

WIC UPDATE

OCTOBER 19, 2016

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Head, Nutrition Services Branch

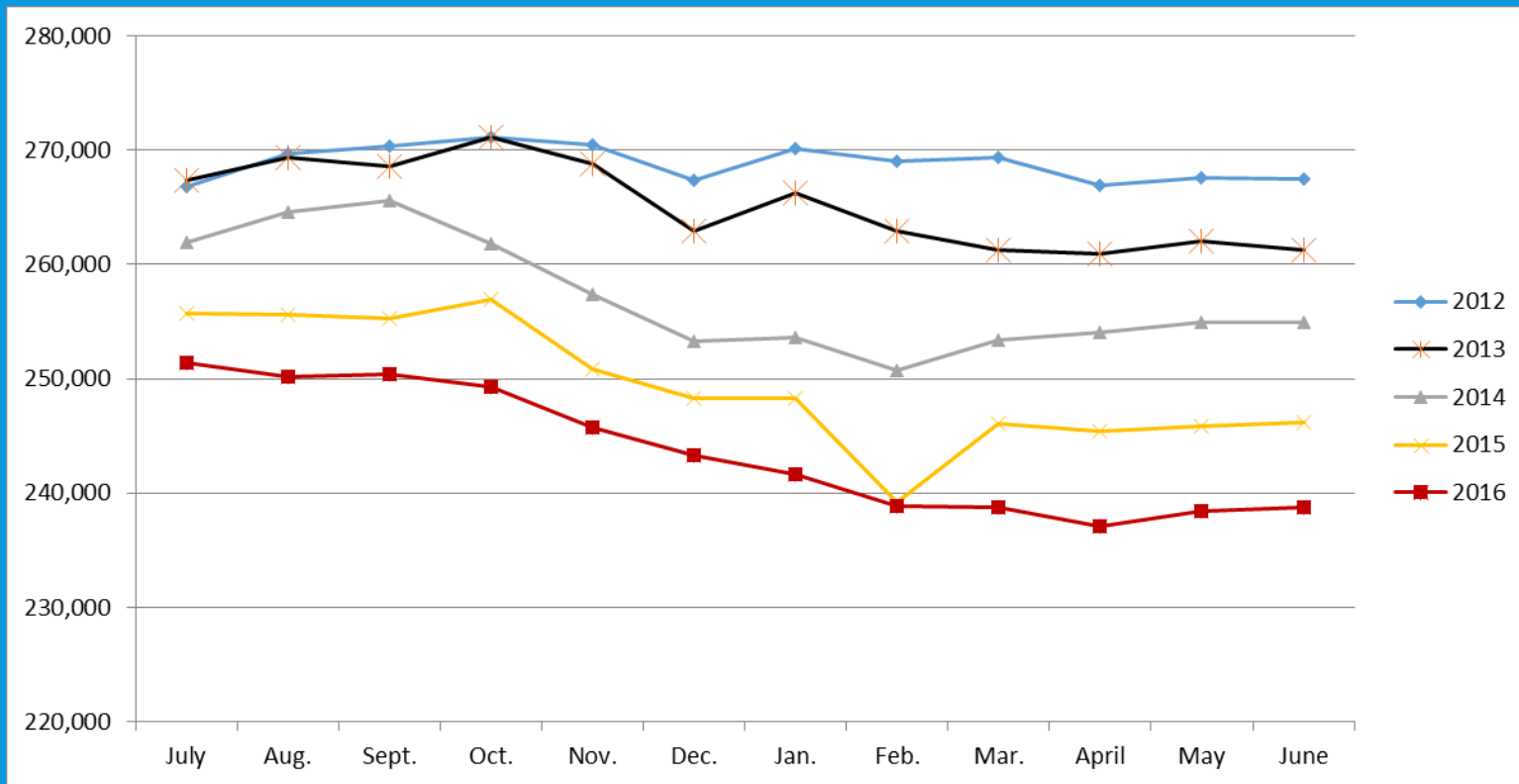
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PARTICIPATION TRENDS - NC

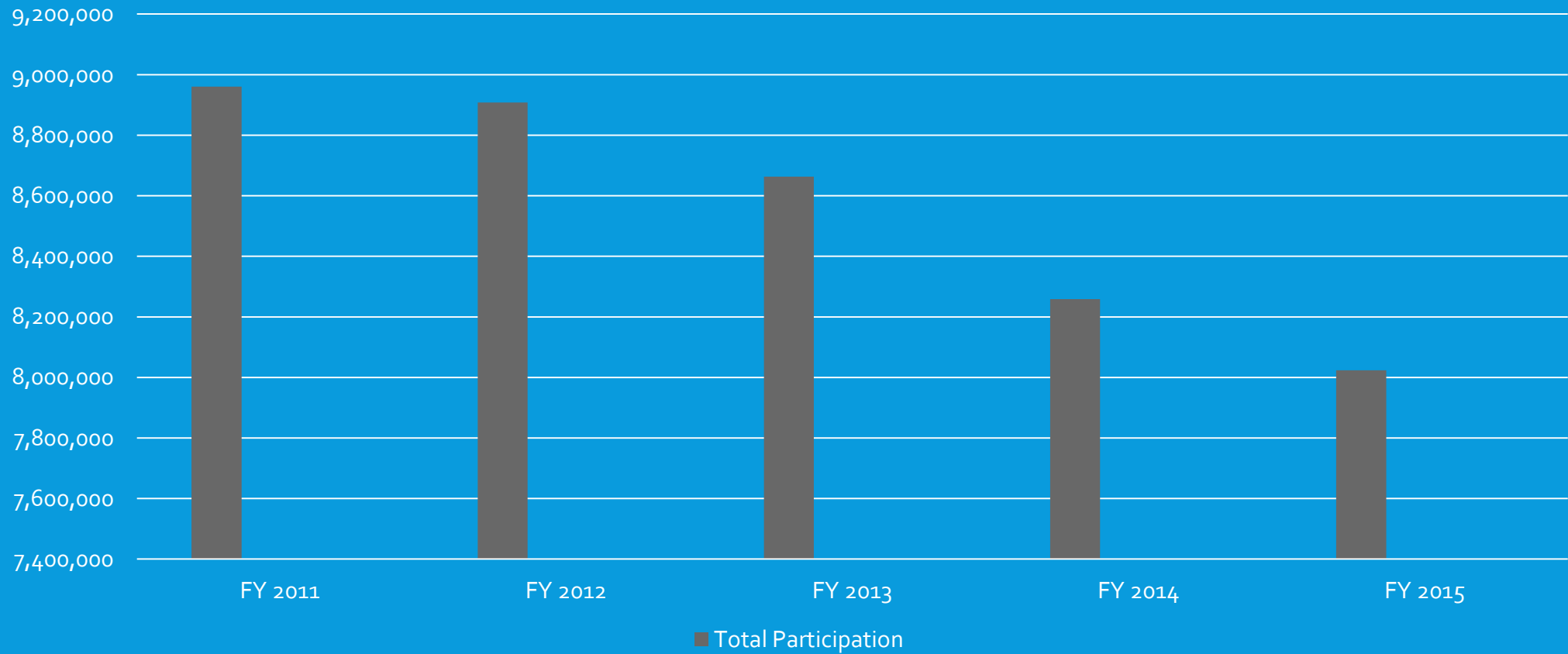
WIC Participation by Month of State Fiscal Year Calendar

SFY	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June	Average FY2016
2012	266,783	269,674	270,350	271,121	270,428	267,362	270,111	268,979	269,353	266,974	267,587	267,507	268,852
2013	267,360	269,325	268,543	271,164	268,812	262,879	266,224	262,954	261,260	260,912	262,055	261,214	265,225
2014	261,915	264,555	265,538	261,852	257,405	253,277	253,591	250,698	253,441	254,057	254,939	254,906	257,181
2015	255,706	255,581	255,326	256,899	250,781	248,284	248,258	239,228	246,069	245,384	245,831	246,183	249,461
2016	251,398	250,190	250,443	249,255	245,698	243,284	241,610	238,871	238,703	237,076	238,414	238,728	243,639

PARTICIPATION TRENDS - NC



PARTICIPATION TRENDS - NATIONAL



INTERVENTIONS

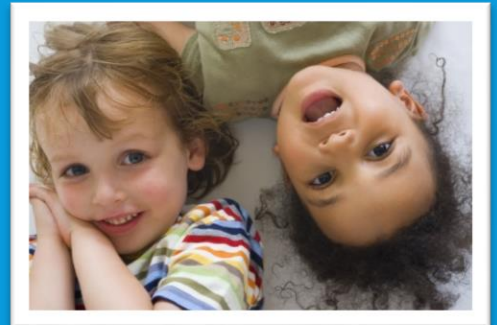


PARTICIPANT NOTICES

OCTOBER 25 & 27

REACH IN, REACH OUT: INNOVATIVE STRATEGIES AND TOOLS TO INCREASE PARTICIPATION

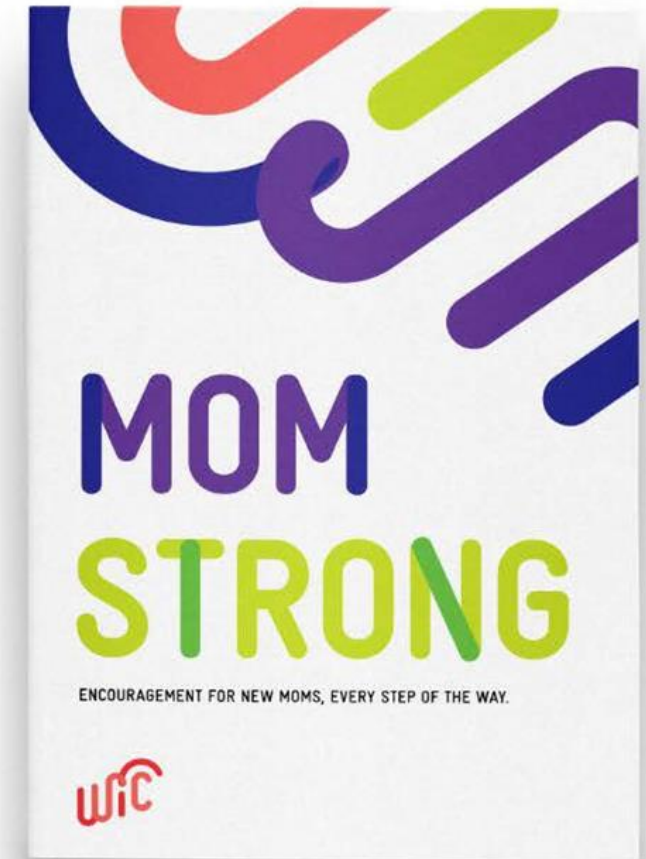
NOVEMBER 14 & 15



NATIONAL WIC ASSOCIATION

- National Recruitment and Retention Campaign
- NC is participating.
- Multi-platform ad campaign to:
 - Drive recruitment
 - Help with retention
 - Improve perception
- All ads drive potential participants to their nearest clinic/agency
- New Branding / Creative Identity

SAMPLE FROM CAMPAIGN



LOVING SUPPORT AWARD OF EXCELLENCE

- FY 2016
 - Four NC Agencies Awarded the Gold Level
 - Alexander County
 - Columbus County Health Department
 - Gaston County Department of Health and Human Services
 - Pender County WIC

WIC EBT

Activity/Milestone Event	Date
WIC EBT Contract Award	October 6, 2016
WIC EBT Design, Development Phase	November 1, 2016 – July 31, 2017
WIC EBT User Acceptance Testing Set-up and Test	August 15, 2017 - September 15, 2017
WIC EBT Pilot	October 15, 2017 – January 15, 2018
Statewide Implementation	February 1, 2018 – June 30, 2018
Project Closeout	October 31, 2018

QUESTIONS?

THANK YOU