

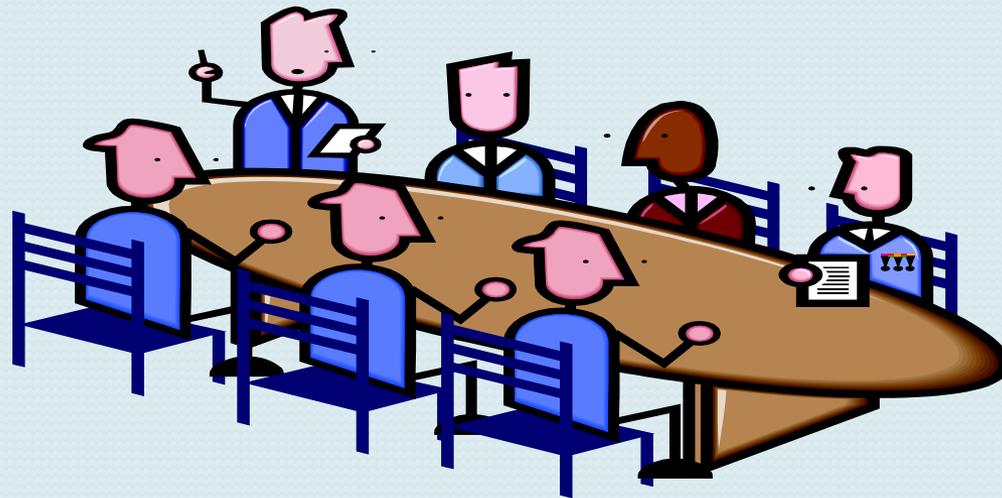
# WIC Nutrition Services Advisory Group

## Welcome!

January 14, 2014



# Roll Call



<b>Time</b>	<b>Agenda Topics</b>	<b>Facilitator</b>
2:00	<b>Introductions</b>	Lynn Ireland
2:05	<b>Accomplishments and Future Direction</b>	Lynn Ireland
2:15	<b>Moving forward: Embedding counseling approaches presented by N. Lynch at Regional Workshop</b>	Brigitte Boyd
2:30	<b>Brainstorming for 2014 State Meeting Program Topics and Speakers</b>	Lynn Ireland
2:55	<b>Closing thoughts</b>	Lynn Ireland
3:00	<b>Adjourn</b>	

# Accomplishments and Future Direction

Group charge:

**To enhance the quality of WIC  
nutrition education and counseling.**

How? Create

***CO WIC Nutrition Services Delivery  
Action Plan***

# Developing the *Action Plan*

Next three months–

- **Everyone shared ideas on ways to improve WIC Nutrition Services**
- **These ideas were incorporated into *Action Plan* drafts for the Group's review.**
- **Final *Action Plan* published 01/13**



Colorado Department  
of Public Health  
and Environment

## Colorado WIC Program WIC Nutrition Services Delivery Blueprint for Action

### *I. Background*

As the nation's premier public health nutrition program, the WIC Program plays a critical role to end childhood hunger, prevent maternal and childhood overweight and obesity, make healthy food accessible, and improve breastfeeding rates. Toward these ends, the Colorado WIC Program has implemented varying types of initiatives in recent years. In 2008, Colorado WIC implemented new policies to improve the effectiveness of nutrition education and counseling provided to participants. The term, "Participant-Centered Care" captures the essence of this initiative. In 2009, WIC improved the quality of food benefits that better align with nutrition education messages. In 2011, Colorado WIC rolled out a new computer system with functionality that improves WIC users' ability to conduct participant-centered dialogue with WIC participants. Also within recent years, intentional organizational restructuring in the areas of breastfeeding and early childhood obesity prevention has improved collaboration among state and local partners.

Etc. , etc., etc.....

Then, throughout 2013, various components of the  
Action Plan were implemented

# November 20, 2013 meeting:

- We reviewed 2013 accomplishments
- Discussed:
  - 2014 Blueprint
  - assessed group interest in remaining involved

# Since the 11/20 meeting:

- Linda “doodled” potential meeting dates
- I created the first draft of the *2014 Nutrition Services Delivery Blueprint for Action*
  - Shared first draft with Patricia last week
  - Plan to meet with Tracy to develop measurement criteria
  - Should have *2014 Blueprint* finalized by mid-February

- Doodle results: Total of 5 local agency staff indicated interest to continue to participate in 2104 calls
- Question: Do we recruit new members  
or  
Disband this Advisory Group?
- Decision: Disband

But not without some fanfare!!





**Moving Forward:  
Embedding Counseling  
Approaches into CO WIC  
visits**

**Brigitte Boyd**

# Brainstorm:

## 2014 State Meeting Program

Thursday: Baby Behavior (Univ. of CA at Davis)

Friday Morning: 5 Concurrent sessions -

- Interconception Health
- Substance Abuse
- Perinatal Depression
- Management/Supervision
- Nutrition 101

# Closing thoughts

- Thank you!!!
- You'll be receiving something in the mail
- Can we continue to request your assistance with any Blueprint-related draft reviews?
- Any other requests from you?

Obrigado!

Ευχαριστώ

Grazie

شكراً



Vielen Dank

Merci

Gracias

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