

# 2023

# WIC COORDINATOR SUMMIT

# DEI UPDATE

Presented By:

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Social Determinants of Health Policy Analyst  
Diversity, Equity and Inclusion Committee Chair  
Michigan Department of Health and Human Services - WIC Division

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# MISSION & VISION STATEMENT

## MISSION

To intentionally foster a culture within the WIC Division that values diversity, equity and inclusion through both its policies and practices to advance health equity and address systemic racism in our communities.

## VISION

To provide culturally proficient health and human services that address social determinants of health and systemic inequities within the diverse populations we serve.

# HISTORY

- In response to the Governor's [Executive Directive 2020-9](#) requiring implicit bias training for state employees announced on August 5, 2020. The WIC Division established a Diversity, Equity and Inclusion (DEI) Committee to develop and oversee the implementation of the WIC DEI action plan.
- The WIC DEI committee is comprised of 8 WIC staff members who were each nominated by the Division's leadership team and represent key areas at WIC to provide diverse perspectives, and expertise to successfully lead the DEI & racial equity initiatives within the Division, using an equity and culturally responsive framework.
- The first meeting was held on January 27, 2021.

# 2023 WIC DEI COMMITTEE

Committee Members	Division Role
Myra Lee Fowler	SDOH Policy Analyst & DEI Committee Chair
Karen Batterham	Program Integrity Analyst
Amy Dotson	Data Coordinator, DSM Unit
Whitney Jackson	WIC Strategist
Eric Johnson	Departmental Analyst, Financial Mgt.
Kait Skwir	Public Health Consultant, TEC Unit
Dionne Moore Smith	Breastfeeding Peer Counselor Coordinator
Hal Stratton	Vendor Relations Analyst



# 2022 DEI POLL QUESTION RESULTS



## QUESTION 1:

DO YOU FEEL YOUR LOCAL AGENCY IS ACTIVELY BUILDING A CULTURE OF DIVERSITY, EQUITY AND INCLUSION?

ANSWER: (60 TOTAL RESPONSES)

YES – 85%

NO – 15%



## QUESTION 2:

DOES YOUR LOCAL AGENCY HAVE A WRITTEN DEI POLICY  
AND/OR PLAN?

ANSWER: (56 TOTAL RESPONSES)

YES - 20%

NO— 23%

NOT SURE — 57%



## QUESTION 3:

WHAT DEI INITIATIVES IS YOUR LOCAL AGENCY CURRENTLY WORKING ON TO IMPROVE YOUR WORKPLACE CULTURE AND/ OR THE WIC CLIENT EXPERIENCE ?

- STAFF TRAININGS (MAJORITY RESPONSE)
- ESTABLISHED A DEI COMMITTEE, HEALTH EQUITY TEAM, OR ACTION GROUPS
- DEVELOPED COMMUNITY AGREEMENTS TO HAVE SAFE CONVERSATIONS
- DEVELOPED DEI MISSION & PRINCIPLES STATEMENT
- ADAPTED INTERVIEW QUESTIONS & PRACTICES
- MODIFIED JOB DESCRIPTIONS





## QUESTION 4:

IF YOUR LOCAL AGENCY IS CURRENTLY IMPLEMENTING A DEI ACTION PLAN, HOW EFFECTIVE IS YOUR CURRENT DEI PROCEDURES AND PRACTICES?

RANK THEM FROM 1- 10, 1=NOT EFFECTIVE AND 10=VERY EFFECTIVE

(25 TOTAL RESPONSES)

ANSWER: 6 - MAJORITY RESPONSE



## QUESTION 5:

BASED ON YOUR CURRENT DEI INITIATIVES AT YOUR LOCAL AGENCY, DO YOU FEEL LIKE YOU ARE MAKING A MEASURABLE IMPACT?

ANSWER: (33 TOTAL RESPONSES)

YES – 55%

NO – 45%



## QUESTION 6:

WHAT WOULD AN IDEAL COLLABORATION LOOK LIKE BETWEEN YOUR LOCAL AGENCY AND THE STATE THAT WOULD MAKE YOUR STAFF FEEL SEEN AND HEARD AS A KEY PARTNER IN ADVANCING DEI & RACIAL EQUITY EFFORTS AT WIC?

### TOP 3 SELECTED:

- LUNCH & LEARNS ON KEY TOPICS
- STATE FACILITATED TRAININGS
- FORUM FOR LOCAL AGENCIES



## QUESTION 7:

WHAT SPECIFIC GUIDANCE/ RESOURCES WOULD BE USEFUL FROM THE DEI COMMITTEE TO SUPPORT YOUR DEI EFFORTS AT YOUR LOCAL AGENCY?

- ON-DEMAND WEBINARS TO SHARE WITH STAFF
- SAMPLE DRAFT POLICIES
- IDEAS OF PROMOTION OR ACTION STEPS
- EXPAND TRANSLATION OF WIC MATERIALS & SHOPPING VIDEOS
  - REQUESTED LANGUAGES: CHINESE, BENGALI, ARABIC, DARI, PASHTO



# DEI ACTION PLAN 2023 PROGRESS REPORT

# 2023 DEI Review Committee

## Key Milestones

### History

Established in FY22 by the WIC DEI Committee as a sub-committee to develop a standard process to review and approve external publications, presentations, and WIC MDHHS website updates through an equity framework.

### Status Update: Proposed Changes in Standard Language

- Approved by Division leadership, Bureau senior leadership and Communications Office
- Submitted for review and approval to Director Hertel

### FY22 Established DEI Inclusive Language Workgroup

To seek knowledge and understanding on what current DEI efforts were being explored and/or implemented within the Division.

### Key Outcomes:

Developed proposed changes in standard language to adopt and streamline in language across WIC **policies, printed materials and presentations** Division wide.

# PROPOSED CHANGES IN STANDARD LAN

Current Language	Proposed Language
Mother/Father	parent or eligible participant or client or families
Breastfeeding	breastfeeding and chestfeeding or lactating
Breast milk	human milk
Women	people
New mom	new parent
Postpartum Mom	postpartum person or person who was recently pregnant or birthing person

# 2023 Breastfeeding Supporters of Color Network

## Key Milestones

- Developing a strategic plan to partner with physicians to effectively provide services to WIC breastfeeding clients of color in hospitals
- Developing a Hospital Lactation Consultant resource guide
- Developing an outreach and recruitment strategy to grow the network at WIC (\*Currently 24 members; more than doubled membership based on FY22 statistics)
- Co-hosted an annual event during National Breastfeeding Month focused on the history of milk sharing and exploring how milk sharing and donor milk banks can help achieve breastfeeding and chestfeeding goals of WIC families in communities of color.
- Participating in “In-person WIC Clinic Appointment” video



# 2023 Vendor Advisory Council (VAC)

## Key Milestones

➤ Strengthen working relationship between WIC Vendors and State Agency

### Key Initiatives:

- ❑ Host Quarterly WIC Vendor Calls to:
  - Raise Issues shared by clients and employees
  - Receive program updates from State Agency
  - Be inclusive of small independent stores in rural and marginalized communities

➤ Improve the WIC client shopping experience

### Key Initiatives:

- ❑ Hosted joint VAC & CAC meeting in July
- ❑ Launching WIC Client Post-Shopping pilot initiative in Winter 2024
  - **SAVE THE DATE : Upcoming Coordinator Call – Nov. 29<sup>th</sup> @ 2pm**
  - Requesting feedback from local agencies to support outreach and implementation

# 2024 Vendor Advisory Council (VAC)

## Key Priorities

- ☐ Strengthen working relationship between WIC Vendors and State Agency
- ☐ Improve the WIC client shopping experience
- ☐ Improve communication between WIC Vendors and Local Agencies

# 2023 Client Advisory Council (CAC)

## Key Milestones

### ➤ Improve WIC Client Shopping Experience

- Sent Public Comment to share feedback on proposed changes to WIC food package
- Provided feedback on how to improve the WIC Connect Mobile app
- Provided feedback on draft WIC Client post shopping surveys and QR code mockup
- Presented at the annual WIC & Vendor Conference
- Held a joint meeting with the VAC

### ➤ Expand program outreach into the community

- Sent introductions to WIC Coordinators to connect CAC members with their local agency to identify opportunities to improve outreach (\*Will revisit in November)
- Participated in “In-person WIC Clinic Appointment” video
- Provided feedback on WIC promotion flyers for SA Marketing Workgroup

# 2023 Client Advisory Council (CAC)

## Key Milestones

- Support the development and revision of trainings for WIC staff and Vendors
- Sent Public Comment to share recommendations on key areas to expand training for WIC staff
- Supporting the revision of the WIC Client complaint process

# 2023 Client Advisory Council (CAC) Reflection & Next Steps

- What goals would you like to prioritize for the rest of the year?
  - Improving the WIC Client shopping experience
- What action steps do you want to see happen to achieve this goal by December?
  - CAC strongly supports local agencies doing a training that requires WIC staff to shop at a WIC store to have a better understanding of the WIC client shopping experience to help address client issues and concerns.
  - CAC will share during monthly meetings any issues/challenges they have experience while shopping at a WIC store to help inform changes made to future trainings and the WIC Client complaint process.

# Acknowledgements

Thank you to the WIC DEI Committee, WIC Division (state staff, management, leadership) and Local Agencies for your leadership and contributions to this work! We need all of us to make a sustainable impact in Michigan to improve health outcomes and address health inequities in the WIC Community. Looking forward to evolving together as DEI practitioners and moving the needle in 2024. 😊

DEI Action Plan Co-Leads:

Dionne Moore Smith – Breastfeeding Supporters of Color Network

Whitney Jackson – Client Advisory Council

Katherine Groble (FY22-FY23) Shawn Compa (FY23 –Present) - Vendor Advisory Council

Kait Skwir & Whitney Jackson – DEI Review Committee





# Questions/Comments?

Contact:

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