



### 1/16/09 OWCA Implementation Outline

#### The planning process so far...

We began the planning process at the October OWCA meeting

At the October 17 OWCA meeting and at 2 subsequent conference calls we provided:

- An overview of the project and key nutrition messages that are the focus of Fresh Choices (key nutrition messages for each item identified below);
- A time line with major project dates and planned support activities; and,
- A staff training and participant education planning checklist with identified outcomes and target dates (numbered outcomes from the checklist are identified below).

#### *Information: The first phase in the plan*

Help and encourage staff and participants make the changes they can now, before they have to in August.

- Lower fat milk
- Whole grains
- Support for breastfeeding and infant feeding

#### **Information: Lower fat milk**

**Key Nutrition Message:** Serve low fat milk to adults and children over age 2.

**Outcome 1:** Staff understand the basic changes to milk in the food package and are able to counsel participants on the use of low fat milk.

**Outcome 4:** Participants are preparing to switch to low fat milk.

**State support:** Staff in-service packet on low fat milk and the related food package changes, and participant group NE outline on website 11/26/2008.

**Your Plan:** What questions or concerns about this topic will be raised by staff in your agency? What, if anything, has your agency done related to low fat milk? What are your agency plans for addressing Outcomes 1 and 4?

## **Information: Whole grains**

**Key Nutrition Message:** Make half your grains whole.

**Outcome 8:** Staff understand the basic changes to whole grains in the food package and are able to counsel participants on the use of whole grains.

**Outcome 10:** Participants are preparing to use whole grains.

**State support:** Planning a staff in-service packet on whole grains and the related food package changes, and participant group NE outline to be released 2/2009.

**Your Plan:** What questions or concerns about this topic will be raised by staff in your agency? What, if anything, has your agency done related to whole grains? What are your agency plans for addressing Outcomes 8 and 10?

## **Information: Support for breastfeeding and infants**

**Key Nutrition Messages:**

- Babies were born to be breastfed.
- The more breast milk your baby gets, the healthier your baby will be. Babies fed breast milk only are healthier than babies fed infant formula or a combination of formula and breast milk.
- Feed baby only breast milk or formula for the 1<sup>st</sup> six months of life.
- When your baby is ready for solid foods, introduce one new food at a time with a spoon.

**Outcome 2:** Staff understand the basic changes to breastfeeding and infant packages in the food package and are able to counsel participants on key infant and breastfeeding messages.

**Outcome 5:** Participant nutrition education on key nutrition messages relating to infants and breastfeeding in preparation for Fresh Choices.

**State support:** Required staff in-service on food package changes related to infants and postpartum women, to be released by the end of January 2009. Technical assistance conference call.

**Your Plan:** What questions or concerns about this topic will be raised by staff in your agency? What, if anything, has your agency done related to preparing for the Fresh Choices changes related to breastfeeding and infant feeding? What are your agency plans for addressing Outcomes 2 and 5?

### ***Preparation: The second phase in the plan***

- Staff preparation - Required training
  - Nutrition Education Plan
  - Medical Documentation
  - Statewide meeting
  - TWIST training
- Clinic preparation
- Participant preparation
- Partner preparation

### **Preparation: Staff**

Begin preparing staff for the expected changes.

- Nutrition Education plan
- Medical documentation
- Statewide Meeting
- TWIST Training

### **Staff preparation: Nutrition Education plan**

**Outcome 5:** Participant nutrition education on key nutrition messages relating to infants and breastfeeding in preparation for Fresh Choices.

**State support:** Send in March, portions of the NE plan will be related to Fresh Choices

- Revisions of NE class outlines and materials needed for Fresh Choices implementation
- Collaborations with community partners on Fresh Choices Key Nutrition Messages
- Sessions at the statewide meeting

**Your Plan:** How will you ensure that the content of your NE is consistent with key nutrition messages and Fresh Choices?

### **Staff preparation: Medical documentation**

**Outcome 3:** RD Training on medical documentation at LARD

**Outcome 7:** Staff are able to counsel participants on the new medical documentation requirements and can provide anticipatory guidance related to the new food package

**State support:** January LARD, required in-service sent in February, technical assistance conference call in April.

**Your Plan:** What questions or concerns about this topic will be raised by staff in your agency? What else do you need to make sure staff have the information they need around medical documentation?

### **Staff preparation: Statewide meeting**

**Outcome 12:** Statewide meeting focused on training for Fresh Choices.

**Outcome 13:** Staff are trained on food package selections for all participants.

**State support:** Statewide meeting June 22-23, 2009

At a minimum, 1 representative from each agency is required to attend and develop a plan to train staff from your agency. Recommend all WIC staff attend. The usual financial support will be provided.

Sessions planned:

- Fresh Choices Basics- Selecting new food packages (Intro of the new Food Package Assignment module)
- Fresh Choices in TWIST (Special Users)
- Medical documentation
- Fresh Choices breastfeeding support
- Nutrition Education Plans – Activity planning sessions

### **Staff preparation: TWIST Training**

**Outcome 14:** Staff are able to use TWIST to select food packages and print vouchers

**State support:** Sessions planned for special users at the statewide meeting, required self-paced training planned for all staff.

**Your Plan:** Who will be the special users from your agency that will attend the sessions at the statewide meeting? How will you plan time for staff to complete the TWIST training?

### **Preparation: Your Clinic**

Develop a plan for your clinic.

- Time for staff training
- Time to adapt group NE
- Appointment schedule adapted to provide anticipatory guidance to participants May through July (Outcome 11)
- Appointment schedule adapted to allow for new food package education and selection for participants August through October (perhaps November) (Outcome 6 and 15)
- Plan for voucher printing (changing old vouchers or not?) (Outcome 16)

**Your Plan:** How do you envision this working in your agency? What ideas do you have for these clinic scheduling adaptations?

### **Preparation: Participants**

Begin preparing participants for the expected changes. May through July 2009

- Medical documentation – what will they need to bring next time?
- Basic food package changes – what will they get with the new food package?
- Appointments – what will their appointment be like the next time they come in?

**Outcome 11:** Provide anticipatory guidance for participants, focusing on participants needing extra assistance with the food package changes.

**State support:** Medical documentation forms and guidance, food package comparison handouts for each participant category by May 2009, anticipatory guidance in-service.

**Your Plan:** What questions or concerns about this topic will be raised by staff in your agency?

### **Preparation: Provider/Partner/Vendor**

Begin preparing partners for the expected changes.

**Outcome 9:** Partners, vendors, and providers understand upcoming changes and their role in supporting those changes.

**State support:** Information on website, PowerPoint presentations and draft documents available for use, speakers bureau for major partners, info directly to medical providers.

**Your Plan:** What partners or providers specific to your service area do you think you need to contact? How might you go about that? What information will they need to have? What questions might they ask?

## ***Implementation of Fresh Choices: The Final phase!***

**Outcome 17:** Provide new food package vouchers and shopper education to all participants as they come in for certifications, education, or voucher issuance. August through October/November 2009

**State support:** App support, technical assistance

**Your Plan:** What else?

### **Implementation Planning Activity**

Small group discussion and sharing

During our working lunch:

1. As a small group, consider the questions on the slides? Discuss and share ideas or concerns to address. What are common threads or themes you see in your group?
2. Keep track of your ideas on your planning checklist.
3. As a group, select the top 3 ideas and top 3 questions for the group that you would like to share with the larger group.
4. Select a reporter to share with the larger group.
5. At the given time, rejoin the larger group and each small group will share their top 3 ideas and top 3 questions.