



WIC Golden Era Awards

Top Caseload Increase

Caseload refers to the number of participants issued benefits with a begin date during a given month. This figure is directly related to our annual funding level each year. We analyzed caseload across clinic sizes: extra small (fewer than 301 participants), small (301 to 700 participants), medium (701 to 1,200 participants) and large (over 1,200 participants). The awards will be given to the clinics of each size category with the largest percentage increase in caseload from first quarter 2023 to first quarter 2024.

THE AWARDS GO TO:

- Extra small: Osage County Health Department Skiatook
- Small: Beckham County Health Department Elk City
- Medium: Cleveland County Health Department Moore
- Large: Tulsa Health Department Mingo 21

Largest Clinic in State

The clinic that has consistently maintained the highest monthly average caseload in the state over the course of the last year will be honored with the prestigious largest clinic award. This clinic has served a monthly average caseload of 4,860. We recognize their outstanding commitment and dedication to serving the community.

THE AWARD GOES TO:

Neighborhood Services Organization (NSO) in Oklahoma City



Highest Breastfeeding Duration

Breastfeeding duration is determined by the length of time mothers breastfeed as reported in PHOCIS. Continuous support is crucial to sustain breastfeeding among mothers. We categorized breastfeeding duration by clinic size: extra small (fewer than 301 participants), small (301 to 700 participants), medium (701 to 1,200 participants), and large (over 1,200 participants). The award will be given to clinics in each size category that achieved the highest percentage of mothers who were still breastfeeding their infants at 12 months.

THE AWARDS GO TO:

Extra small: Osage County Health Department Skiatook

Small: Payne County Health Department Cushing

Medium: Washington County Health Department Bartlesville

Large: Tulsa City County Health Department South

Top Retention Rate for Infants

Ongoing certifications are crucial for maintaining participants on the program. Currently, 33% of infants are not recertified at the age of one, which marks the stage where WIC experiences the highest participant loss. We examined all infants born in 2022 and evaluated, by clinic, the percentage of these infants who were recertified as children in 2023. This award recognizes the three clinics with the highest retention rates for infants to one year of age.

THE AWARDS GO TO:

3rd Place: Harper County Health Department Laverne

2nd Place: Variety Care Lafayette

1st Place: Coal County Health Department Coalgate

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Best Customer Service Satisfaction

Following each certification and recertification appointment, participants receive a text message containing a link to complete a customer service survey.

Participants are prompted to assess different aspects of their appointment, including staff assistance in understanding the WIC program, guidance on using their eWIC card, information about benefits, scheduling their next appointment, and addressing their questions. This award will be presented to the three clinics achieving the highest overall percentage of participants who reported that clinic staff fulfilled all these criteria.

THE AWARDS GO TO:

3rd Place: McCurtain County Health Department Idabel

2nd Place: Ottawa County Health Department Miami

1st Place: Love County Health Department Marietta

Most Supportive Staff

After each certification and recertification appointment, participants are sent a text message with a survey link, asking them, "What is the best thing about being on WIC?" This award will be given to the three clinics with the highest percentage of participants who reported that the best aspect of being on WIC is the support they receive from clinic staff.

AND THE AWARDS GO TO:

3rd Place: Marshall County Health Department Madill

2nd Place: Delaware County Health Department Jay

1st Place: Love County Health Department Marietta

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WIC Breastfeeding Support Award

The WIC Breastfeeding Support Award recognizes clinics that provided exemplary breastfeeding promotion and support activities in calendar year 2023. The intent is to serve as a model and motivate other local agencies to strengthen their breastfeeding promotion and support activities and ultimately increase breastfeeding initiation and duration rates among participants.

The WIC Breastfeeding Support Award is based on clinics that possess the following criteria:

- Have an IBCLC available on staff
- Have a local Certified Lactation Specialist (CLS) or equivalent certified staff person
- Have a dedicated Lactation Room for staff and public use
- Are a current OSDH recognized Breastfeeding Friendly Worksite
- Regularly participate in World Breastfeeding Week outreach activities
- Offer Breastfeeding Support Groups
- Operate a Breastfeeding Peer Counseling Program
- And are a Qualified WIC Peer Counseling Breastfeeding Award of Excellence GOLD level or higher winner

It takes perseverance and dedication from leadership, administration, clerical & CPA staff, as well as the community to qualify for this distinguished nomination.

WIC has three clinics that qualify for the WIC Breastfeeding Support Award:

- OCCHD
- Cleveland CHD Norman
- Cleveland CHD Moore

WIC Golden Globe Award

On Wednesday, July 25 at the State WIC Conference, 12 teams faced-off in a battle to determine who would take home the coveted WIC Golden Globe Award. Teams answered a variety of questions pertaining to WIC policy, foods, history, breastfeeding and other aspects of the WIC program. There were four teams in each round with the winner of each round advancing to the final round.

The WINNER:

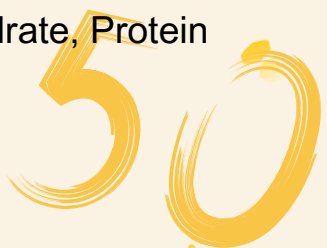
Grape Expectations from District 10 (Pam Pierce, Kaili Ortiz, Kena Rhoten and Zaira Estrada Marin)

LAURA K. SAVAGE CREATIVITY IN NUTRITION EDUCATION AWARDS

Since 2002, OSDH WIC has been hosting the Laura K. Savage Creativity in Nutrition Education Poster contest to recognize creative nutrition education efforts as well as remember the life of Laura K. Savage. Anyone teaching nutrition education is eligible to compete in the LKS contests. This year, we held a self-paced lesson contest and a poster contest for WIC staff. Self-paced lessons were submitted in June and posted on the conference website for conference attendees to view and vote on prior to the conference. Posters were displayed at the conference and voted on by conference attendees.

Self-Paced Lesson Contest

- Honorable Mention: Angie Johnson, District 6 —Meal Prepping with Your WIC Vegetables
- 3rd Place: Chloe Singleton, District 2—Family Meals for Raising an Adventurous Eater
- 2nd Place: Pamela Brown, District 5—Balance Carbohydrate, Protein and Fat
- 1st Place: Mirta Parodi, Variety Care—Hand Expression



Poster Contest

- 3rd Place: Shannon Burke, OCCHD—Lead
- 2nd Place: Angelica Rosiles, Variety Care Lafayette—On the Road to an Active Lifestyle
- 1st Place: Blanca Lopez, Variety Care Lafayette—Let's Plant a Garden

Student Social Media Post Contest

In addition to the staff contests, dietetic interns from OSU and UCO participated in a social media post contest. Posts were submitted in June and posted on the conference website for conference attendees to view and vote on prior to the conference.

- 3rd Place: Sarah Haakenson, OSU—Tips for Introducing Solid Food to Your Baby
- 2nd Place: Melina Rooks, OSU—Try to Make Colorful Plates
- 1st Place: Paloma Marolf, OSU—Hydration in the Summer