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Department of Health and Family Services

DIVISION OF HEALTH

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MEMORANDUM OF UNDERSTANDING
WIC Program and UW-Extension

Between the Wisconsin Division of Health, Bureau of Public Health -- representing the Supplemental Nutrition Program for Women, Infants and Children (WIC), and the University of Wisconsin Extension, Division of Cooperative Extension -- representing the Wisconsin Nutrition Education Programs (WNEP), formerly the Extension Nutrition Education Program (EFNEP) and Family Nutrition Program (FNP).

GOAL of the MEMORANDUM OF UNDERSTANDING (MOU)

The goal of this MOU is to improve the health and well-being of low income mothers, children, and their families by identifying clients who may benefit from the services provided by WIC and WNEP. This will be accomplished through collaboration in the assessment, planning, and assurance of actual and potential needs. In entering into this MOU, both parties recognize the need to promote the integration of services, to improve access to health services, and to coordinate complementary maternal and child educational programming.

EDUCATIONAL GOALS OF WIC AND WNEP

WIC Program

The educational goals of WIC, as stated in the Federal WIC Regulations, are to:

> Stress the relationship between proper nutrition and good health with special emphasis on the nutritional needs of pregnant, postpartum, and breastfeeding women, infants, and children under five years of age, and raise awareness about the dangers of using drugs and other harmful substances during pregnancy and while breastfeeding.
>
> Assist the individual who is at nutritional risk in achieving a positive change in food habits, resulting in improved nutritional status and in the prevention of nutrition-related problems through optimal use of supplemental foods and other nutritious foods. This is to be taught in the context of the ethnic, cultural and geographic preferences of the participants and with consideration for educational and environmental limitations experienced by the participants.

The WIC Program is required to offer WIC participants nutrition education at certification appointments (the visit at which an applicant's eligibility for WIC is determined) and at least once during each 6-12 month certification period (referred to as "secondary nutrition education contacts"). Infants certified until one year of age must be offered contacts at a quarterly rate; high risk pregnant women must be offered two contacts; and all other participants must be offered at least one contact. Nutrition education contacts provided by other programs may

apply to this requirement if the content addresses the client's needs that were identified at the certification visit, and if procedures are established so that WIC has access to the content of the contact. Regardless of who provides the contacts, WIC Projects are required to expend at least 17% of their funds on nutrition education and at least 2% on breastfeeding promotion and support.

WNEP

The educational goals of WNEP are:

> Program staff will collaborate with community, state, and federal organizations in the design and implementation of nutrition and resource management education programs.
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> Participants will plan, choose and fix meals and snacks that are nutritious, safe and affordable.
>
> Participants will manage their resources to improve their food security.
>
> Participants will balance the food they eat with physical activity.

METHODS OF COLLABORATION AND ENHANCEMENT OF SERVICES

At the State level, WIC and WNEP will:

- Promote collaboration at the project/agency and regional levels in programming, planning and evaluation, staff training, and curriculum development.
- Periodically discuss goals, objectives, program activities, and evaluation.
- Assure nutrition education goals and messages are consistent.
- Release non-identifying aggregate data relevant to the agencies' missions in order to facilitate program development. The aggregate data may be released in statistical summary to assist agencies in assessing population health status and need, and to promote and strengthen linkages with other public and private services and programs.
- Encourage local WIC and WNEP staff to:

  make available their range of services to program-eligible participants;

  mutually identify common goals, plan nutrition education activities in order to meet these goals, provide the best possible learning environments for clients, determine effective educational strategies for clients given their ethnic/cultural preferences and educational and environmental situations, share or allocate resources, and provide documentation of educational contacts to the other program as needed to verify attainment of these goals;

assure referral procedures, scheduling of educational activities content and presentation methods of educational activities, etc. are meeting the intended purposes of both programs;

release non-identifying aggregate data, such as participant demographic, needs assessment, and health outcome data, in statistical format, that is relevant to the programs' missions in order to assess health status and need, facilitate program development, and promote and strengthen linkages with other public and private services and programs;

mutually develop annual education and collaboration plans in order to clearly delineate the expectations, client education plans, and evaluation methods;

consider opportunities for contracting for services (i.e., for remuneration) when one program may provide services beyond the mutually-agreed upon goals/objectives;

share plan or activity results with county boards and county Agriculture and Extension committees using non-identifying aggregate data, and;

provide documentation of educational contacts and evaluation assessments to the other program as needed to verify attainment of these goals.

PROCEDURES

The following procedures and mechanisms have been developed to address the issues outlined above, including but not limited to, referring eligible clients between participating programs; sharing of data, reports, and other relevant information; and developing collaborative and/or complementary service programs.

WIC agrees to the following responsibilities under this MOU:

1. WIC Project staff will identify and refer families who may be eligible for WNEP services according to locally- and mutually-developed protocols.

2. As allowed by WIC Policy 10.41 (Confidentiality), WIC Project staff may disclose individual client information, such as names, addresses, telephone numbers, 24-hour food records, and manual or computer-generated or extract files of WIC participants to appropriate WNEP providers for the purpose of determining eligibility for the program or for further services, or for outreach. Client information disclosed will be limited to the purpose of the referral.

3. WIC project staff will encourage WIC participants to participate in educational contacts provided by WNEP and to assure WNEP is identified as the provider of the nutrition education contact.

4. WIC Projects may record in the client's data file participation in WNEP contacts as allowed in the introductory statements of this MOU. Multiple EFNEP contacts may be recorded as long as they relate to the original purpose of the referral.

WNEP agrees to the following responsibilities under this agreement.

1. WNEP will refer potentially-eligible families to WIC.

2. WNEP will disclose family information to WIC to the extent permitted by law, for the purpose of accomplishing the eligibility and outreach services specified in this MOU.

3. WNEP will not, without the informed written consent of the WIC participant, disclose personally identifiable WIC participant information to other providers, programs, or agencies except to the extent that: a) the additional disclosure is for the purpose of accomplishing the eligibility and outreach services specified in the MOU and is otherwise allowed by law, or b) as applicable, the additional disclosure is required in accordance with the Wisconsin Open Records Law, s. 19.31, et seq., Wisconsin Statutes. WNEP will obtain the informed written consent of the WIC participant, or the person legally authorized to give consent on behalf of the WIC participant, before disclosing or releasing any other personally identifiable information about the WIC participant.

4. WNEP will count educational contacts provided to WIC participants.

DURATION OF AGREEMENT

This agreement may be terminated at any time. Either party may terminate this agreement by providing written notice to the other party. The agreement may be amended in writing at any time by mutual agreement of the parties. This agreement remains in effect until terminated or amended in accordance with this provision.

SIGNATURES

Kenneth Baldwin, Director
Bureau of Public Health
Wisconsin Division of Health

2/13/98
Date

Carl O'Connor, Dean and Director
Cooperative Extension
University of Wisconsin Extension

2/23/98
Date