

GROWING HEALTHY FUTURES

Strategic Plan 2020-2025



Engaged and Supported Workforce

Advance pathways and resources to foster a capable workforce.

Grow competence and capacity in selecting, adopting, and using technology.

Increase opportunities to utilize leadership skills for all WIC staff

Create an inclusive workplace for existing and future staff

Develop an infrastructure that supports and engages staff through clear communication processes, intentional investment in staff, mentorship and advancement opportunities, and processes in place for seamless transitions.

Create a workplace that values employee wellness.



Effective Partnerships

Clarify and promote the value-add of WIC for partners and stakeholders.

Build reciprocal relationships with partners serving the WIC population.

Coordinate and integrate WIC services within health, early learning, and community services.

Clarify and support WIC's role in public health and public health modernization.



Operational Excellence

Maximize effective and efficient use of resources.

Identify, assess, and implement, innovative practices.

Foster continuous quality improvement for WIC services and the participant experience.

Identify mechanisms to gather authentic input to support diverse community engagement.

Explore ways to initiate and enhance closed-loop referrals and data sharing to improve continuity of care.

Create channels for local agencies, vendors, and stakeholders to improve services by utilizing operation data.



Equity, Inclusion, and Diversity

Strengthen WIC's capability to support equity, diversity, and inclusion.

Improve WIC staff awareness and knowledge of disparities and their impact on health outcomes.

Integrate equity, diversity, and inclusion into all work and priorities.

VISION - Our vision at WIC is to ensure optimal nutrition and lifelong health for every Oregon family.

MISSION - Our mission is to provide leadership, guidance, and resources to local WIC programs, vendors, and partners to ensure quality WIC services that support collective public health efforts.

VALUES - We value every child. We value strong relationships. We value services delivered with trust and integrity. We value Oregon's future.



OREGON WIC RACIAL EQUITY COMMITMENT

The Oregon Women, Infants, and Children (WIC) program is committed to creating systems of health equity for all individuals, families and communities. We strive to maintain a welcoming and trauma-informed work environment that reflects and supports the racial and ethnic diversity of our participants, local agencies, partners and communities. We have adopted a strategic plan that advances the work of equity, diversity and inclusion and have identified priorities for future work based on a racial equity program assessment.

Oregon WIC commits to working towards racial equity by addressing institutional and individual racism, acknowledging implicit bias, reconsidering our practices, and adapting how we do what we do.

- **We acknowledge** that Black, Native, Indigenous, and Communities of Color in Oregon experience inequities and disparities in health due to racism, oppression, and historical trauma.
- **We believe** government has a primary role in disrupting and dismantling these racist systems, and it is crucial to address system inequities faced by our communities.
- **We envision** an Oregon where racial inequities and disparities are eliminated and Black, Native, Indigenous, and Communities of Color and other historically marginalized communities experience lifelong health and wellbeing.