

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

## 2024 HISP CX Action Plan

# Food and Nutrition Service

As a High Impact Service Provider (HISP), FNS focuses on improving customer experience and delivery for the following service:

**1) Using WIC food benefits:** The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) serves 6.7 million participants on average, 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 will deliver in 2025:*

- **Issue a third round of funding to expand WIC online shopping**

To-date, FNS grant funding to the Center for Nutrition and Health Impact (CNHI, formerly the Gretchen Swanson Center for Nutrition) supports the expansion of WIC online shopping, including efforts in 15 state agencies. Building on these efforts, additional grant funding will be available to WIC state agencies in early 2025, providing more opportunities to expand access to support for online shopping projects across the country.

- **Update and expand tools and technical assistance for WIC State agencies implementing online shopping**

Through the partnership with CNHI, FNS launched [WICShopPlus.org](https://www.wicshopplus.org) to provide resources, webinars, and other technical assistance to support WIC State agencies, WIC-authorized vendors, and other WIC partners to strengthen and expand online shopping. FNS will work with CNHI to continue to update and expand resources offered on [WICShopPlus.org](https://www.wicshopplus.org) based on lessons learned from the ongoing grant-funded projects and guidance from established WIC online shopping working groups.