

Pursuant to Executive Order 14058 (December 13, 2021)
on *Transforming Federal Customer Experience and
Service Delivery to Rebuild Trust in Government*

2023 HISP CX Action Plan

Food and Nutrition Service

As a High Impact Service Provider (HISP), FNS focuses on service assessments, collecting customer feedback, and making measured improvements for one designated service:

1) Using WIC food benefits: The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) serves 6.7 million participants on average as of July 2023, including nearly 45% of all infants in the United States. WIC benefits can currently only be used in person. Online shopping and other modernization efforts will ensure eligible families are connected to WIC's services.

What we delivered in 2023:

- **Launched first pilot for WIC online shopping**
FNS, through a partnership with grantee the Gretchen Swanson Center for Nutrition, soft launched the project's first pilot for WIC online shopping. This soft launch enabled the use of WIC benefits for shopping online for WIC recipients living in the South Dakota and Rosebud Sioux Tribes' jurisdiction in partnership with a grocery retailer.
- **Released policy memos to streamline WIC program data and processes**
FNS published two Policy Memos that enable state agencies to simplify processes and support a reduction in WIC participant and staff burden. These memos focus on streamlining the enrollment process, with an emphasis on simplifying documentation collection, and supporting and encouraging data sharing to efficiently identify eligible enrollees across programs. Both of these efforts help save time and paperwork when enrolling or reenrolling eligible individuals.
- **Issued \$100 million in WIC modernization grants**
FNS provided grant funding to WIC state agencies to support the implementation of projects focused on data matching, certification streamlining, and other activities designed to improve WIC participant customer experience, including online shopping. Learnings from these WIC modernization grants will help to improve technical assistance for all state agencies.
- **Published improved WIC Online Shopping Blueprint**
FNS released an updated WIC Online Shopping Blueprint, using information gathered from the initial phases of the WIC Online Shopping pilot projects, to provide best practices and lessons learned that can inform all WIC State agency efforts to bring shopping online to WIC.

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What we commit to deliver in 2024:

- **Launching at least three additional WIC online shopping pilots**
FNS, through a partnership with grantee the Gretchen Swanson Center for Nutrition (GSCN), will launch at least three additional WIC Online Shopping pilots with six additional state agencies. These additional pilots going live will mean that WIC participants covered by eight state agencies will be able to choose to spend their WIC benefits online for the first time.
- **Launching WIC Online Shopping website to support all state agencies**
FNS and GSCN will develop a WIC Online Shopping website to provide a central location for WIC state agencies and their partners to access resources, technical assistance, and webinars to support the implementation of WIC online shopping.
- **Issue a second round of funding to expand WIC online shopping**
FNS will make \$16.5 million in grant funding available to WIC state agencies, providing additional opportunities for WIC state agencies to submit proposals to expand WIC online shopping in their jurisdictions through partnerships with GSCN.
- **Develop WIC modernization scorecard to inform technical assistance**
FNS will conduct a landscape assessment of current WIC state agency practices related to collecting data and reporting on the WIC customer experience to inform their strategy for providing technical assistance. As WIC state agencies transition away from the use of public health emergency-related waivers, this support from FNS will be critical to continue to implement innovative practices while maintaining program integrity and improving customer experience.