

Board of Health for Madison and Dane County

Resolution #2022-14

Resolution to Enter into a Contract with and Accept funds from WI Department of Health Services for WIC Telehealth Pilot

The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) is a government program that provides nutrition education, breastfeeding education and support, referrals to other health care and social services, and nutritious foods to low-income mothers and young children at risk for nutrition-related health problems. WIC serves nearly half of all infants born in the United States.

Extensive research has found that WIC improves the nutrition and health of low-income families, leading to more nutritious diets for pregnant and postpartum women, healthier infants, more nutritious diets and better health care for children, and higher academic achievement for children. However, only half of all those eligible to participate in WIC currently do so.

To identify innovative, cost-effective solutions to addressing and overcoming barriers to participation and participant retention, the USDA/Tufts Telehealth Intervention Strategies for WIC (THIS-WIC) recently awarded Wisconsin WIC State Agency funding through a competitive review process. Wisconsin WIC plans to develop a multifaceted mobile-optimized website through the ONE system, an innovative tool that will combine videoconferencing, online nutrition education, including lessons and supporting secondary material, a messaging center, and a link to their existing WIC App. Through the tool, qualified WIC professionals will be able to share key information and content with participants, and participants will be able to use the materials in their own time.

As a part of this initiative, Public Health Madison and Dane County will train on how to use the ONE system, recruit participants to use the ONE, assist with evaluation, and participate in monthly webinars and calls with other pilot recipients.

NOW THEREFORE BE IT RESOLVED, that the Board of Health for Madison and Dane County on behalf of Public Health Madison and Dane County authorizes the Director of Public Health, or their designee, to sign a contract with WI Department of Health Services for WIC funding, to accept and expend in the amount of \$4,328, and authorizes the department to amend the 2022 budget.

Drafted by: Devyn AJ Brown and Kate Austin Stanford

Introduced: June 23, 2022

Action: