

REQUEST FOR BOARD ACTION

HENDERSON COUNTY BOARD OF COMMISSIONERS

MEETING DATE: July 15, 2020

SUBJECT: WIC Special Funding Opportunity Approval
NC Department of Health & Human Services (NC DHHS)

PRESENTER: Steve Smith, Health Director

ATTACHMENTS: Yes:
1. NC DHHS WIC Special Funding Approval Memorandum
2. Henderson County Department of Public Health/WIC Proposal

SUMMARY OF REQUEST:

The WIC/Nutrition Program recently submitted a proposal for special funding being provided by the North Carolina Department of Health & Human Services to increase access to WIC services. That proposal was supported and the Department received a formal approval on June 18, 2020 (Attachment 1). The proposal in part requested funding to purchase a vehicle to assist with additional outreach (reference highlighted areas of WIC proposal – Attachment 2). The Henderson County Department of Public Health requests approval to accept the special funds and specific permission to proceed with the purchase of a vehicle. Relevant considerations for the acquisition of the vehicle include:

- Expenses associated with insurance, fuel and maintenance
- Vehicle would be utilized by Department for its useful period of operation
- No expectation that vehicle would be replaced in the future with county funding
- Vehicle would need to be returned to federal government (USDA) at the end of its useful period of operation as required for all federal assets

The proposed use of federal funds and purchasing conditions have been reviewed with the Henderson County Finance Director.

BOARD ACTION REQUESTED:

The Board is requested to approve acceptance of the WIC Special Funds and to proceed with the purchase of the project vehicle with the stipulated conditions.

Suggested Motion:

I move the Board accept the WIC Special Funds for the Henderson County Department of Health, approve the necessary budgetary actions including the purchase of a vehicle to assist with additional outreach, to implement the initiative subject to funding limitations of the award.



NC DEPARTMENT OF
**HEALTH AND
HUMAN SERVICES**

ROY COOPER • Governor
MANDY COHEN, MD, MPH • Secretary
MARK T. BENTON • Assistant Secretary for Public Health
Division of Public Health

June 18, 2020

MEMORANDUM

TO: Lori Bradley, WIC Director
Henderson County Health Department

FROM: *Kimberly Lovenduski*
Kim Lovenduski, Deputy Director
Nutrition Services Branch

SUBJECT: WIC Special Funding Opportunity Approval – Phase 2

Thank you for submitting your FFY 20 Special Funding Opportunity- Phase 2 Application. We are pleased to provide you with approval to purchase the following items:

QTY	ITEM	SFY	UNIT COST	TOTAL COST
1	Measuring board	20-21	\$74.00	\$ 74.00
4	Headsets	20-21	\$218.08	\$ 872.32
3	Billboard (see note 1)	20-21	\$500.00	\$ 1,500.00
1	Vehicle	20-21	\$24,500.00	\$24,500.00
			Total	\$26,946.32

Please note:

1. Billboard approval is contingent upon the billboard mock-up being signed off on by your assigned Regional Nutrition Consultant.
2. Computer equipment being ordered from State Contract must be placed directly with the vendor contact listed below:

State Contract 2020-21 Volume Purchase Award 400500 Account Contacts		
Dell	Sean_R_Miller@Dell.com	Sean Miller (512) 513-9606
HP	www.applieddatatech.com	Terri Barnes (704) 847-3000 ext. 2003
Lenovo	kmcmurray@lenovo.com	Katie McMurray (919) 874-3411

NC DEPARTMENT OF HEALTH AND HUMAN SERVICES • DIVISION OF PUBLIC HEALTH • NUTRITION SERVICES BRANCH

LOCATION: 5601 Six Forks Road, Building 2, Raleigh, NC 27609
MAILING ADDRESS: 1914 Mail Service Center, Raleigh, NC 27699-1914
www.ncdhhs.gov • TEL: 919-707-5800 • FAX: 919-870-4818

AN EQUAL OPPORTUNITY / AFFIRMATIVE ACTION EMPLOYER

3. If the purchase price exceeds the amount approved, you must request approval of the excess before incurring the cost and use agency funds to cover the additional costs.
4. Submit a copy of the invoice for equipment to the NC Department of Health and Human Services, Nutrition Services Branch, Attention: Karen Mason, 5601 Six Forks Road, 1914 Mail Service Center, Raleigh, NC 27699-1914, at the time you report the expenditure. The invoice should indicate the actual cost of each item including discount and sales tax and any serial or identification number.
5. If you no longer wish to purchase the equipment listed above please submit notification to the NC Department of Health and Human Services, Nutrition Services Branch, Attention: Karen Mason, 5601 Six Forks Road, 1914 Mail Service Center, Raleigh, NC 27699-1914.

Program Access

Project Narrative

1. Prevention Pays Texting Application-Texts are answered more often than phone calls. Clients do not want to use minutes on their phone plans. A more efficient service delivery model will enhance marketing, outreach, and improve communication.
2. WIC vehicle-Create regular mobile clinics to Head Start sites, Migrant Head Start sites and outlying areas of the county to service families with transportation barriers. Outreach to remote areas of the county where we have discovered that many families would like access to WIC but due to job loss, poor condition of family vehicle or no vehicle at all, these families find transportation as a major barrier to participation. This vehicle will also be used for vendor monitoring across the county. WIC staff at times must use personal vehicle to go to outlying sites and conduct outreach due to the lack of availability of county vehicle. We propose a vehicle large enough to carry several staff members to trainings and conferences. We are requesting a 2020 Ford Escape to meet our needs. A CDL or additional licensing will not be needed. The county will maintain the vehicle, provide fuel, and renew tag/licensing.

Action Plan

1. Implementation of Prevention Pays Texting application with secure texting options. Offer appointment reminders, two- way texts, unlimited texts and length of messages.
2. Vehicle will be purchased through the county per state contract and used by WIC staff members for the above noted purposes.

Expected Outcomes

1. The expectation is that we develop better, more efficient communication with clients and therefore participation rates.
2. Expected outcome is to offer options to WIC clients who have transportation barriers and little access to WIC services. Provide health screenings teaching, and breastfeeding assistance while tracking the needs of high- risk families.

Outreach/Program Promotion

Project Narrative

Henderson County WIC plans to use a lighted billboard on a major thoroughfare (30,000 cars/day) in the community to advertise WIC services. We will create a message and eye-catching artwork to entice travelers both coming into town and leaving town. Our message will be displayed on 2 8'x16' billboards with led display. This project also includes a radio interview and public service advertisements.

Action Plan

We plan to utilize a billboard that is located on the most highly travelled roadway in the county. It will be lighted, two sided and easy to read.

Expected Outcomes

Our expectation is to increase visibility in the community to those who otherwise would not know of available WIC services and increase WIC caseload.

Clinic Enhancements Category**Project Narrative**

We plan to upgrade to use of wireless headsets. This will allow clerical staff the freedom to leave the desk and move around the office while continuing to answer the phones and assist clients. The clerks are able to speak to clients, make notes, and be more productive. These headsets are noise cancelling to reduce distractions and ergonomically correct to reduce any discomforts.

Action Plan

We plan to purchase 4 wireless headsets for clerical staff with grant funds.

Expected Outcomes

This will provide flexibility for staff to improve workflow and to answer calls while away from their desks.

Equipment Category**Project Narrative**

Measuring board is needed to use at the mobile clinics at Head Start sites and other sites while continuing to offer WIC services away from the office.

Action Plan

By having the proper equipment away from the office, we can offer certifications, and growth checks when necessary.

Expected Outcomes

Completion of WIC certification while away from the office setting.