



**SERVICE
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Overview of the Dallas Special Supplemental Nutrition Program for Women, Infants and Children (WIC) Program

Committee on Government Efficiency

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- **Dallas WIC Program Background**
- **Dallas WIC Participation Trends**
- **Dallas WIC Program Funding**
- **Strategic Planning, Goals and Program Improvements**

Dallas WIC Program Background

WIC Program

- Established as a permanent federal program in 1974
- City of Dallas has served as a Local Agency on behalf of Texas Health and Human Services since 1976
- Funded by Federal Government and administered by State Agencies, that then identify Local Agencies
- Provides access to nutritious foods to supplement participants' diets and nutrition education, including breastfeeding promotion, support and referrals to social services and health care
- Operates nationwide in all 50 states, the District of Columbia, 33 Indian Tribal Organizations, American Samoa, Guam, the Commonwealth of the Northern Mariana Islands, Puerto Rico, and the United States Virgin Islands
- Local Agency agreement = 5-year agreement to serve as Local Agency October 1, 2025 – September 30, 2030
- Program services provided by the City for 50 years.

Dallas WIC Vision and Mission

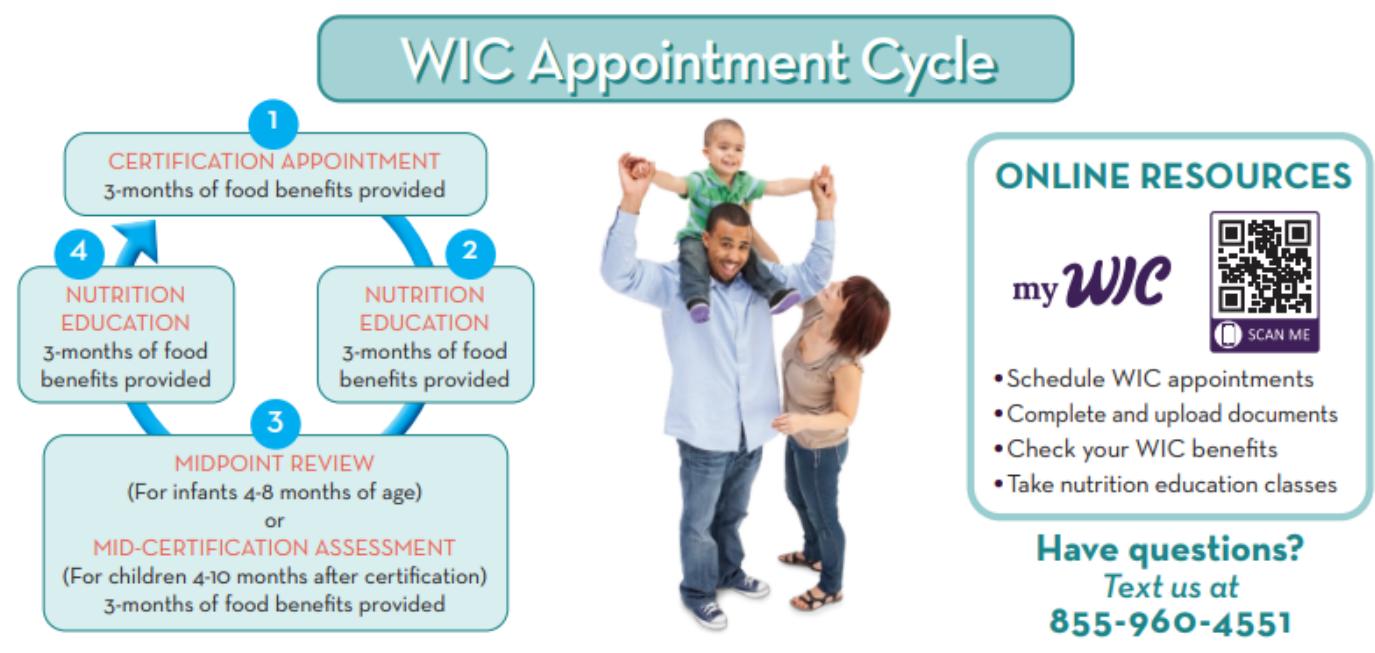
Vision

All families have access to healthy, nourishing foods, and are empowered to make healthy choices.

Mission

The mission of Dallas WIC is to inspire, empower, and positively impact the health and well-being of families through Nutrition and Breastfeeding education, the ability to purchase healthy foods, and trusted relationships all built by delivering an exceptional program experience.

How WIC works



CERTIFICATION APPOINTMENT: Meet with a nutrition expert who will weigh, measure, check iron levels of each applicant and provide answers to nutrition and health questions. Upload information needed for certification using **my WIC** and bring each person applying for WIC to the appointment.

NUTRITION EDUCATION: Options include online click and learn, live classes, group discussions and individual counseling.

MIDPOINT REVIEW OR MID-CERTIFICATION ASSESSMENT: At this appointment, WIC offers the opportunity to check your child's growth, iron levels, and discuss nutrition.



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ONLINE RESOURCES

my WIC



SCAN ME

- Schedule WIC appointments
- Complete and upload documents
- Check your WIC benefits
- Take nutrition education classes

Have questions?
Text us at
855-960-4551

1. Participant (client) receives nutrition counseling/breastfeeding support at WIC appointment
2. WIC Certifier (staff) provides participant with "food package" based on health risk – issued via Electronic Benefit Card
3. Participant uses card to shop for eligible items at local food retailers
4. Participants receive benefits every 3 months (upon completion of nutrition education) and are recertified annually

WIC Program Benefits for Community and Participants

- Reduces food insecurity
- Alleviates poverty
- Supports economic stability
- Improves dietary intake
- Protects against obesity
- Improves birth outcomes
- Improves health outcomes
- Supports learning and development
- Reduces health care and other costs
- Improves retail and food environments
- Referrals to health and social services agencies and programs
- Supports new Drivers of Opportunity! Framework by advancing Maternal and Child Health and Healthy Food Access (Healthy Environment and Access to Health Care)

WIC Program Structure – National, State, and Local Involvement



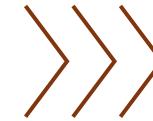
United States of Department of Agriculture

- Fully funded by federal government, USDA
- USDA administrators via State Agency, Texas HHSC
- Local agency structures within WIC differ widely across Texas and at the national level.



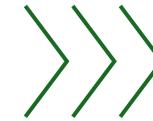
Texas Health and Human Services Commission

- Agency administers WIC across the state through local agencies
- 63 local agencies in Texas
 - 18 cities/municipalities
 - 20 county/health districts
 - 23 nonprofit agencies
 - 2 teaching hospitals



City of Dallas

- Serves as a primary local agency for Dallas County, Dallas WIC under a multiyear agreement with Texas HHSC
- Can serve any Texas resident through TXIN/Mosaic Platform
- Largest local agency in Texas by participation and budget



Community

- 15 WIC Clinics
- Partnerships with community-based organizations
- Benefits issued used for food purchase in local retailers
- Partnership Events

WIC Program Facts

- The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) is a federal assistance program in the United States designed to support low-income pregnant women, breastfeeding mothers, infants, and young children up to the age of five.
- If you participate in another assistance program you may be automatically income-eligible for WIC.
- More than half of the infants in the United States participate in WIC.
- Breastfeeding mothers are eligible to participate in WIC longer than non-breastfeeding mothers.
- WIC participants support the local economy through their purchases.
- WIC partners with local farmers markets to expand participant access to fresh, locally grown fruits and vegetables. The Farmers' Market Nutrition Program is supported through a congressionally mandated set-aside within the WIC appropriation.
- WIC benefits are tied to products versus value, meaning families get the same nutrition benefits even in times of increasing food costs.
- Food packages offered are scientifically reviewed and strengthened every 10 years.

WIC Staffing Model

Organizational Leadership: Office of Housing and Community Empowerment

- Director
- Deputy Director/Chief Opportunity Officer

WIC Program Leadership: Office of Housing and Community Empowerment

- WIC Program Administrator
- Deputy Program Administrator
- Operation Manager Program and Compliance
- Finance Manager Program and Compliance
- Clinic Managers
- Clinic Supervisors

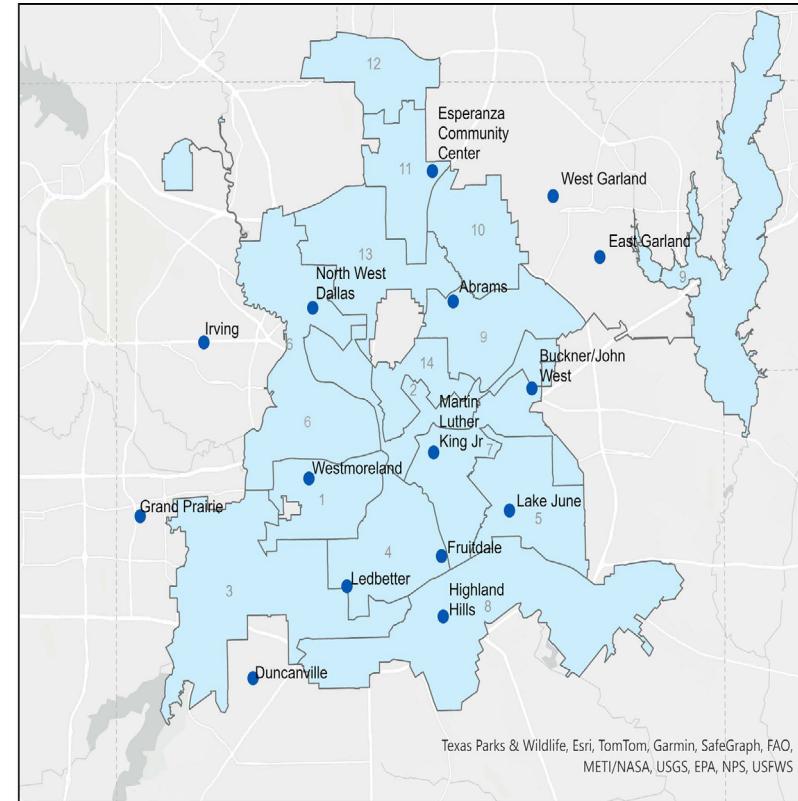
Clinic Name	Number of Staff
MLK	4***
Westmoreland	7
Lake June	14
Grand Prairie	9
Irving	14
Highland Hills	3
East Garland	10
Northwest Dallas	6
Esperanza Community Center	13
Ledbetter	14
Buckner	12
Duncanville	6
West Garland	9
Abrams	7
Fruitdale	4***
Contact Center	13

***These are the same staff, different days at each location

Dallas WIC Locations

Clinic Name	District
MLK	D7
Westmoreland	D1
Lake June	D5
Grand Prairie	Outside*
Irving	Outside*
Highland Hills	D8
East Garland	Outside*
Northwest Dallas	D6
Esperanza Community Center	D11
Ledbetter	D4
Buckner	D7
Duncanville	Outside*
West Garland	Outside*
Abrams	D9
Fruitdale	D4
Contact Center**	D4, D7

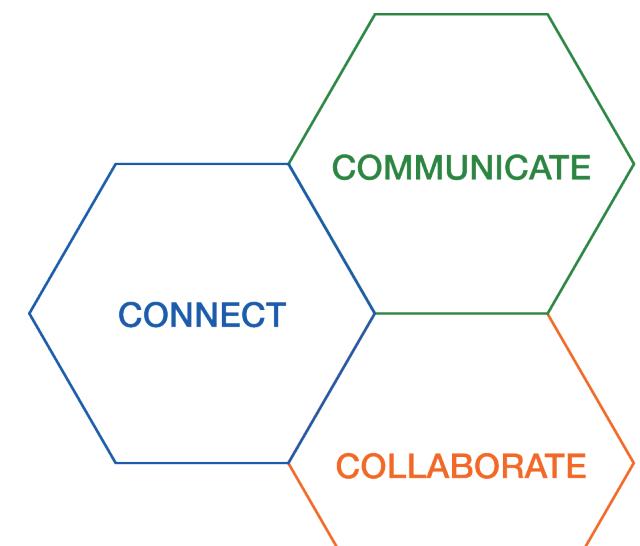
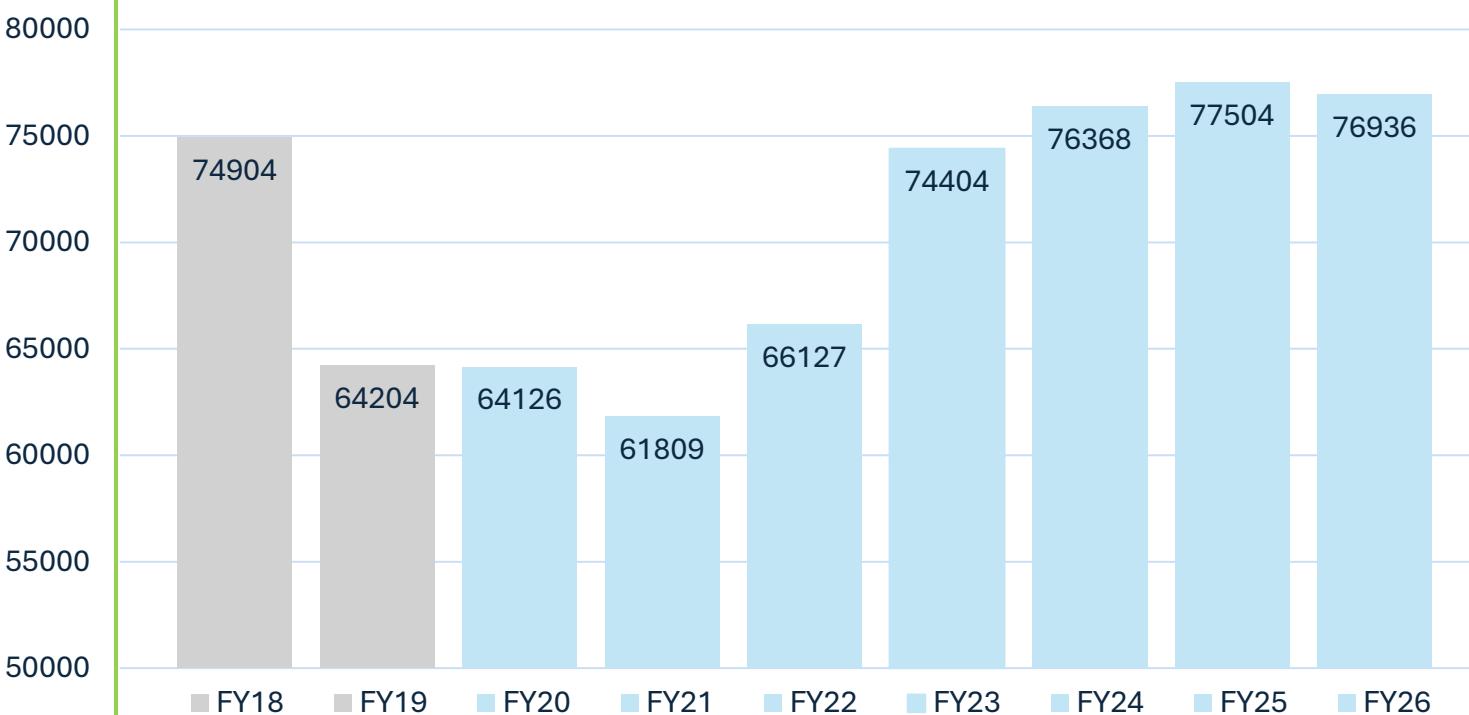
*These WIC Clinics are located outside of City Council's Districts



Dallas WIC Participation Trends

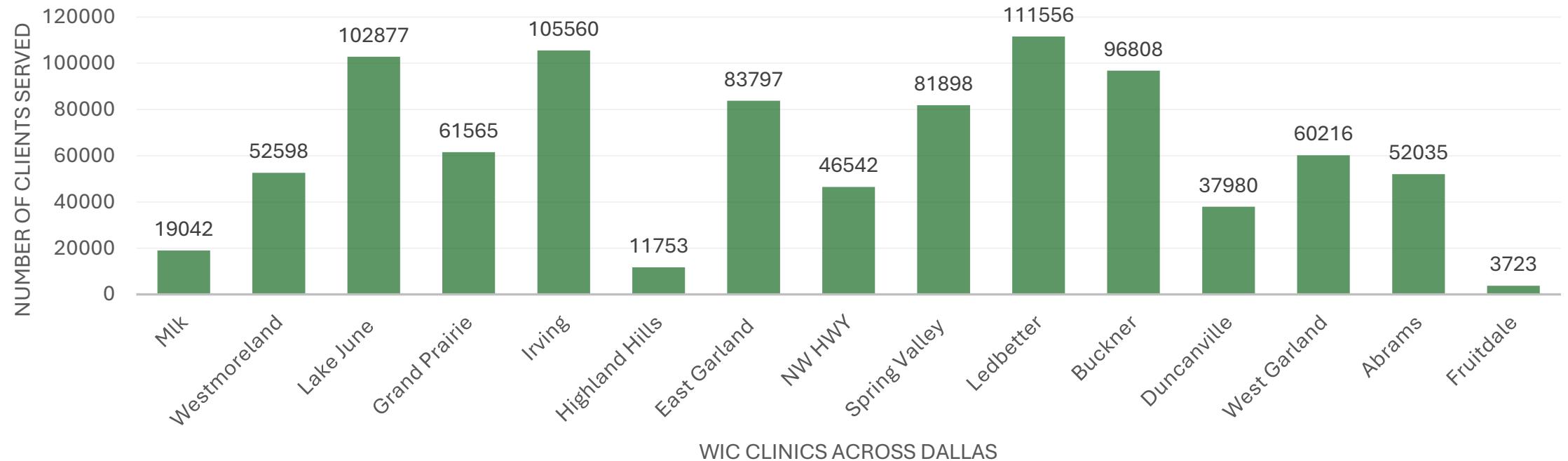
Average Monthly Participation Over Time

Dallas WIC Average Monthly Participation



FY 2025 Annual Program Participation per Clinic Location

Fiscal Year 2025 Participation per Clinic –
Total Clients Served 927,950



Dallas WIC Program Funding

WIC Program Funding

- The WIC Program is federally funded through annual appropriations to the U.S. Department of Agriculture (USDA), which provides grant funding to states and local agencies to operate WIC services. Local WIC agencies, including the City of Dallas, administer the program based on those federal funds. In fiscal year 2025, the program received approximately **\$17 million in grant revenue to the City of Dallas** through its operations and associated funding streams.
- The WIC Program is funded through a cost-reimbursement grant structure, in which only actual, documented expenses are reimbursed. All costs must be WIC-allowable and compliant with program policies and procedures.
- WIC funding is comprised of program allocations in addition to earned income of \$14.25 per client, calculated based on the issuance of benefits. The total projected funding for FY26 is approximately \$18 million. Four factors are applied independently to adjust the rate specifically for each local agency. The four factors are population density, median household income, information technology (IT) support, and local agency's participation level. Funding formula rate may vary from year to year.

Funding Use and Allocation of WIC Program Funds – FY26

Use of Funding

WIC program funds are expended on allowable program costs, including personnel salaries and benefits, facility leases, utilities, communication services, non-professional contracted services, travel, equipment, supplies, and outreach.

Project Categories	Funding Award Amount
Administration	\$14,452,770
Peer Counselor	\$2,263,373
Registered Dietitian	\$200,000
Lactation Services	\$250,000
Lactation Support Center	\$745,000
TXIN Platform/Internet	\$248,000
Improving Participant Experience	\$5,000
Nutrition Education	\$17,500
Professional Development	\$267,450
TOTAL	\$18,449,093

WIC Grant Revenue and Expenses

	Fiscal Year 2020	Fiscal Year 2021	Fiscal Year 2022	Fiscal Year 2023	Fiscal Year 2024	Fiscal Year 2025
Total WIC Grant*	\$15,092,671.84	\$13,439,320.00	\$14,869,740.00	\$15,135,675.00	\$16,851,714.00	\$17,894,825.00
Total WIC Revenues	\$14,551,500.43	\$12,836,049.50	\$13,541,735.36	\$14,319,396.12	\$16,109,170.11	\$16,163,415.43
Total WIC Expenses	\$14,551,500.43	\$12,836,049.50	\$13,541,735.36	\$14,319,396.12	\$16,109,170.11	\$16,163,415.43

Strategic Planning, Goals, and Program Improvements

Strategic Plan Foundation – The CORE 4



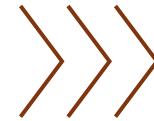
Staff Engagement

- Hiring thoughtfully
- Training comprehensively
- Retaining talent who are passionate about serving families



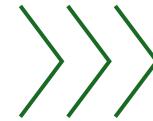
Client Engagement

- Ensures every interaction from the first phone call to the final appointment is respectful, efficient, and effective



Participation

- Proactive efforts to reach new eligible families
- Retain current participants for the entirety of their eligibility



Quality

- Anchor on sound policy, data protection, and continuous improvement

Fiscal Year 2025 Highlights – Goals and Accomplishments

Goal: Update WIC operating procedures

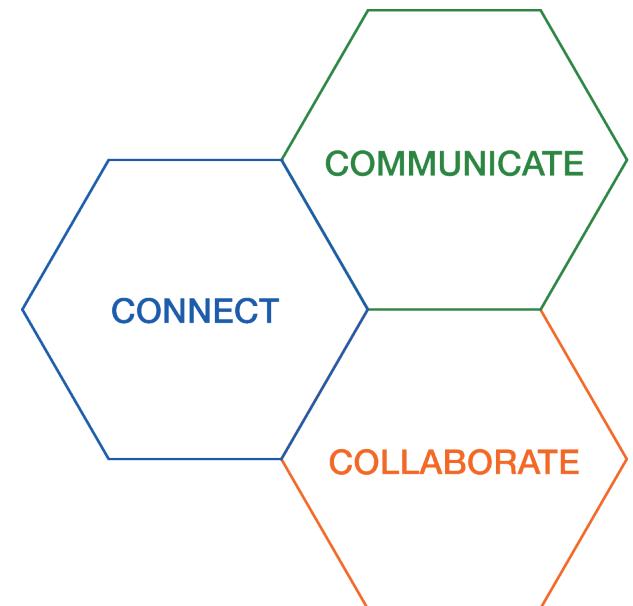
- Written standard operating procedures revamped for clearer expectations and accountability

Goal: Develop WIC business and finance standard operating procedures

- Written WIC business and finance standard operating procedures were developed for clear expectations and accountability

Goal: Continue Implementation of CORE 4 into WIC operations

- State WIC Audit resulted in minimal items requiring corrective action, reflecting strong program oversight and compliance
- Leveraged the Contact Center to actively engage clients, promote program services, and drive increased participation
- Continued to strengthen strategy and operations through data-driven decision-making
- Expanded the WIC Program's social media outreach by creating engaging videos and shorts content focused on nutrition education
- Enhanced the quality of service in WIC's Contact Center through implementation of monthly staff report cards and a detailed role rubric
- Increased WIC Certifying Specialist nutrition counseling skill set through workshops
- Design of "WIC Welcome" Rubric for enhanced WIC Client Experience
- Implemented standardized procedures for nutrition education and lactation services to ensure consistent, high-quality care across all WIC clinics



Quality Management Review

- The State WIC agency conducts audits on local agencies at least once every two years with a minimum of 20% of clinic sites.
- Administrative operations, clinical operations, fiscal operations, food delivery systems, and records are monitored for compliance with federal, state, and local regulations, policies, and procedures.
- FY 2023 State WIC audit resulted in 9 items requiring corrective action (*5 administrative, 2 clinical, 2 fiscal*)
- FY 2025 State WIC audit resulted in 8 items requiring corrective action (*5 administrative, 1 clinical, 2 fiscal*)
- All items requiring corrective action identified during the audits have been fully addressed, and staff have completed the required Corrective Action Plans (CAPs) to resolve each item.
- Corrective Action Plans included the implementation of trackers and SharePoint tools to ensure timely monitoring and accountability. Program policies and protocols were also updated to reflect the revised processes moving forward.

What's Next for WIC

FY25-26

- Align work with Drivers of Opportunity (DO!) Framework
- Continued implementation of WIC CORE 4 Strategies
- Updates to SOPs Made to Increase Standardization across the WIC Program
- Advance Outreach Efforts
- Enhanced WIC Clinic Experience Strategies

FY25-30

- Continued implementation of 5 years strategic plan focusing on:
 - Business Operation
 - Data Analysis
 - Client Outreach
 - Customer Service
 - Staff Effectiveness



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