Evaluate teen acceptance of previous online Nutrition and Physical Activity Lesson for Pregnant Teens, and revisions to the lesson(s) based upon the evaluation.

Collaboration with William Paterson University and Saint Joseph's WIC Program in Paterson

The current phase of this USDA-funded collaboration to develop and test innovative approaches to WIC nutrition education which began in 2014 will conclude on August 31, 2016. The intent of the project was to develop nutrition education to promote farmers' market fruit and vegetable purchases and consumption among WIC participants. The long term goal is to offer a lesson in each month of the farmers' market season (6 total) featuring locally grown, seasonal fruits and vegetables. For this feasibility study, a prototype lesson for the month of July was developed. During the last two years, a randomized controlled trial for evaluation was done to improve the lesson. It is currently undetermined what role NJ WIC may play in FFY 2017. The project will continue if additional funding is awarded to finalize the one lesson, develop and test the five remaining lessons. The current project will be presented at a USDA Conference on July 20, 2016.

Collaboration between NJ WIC and NJ SNAP Ed Programs

In the interest of working toward a model for collective impact, NJ WIC and the NJ SNAP Ed Programs will meet monthly to clarify strategic collaborative strategies of how the programs can effectively collaborate within program guidance to meet program participant needs. NJ State WIC will outline potential areas for collaboration in a Memo of Understanding to clarify roles and expectations.

- A priority for the NJ SNAP Ed program is to interview WIC local agency staff to complete formative evaluation for development of future nutrition education videos that can be used for both programs. Videos will be developed during the first quarter of FFY 2017.
- A priority for the NJ WIC Program is to expand the education options available for participants to complete their second nutrition education contacts online. The SNAP Ed program has agreed to provide existing videos for inclusion on the online portal, and WIC will share usage data quarterly.
- NJ WIC will collaborate with USDA FNS to reactivate the NJ State Nutrition Action Council (SNAC.) This multi-agency state collaboration of USDA FNS programs, will be led by the NJ SNAP Ed Program. Results of this quarterly collaboration will be reported to MARO.

3.1.2 Farmers' Market Collaboration Meetings

The NJ Farmers' Market Nutrition Program (FMNP) held three regional Round Table meetings with local WIC agency coordinators, local WIC authorized farmers and senior aging agency coordinators. Suggestions discussed at the meeting were incorporated into the FMNP operations as appropriate. The suggestions will also be carried through into the FFY 2017 FMNP season.

3.2 Nutrition and Breastfeeding Services (formerly Health and Ancillary Services)

Significant program initiatives for the Nutrition and Breastfeeding Unit for FFY 2015 included continued follow-up training on Value Enhanced Nutrition Assessment (VENA) and incorporating *Using Loving Support to GROW and GLOW in WIC: Breastfeeding Training for Local WIC Staff*; referrals to healthcare providers; conducting nutrition and breastfeeding services trainings and a statewide movie screen outreach; breastfeeding services orientation; technical assistance training; and publishing four quarterly issues of the MARWIC Times.

3.2.1 Breastfeeding

Breastfeeding promotion and support services were provided according to the "*Loving Support*© Model for a Successful Peer Counseling Program." USDA targeted funding supports breastfeeding promotion and support services for WIC participants. All of the FFY 2016 funding of $1,067,814 was distributed to the 16 local agencies according to the same funding formula the USDA uses to award funds to the states.

Since 2004, Congress has annually appropriated Breastfeeding Peer Counselor Funds (BFPC) to enable State agencies to implement an effective and comprehensive peer counseling program and/or enhance an existing breastfeeding peer counseling program. These funds, which are additional to the breastfeeding targeted funds, were primarily used for peer counselor salaries and fringe benefits. The FFY 2015 BFPC funds of $1,167,948 were placed in the FFY 2016 grants to the 16 local agencies, according to the same funding formula the USDA uses to award these funds to the states.

Breastfeeding peer counseling services are a core service in New Jersey WIC, and there is a strong management component. The BFPC funds enhance the breastfeeding services originally funded with the USDA breastfeeding targeted funds. WIC grantees are required to provide services consistent with *Loving Support*© through Peer Counseling: A Journey Together – for WIC Managers. New Jersey WIC local agencies employ approximately 46 breastfeeding peer counselors.

3.2.2 Nutrition and Breastfeeding Training, Technical Assistance, and Staff Development

<u>Annual NJ WIC Statewide Meeting</u>

The fourth Annual NJ WIC Statewide meeting was held on October 30, 2015. Over 450 State and local agency staff attended the meeting at the Pines Manor in New Brunswick. The theme was "Aiming for Excellence Where Everyone Counts!" The Planning Committee of local and state staff was a true

collaboration determining every aspect of the meeting. The New Jersey WIC Director, Electra Moses, set the tone for the meeting. The Welcoming Address was presented by Nashon Hornsby, Chief of Operations for the New Jersey Department of Health, Division of Family Health Services. Patricia Dombroski, Regional Administrator, Supplemental Food Programs, Mid-Atlantic Region/USDA provided words of encouragement to New Jersey Local agencies to apply for Loving Support Awards. This year the speakers took us to new heights, both figuratively and literally! Dan Thurmon, motivational speaker, juggler and acrobat, astounded the crowd by riding his 6-foot unicycle and encouraging us to lean forward; "to be off balance, on purpose", to progress just as he must to propel the unicycle. He amazed us by explaining and showing us how jugglers must use different patterns with each new additional pin to be juggled. The metaphors resounded with the staff. Joel Weintraub, from Humor for the Health of It, set the tone of the day, with lots of laughter and health tips. He explored in a captivating way how to lessen stress, through exercise, nutrition and humor. We were able to practice one of his tips by doing ZUMBA with energetic dance instructor Janice Santiago after lunch. The energy was palpable in the room with movement and music! We also had a short session with CMA's Beth Graves and Jim Mudd, on our forthcoming WOW computer system in an effort to acquaint all staff with what the future holds.

Motivational Interviewing

Effective March 2016, local agency staff are able to practice their motivational interviewing skills by utilizing Molly Kellogg's Step by Step online training. The Step-by-Step program (five units) reinforces current counseling skills and provides a review of motivational interviewing for staff who have been using the techniques since the implementation of VENA and Grow and Glow. This program includes podcasts along with written information that can be printed. It focuses on open-ended questioning, affirming and reflecting to provide staff the opportunity to improve their client-centered skills. The program can be utilized individually or in small groups.

Chief Nutritionist/Breastfeeding Managers Meeting

The State agency held a joint Breastfeeding Manager and Chief Nutritionist Meeting in March 2016. Erin Bunger from The Center for Research and Evaluation and Human Services at Montclair State University ran a workshop on outcomes evaluation and planning. This interactive session provided Chief nutritionists and Breastfeeding managers hands on practice and discussion for evaluating their current services as well as information to help plan their 2017 Nutrition education and outreach plans.

The feedback evaluation indicated 100% of the respondents gave an overall rating of very good or excellent, and 97% agreed or strongly agreed that the workshop was a good use of their time.

3.2.3 Web-Based Nutrition Education for WIC Participants (NJWIConline.org)

Online secondary nutrition education is easily accessible through NJWIConline.org and at each local agency through the use of kiosks. This website offers an efficient and cost effective option to the NJ WIC Program, local agencies and participants to satisfy the secondary nutrition education USDA requirement. In FFY 2015, a Healthy Eating module was created and added to the list of topics.

3.2.4 2016 Participant Survey Initiative

NJ WIC Services implemented a statewide participant satisfaction survey initiative in January 2016, and will run it for six months. Besides assessing participant satisfaction with WIC services in New Jersey, the results from Statewide participant satisfaction surveys are used to support making policy changes, improve service delivery, provide local agency-level data for local and state use, and identify any specific staff training needs. In the past, previous statewide surveys conducted involved participants completing paper surveys and State staff manually entering the responses into a database; surveys were available in English and Spanish; and, survey results were based on responses from about 2,000 participants.

The 2016 Participant Survey Initiative's goal is to have survey results based on responses from a minimum of 10,000 participants. Voluntary participation in a drawing for $50 VISA card is being used as an incentive. Also, the survey is available in the following languages besides English and Spanish: Arabic, French, Hindi, Korean, Polish, Portuguese, Russian, Vietnamese. WIC participants are strongly encouraged to complete surveys on the WIC kiosk or at home online, rather than completing a paper survey. Arabic survey is only available in hard copy. A written survey analysis will be available by the end of the first quarter of FFY 2017.

3.3 Food Delivery and Vendor Management

3.3.1 Vendor Cost Containment

New Jersey WIC Services has a Memorandum of Agreement between New Jersey Department of Health and the New Jersey Treasury Division of Taxation. The purpose of this Agreement is to share and verify tax information on vendors that may be above-50-percent vendors. The MOA has been a valuable resource that has enables NJ WIC to determine the status of vendors that are designated as above-50-percent vendors.

3.3.2 Banking Services Contract

The banking contract with Solutran has been extended through August 2017.

3.3.3 Vendor Application Process

New Jersey WIC Services - Food Deliver Services/Vendor Management unit is responsible for activities that are associated with selecting, authorizing, training, monitoring and investigating the authorized WIC retail vendor population.

Federal Regulations mandate a limited number and appropriate distribution of WIC retail stores in order to ensure the lowest practicable food prices consistent with adequate participant access to supplemental foods and to ensure effective State agency management, oversight, and review of its authorized vendors. As required by Federal Regulations, New Jersey WIC Services has a vendor peer group system. The retail peer group types are chain, large independent, small, pharmacy, and commissary. The peer groups are assigned based on the amount of registers in the store and their geographic location.

Currently there are approximately 933 authorized retail food stores with a three-year contract. The current agreement began October 1, 2015 and ends September 30, 2018. Six months following authorization each vendor is revisited to ensure compliance with Federal regulations and State policies and procedures.

The next contract period will begin on October 1, 2018 and ends September 30, 2021.

3.4 WIC Information Technology Systems

3.4.1 Field Support Services

State office field support staff on an as required basis handles:

- Hardware maintenance,
- Repair and replacement,
- Operating system,
- Software,
- Internet, and
- Local Area Networks (LAN) administration and application troubleshooting.

All hardware and some software related calls reported through the CMA help desk are forwarded to the State Field Support Service staff. The field support staff is responsible for the physical installation, maintenance, repair and administration of the PCs, printers and networks utilized with WIC ACCESS. In FFY 2015, field support staff responded to over **325** on-site maintenance calls and provided daily telephone support as appropriate. To date in FFY 2016, field support staff have responded to **201** calls.

3.4.2 Ad-Hoc Reporting

Crystal Reports is an ad-hoc reporting software tool that is being used to create management reports that had not been previously available or to address new requirements and temporary needs. State staff provided development support for the generation of Crystal Reports upon request and responded to approximately 60 requests for data/reports. Crystal Reports have been distributed to Local Agencies that do not have the ability to generate their own.

3.4.3 WIC ACCESS Operating System

WIC ACCESS version 4.13.3 was implemented statewide and included an advanced formula report and risk detail guide. An additional security feature was also introduced. The entire Magnetic Ink Character Recognition (MICR) line continue to be printed on participants' WIC checks, replacing the method that included check stock with preprinted routing number. This feature maintains a constant alignment of the check and routing numbers, and a consistent alignment of the MIRC line.

3.4.4 WIC ACCESS Disaster Recovery Backup Site

New Jersey WIC has completed the creation of a stand-alone backup facility near the Central Processing Site (CPS) in Latham, NY. The hardware in the CPS is duplicated in an alternative site and, in the case of an emergency, can be loaded rapidly with the backups from the CPS to get the

system operational in a matter of hours. The system has been rigorously tested and is on standby. A thorough disaster recovery test is scheduled to be performed in May 2016.

3.4.5 Data Warehousing

NJ WIC MIS discontinued the use of Data Warehousing. The process was replaced with a high-speed remote access to Administrative sites, providing State WIC staff a more complete data set.

3.4.6 Systems Lifecycle

WIC's Automated Client Centered Electronic Service System (ACCESS) is approaching the end of its useful product lifecycle. A final contract for operations and maintenance of the system has been awarded to the incumbent, Currier, McCabe and Associates (CMA). A contract for the implementation of a web-based system was also awarded to CMA.

3.4.7 Electronic Benefit Transfer (EBT)

New Jersey WIC Services is engaging a planning contractor to develop planning documents for submission to the USDA to initiate a conversion to EBT by the mandated deadline of 2020. These documents include an alternative analysis, Implementation Advanced Planning Document (IAPD) and a Request for Proposal (RFP).

3.4.8 Continued Operation of WIC ACCESS

The three-year contract awarded to the contractor Currier McCabe and Associates (CMA) remains in place for the operation and maintenance of WIC ACCESS. This engagement will continue to ensure that certification and benefit delivery will continue seamlessly at the local WIC agencies while a new web-based system is under development and implementation.

3.4.9 New System

New Jersey WIC issued a contract for the modification and implementation of Maryland's web-based Electronic Data Processing System. New Jersey has completed the design phase of the project and is in the midst of completing the development phase with a tentative statewide deployment and completion of the new web-based system by the end of FFY 2017.

3.5 Monitoring and Evaluation

3.5.1 Infant Formula Rebate

The Infant Formula Rebate Contract with Mead Johnson is providing $36M that will serve 475,614 WIC participants.

The Mead Johnson contract has been extended through September 30, 2016. The second of the two-year extension through September 30, 2017 will be requested in June 2016. An RFP for infant formula rebate will be procured to begin October 2017.

3.5.2 WIC Administrative Funding Formula

The preliminary FFY 2017 funding will be based on the guaranteed FFY 2016 base. Using USDA's funding formula which guarantees the annual base funding from one year to the next, the recommended FFY 2016 base with a 10% inflation factor will be the basis for calculating the preliminary grant award to grantees for FFY 2017. Adjustments will be made in accordance with USDA funding.

3.5.3 Infant Cereal and Juice Rebate

The Gerber Infant Cereal Rebate contract with the Alliance of MARO States ended June 15, 2015. Under USDA regulations, New Jersey is ineligible to join the MARO Alliance, because the state was not a member until 2007 and membership in the Alliance was limited to those states joining the Alliance prior to 2007. New Jersey is in the process of obtaining a new cereal rebate contract; this rebate is estimated to provide over $500,000 per year to New Jersey with an estimated start date of October 1, 2016.

4.0 STRATEGIES

4.1 Client Services through Technology and Collaboration of Services

4.1.1 WIC ACCESS

Currier, McCabe, and Associates (CMA) will continue to operate and maintain WIC ACCESS for FFY 2017.

4.1.2 Replacement System

In 2017, the Quality Assurance contractor will continue to work with CMA to validate and verify the specifications in the RFP are met. The Project Management Vendor will continue to work for the NJ WIC Services to manage the replacement system project.

4.1.3 eWIC (Formerly WIC EBT)

New Jersey WIC is procuring the services of an established WIC EBT Project Manager to produce the planning documents, which will be reviewed by the NJ WIC Project Management and Quality Assurance vendors for alignment with the NJ WIC Replacement System for submission to the USDA for approval. In Federal Fiscal Year (FFY) 2016, WIC anticipates receiving the final approval from FNS for the Implementation Advanced Planning Document (IAPD). New Jersey WIC Project Management Vendor will then develop an RFP for the EBT implementer by the end of FFY 2017.

The Monitoring and Evaluation Unit will continue to collaborate with MIS to effectively gather, process, and disseminate data to monitor caseload and food funds.

4.2 Quality Nutrition Services

4.2.1 Staff Development

The State Office is developing training based on the needs of the Local Agencies, USDA guidelines, Altarum recommendations, participant satisfaction surveys and staff surveys. The State continues to model and incorporate VENA and Grow and Glow in all trainings. The state strategies to achieve the above include:

- The **Statewide Annual Conference** will take place on October 21, 2016 at Pines Manor in Edison, NJ. All State and Local Agency staff will attend.
- **New staff orientation** is in the process of being developed at the State level for all Local Agency staff.
- **Refresher/review course** for current staff emphasizing participant-centered services will be drawn from the new staff orientation.

4.2.2 Breastfeeding Promotion and Support Services

Local WIC agencies conduct their peer counseling programs according to *Loving Support© Through Peer Counseling: A Journey Together*. Breastfeeding staff is present at all administrative sites and most satellite sites. They are part of the clinic flow, briefly meeting pregnant women during initial certification, and offering support and information during newborn certifications. Facilitated group or individual breastfeeding education is available so women can make informed infant feeding decisions. Support services are available for breastfeeding women to help them meet their breastfeeding goals. Peer counselors meet with new mothers at initial infant certification, check pick-up, and package change appointments. They telephone pregnant and breastfeeding mothers to offer support and information and are available outside normal hours to receive telephone calls from WIC mothers. They refer questions or problems beyond their expertise to International Board Certified Lactation Consultants. Breastfeeding literature and aids are available for pregnant and breastfeeding women. Peer counselors make contact with pregnant women monthly and every one to two weeks when women are in their ninth month of pregnancy, with new mothers every two to three days in the first week, once a week during the rest of the first month, once a month for the remainder of the first year, and before she returns to work or school. Home visits are made when necessary and rounds are made at many hospitals. Breastfeeding staff coordinates with community groups and health care providers so that WIC women will receive consistent messages about breastfeeding. Local agencies develop

partnerships with other organizations, such as hospitals, prenatal clinics and other community organizations to strengthen support for WIC breastfeeding families.

Breastfeeding peer counselors are paraprofessionals who come from the communities and speak the same language as WIC participants. After satisfactorily completing the breastfeeding peer counselor training, WIC moms are mentored by experienced breastfeeding staff.

In FFY 2017, there will be continued emphasis on promoting exclusive breastfeeding in the first six months of life and continued breastfeeding for as long as mother and infant desire. WIC staff will target breastfeeding messages relevant to a woman's stage of change. Individual barriers to breastfeeding will be addressed using the 3-Step counseling method and VENA techniques. WIC food packages and materials, staff attitudes and clinic environment reflect the importance of exclusive breastfeeding.

4.2.3 Promote Physical Activity in Conjunction with Nutrition Education

Local agencies will be encouraged to continue to promote the importance of physical activity by incorporating positive physical activity messages into all nutrition counseling. Recommended strategies will include providing educational materials that stress the importance of physical activity, having physical activity displays or posters visible, and arranging for physical activity experts to provide activities and demonstrations targeted for WIC participants. The local WIC staff will also focus on educational strategies that will assist WIC participants to increase their consumption of fruits and vegetables and making healthier food choices.

4.2.4 Web-Based Nutrition Education for WIC Participants (NJWIConline.org)

In Fiscal Year 2017 New Jersey WIC Services plans to research other States' online lessons, education videos already developed to be accessible via NJWIConline.org, the internet website. The expansion of topics will widen the appeal of, improve interest in, and increase revisit rates to the website. Since New Jersey launched this site in November 2009, two other State WIC Programs have adopted it for use as an option for secondary nutrition education. Staff started drafting the content for Healthy Eating scheduled to be completed by the end of FY 2016. The web-based education is now available via mobile phones.

4.3 Vendor Cost Containment

4.3.1 Vendor Selection

The SA will continue to explore the use of electronic technology solutions that will assist in preparation for the implementation of Electronic Benefit Transfer (EBT). The SA Vendor Unit has expanded the peer groups by geographic setting (North, Central, and South New Jersey), which will assist in regulating prices and overall cost containment.

4.3.2 Peer Group Enhancement

The current vendor system has nine vendor retail peer groups by geographic location ((North, Central, and South (N/C/S)). The other distinct peer groups having one each in the N/C/S are: three Pharmacies, three Commissaries, three Farmers' Market, and three Contingencies distinct peer groups as determined by the State Agency.

4.4 Program Integrity

4.4.1 Management Information Systems

To improve and maintain program integrity from an MIS overview, the selection of a replacement electronic data processing system for New Jersey WIC will encompass a conversion from a distributed client-server database environment to a centralized web-based database environment. This will minimize any application and database anomalies that could affect database integrity that will enhance program integrity.

4.4.2 Compliance Buy Investigations

Food Delivery Services shall continue to utilize SA vendor staff to conduct Compliance Buy investigations and Routine Monitoring.

4.4.3 Social Media – Program Integrity

The State Agency staff in Food Delivery Services will conduct periodic reviews of the following sites: EBay, Craigslist, Facebook and other social media websites to help identify and resolve allegations of WIC participant and retail vendor fraud.

4.5 Monitoring and Evaluation

4.5.1 Local Agency Monitoring and Evaluation

The State WIC Agency (SA) onsite team (Food Delivery, Nutrition Services, and MIS staff) conducts biannual monitoring and evaluations of 50% of 16 local WIC agencies per year. After the local agency review, the SA onsite team submits an onsite report that includes corrective action plans for the local agency to review and respond. The LAs must submit a corrective action plan within six weeks of identification on non-compliance to the State Office. The local agencies that are currently being monitored in FFY 2016 are Burlington County, Gateway, East Orange, Gloucester, Newark, Rutgers-NJMS Program, and Trinitas.

The local WIC agencies that will be monitored in FY 2017 are North Hudson, Jersey City, Children's Home Society of Mercer, VNA, Ocean, St. Joseph's, Passaic, Plainfield, and NORWESCAP.

5.0 ORGANIZATIONAL CHARTS

5.1 Organizational Charts

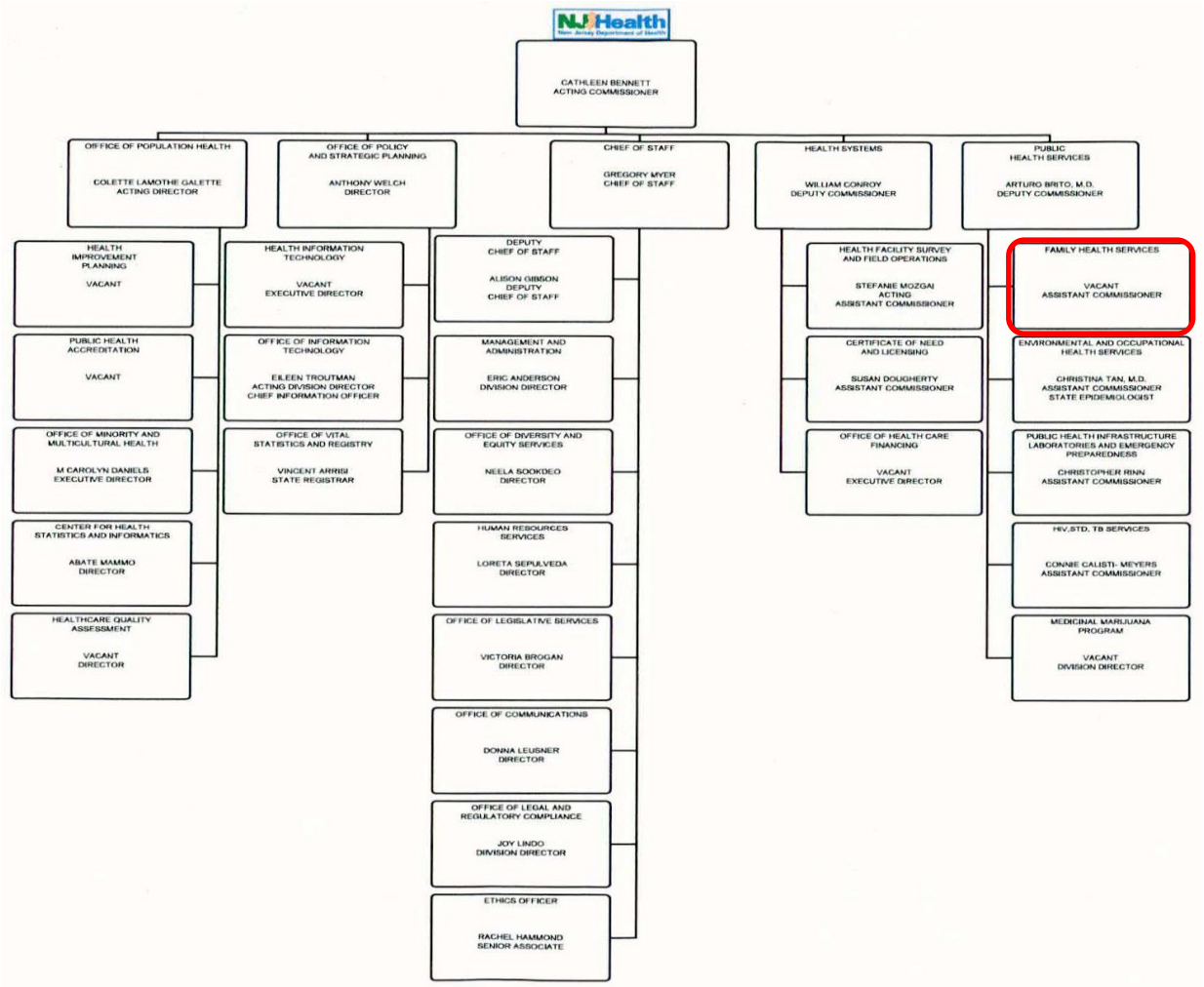
5.1.1 Department of Health Organizational Chart

5.1.2 Division of Family Health Services Organizational Chart

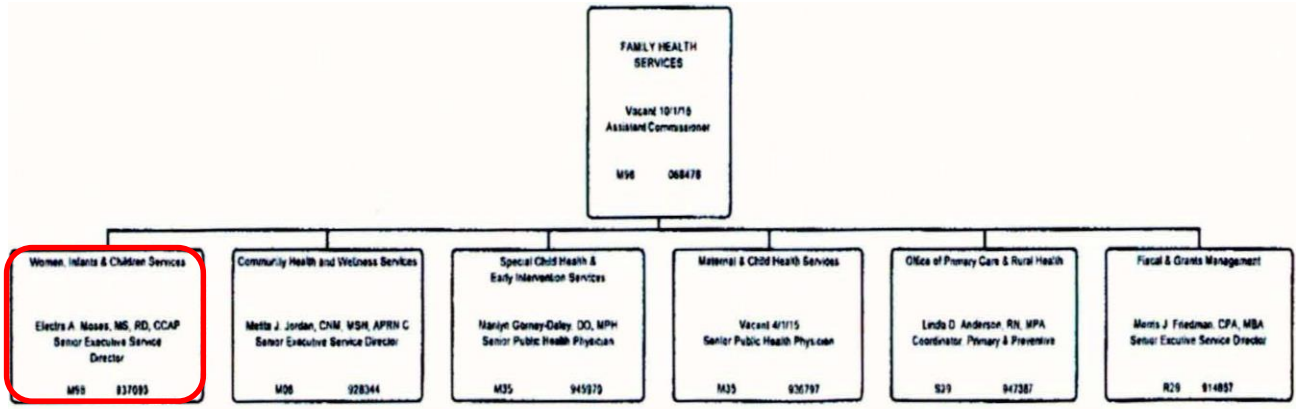
5.1.3 WIC Services Organizational Chart

5.1.1 Department of Health Organizational Chart

Last Modified 12/30/15

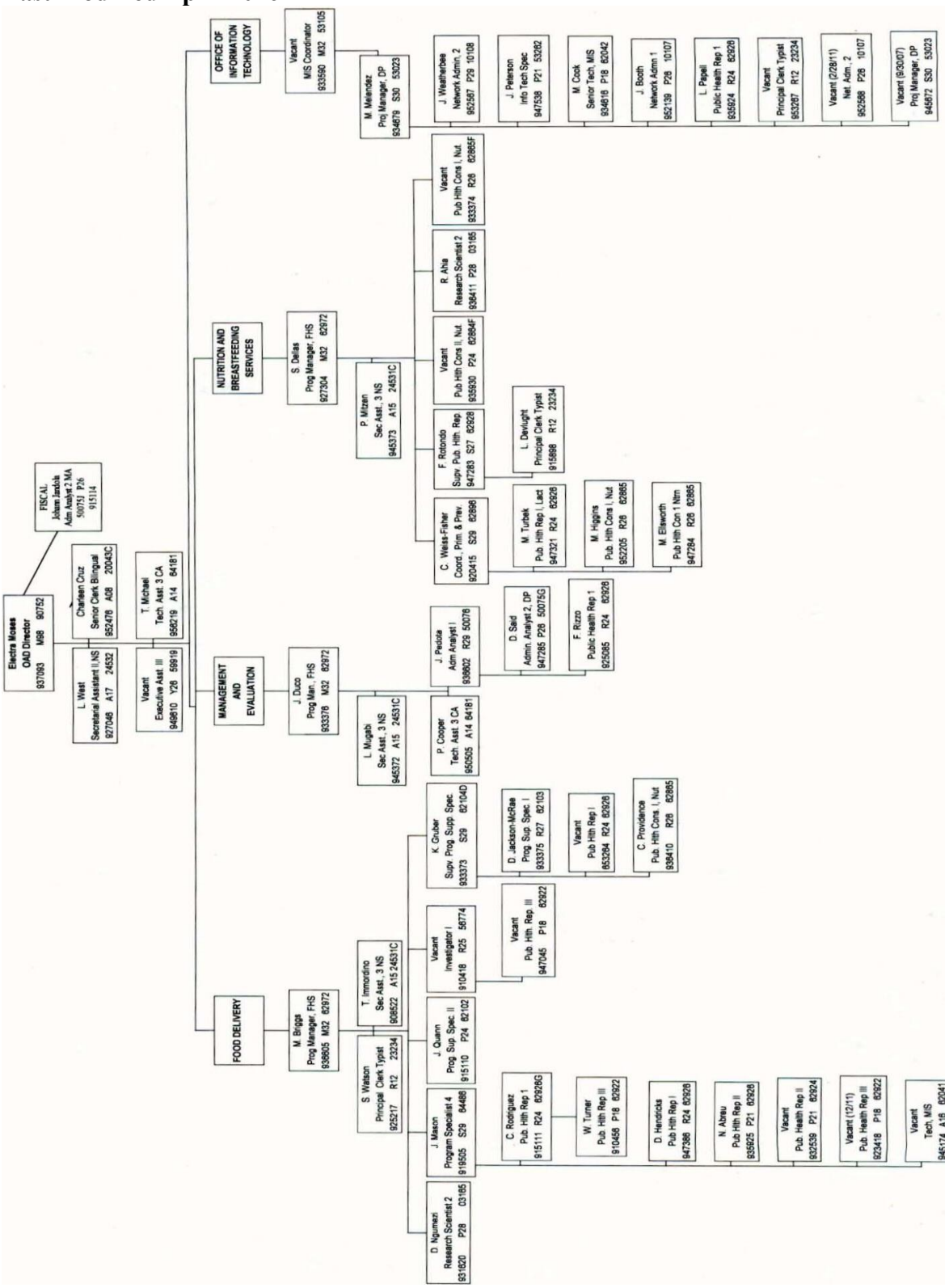


5.1.2 Division of Family Health Services Organizational Chart Last Modified FY 2016



5.1.3 WIC Services Organizational Chart

Last Modified April 2016



6.0 WIC Clinic Sites by Agency

03 BURLINGTON COUNTY WIC PROGRAM
15 PIONEER BLVD
WESTAMPTON, NJ 08060
(609) 267-7004 **Coordinator: Dr. Deepti Das**

SITE CODE	NAME AND ADDRESS	DAYS/HOURS OF OPERATION	TELEPHONE NUMBER
01 Main Admin	Burlington County Health Department 15 Pioneer Blvd., Westampton, NJ 08060	Monday – Friday: 8:00 a.m. – 5:00 p.m. 1st & 3rd Tuesday: 8:00 a.m. – 8:00 p.m. 2nd and 4th Monday: 8:00 a.m. – 8:00 p.m.	Tel: (609) 267-4304 Fax: (609) 518-7156
04	Browns Mills, Nesbitt Recreation Center Anderson Lane Pemberton, NJ 08068	1st & 3rd Monday: 9:00 a.m. – 4:00 p.m.	Call the main number to make appointments
06	Central Baptist Church 5th & Maple Avenue Palmyra, NJ 08065	1st Thursday: 12:30 p.m. – 3:30 p.m.	Call the main number to make appointments
08	1st United Methodist Church Camden & Pleasant Valley Moorestown, NJ 08057	2nd Thursday: 9:00 a.m. – 4:00 p.m.	Call the main number to make appointments
09	Medford Farms Firehouse Rt. 206 Tabernacle, NJ 08088	2nd Wednesday: 12:30 p.m.– 3:30 p.m.	Call the main number to make appointments
10	Shiloh Baptist Church 104 ½ Elizabeth Street Bordentown, NJ 08505	4th Wednesday: 9:00 a.m. – 12:30 p.m.	Call the main number to make appointments
13	JFK Center 429 JFK Way Willingboro, NJ 08046	3rd Wednesday: 9:00 a.m. – 4:00 p.m.	Call the main number to make appointments
14	American Legion 212 American Legion Drive Riverside, NJ 08075	1st Thursday: 9:00 a.m. – 4:00 p.m.	Call the main number to make appointments
16	Heureka Center 11 Dunbar Homes at Belmont Street Burlington, NJ 08016	2nd Tuesday: 9:00 a.m. – 12:30 p.m.	Call the main number to make appointments
19	McGuire AFB Chapel 2 Annex, Bldg. #3827 Falcons Ct. North MAFB, NJ 08641	1st Wednesday: 9:00 a.m. – 12:30 p.m. 3rd Thursday: 9:00 a.m.– 4:00 p.m. (5905 Recreation Center, Newport & Doughboy Loop, Ft. Dix)	Call the main number to make appointments
20	Beverly Housing Authority 100 Magnolia Street Beverly, NJ 08010	Fourth Thursday: (January, April, July, October) 9:00 a.m. – 4:00 p.m.	Call the main number to make appointments

05 TRI-COUNTY/GATEWAY COMMUNITY ACTION PARTNERSHIP
10 WASHINGTON STREET (Physical Address)
110 COHANSEY STREET (Mailing Address)
BRIDGETON, NJ 08302
(856) 451-5600 (office)
(856 453-9478 (fax) **Coordinator: Dr. Jaya Velpuri**

SITE CODE	NAME AND ADDRESS	DAYS/HOURS OF OPERATION	TELEPHONE NUMBER
01 Main Admin	Bridgeton WIC Office 10 Washington Street Bridgeton, NJ 08302	Monday – Friday: 8:00 a.m. – 4:30 p.m. 1st & 3rd Wednesday: 8:00 a.m. – 6:30 p.m.	Tel: (856) 451-5600 Ext. 6732 Fax: (856) 453-9478
05* see detail at bottom	Millville WIC 530 North High St Millville, NJ 08332	Monday, Thursday, Friday: 8:30 a.m. – 4:30 p.m. 1st Thursday: 9:30 a.m. – 6:30 p.m.	Tel: (856) 327-6868 Fax: (856) 293-4107
43 Admin	Salem WIC Office 14 New Market Street Salem, NJ 08079	Monday – Thursday: 8:00 a.m. – 4:00 p.m. 1st Monday: 9:00 a.m. – 5:00 p.m.	Fax: (856) 935-1817
61 Admin	Cape May WIC Crest Haven Complex 6 Moore Rd. Cape May Court House, NJ 08210	Monday – Thursday: 8:00 a.m. – 4:30 p.m. Friday: 7:00 a.m. -3:00 p.m.	Tel: (609) 465-1224 Fax: (609) 465-6836
17 Admin	1111 South Blackhorse Pike Unit 7, Blackwood Plaza –Aug 1, 2014Blackwood WIC Office Blackwood, NJ 08012	Monday-Thursday: 8:00 a.m. – 4:30 p.m.	Tel: (856) 374-6085 Fax: (856) 374-6083
30 Admin	Mt Ephraim WIC Office Mt. Ephraim Plaza, Suite 411 2600 Mt. Ephraim Ave. Camden, NJ 08104	Monday, Tuesday, Thursday & Friday: 8:00 a.m. – 4:30 p.m. Wednesday: 8:00 a.m. – 6:30 p.m.	Tel: (856) 225-5050 Tel: (856) 225-5051 Fax: (856) 225-8405
30-01	ATCO WIC clinic 302 White Horse Pike Unit B-8, Atco, NJ 08004	Wednesday: 8:30 a.m. – 4:30 p.m. Opening soon 2014	
05-70-70 Admin	300 Philadelphia Ave, Egg Harbor City, 08215	Monday, Wednesday & Friday: 9:00 a.m. – 4:00 p.m.	Tel: (609) 0347-5656
05-04-04 Admin	Pleasantville Office 927 N. Main Street, Unit C-1 Heritage Square Pleasantville, NJ 08232	Monday – Thursday: 8:30 a.m. – 4:00 p.m.	Tel: (609) 272-0854 Tel: (609) 272-9659 Fax: (609) 347-5359
05 -80-80 Main Admin	139 N. Iowa Avenue Atlantic City, NJ 08401	Monday Tue 8:00 a.m. – 4:00 p.m. Wednesday: 8:00 a.m. – 6:30 p.m. Thurs & Friday: 8:30 a.m. – 4:30 p.m.	Fax: (609) 272-9051
05-04-10	Galloway Township – NEW 333 Jimmie Leeds Road, Galloway NJ 08205	Pending	
02 Main Admin	East Orange WIC 185 Central Avenue, Suites 505 & 507, East Orange, NJ 07018	Monday – Friday: 8:30 a.m. – 4:30 p.m. Thursdays: 8:30 a.m.– 7:00 p.m.	Tel: (973) 395-8960 Fax: (973) 676-1360

06 EAST ORANGE WIC PROGRAM
185 CENTRAL AVENUE, SUITES 505 & 507*
EAST ORANGE, NJ 07018
(973) 395-8960 **Coordinator: Monica Blissett**

SITE CODE	NAME AND ADDRESS	DAYS/HOURS OF OPERATION	TELEPHONE NUMBER
16 Admin	Belleville WIC Office 152 Washington Avenue Belleville, NJ 07109	Tuesday, Wednesday & Thursday: 9:00 a.m. – 1:00 p.m.	Tel: (973) 450-3395 Fax: (973) 450-4550
11	Montclair WIC Clinic (within United Way) 60 S. Fullerton Avenue Montclair, NJ 07042	Monday & Friday: 8:30 a.m. – 4:30 p.m.	Tel: (973) 509-6501 Tel: (973) 509-6502

07 GLOUCESTER COUNTY WIC PROGRAM
204 EAST HOLLY AVE.
SEWELL, NJ 08080
(856) 218-4116 **Coordinator: Kathleen Mahmoud**

SITE CODE	NAME AND ADDRESS	DAYS/HOURS OF OPERATION	TELEPHONE NUMBER
04 Main Admin	Gloucester County WIC Gloucester Co. Dept. of Health & Senior Services 204 East Holly Ave. Sewell, NJ 08080	Monday – Friday: 8:30 a.m. – 4:30 p.m. (office hours) Extended hours every other Tuesday: until 7:00 p.m. Monday and Friday NE classes 11:00 a.m. and 3:00 p.m.	Tel: (856) 218-4116 Fax: (856) 218-4117
03	Williamstown-Monroe Township 125 Virginia Avenue Williamstown, NJ 08094	Monday: 8:30 a.m. – 4:30 p.m. Nutrition Education 9:00 a.m. and 1:00 p.m.	Tel: (856) 728-9800
01	Paulsboro WIC Office Gloucester County Health Department 1000 Delaware Street Paulsboro, NJ 08066	Monday- Friday: 8:30 a.m. – 4:30 p.m. Extended hours every other Wednesday until 7:00 p.m.	Tel: (856) 423-5849

09 JERSEY CITY WIC PROGRAM
DEPARTMENT OF HEALTH AND HUMAN SERVICES
199 Summit Ave. #A2
Jersey City, NJ 07304
(201) 547-5682 **Coordinator: Deborah M. Murray**

SITE CODE	NAME AND ADDRESS	DAYS/HOURS OF OPERATION	TELEPHONE NUMBER
13 Main Admin	Jersey City WIC Program Dept. of Health & Human Services 384 Martin Luther King Jersey City, NJ 07305	Monday – Friday: 7:00 a.m. – 4:30 p.m.	Tel: (201) 547-5682 Tel: (201) 547-4687 Tel: (201) 547-4697 Fax: (201) 547-5971
06	Horizon Health Center (Health Start) 706-714 Bergen Avenue Jersey City, NJ 07306	Monday: 8:30 a.m. – 11:00 a.m.	Tel: (201) 451-6300
15	North Hudson Community Action Corp. of Jersey City (Health Start) 324 Palisades Avenue Jersey City, NJ 07307	Tuesday: 8:30 a.m. – 11:00 a.m.	Tel: (201) 459-8888
16	Bayonne Hospital (Health Start) 29 East 29th Street Bayonne, NJ 07002	Wednesday and Thursday: 8:30 a.m. – 11:00 a.m.	Tel: (201) 858-5000 Ext. 5356

10 VNA OF CENTRAL JERSEY WIC PROGRAM
888 MAIN STREET
BELFORD, NJ 07718
(732) 471-9301 **Coordinator: Robin McRoberts**

SITE CODE	NAME AND ADDRESS	DAYS/HOURS OF OPERATION	TELEPHONE NUMBER
02 Admin	How Lane Health Center 123 How Lane New Brunswick, NJ 08901	Monday – Friday: 8:30 a.m. – 4:30 p.m. 2nd, 3rd & 4th Saturday: 8:30 a.m. – 4:30 p.m.	Tel: (732) 249-3513 Staff Tel: (732) 249-3768 Fax: (732) 249-3793
05	First Presbyterian Church 177 Gatzmer Avenue Jamesburg, NJ 08831	4th Tuesday: 8:30 a.m. – 2:00 p.m.	Tel: (908) 902-3611
07	Edison Township Health Dept. 80 Idlewild Rd Edison, NJ 08817	2nd Tuesday & 4th Thursday: 8:30 a.m. – 4:00 p.m.	Tel: (732) 248-7285
03 Admin	Perth Amboy VNA Central Jersey Ambulatory Care Dept. () 313 State Street, Suite 704 Perth Amboy, NJ 08861	Tuesday, Wednesday, Thursday & Friday: 8:30 a.m. – 4:30 p.m. 1st Saturday of the month: 8:30 a.m. – 4:30 p.m.	Staff Tel: (732) 376-1138 Staff Tel: (732) 376-1188 Fax: (732) 376-1193
15	Iglesia Penticostal el Tabernaculo 104 Union Street Carteret, NJ 07708	1st & 3rd Thursday: 8:30 a.m. – 4:30 p.m.	
16	St. Mary's Church/St. Pat's Hall Church & Stevens Street South Amboy, 08879	2nd Thursday: 8:30 a.m. – 4:30 p.m.	
19	Woodbridge/St. James Food Pantry Hwy 35/Main Street Woodbridge, NJ 07095	2nd & 4th Friday: 8:30 a.m. – 4:30 p.m.	
08 Main Admin	Hartshorne Health Center 888 Main Street Belford, NJ 07718	Monday – Friday (office) 2nd Monday: 8:30 a.m. – 7:00 p.m. 4th Monday: 8:30 a.m. – 4:30 p.m.	Tel: (732) 471-9301 Tel: (732) 471-9302 Fax: (732) 471-9303
01	Trinity Church 503 Asbury Ave, A Asbury Park, NJ 07712	Monday: 8:00 a.m. – 4:30 p.m. Tuesday: 7:30 a.m. – 4:30 p.m.	
04	Keyport Health Center, Health Start 35 Broad Street Keyport, NJ 07735	3rd Monday: 8:30 a.m. – 4:30 p.m.	Tel: (732) 888-4146
06	St. Rose of Lima Church 12 Throckmorton Street Freehold, NJ 07728	Wednesday: 8:30 a.m. – 4:30 p.m. 1st Wednesday until 7:00 p.m. 1st & 3rd Wednesday Certs (NE in evening) 2nd & 4th Wednesday NE/check pick-up 1st Thursday of month (6/1)	

SITE CODE	NAME AND ADDRESS	DAYS/HOURS OF OPERATION	TELEPHONE NUMBER
10	Red Bank Health Center 176 Riverside Drive Red Bank, NJ 07701	Wednesday: 8:30 a.m. – 4:30 p.m. 4th until 7:00 p.m. 1st & 3rd – NE/check pick-up 2nd & 4th – certs (NE in evening)	
12	Trinity AME Church 66 Liberty Street Long Branch, NJ 07740	2nd, 3rd & 4th Thursday & Friday: 8:30 a.m. – 4:30 p.m. Thursdays NE/check pick-up Fridays certs	Tel: (732) 222-8436
14	First Presbyterian Church 9th Avenue and E Street Belmar, NJ 07719	1st Friday: 8:30 a.m. – 4:30 p.m.	Tel: (732) 681-3108
72	Grace Methodist church 28 James Avenue Union Beach 07734	1st Monday: 8:30 a.m. – 4:30 p.m.	

11 NEWARK WIC PROGRAM
DEPARTMENT OF CHILD AND FAMILY WELL-BEING
110 WILLIAM STREET
NEWARK, NJ 07102
(973) 733-7628 **Coordinator: Patricia Cummings**

SITE CODE	NAME AND ADDRESS	DAYS/HOURS OF OPERATION	TELEPHONE NUMBER
15 Main Admin	Newark WIC Department of Child and Family Well-Being 110 William Street Newark, NJ 07102	Monday, Tuesday & Wed Friday: 8:30 a.m. – 4:30 p.m. Thursday: 8:30 a.m. – 6:30 p.m. 2nd and 4th Saturday: 9:00 a.m. – 2:00 p.m.	Tel: (973) 733-7628 Fax: (973) 733-7629
18 Admin	Newark Beth Israel Medical Center (Health Start) 166 Lyons Avenue Newark, NJ 07112	Monday – Friday: 8:30 a.m. – 4:30 p.m.	Tel: (973) 733-5157 Tel: (973) 733-5158 Fax: (973) 733-5157
20 Admin	Irvington Municipal Building 1 Civic Square Irvington, NJ 07111	Monday – Friday: 8:30 a.m. – 4:30 p.m.	Tel: (973) 399-6732 Fax: (973) 416-5676
26 Admin	St. James Hospital Family Service Heath Start 155 Jefferson Street, 1st Floor Newark, NJ 07102	Monday and Friday: 8:30 a.m. – 4:30 p.m.	Tel: (973) 465-2828 Ext. 1704/1705 Fax: (973) 344-0641

12 NORTH HUDSON COMMUNITY ACTION CORPORATION (NHCAC) WIC PROGRAM
407 39TH STREET, UNION CITY, NJ
UNION CITY, NJ 07087
(201) 866-4700 **Coordinator: Karen Lazarowitz**

SITE CODE	NAME AND ADDRESS	DAYS/HOURS OF OPERATION	TELEPHONE NUMBER
01 Main Admin	NHCAC WIC 407 39th Street, Union City, NJ 07087	Monday Wed, Thurs and Friday: 8:30 a.m. – 4:00 p.m. Tuesday: 8:30 a.m. – 6:45 p.m.	Tel: (201) 866-4700 Fax: (201) 866-2495
	Kearny Health Department 645 Kearny Avenue Kearny, NJ 07032	1st Tuesday; 2nd & 4th Monday: 9:30 a.m. – 3:00 p.m.	Tel: (201) 997-0600
07 (mobile)	Kearny	3rd Monday and 3rd Friday 9:30 a.m. – 3:00 p.m.	
08	Harrison Health Department Annex 318 Harrison Avenue Harrison, NJ 07029	2nd & 3rd Thursday and 4th Wednesday 9:30 a.m. – 3:00 p.m.	Tel: (973) 268-2464
85 Mobile site	NHCAC at Mesivta Sanz School 3400 New York Avenue Union City, NJ 07087	2nd Wednesday, March, June, Sept, Dec 9:30 a.m. – 3:00 p.m.	Tel: (201) 424-3240

13 NORWESCAP WIC PROGRAM
350 MARSHALL STREET
PHILLIPSBURG, NJ 08865
(908) 454-1210
(800) 527-0125 **Coordinator: Nancy Quinn**

SITE CODE	NAME AND ADDRESS	DAYS/HOURS OF OPERATION	TELEPHONE NUMBER
07 Admin	NORWESCAP WIC Program 111 Ryerson Avenue Newton, NJ 07860 Summer 2014	Monday, Tuesday and Wednesday: 8:30 a.m. – 4:30 p.m. Tuesday: 10:00 a.m. – 7:00 p.m.	Tel: (973) 579-5155 Fax: (973) 579-5655
20 Main Admin	NORWESCAP WIC Program 350 Marshall Street Phillipsburg, NJ 08865 (Warren Co.)	Monday – Friday: 8:00 a.m. – 4:30 p.m. 2nd and 4th Thursday: 8:00 a.m. – 7:00 p.m.	Tel: (908) 454-1210 Fax: 908-454-5731
08	Trinity Methodist Church 211 Main Street Hackettstown, NJ 07840 (Warren Co.)	1st, 3rd & 5th Wednesday: 9:30 a.m. – 3:30 p.m.	Tel: (908) 852-3020 Ext. 237
10	Flemington United Methodist Church 116 Main Street Flemington, NJ 08822	2nd & 4th Wednesday: 9:30 a.m. – 3:30 p.m.	Tel: (908) 782-1070
17	First Presbyterian Church 41 East Church Street Washington, NJ 07882 (Warren Co.)	1st & 3rd Friday: 9:15 a.m. – 3:30 p.m.	Tel: (908) 689-2547
22 Admin	NORWESCAP WIC Program People Care Center 120 Finderne Avenue, Suite 230 Bridgewater, NJ 08807 (Somerset Co.)	Monday – Friday: 8:30 a.m. – 5:00 p.m. 1st & 3rd Tuesday: 8:30 a.m. – 7:00 p.m.	Tel: (908) 685-8282 Fax: 908-704-9382
26	Watchung Avenue Presbyterian Church 170 Watchung Avenue North Plainfield, NJ 07060 (Somerset Co.)	Tuesdays: 9:00 a.m. – 3:00 p.m.	Tel: (908) 755-2781

14 PLAINFIELD WIC PROGRAM
510 WATCHUNG AVENUE
PLAINFIELD, NJ 07060
(908) 753-3397 **Coordinator: Prema Achari**

SITE CODE	NAME AND ADDRESS	DAYS/HOURS OF OPERATION	TELEPHONE NUMBER
01 Main Admin	Plainfield WIC Program 510 Watchung Avenue Plainfield, NJ 07060	Monday – Friday: 9:00 a.m. – 5:00 p.m. Tuesday: 9:00 a.m. – 6:30 p.m.	Tel: (908) 753-3397 Fax: (908) 753-3640

15 ST. JOSEPH WIC PROGRAM
185 6th Avenue
PATERSON, NJ 07524
(973) 754-4575 **Coordinator: Dorothy Monica**

SITE CODE	NAME AND ADDRESS	DAYS/HOURS OF OPERATION	TELEPHONE NUMBER
01 Main Admin	St. Joseph WIC Program 185 6th Avenue Paterson, NJ **07524** (Passaic Co.)	Monday – Friday: 8:00 a.m. – 4:30 p.m. Saturdays: 9:00 a.m. – 3:00 p.m.	Tel: (973) 754-4575 Fax: (973) 754-4542
12	Hackensack Department of Health 215 State Street Hackensack, NJ 07601 (Bergen Co.)	1st & 3rd Monday & every Thursday: 9:30 a.m. – 3:00 p.m.	Tel: (201) 646-3965
14	St. Mark's Episcopal Church 118 Chadwick Road Teaneck, NJ 07666 (Bergen Co.)	1st, 2nd, 3rd & 4th Monday: 9:30 a.m. – 2:30 p.m.	Call the main number to make appointments
15	Center for Family Resources 12 Morris Rd. Ringwood, NJ 07456 (Passaic Co)	1st Thursday: 9:30 a.m. – 3:30 p.m.	Tel: (973) 962- 0055
16	Pompton Lakes Health Department 25 Lenox Avenue Pompton Lakes, NJ 07442(Passaic Co.)	4th Monday: 9:30 a.m. – 3:00 p.m.	Tel: (973) 835-0143 Ext. 222
17	First Presbyterian Church 457 Division Avenue Carlstadt, NJ 07072 (Bergen Co.)	1st Wednesday: 9:30 a.m. – 3:00 p.m.	Tel: (201) 438-5526
18	St. Paul's Episcopal Church 113 Engle Street Englewood, NJ 07632 (Bergen Co.)1/2012	2nd & 4th Tuesday, and 2nd & 3rd Thursday: 9:30 a.m. – 3:00 p.m.	Call the main number to make appointments
19	Cliffside Park Head Start 263 Lafayette Ave. Cliffside Park, NJ 1/2012	1st and 2nd Friday: 9:30 a.m. – 3:00 p.m.	Call the main number to make appointments
20	Wayne Health Department 475 Valley Road Wayne, NJ 07470 (Passaic Co.)	3rd Tuesday: 9:30 a.m. – 3:00 p.m.	Tel: (201) 387-4058
21	Bergenfield Department of Health 198 N. Washington Avenue Bergenfield, NJ 07621 (Bergen Co.)	2nd & 4th Monday: 9:30 a.m. – 3:30 p.m.	Tel: (201) 387-4058
22	Red Cross 74 Godwin Avenue Ridgewood, NJ 07450 (Bergen Co.)	3rd & 4th Friday: 9:30 a.m. – 3:30 p.m.	Tel: (201) 652-3210
23	St. Margaret Church 6 Sussex Ave. Morristown, NJ 07960 (Morris Co.)1/2012	1st, 2nd, 3rd & 4th Friday: 9:30 a.m. – 3:00 p.m.	Call the main number to make appointments
27	Boonton United Methodist Church 626 Lathrop Avenue Boonton, NJ 07005 10/2011 (Morris Co.)	3rd Wednesday: 9:30 a.m. – 3:00 p.m.	Tel: (201) 299-7745
29	Dover Head Start 18 Thompson Street Dover, NJ 07801 (Morris Co.)	Wednesday: 9:30 a.m. – 3:30 p.m.	Tel: (973) 989-9052

SITE CODE	NAME AND ADDRESS	DAYS/HOURS OF OPERATION	TELEPHONE NUMBER
30	Clifton Health Department Boys and Girls Club of Clifton, Inc.; 181 Colfax Ave, Clifton, NJ New location Clifton, NJ 07012 (Passaic Co.)	3rd Tuesday: 9:30 a.m. – 3:30 p.m.	Tel: (973) 470-5778
09	Greater Bergen Community Action 500 East 35th Street Paterson, NJ 07504 (Passaic Co.)		Tel: (973) 278-7900
11	BCCAP Weatherization Training Center, 541 Midland Ave, Garfield, NJ 07026	2nd Wednesday: 9:00 a.m. – 3:00 p.m. 2nd Tuesday: 9:00 a.m. – 3:00 p.m. 4th Thursday: 9:00 a.m. – 3:00 p.m.	Call the main number to make appointments

17 CHILDREN'S HOME SOCIETY MERCER WIC PROGRAM (CHS MERCER WIC)
416 BELLEVUE AVENUE
TRENTON, NJ 08618
(609) 498-7755 **Coordinator: Joan Martin**

SITE CODE	NAME AND ADDRESS	DAYS/HOURS OF OPERATION	TELEPHONE NUMBER
01 (26) Main Admin	CHS Mercer WIC 416 Bellevue Avenue Trenton, NJ 08618	Clinic hours: Monday: 8:30 a.m. – 5:00 p.m. Tuesday: 8:30 a.m. – 5:00 p.m. Wednesday: 10:30 – 6:00 p.m. Thursday: 8:30 a.m. – 6:00 p.m. Office: Friday: 8:30 a.m. – 4:00 p.m.	Tel: (609) 498-7755 Fax: (609) 434-0040
04	Hamilton Health Department 2090 Greenwood Avenue moved Hamilton, NJ 08609	Most Fridays 1st, 3rd & 4th Friday: 9:00 a.m. – 3:30 p.m. by appointment	Call the main number to make appointments
22	Princeton Twp. Municipal Building WIC 400 Witherspoon Street Princeton, NJ 08542	3rd Friday: 9:00 a.m. – 3:30 p.m. By appointment closing June 2014	Call the main number to make appointments
19	First United Methodist Church 187 Stockton St, PO 137 Hightstown, NJ 08520	2nd and 4th Friday of the month 9:00 a.m. – 9:00 p.m., by appointment	Call the main number to make appointments
	635 Clinton Avenue Trenton, NJ	Opening in 2016	Call the main number to make appointments

18 RUTGERS NJ MEDICAL SCHOOL WIC PROGRAM
STANLEY BERGEN BUILDING, RM GA-06
65 BERGEN STREET
NEWARK, NJ 07107
(973) 972-3416 **Coordinator: Valeria Jacob-Andrews**

SITE CODE	NAME AND ADDRESS	DAYS/HOURS OF OPERATION	TELEPHONE NUMBER
03 Main Admin	Rutgers NJ Medical School WIC Program Stanley Bergen Building Room GA-06 65 Bergen Street Newark, NJ 07107-1709	Monday, Tuesday, Thursday & Friday: 8:30 a.m. – 4:30 p.m. Wednesday: 8:30 a.m. – 6:30 p.m. 1st Wednesday: 3:30 a.m. – 6:30 p.m.	Tel: (973) 972-3416 Tel: (973) 972-3417 Fax: (97) 972-8977
05	Ivy Hill Apartments Senior Citizen Center 230 Mt. Vernon Place Newark, NJ 07106	Wednesday: 7:15 a.m.– 2:15 p.m.	Tel: (973) 416-8826
70	University Hospital Prenatal Clinic Ambulatory Care Center 140 Bergen Street, Newark, NJ 07101-1709	Monday: 9:45 a.m. – 2:15 p.m. Tuesday: 9:00 a.m. – 2:15 p.m.	Tel: (973) 972-2726
71	University Hospital Maternity Unit F-Green 150 Bergen Street Newark, NJ 07101-1709	Monday and Tuesday: 9:45 am- 2:45 pm Friday: 9:30 a.m. – 2:30 p.m.	Tel: (973) 972-5624

19 OCEAN COUNTY WIC PROGRAM
OCEAN COUNTY DEPARTMENT OF HEALTH
175 SUNSET AVENUE, PO BOX 2191
TOMS RIVER, NJ 08755
(732) 341-9700 EXT. 7520 **Coordinator: Meg-Ann McCarthy-Klein**

SITE CODE	NAME AND ADDRESS	DAYS/HOURS OF OPERATION	TELEPHONE NUMBER
06 Main Admin	Ocean County WIC Program Ocean County Department of Health 175 Sunset Avenue, PO Box 2191 Toms River, NJ 08755	Monday – Friday: 8:00 a.m. – 5:00 p.m. 1st, 2nd & 4th Monday: 8:00 a.m. – 8:00 p.m.	Tel: (732) 341-9700 Ext. 7520 Fax: (732) 286-3951
07	Brick Presbyterian Church 111 Drum Point Road Brick, NJ 08723	Tuesday: 8:00 a.m. – 5:00 p.m. Nutrition Education/Checks 2:00 a.m. – 3:00 p.m.	Staff Cell: (732) 691-7307
14	Southern Ocean Resource Center 333 Haywood Avenue Manahawkin, NJ 08050	Monday – Thursday: 8:00 a.m. –5:00 p.m. Nutrition Education/Checks Monday: 8:30 a.m. Tuesday: 2:00 p.m.	
74	Community Medical Center (prenatal) 301 Lakehurst Road, 3rd Floor Toms River, NJ 08753	Tuesday & Thursday: 8:00 a.m. – 12:00 p.m.	Tel: (732) 818-3388
12 Admin	Northern Ocean Co Board of Health 1771 Madison Ave Lakewood NJ 08701	Monday –Friday 8:00 a.m. – 5:00 p.m. 1st & 3rd Thursday: 5:00 p.m. – 7:00 p.m.	Tel: (732) 370-0122 Fax: (732) 886-0983
71	Ocean Health Initiatives (OHI) Federal Qualified Health Center 101 Second St. Lakewood NJ 08701	Monday to Fridays 9:00 a.m. – 4 p.m. Nutrition Education/Checks Thursday: 3:00 p.m.	Staff Cell: (732) 691-7307

20 PASSAIC WIC PROGRAM
333 PASSAIC STREET
PASSAIC, NJ 07055
(973) 365-5620 **Coordinator: Dana Hordyszynski**

SITE CODE	NAME AND ADDRESS	DAYS/HOURS OF OPERATION	TELEPHONE NUMBER
01 Main Admin	Passaic WIC Program 333 Passaic Street Passaic, NJ 07055	Monday – Friday: 8:30 a.m. – 4:00 p.m. 3rd Saturday of the Month 8:00 a.m. – 12:00 p.m.	Tel: (973) 365-5620 Tel: (973) 365-5619 Fax: (973) 365-5622

22 TRINITAS WIC PROGRAM
40 PARKER ROAD
ELIZABETH, NJ 07208
(908) 994-5141 **Coordinator: Anita Otokiti**

SITE CODE	NAME AND ADDRESS	DAYS/HOURS OF OPERATION	TELEPHONE NUMBER
01 Main Admin	Trinitas WIC Program 40 Parker Road Elizabeth, NJ 07208	Monday – Friday: 8:00 a.m. – 5:00 p.m. (Door opens at 8:30 a.m.)	Tel: (908) 994-5141 Fax: (908) 994-5513

7.0 PUBLIC HEARING TESTIMONIES

7.1 New Jersey WIC Council By-Laws

New Jersey WIC Advisory Council By-Laws
ADOPTED 1987
REVISED:
OCTOBER 1989
NOVEMBER 1992
AUGUST 1993
MAY 2000
SEPTEMBER 2010
JULY 2014 (FINAL DRAFT)

ARTICLE I – NAME

The name of this organization is the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) Advisory Council, hereafter referred to as the New Jersey WIC Advisory Council.

ARTICLE II – PURPOSE

The purpose of the council is to bring together representatives from statewide organizations and constituencies which have an interest in the health status of mothers and children by performing the following functions:

A. To contribute to the promotion of the New Jersey WIC Services.
B. To provide support and make recommendations to New Jersey WIC Services for the operation of an effective program.
C. To act as a clearing house for the exchange of ideas and information.
D. To provide an articulate voice for consumers in areas affecting WIC, nutrition and health.

ARTICLE III – RESPONSIBILITIES

The responsibility of the Council is to collaborate with and advise the New Jersey Department of Health through the Director of WIC Services in the delivery of quality services to WIC clients. The areas include:

A. Targeting Services
B. Caseload Management
C. Outreach
D. Coordination of WIC with other Community Health Services
E. Vendor Operations
F. Nutrition Policy
G. Program Planning
H. Budgetary Management

New Jersey WIC Advisory Council By-Laws

SECTION 1 – Category of Membership
Members shall include but not limited to:

Voting Members
Maternal Health Provider
Pediatric Health Provider
Nutritionist
Nutrition Research Advocate
Vendor Representative
Participant Representative
WIC Forum (President/Designee)
Local Agency Representative
Health Officer
MCH Regional Consortia
WIC Advocates (3)
Food Policy Advocate
HMO Provider

Ex-Officio Members (Non-Voting)
Commissioner of Health (hereafter referred to as *"the Commissioner"*) or designee
Assistant Commissioner of Health & Senior Services
State WIC Director or Designee

SECTION 2 - Method of Appointment
Individuals may be recommended to serve as members of the Council by interested parties. The Nominating Committee shall be responsible for obtaining information on potential nominees as specified on the approved Biographical Information Form accompanied by a Resume or Curriculum Vitae. The Committee shall determine whether the nominee(s) shall be presented to the Council for a vote. If the potential nominee(s) receive(s) a majority vote of those members in attendance, the Chair shall recommend the nominee(s) to the Commissioner for appointment through his or her designee. All appointments shall be made by the Commissioner or a designee.

SECTION 3 – Terms of Memberships
Members shall be appointed by the Commissioner or a designee. Members may be reappointed for consecutive three (3) year terms by the Commissioner or designee. As per appointments by the Commissioner or designee, each member will submit their respective bios and CVs by July of the third year of each term. All membership terms shall be effective from October 1 to September 30 of the following year. The exception to this shall be the WIC Forum President. This position will be appointed annually to accommodate the current Forum President or designee.

New Jersey WIC Advisory Council By-Laws

Annually, the Recording Secretary will assess member information (during July and/or August) prepare and submit the updated listing with renewal dates and status along with bio and curriculum vitae by the September meeting. The Recording Secretary will forward this information to the State WIC Director who will forward it to the State Commissioner or designee for final approval.

SECTION 4 – Vacancies/Unexpired Terms
If a Council membership vacancy occurs due to death, removal or resignation, the Nominating Committee shall present a nominee to fill the unexpired term in accordance with Section 2, *Method of Appointment*. If the nominee receives majority vote of those members in attendance, the State WIC Director shall recommend the nominee to the Commissioner or designee.

SECTION 5 – Membership Categories
The Council may recommend to the Commissioner or designee the addition, deletion, or amendment of membership categories by a majority vote of those members in attendance.

SECTION 6 – Voting
Votes shall be cast only by an officially appointed member or a designated alternate of the member. The Chair must be informed of a designated alternate prior to the voting.

ARTICLE IV – OFFICERS

SECTION 1 – Number and Title
The officers of the Council shall consist of a Chair, Chair Elect, Immediate Past Chair, and Recording Secretary. The Chair, Chair Elect and Recording Secretary shall be elected by majority vote of the membership. The Chair Elect shall become the Chair following one term in office. The Chair shall become the Immediate Past Chair following his or her term.

SECTION 2 – Qualifications
All officers of the Council must be voting members of the Council and must have served as a member at least one year prior to election.

New Jersey WIC Advisory Council By-Laws

SECTION 3 – Duties

A. The Chair shall preside at all meetings; serve as Chair of the Executive Committee, develop an agenda for meetings, appoint and disband ad-hoc committees as necessary. The Chair may call additional meetings of the full Council as necessary. The Chair or Chair Elect shall serve as the official representative of the Advisory Council.
B. The Immediate Past Chair shall chair the Nominating and By-Laws Committees.
C. The Recording Secretary shall take the minutes of all meetings. The minutes will be sent to the Chair no later than fifteen (15) business days after the meeting for review. Council shall approve minutes at the next meeting.

SECTION 4 – Terms of Office

A. The Chair shall serve for two (2) years, the first year as Chair, and the second year as Immediate Past Chair.
B. The Chair Elect shall serve for three (3) years, the first year as the Chair Elect, the second year as Chair, and the third year as Immediate Past Chair.
C. The Recording Secretary shall serve for two (2) years. Re-election is permissible.

SECTION 5 – Vacancies

A. In the event of a vacancy in the office of Chair, it shall be the duty of the Chair Elect to assume the Chair until the next election.
B. In the event of a vacancy in the office of Chair Elect, the position shall remain vacant until the next election.
C. In the event of concurrent vacancies in the offices of Chair and Chair Elect, the Immediate Past Chair shall appoint a Chair Elect until a special election is held.
D. In the event of a vacancy in the office of Recording Secretary, the Chair may appoint a successor with the approval of the Executive Committee.

SECTION 6 – Nominations

The Nominating Committee shall present a slate of officers for consideration by the council at the July meeting. Nominations from the floor shall also be taken at the July meeting.

SECTION 7 – Elections

Council officer elections shall take place at the scheduled September meeting. The Nominating Committee shall tally votes and advise the Chair of the voting results. The newly elected officers will assume their positions on October 1st.

ARTICLE V - MEETINGS

SECTION 1 – Frequency of Meetings
The Council shall meet bi-monthly at the beginning of the WIC fiscal year and at the discretion of the Chair. An annual meeting schedule will be established in accordance with the WIC fiscal year.

SECTION 2 - Quorum
A quorum shall consist of a majority of the non-vacant voting members of the Council. All meetings shall require a quorum to vote. The Recording Secretary or designee shall be responsible for determining if a quorum is present.

SECTION 3 – Attendance/Termination
A member who cannot attend a meeting shall contact the Chair or the Recording Secretary or he/she may designate an alternate. A member or alternate must attend at least four (4) of the six (6) scheduled meetings annually to remain a voting member. Any voting member who fails to attend two (2) unexcused, consecutive meetings will have his/her membership recommended for termination. The Chair may make the determination that extenuating circumstances precluded such attendance or participation.

SECTION 4 – Meeting Notices
Notices of meetings, agenda items, and minutes of the previous meeting, will be mailed or e-mailed to all members by the WIC Advisory Council's Recording Secretary at least ten (10) working days prior to a meeting. All members shall be notified of any special meetings called by the Chair at least ten (10) working days prior to the meeting by the same procedure as above. The bi-monthly Council meetings will be held in a central New Jersey location or another location designated by the Chair.

ARTICLE VI - COMMITTEES

SECTION 1 – Standing Committees

A. Executive Committee
   Shall be comprised of the current Chair, who will oversee and orchestrate the meetings, the Chair-elect, Recording Secretary, Local Agency Representative and one voting member.

New Jersey WIC Advisory Council By-Laws

B. Nominating Committee

The committee shall be appointed in July by the Chair and will consist of the Immediate Past Chair and two (2) voting members. The committee has two responsibilities:

- To present a slate of officers for election
- To present candidates for membership

C. Bylaws Committee

The committee shall consist of the Immediate Past Chair as *Chair* and two (2) voting member(s). The committee shall review the bylaws at least annually and present recommendations for revisions, if any, to the Council in September. Proposed revisions shall be mailed to all members with the agenda for the September meeting. A majority vote of the non-vacant voting members present at the September meeting shall be required to recommend any revisions to the by-laws. Recommendations for revisions shall be forwarded by the Chair to the Commissioner or designee through his/her designee. If no revisions are needed, this shall be noted in the minutes.

D. Ad Hoc Committees

May be created by the Chair for a specific time and task to carry out work of the Council that cannot be delegated to a standing committee.

8.0 PUBLIC HEARING TESTIMONIES

8.1 Public Hearing Documents for FFY 2016

State of New Jersey
DEPARTMENT OF HEALTH
DIVISION OF FAMILY HEALTH SERVICES
PO BOX 364
TRENTON, N.J. 08625-0364
www.nj.gov/health

CHRIS CHRISTIE
Governor

KIM GUADAGNO
Lt. Governor

MARY E. O'DOWD, M.P.H.
Commissioner

TO: **ALL PARTIES INTERESTED IN MATERNAL AND CHILD HEALTH AND WIC STATE PLAN**

FROM: **Gloria M. Rodriguez, DSW**
Assistant Commissioner
Division of Family Health Services

DATE: **May 2015**

SUBJECT: **NOTICE OF PUBLIC HEARING – Tuesday, June 23, 2015**
MCH BLOCK GRANT APPLICATION AND WIC STATE PLAN

An electronic draft of the Maternal and Child Health Block Grant Application Federal Fiscal Year 2016 and the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) FFY 2015-2016 State Strategic Plan will be posted by May 29th on our New Jersey Department of Health website (http://www.state.nj.us/health/fhs/index.shtml -- in PDF format). Prior to the application being finalized, a public hearing will be held on Tuesday, June 23, 2015, from 9:30 am to 12:00 pm at the State House Annex, Committee Room 1, 125 West State Street, Trenton, New Jersey.

The hearing will focus on the Maternal and Child Health Block Grant, as required by the Omnibus Budget Reconciliation Act (OBRA) of 1989, PL 101-239, Section 501 (A) (1) F (iii) p24 and the FFY2015-2016 WIC State Plan (Special Supplemental Nutrition Program for Women, Infants and Children). Interested parties may provide testimony in writing or verbal testimony at the public hearing. Verbal testimony should not exceed 5 minutes in length and should be accompanied by eight written copies of the testimony. Those interested in testifying should contact Ms. Rita Belfiore at (609) 984-0755 by Monday, June 15, 2015, to arrange for a place on the testimony agenda.

Individuals not able to attend this hearing are encouraged to submit written comments by June 23, 2015, to: Ms. Rita Belfiore, New Jersey Department of Health, Division of Family Health Services, Special Child Health and Early Intervention Services, P.O. Box 364, Trenton, New Jersey 08625-0364.

Additional information about the public hearing, or a hard copy of the Maternal and Child Health Application can be obtained by contacting Ms. Rita Belfiore at (609) 984-0755. Information regarding the WIC State Plan can be obtained by contacting Ms. Lisa West at (609) 292-9560. Hearing impaired persons requiring translation services should advise Ms. Rita Belfiore by June 8, 2015.

Gloria Rodriguez, DSW
Assistant Commissioner
Division of Family Health Services
State of New Jersey Department of Health
P.O. Box 364
Trenton, NJ 08625-0364

June 23, 2015

Dear Commissioner Rodriguez:

In lieu of appearing at the public hearing on June 23, 2015, I am writing this letter in support of the Maternal and Child Health Block Grant Application for Federal Fiscal Year 2016 and the FFY2015-2016 WIC State Plan, aka the Special Supplemental Nutrition Program for Women, Infants, and Children.

As you undoubtedly know, the USDA reports that every dollar spent on prenatal WIC participation for low-income women results in fewer premature births, a lower incidence of low birth weight infants; lessened infant mortality, a greater likelihood of receiving prenatal care, and as a bonus to society, substantial savings in health care costs. Having conducted research myself in child nutrition for 25 years, I have long been aware of and grateful for the tremendous good that WIC does in promoting infant and child health and development. At present, I have the distinct honor of chairing the New Jersey Women, Infants, and Children Advisory Council. In that capacity, as well as from my own professional perspective, I strongly endorse the 2016 New Jersey WIC Strategic Plan.

Yours on behalf of the New Jersey WAC,

John Worobey

John Worobey, Ph.D.
Chair, NJWIC Advisory Council
Professor of Nutritional Sciences

c: E. Moses

Statewide Parent Advocacy Network
35 Halsey Street
4th Floor
Newark, NJ 07102
(973) 642-8100 (973) 642-8080—Fax
Website: www.spannj.org
E-Mail: span@spannj.org

Empowered Families: Educated, Engaged, Effective!

SPAN & Family Voices-New Jersey comments on the
WIC Strategic Plan Federal Fiscal Year 2016

June 22, 2015

Thank you for the opportunity to comment on the NJ State WIC Plan for FFY 2016. The Statewide Parent Advocacy Network (SPAN) is NJ's federally designated Parent Training and Information Center, RSA (Rehabilitation Services Administration) Transition Parent Information and Training Center, and Family to Family Health Information Center, as well as the NJ State Affiliate Organization for National Family Voices, which works to "keep families at the center of children's healthcare" and a chapter of the Federation of Families for Children's Mental Health. SPAN also houses the Essex County Improving Pregnancy Outcomes project and Partners for Prevention of Birth Defects and Developmental Disabilities, both funded by the NJ Department of Health, and Effective Health Promotion Communication for Healthcare Providers Serving Diverse Women project, funded by the Governor's Council on Prevention of Developmental Disabilities.

SPAN's vision is that all families in New Jersey will have the resources and support they need to ensure that their children become fully participating and contributing members of our communities and society. Our mission is to empower and support families and inform and involve professionals and others interested in the healthy development and education of children and youth. Our focus is on the whole child and family, including education, health and mental health, human services, child care/early care and education, and child welfare/prevention. Our foremost commitment is to children and families who face the greatest obstacles due to disability, special healthcare/mental health need, poverty, discrimination based on race, gender, language, immigrant or homeless status, involvement in the foster care, child welfare, or juvenile justice systems, geographic location, or other special circumstances.

Our comments today are based on our over 25 years of work reaching, supporting, and engaging diverse families in advocacy on behalf of their children and families as well as in systems improvement activities across the Maternal and Child Health priority areas.

We are pleased to note that one of the State's selected National Performance Measures for the 2016 Block Grant application is breastfeeding, which has a direct relationship to the work of WIC. We note that, on our survey of over 500 parents and professionals in NJ this year, 86% strongly support the State Priority Need of increasing healthy births, and 84% strongly supported Improving Nutrition and Physical Activity, both of which have a direct relationship with WIC's purpose and activities.

We also note the Department of Health's Improving Pregnancy Outcomes initiative, including both the Community Health Worker model and "Central Intake," supports the work of WIC.

There is strong research supporting the effectiveness of CHWs in increasing exclusive breastfeeding, reducing the under-five mortality rate, and reducing neonatal mortality. (See www.coregroup.org/storage/Program_Learning/Community_Health_Workers/review%20of%20chw%20effectiveness%20for%20mdgs-sept2012.pdf). We are excited that a parent leader from SPAN's Improving Pregnancy Outcomes Project, Kasey Dudley, is a strong African-American mother proponent of breastfeeding. She has stepped up to help facilitate revitalization of NJ's statewide breastfeeding coalition including organizing public awareness activities tied to National Breastfeeding Month in April and Black Women's Breastfeeding Week at the end of August. We look forward to working with Title V, WIC, and its partners to increase the % of NJ women, especially African-American women, who breastfeed.

WIC Services Mission Statement & Services Goals

SPAN and FV-NJ strongly endorse the WIC Services Mission Statement, to safeguard the health of low-income women, infants, and children up to age 5 who are at nutritional risk by providing nutritious foods to supplement diet, information on healthy eating, breastfeeding promotion, and support and referrals to healthcare agencies. We want to ensure that WIC agencies are familiar with SPAN's supports and services and connect families who could benefit from our services to our warmline, 800-654-SPAN; our website, www.spanadvocacy.org; and our team of over 60 trained parents, reflecting NJ's diversity and speaking 11 languages.

We also support the WIC Services Goals, to enhance the quality of life for women, infants, and children through a client-centered service delivery system (although we note that families frequently inform us that the term "client" "turns them off" and is not seen by them as family-friendly). We also support the strategic priorities, to improve services through technology and collaboration, provide value enhanced nutritional assessment, promote and support exclusive breastfeeding, promote and support physical activity in conjunction with nutrition education, and ensure program integrity. We are particularly interested in hearing more about the Loving Support through Peer Counseling Breastfeeding Program, as it is our experience that peer-to-peer support is the most effective way to help families institute behavioral change.

We are concerned that there is no language in the Mission Statement or Services Goals focused on bringing in the voices of women with lived experience into leadership roles, and strongly encourage the NJ Department of Health WIC program to review the extent to which it and its WIC service agencies have identified potential women leaders who could assist WIC at the state and local level in understanding the barriers facing NJ low income women who need WIC services and addressing them more effectively, as well as building leadership of such women to be effective advocates with other women, WIC service delivery agencies, the general public, the legislature, and others, in support of WIC program goals and efforts.

SPAN has conducted numerous focus groups with diverse women of childbearing age (Caucasian, African American, Latina, South Asian, Arab-American), from tweens through idle-aged women, to inform our work aimed at encouraging women of childbearing age to eat more healthily (including taking folic acid), exercise, and prevent and deal with stress. What we have learned from these focus groups as well as our work on the ground is that low-income women from diverse backgrounds have very different cultural and socio-economic approaches to health.

WIC Plan

SPAN and FV-NJ appreciate the current efforts of NJ WIC to provide access to healthy foods, nutrition and exercise information, connection to health care, breastfeeding promotion and support, and other key needs of NJ's low-income women and children.

SPAN supported the move by the US Department of Agriculture to issue regulations regarding the improved WIC food packages that improve the health and nutritional quality of the foods in the program, increase participants' choices, and expand cultural food options. The addition of whole grains, a move to low fat milk, and the choice of a full range of fruits and vegetables strengthen WIC's role in reducing obesity and improving nutrition. Allowing Farmers' Markets as WIC vendors is also a valuable option. We also supported the USDA changes to ensure that women have access to the full amounts of appropriate WIC foods as well as food package enhancements that better promote breastfeeding and support medically fragile participants. (In particular, SPAN and FV-NJ strongly support state's Special Infant Formula purchase system, where at-risk infants receive medical infant formula shipped either to their home or to their local WIC agency). We noted, however, a major shortcoming in that, by continuing to use self-imposed cost restraints, the USDA left the recommendations short of the full amount of fruit and vegetables and the option of yogurt recommended by the Institute of Medicine.

We value and appreciate the innovative collaborations cited in the State Plan including the NJ Healthy Corner Store Initiative, development of an online nutrition program in collaboration with William Paterson University and St. Joseph's WIC Program in Paterson (and we especially appreciate the use of focus groups to pretest the lesson content and develop the measurements), and the Farmers' Market Nutrition Program.

We are concerned, however, with continuing troubling statistics in our state.

For example, NJ continues to have one of the highest rates of obesity among low-income children, as well as a relatively low breastfeeding rate, which we know contributes to that high obesity rate. Obesity is more common among low-income children and children with special needs, as well as African-American children in particular. How has NJ WIC engaged low-income parents, African-American parents, and parents of children with special healthcare needs, in identifying strategies that might work more effectively with these populations?

We note that some time ago National Family Voices partnered with Tufts University to do a study of parents of children with special healthcare needs focused on health promotion including nutrition and exercise. The results of that study showed that families of children with special healthcare needs who were paired with another trained parent of a child with special healthcare needs for peer support was more effective in getting those parents to be able to work on a health promotion goal for their child than merely being given information or even training. This is also a cost-effective intervention, as the Family Resource Specialist – a trained parent of a child with special healthcare needs with experience in multiple systems and supported by the Statewide Parent Advocacy Network – can provide the needed information, training and supports to families at a reasonable cost.

In terms of breastfeeding support, we note a brief mention of the possibility of home visits being made by peer counselors "when necessary," and wonder how that determination is made. We are also interested in learning if, and how, NJ WIC is working with the Community Health Worker and "Central Intake" grantees, as well as the MCH Home visiting programs funded through a grant to the NJ Department of Health but administered by the NJ Department of Children and Families. This should be a high priority, to maximize the effectiveness of these programs and make the best use of scarce funds.

We also note that the NJ WIC Plan does not appear to have a specific focus on the most at risk populations such as mothers of premature infants or children with special healthcare needs, or teen mothers other than a brief mention of "Nutrition Lessons for Teen" under the Support for Pregnant and Parenting Teens program funding. We look forward to the availability of the online teen-friendly nutrition lesson and hope that NJ WIC plans to pilot that lesson by diverse teen parents to ensure its relevance and usefulness for its intended audience. We encourage NJ WIC to hone in on the populations with the greatest risks of poor nutrition, low rates of exercise, obesity, and lack of breastfeeding, and ensure the utilization of approaches and strategies that are targeted to their cultural, racial, and socio-economic backgrounds, beliefs, and lifestyles so as to maximize the effectiveness of WIC services and interventions. One size simply does not fit all. We recommend resources from the Food Research and Action Center such as their Time for a Change Guide: Maximizing the Benefits of the New WIC Foods for Immigrant Families (http://frac.org/newsite/wp-content/uploads/2009/05/wic_immigrant_timeforchange.pdf), and their webinar on Making the Most of the New WIC Foods for Multicultural Communities, which can be found at http://frac.org/federal-foodnutrition-programs/wic/wic-in-multicultural-communities/.

In closing, we appreciate the hard work and dedication of NJ's WIC program staff and agency providers, indicate our willingness to partner with you and with your funded agencies in ensuring effective outreach and services to NJ's diverse eligible population, and enhance the voices of those women who use WIC services to support continuous quality improvement and ensure the program achieves its goals.

Thank you again for the opportunity to comment on the NJ WIC State Plan

Sincerely,

Diana MTK Autin

Diana MTK Autin
Executive Co-Director, SPAN
35 Halsey St., 4th Fl., Newark, N.J. 07102
(800) 654-SPAN ext. 105
Email diana.autin@spannj.org
Website www.spanadvocacy.org

Lauren Agoratus

Lauren Agoratus, M.A.-parent
NJ Coordinator- Family Voices @ SPAN
35 Halsey St., 4th Fl., Newark, N.J. 07102
(800) 654-SPAN ext. 110
Email familyvoices@spannj.org
Website www.spanadvocacy.org

To empower families and inform and involve professionals and other individuals interested in the healthy development and education of children and youth, to enable all children to become fully participating and contributing members of our communities and society.