



# Strategic Directions

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# FFY 2013 -14 WIC Service Priorities

- Ensure that all eligible women, infants and children are served.

Fiscal Year	2008	2009	2010	2011
Penetration	55.5%	60.0%	61.9%	62.2%

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# WIC Resource Management

## Prioritize our grant resources to:

- Provide breastfeeding support
- Maintain service levels and staff through cost containment practices
- Implement “Best Practices” in staffing to meet new requirements
- Maintain career development



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# Breastfeeding Support



- WIC's Mission
- Need to look at options to provide support through WIC staff and other support services
- Evaluate use of breast pumps and supplies

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# Food Cost Containment

Food Cost Containment begins with:

1. Selection of WIC food
2. Packaging of foods
3. Authorization of Vendors
4. Monitoring of Vendors
5. Food Package tailoring



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# WIC Staffing



- **Certification**
- **Nutrition and Breastfeeding Services**
- **Certification**
- **High-Risk Counseling**
- **Food Delivery**
- Supervision
- Operations

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