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Florida Health in Bay's WIC Program Wins Best Organizational Impact Award at Florida Sterling Conference

WIC project to increase participation prove its outcomes



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Panama City, Fla. – The Florida Department of Health in Bay County's WIC program is celebrating its award from the Florida Sterling Council. The team won "Best Organizational Impact" for Team Showcase at the annual Florida Sterling Conference. The performance improvement project focused on increasing WIC participation rates.

"I could not be prouder of our WIC staff and the team effort they have shown. They are true examples of what a customer service expert should be.", said Kay Mulligan-Judah, WIC Director.



WIC team members Connie Moorehead, Sandy McCroan, Mildred Melvin, and Kay Judah-Mulligan at the Sterling expo booth.

DOH-Bay's WIC program is proud of their achievement with some of the highest participation rates in the State! In fact, the program is often called upon to train other staff across the State due to its successes. The participation rate is an average of 6,139 for 2017 up from an average of 5,954 for 2015. This was achieved through diligently working the no-show appointment reports, obtaining multiple phone numbers, educating our clients on the importance of assigning a co-caretaker and/or proxy, and exhibiting excellent customer service.

During the conference, team members shared information on the project with other organizations. They also put on a skit with a western theme of WIC participants wanted. Participants included; Douglas Kent, MPH, Administrator, Victor Walsh, Financial Administrator, Kay Mulligan-Judah, WIC Director, Mildred Melvin, Nutrition Educator Supervisor, Sandy McCroan, Senior Health Consultant, and Connie Moorehead, Administrative Assistant II.



WIC team members along with Victor Walsh and Douglas Kent (center) participate in WIC clients WANTED skit.

WIC or Women, Infants, and Children is a special supplemental nutrition program. The program provides supplemental foods, health care referrals, nutrition education, and breastfeeding support. Services are for pregnant and postpartum women and infants and children up to age five. To learn more or to apply for WIC, visit Bay.FLHealth.gov and click on Programs & Services, Clinical and Nutrition Services, and then WIC. You can also call the office directly at 850-872-4666. For breastfeeding support for WIC or non-WIC clients contact the breastfeeding hotline at 850-747-5775.

About the Florida Department of Health

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