



WIC CHILD RETENTION WEBINAR

August 26, 2015; 2:00 – 3:00 PM (EST)

TOPIC: WIC Child Retention Strategies

PRESENTED BY: Minnesota, Arizona and Vermont WIC State Agencies

AUDIENCE: All State and Local WIC Agencies



United States Department of Agriculture
Food and Nutrition Service

FNS Strategic Priority



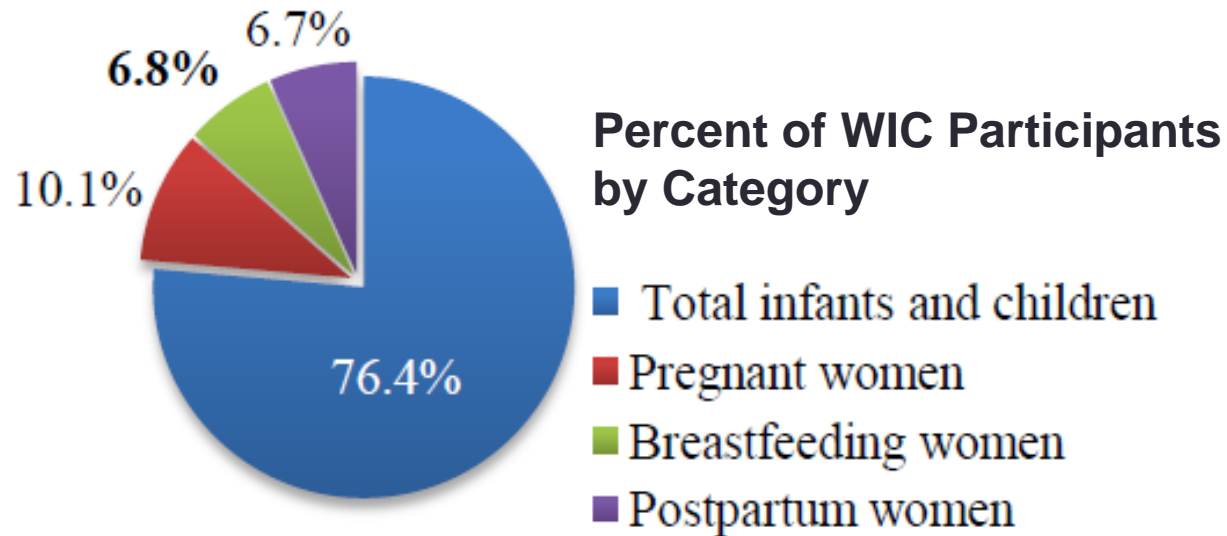
Food and Nutrition Service (FNS) Strategic Priority:

Implement strategies to help increase retention of children in WIC after age one.

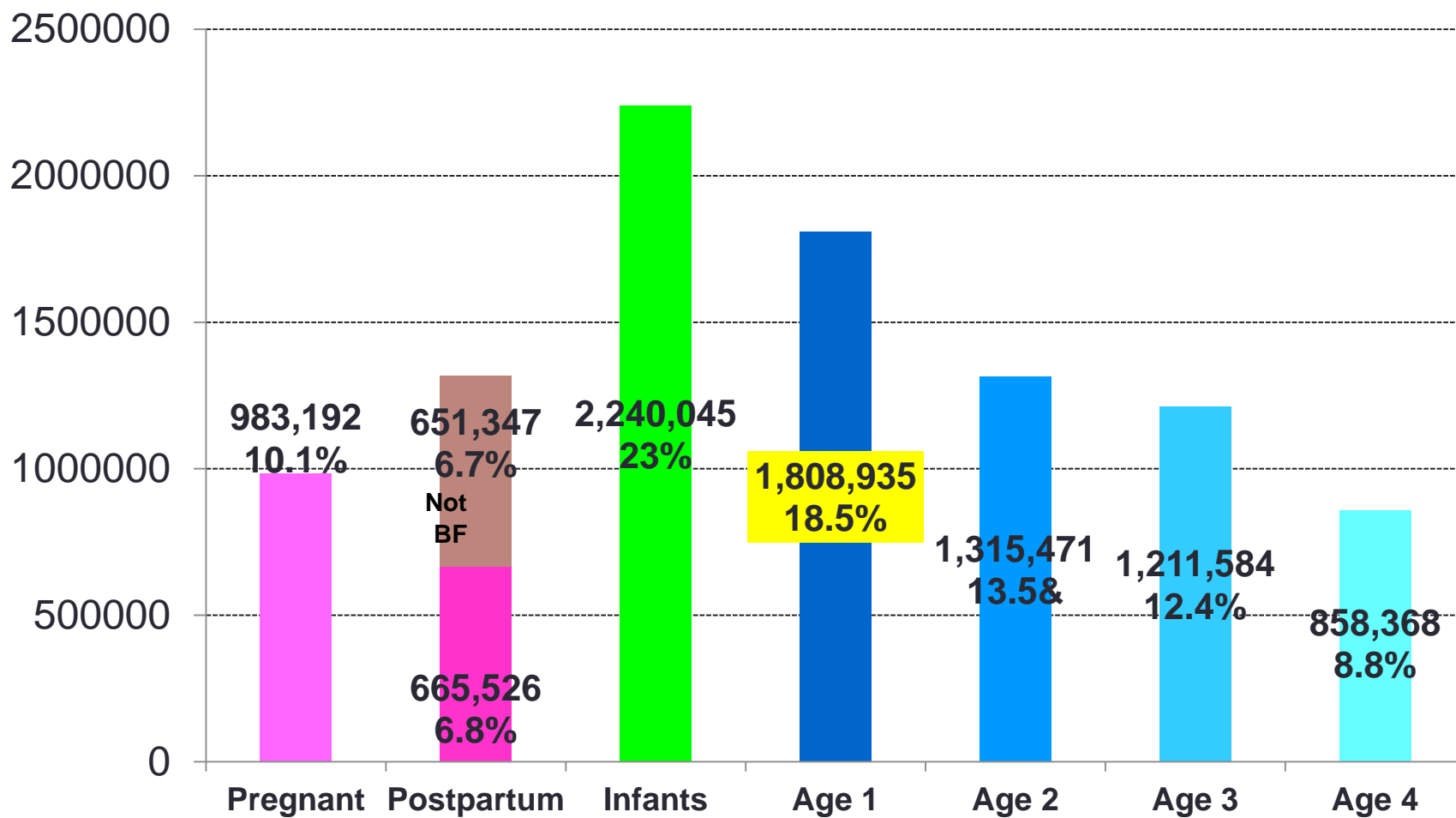
WIC Child Participation Rates

WIC target population:

- Pregnant women
- Breastfeeding women
- Non-breastfeeding, postpartum women
- Infants
- Children up to their 5th birthday



WIC Child Participation Rates





WIC Coverage Rates

2012 Coverage rates *(percent of eligible individuals who participate in an average month):*

- Pregnant Women: 71%
- Postpartum (BF+not BF) Women: 77%
- Infants: 85%
- Children (age 1-4 years): 53%

Source: 2012 WIC Eligibles Report Data and 2012 WIC Participant and Program Characteristics Report Data.



WIC Coverage Rates

2012 Coverage rates *(percent of eligible individuals who participate in an average month):*

- Children Age 1: 75%
- Children Age 2: 54%
- Children Age 3: 49%
- Children Age 4: 35%

Source: 2012 WIC Eligibles Report Data and 2012 WIC Participant and Program Characteristics Report Data.



WIC Child Retention Webinar

Minnesota:

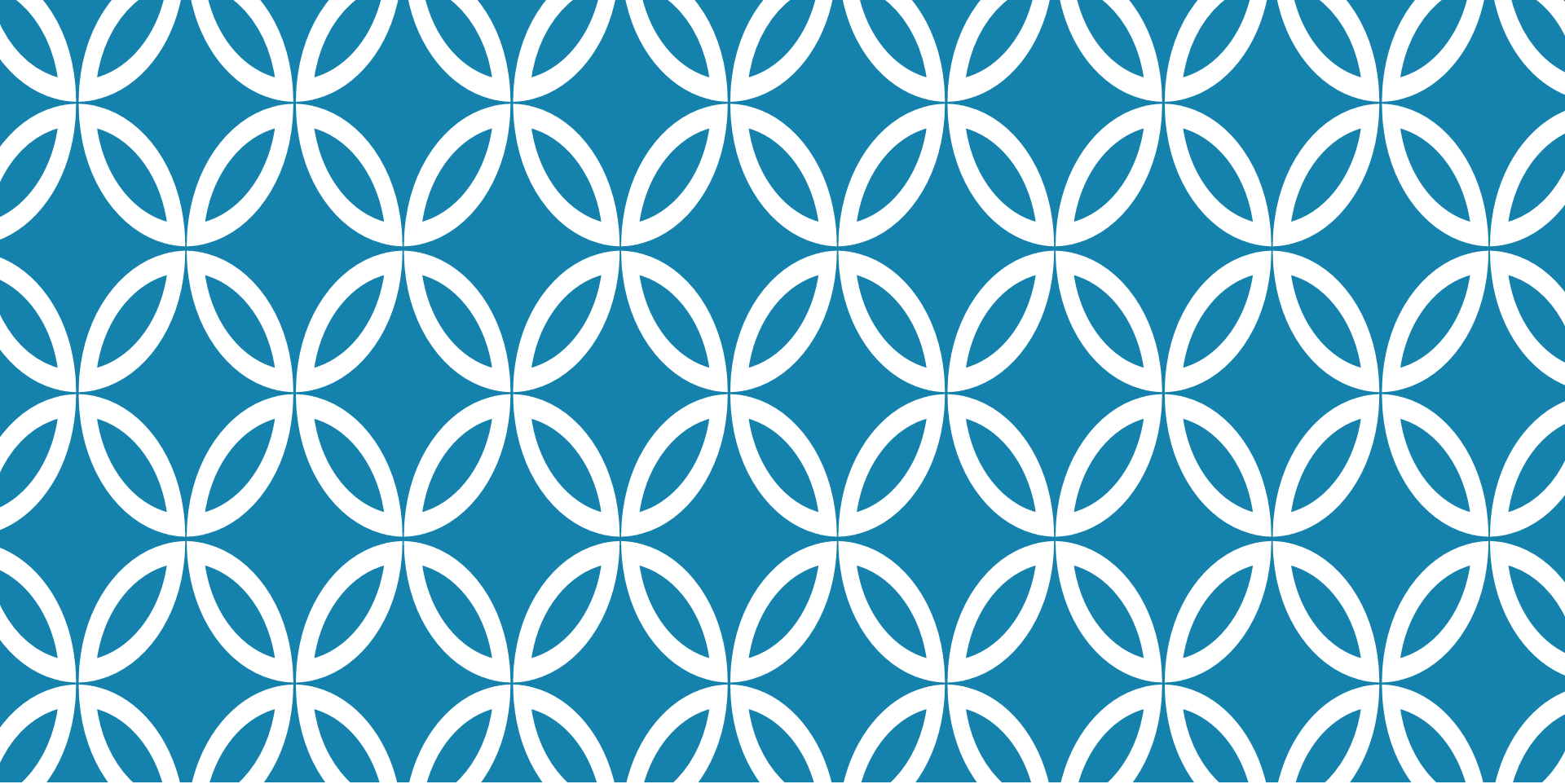
- Kate Franken

Arizona:

- Kevin Watanabe

Vermont:

- Lynne Bortree



MINNESOTA WIC PROGRAM

Healthcare Provider
Outreach

Kate Franken, MPH, RD
Minnesota WIC Program

Program Supervisor,



HEALTHCARE PROVIDERS AND WIC

- Providers have an important role in referring potentially eligible participants to WIC
- Care coordination with WIC a critical link between WIC and providers
- WIC can help patients meet health goals (nutritious diet, breastfeeding, healthy pregnancy and weight)
- One of top 3 ways of hearing about WIC is through community services, including hospitals and clinics



BACKGROUND

- Eligible non-participating women report wanting to hear about WIC from a trusted healthcare provider in a private setting. They want a discussion about the benefits of the program. (focus groups, 2013)
- Emphasize health benefits to help override stigma
- Providers not always aware of broad benefits of WIC
- Some physicians still think of WIC as an infant formula program
- Providers not sure how to refer to WIC
- Opportunity to reframe WIC and make referral easy for providers
- Funds available from Hunger-Free Minnesota to produce materials



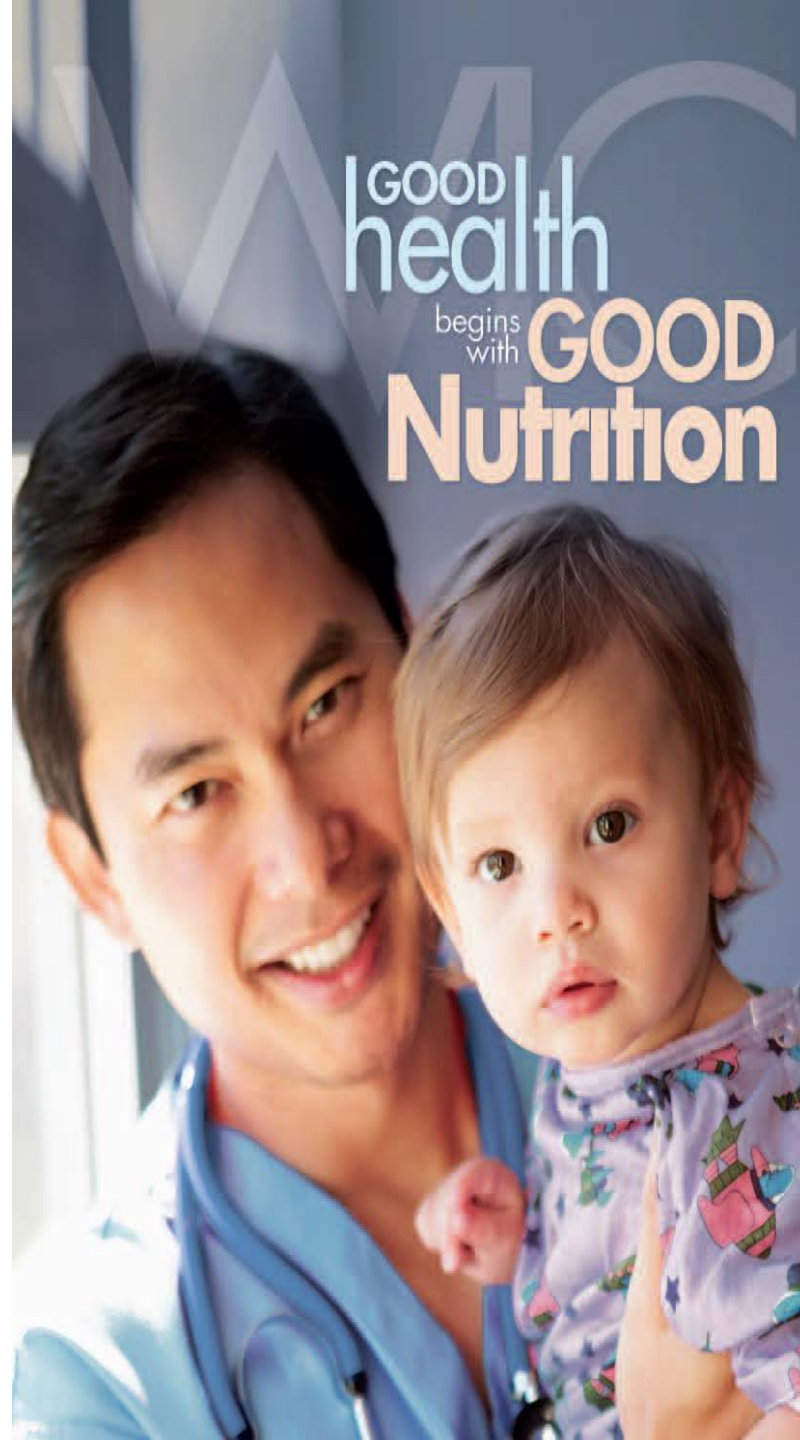
DEVELOPMENT PROCESS

- Worked with graphic designer that creates all of MN's outreach materials
- Focus on health and how WIC can help patients be healthy
- Highlight specific health benefits of WIC, including Return on Investment (ROI) data
- Showcase benefits of WIC beyond just foods
- Point to role providers have in referring patients to WIC
- Patients using Medical Assistance are automatically eligible for WIC
- Familiar "Prescription Pad" format for referring patients
- Got feedback from physicians at MN Chapter of the American Academy of Pediatrics (AAP) Annual Meeting



HEALTHCARE PROVIDER BROCHURE

FRONT PAGE





INSIDE OF BROCHURE

WHEN YOUR goals for a patient include

- breastfeeding support
- a child's healthy growth
- a healthy diet
- successful feeding
- sufficient iron in the diet
- prenatal nutrition
- healthy pregnancy



Get RESULTS with WIC

Increase key nutrients in the diet

Increase breastfeeding rates
and success

Improve healthy growth
and development

Better birth outcomes, with fewer
preterm and low birth-weight babies

For every \$1.00 spent
on WIC during pregnancy, up to
\$4.21 is saved in medical costs!

WIC Services

The WIC team includes nutrition professionals (RDs), and nurses (RNs & PHNs), in addition to certified lactation consultants and trained breastfeeding peers to work with new moms. Together WIC can offer your patients follow-up care in four key areas:

Breastfeeding	Resources	Nutrition	Food Choices
<ul style="list-style-type: none">• Assistance & Tips• Peer Support	<ul style="list-style-type: none">• Consultations• Referrals	<ul style="list-style-type: none">• Assessment• Education	<ul style="list-style-type: none">• Food Packages• Shopping Guidance
			
One-on-one breastfeeding help and encouragement for as long as mom and baby choose to breastfeed.	Connecting families to health and community services, resources and programs important to each participant.	Personalized nutrition consultation with routine follow-ups, working with families to address dietary needs, meal planning and feeding concerns.	Nutritious food packages include fruits & vegetables, whole grains, low-fat dairy and iron rich foods tailored to the specific needs of moms, infants and children to age 5.

You promote healthy eating **WIC can help!**



BACK PAGE

INCLUDE WIC IN YOUR TREATMENT PLAN

The American Academy of Pediatrics recommends physicians refer eligible patients to WIC. Minnesota WIC serves 45% of infants born, but there are still thousands of pregnant women and babies, and even more children ages 2-5 that are eligible but not participating. Among them are families using Medical Assistance for their health coverage that are automatically eligible for WIC*.

*Families are eligible for WIC if they have income up to 185% of the federal poverty level or are enrolled in certain other programs such as Medicaid/Medical Assistance.



CONNECT PATIENTS with WIC



WIC Rx Forms

For families that need extra nutritional help



WIC Brochures

Available in English, Spanish, Hmong & Somali

Order free materials at www.health.state.mn.us/wic/outreach



Minnesota WIC Program
Minnesota Department of Health
P.O. Box 64882
St. Paul, MN 55164-0882
www.health.state.mn.us/wic
1-800-657-3942



WIC Rx materials are funded by a grant from Hunger-Free Minnesota.
USDA is an equal opportunity provider and employer.
ID#54080 11/2014

WIC RX REFERRAL

WIC Rx Nutrition Services

NAME _____ DATE _____

Your doctor suggests that you **consider visiting WIC for these services** to help your family be healthy.

- ☐ Breastfeeding support
- ☐ Child's healthy growth
- ☐ Assistance with family nutrition
- ☐ Nutritious foods
- ☐ Solutions for picky-eaters
- ☐ Prenatal nutrition
- ☐ Other: _____



Call **1-800-942-4030** to make a WIC appointment.

Learn more at www.health.state.mn.us/wic

WIC Rx materials are funded by a grant from Hunger-Free Minnesota.
USDA is an equal opportunity provider and employer. ID#54080 11/2014



OUTREACH MAILING IN EARLY 2015

Local Pediatrician partner wrote a cover letter to providers encouraging them to refer patients to WIC

“I am writing today to recommend universal referrals into the WIC Program for all eligible families.”

Mailed materials to over 4000 Minnesota Pediatricians, OB/GYNs, and Family/General Practitioners

- Letter of recommendation from peer physician
- Healthcare provider brochure
- Sample WIC Rx pad
- General outreach brochure



FOLLOW UP

- Local Agencies follow up on outreach mailing
- Materials available on WIC website
- Request to translate referral pad into Spanish
- Track usage/requests for materials
- Other ways to evaluate??

FOR MORE INFORMATION

Materials available on WIC Website:

<http://www.health.state.mn.us/divs/fh/wic/outreach/hcpbrochure.pdf>

<http://www.health.state.mn.us/divs/fh/wic/outreach/hcprxpad.pdf>

Online order form:

<https://www.health.state.mn.us/divs/cfh/connect/index.cfm?cmd=forms.outreach>

Questions/Comments: Katherine.franken@state.mn.us

Arizona WIC Program Outreach Campaign and 2014 WIC Special Projects Grant



Kevin T. Watanabe, MS, MPH, RD, CSP
WIC Local Agency Liaison & ONEDS Project Lead
Kevin.Watanabe@azdhs.gov



Health and Wellness for all Arizonans



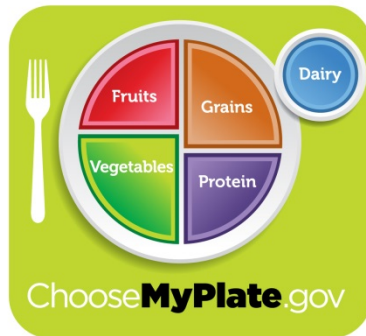
Objectives

- Discuss the Arizona WIC Program Outreach Project
- List child retention strategies used in the Arizona WIC Program
- Describe the USDA-Funded Online Nutrition Education Discussion Sessions Project (ONEDS)
- Identify collective impact of obesity prevention efforts in Arizona



Common Messages

USDA Core Nutrition Messages



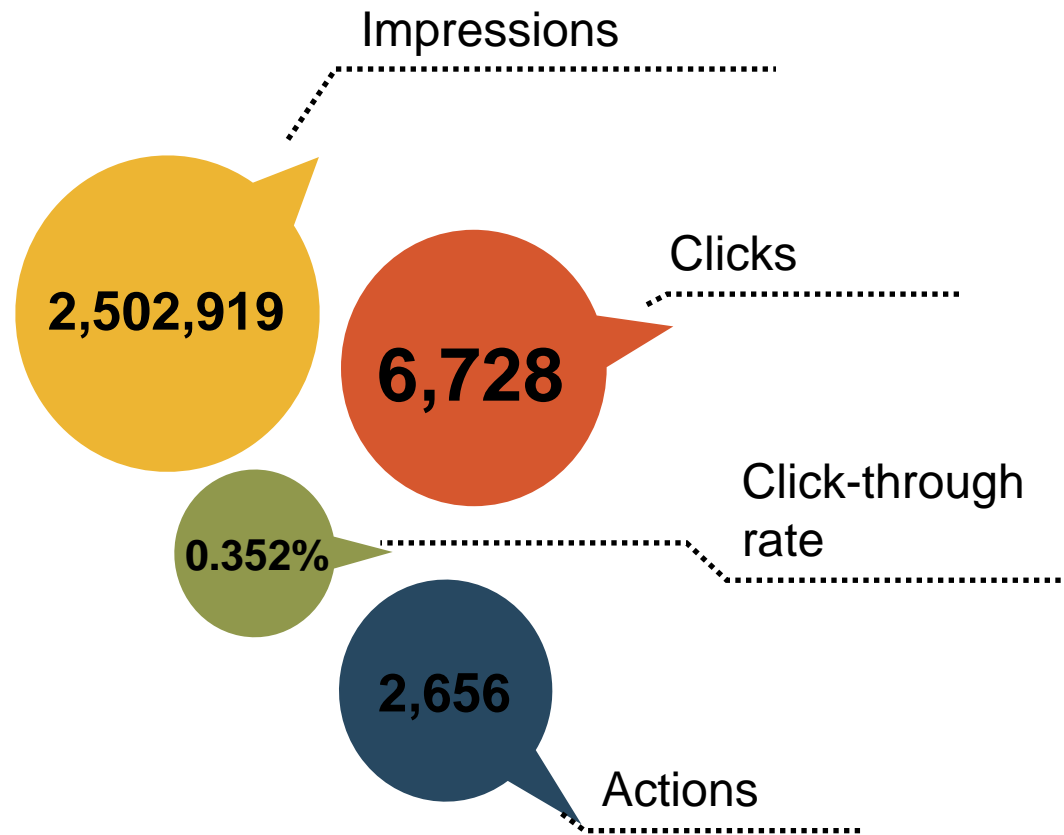


WIC Outreach Project



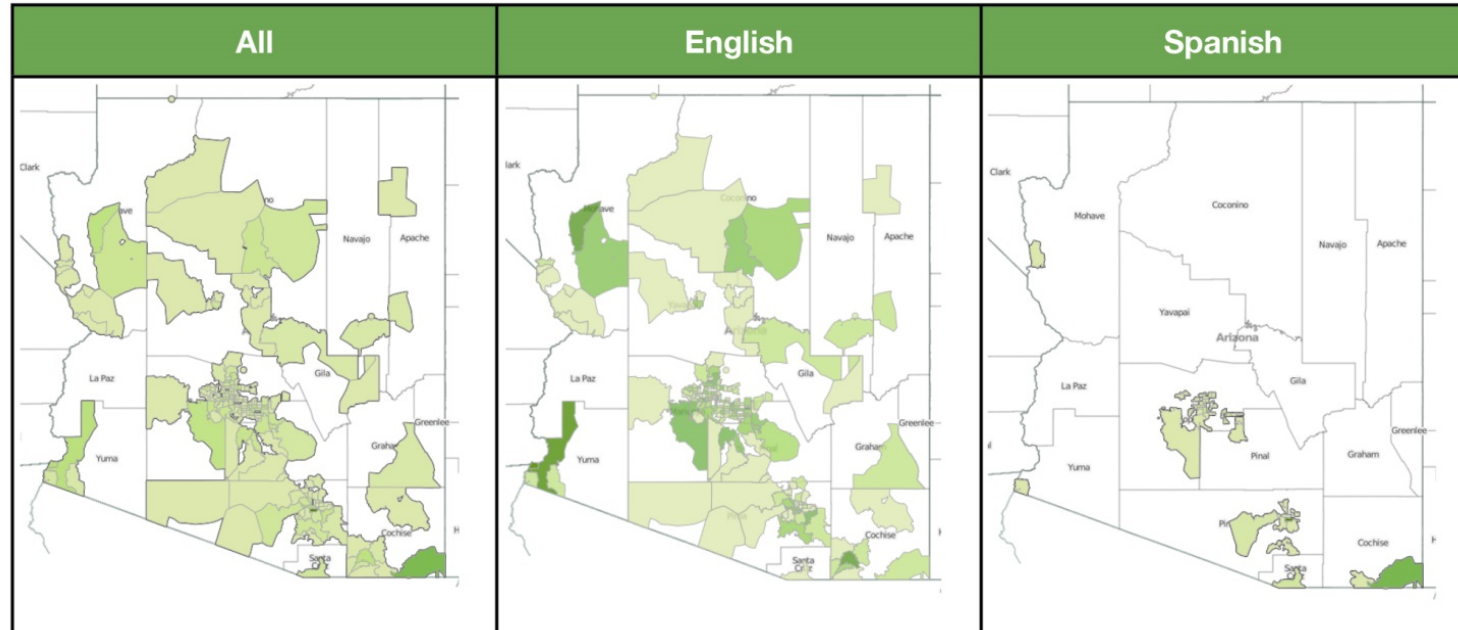
Facebook Recruiting

We used **Facebook** to recruit using keywords and Facebook demographics.





Quantitative and Qualitative Research Statewide Reach



Shaded areas indicate zip codes of focus group and online survey participants
(n=775 Online Survey Participants, 6 Focus Groups, 12 In-Depth Surveys)



Quantitative Results

- Why have you never participated in WIC?
(n=76)
 - Some are unaware or misinformed
 - Over half thought they were not eligible (51%)
 - 13% don't know how to apply
 - 3% never heard of WIC
 - Some believe they shouldn't rely on WIC
 - 18% said "I can do it on my own"
 - 11% said "I would rather do with less rather than rely on the government"



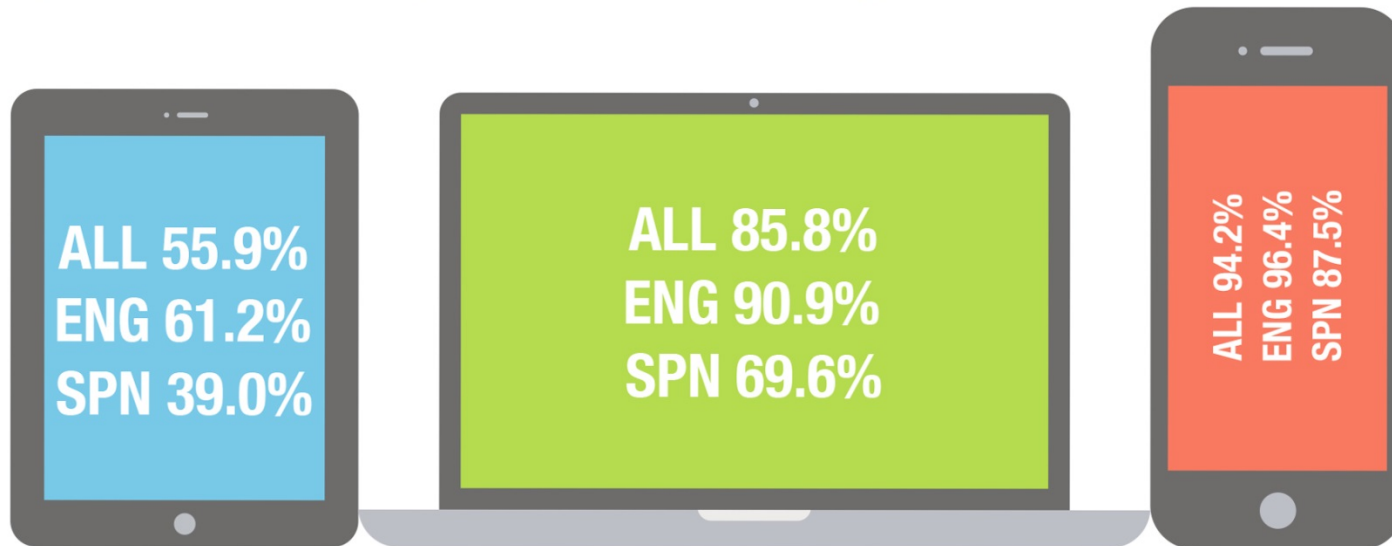
Quantitative Results

- I left WIC because . . . (n=181)
 - No longer needed help from WIC (33%)
 - It's a hassle shopping for WIC foods (19%) or going to the WIC office (14%)
 - My child turned one (12%)
 - My baby no longer needed formula (14.5%)
 - I thought I was taking the place of someone else. (14.5%)
 - All who gave this reason said they worried about running out of food either often (39%) or sometimes (61%).



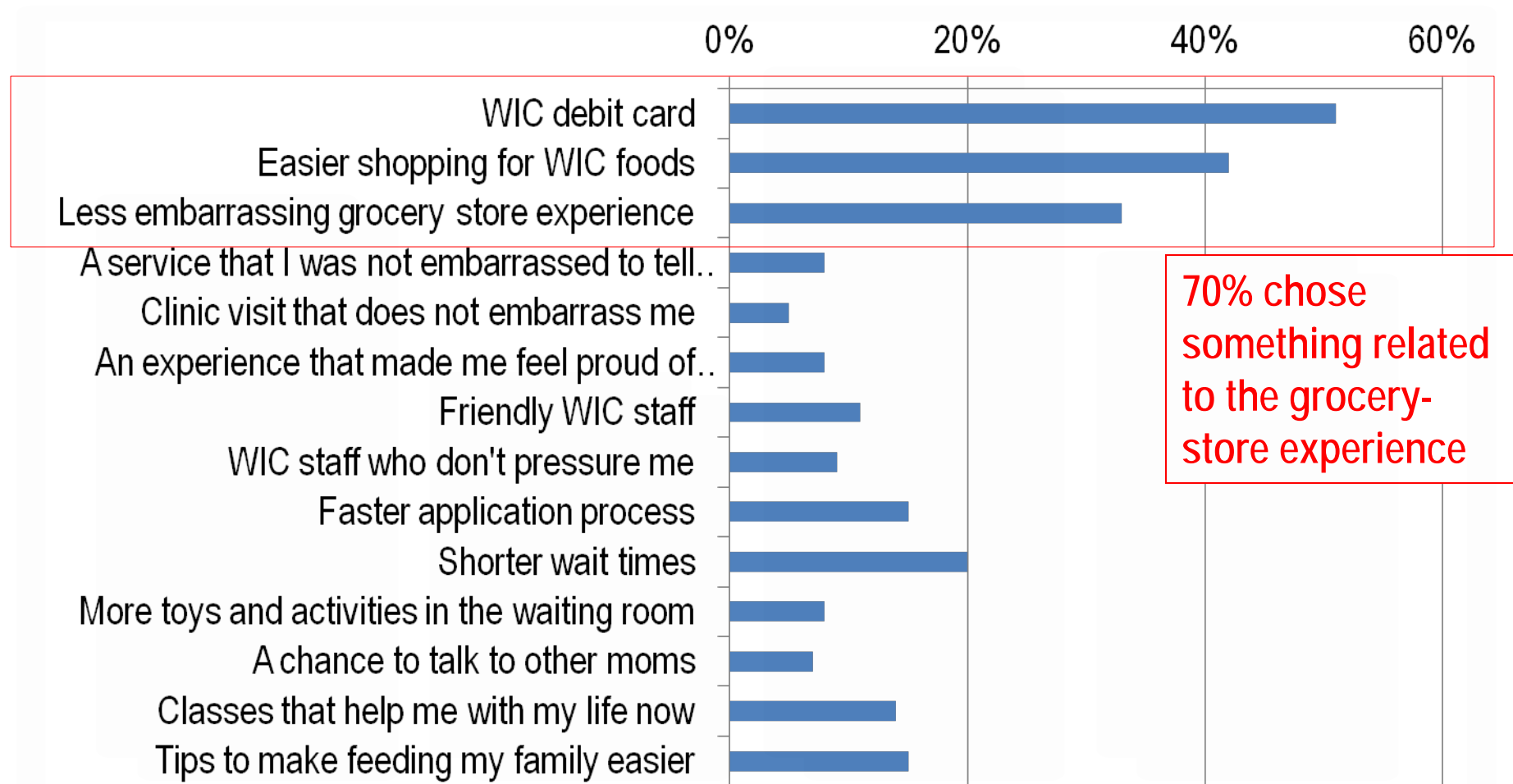
Technology Preferences

Figure 27. How often do you use each of the following?



Note: The percentages listed are a composite score of daily and sometimes use reported by survey respondents.

I would return to WIC if it offered . . . (n=181)





Qualitative Results

- Finding 1 – Relying on help is deeply unpleasant
- Finding 2 – Hard on themselves, empathetic of others
- Finding 3 – Connection, Moms say they want it





- MAIN IDEA
 - A little help for the toughest job in the world.
- Campaign Elements
 - Radio
 - Online Ads
 - Grocery Stores, Laundromats
 - Social Media (Facebook, Twitter, Pinterest)
 - Participant Materials (Food List, ID Folder)

Outcomes – Child Retention

Month	Children	Total
March	69,044	142,728
April	69,608	143,639
May	71,355	145,290
June	74,080	149,035

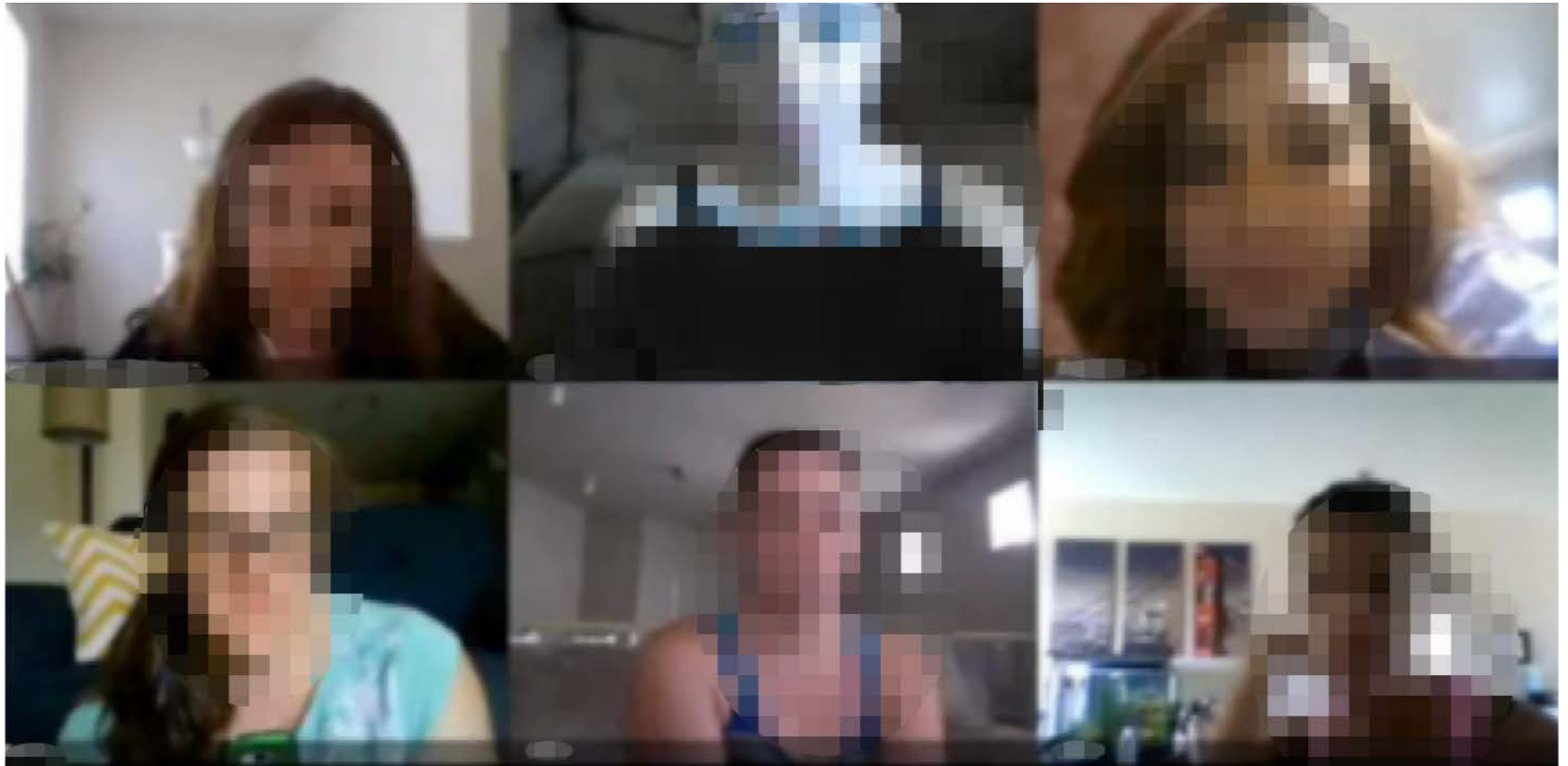


Collective Impact:

- Outreach Campaign
- New Website, azwic.gov
- Birthday Card and Fruit and Vegetable Book for one-year-olds
- Text Message Appointment Reminders
- Participant-Centered Services



ONLINE NUTRITION EDUCATION DISCUSSION SESSIONS (ONEDS)





Concept Development

- Reduce identified barriers to participation:
 - Having to haul children into the WIC office
 - Time perceived as “wasted” waiting to be seen
 - Lack of transportation
 - Inclement weather
- Facilitated discussion vs. online course

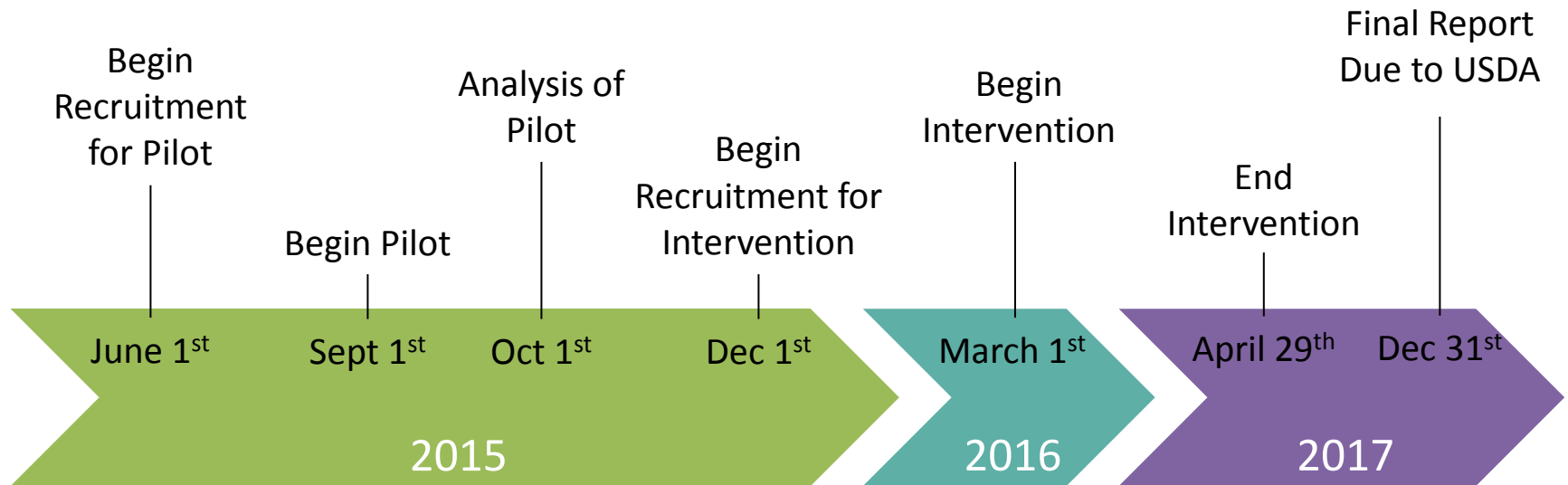
Project Components

- Discussion Guides
 - Baby's First Foods (3-5 months)
 - Family Meals (6-9 months)
 - Picky Eating (12+ months)
 - Activity with your Kids (12+ months)
 - Kids in the Kitchen (24+ months)
- Skype
- Recruitment and Facilitation Training
- Evaluation Tools





Project Timeline



AZ Collective Impact 2009-2014

Overweight and Obesity

WIC Children, ages 2-5:

- Overweight decreased from 14.3% to 12.8%
- Obesity decreased from 14.2% to 12.8%



Adults on Food Assistance:

- Healthy Weight increased from 25.3% to 32.0%
- Overweight or Obese decreased from 72.6% to 64.5%

For More Information

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ONEDS Project Lead
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Arizona WIC Website
<http://azdhs.gov/prevention/azwic/>

ADHS WIC – Attitudes, Barriers, and Beliefs Study: Final Report
<http://azdhs.gov/documents/prevention/azwic/arizona-wic-program-attitudes-barriers-and-beliefs-study-limetree-2013.pdf>



This food list is effective April 1, 2015. Vendors may not carry all items listed and/or pictured on the WIC food list.



WIC2Five

WIC2Five

Using Mobile Health Education Messaging to Support Program Retention

2015 WIC Special Projects Mini-Grant

Vermont WIC Program



WIC2Five Overview

Parents who opt-in receive 2
texts each week

- 1 text message weekly
 - Pre-programmed series of essential educational content

Make this quick & healthy WIC lunch
with your child: tuna-veggie
sandwiches + fresh fruit salad.

Easy recipes are just part of what WIC
offers!

Healthvermont.gov/wic

- 1 text message weekly
 - “Ad-hoc” time-sensitive content

Brattleboro WIC families can start
shopping at grocery stores with their new
WIC cards today! For questions or help
call us at 802-253-8805



WIC2Five Overview, continued

Parents who opt-in are sub-grouped

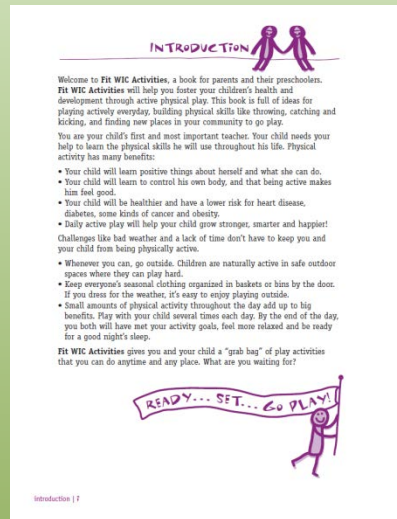
By age of their child

- Welcome to WIC2Five!
- We want to send you texts that are most helpful for your child's age. Please text your child's age in years now. (text 1, 2, 3, 4)

By zip code

- We also want to send you texts about WIC events and activities in your area. Please text your 5 digit zip code now.

Timeless Information; Outdated Communication Channels





Week 2: Build Your Child's Brain with Active Play

	1 year old	2 year old	3 year old	4 year old
Main Message	Active play helps your toddler build more than muscle. Build her brain with activities like stomping, waddling and marching. Run and jump every day!	Active play helps your child build more than muscle. Build her brain with activities like scurrying, chasing and trudging. Run and jump every day!	Active play helps your preschooler build more than muscle. Build her brain with activities like hopping, leaping and dashing. Run and jump every day!	Active play helps your preschooler build more than muscle. Build her brain with activities like skipping, prancing, and galloping. Run and jump every day!
Follow-up message (sent 1 minute after main message)	Get your free copy of Playing with Your toddler. Text Fitwic now and we will send you one.	Get your free copy of the Fit WIC Activity Pyramid. Text Fitwic now and we will send you one.	Get your free copy of the Fit WIC Activities Book. Text Fitwic now and we will send you one.	Get your free copy of the Fit WIC Activities Book. Text Fitwic now and we will send you one.



Goals and Objectives

Goal 1. Increase the proportion of children enrolled in Vermont WIC who “graduate” at age 5 by implementing targeted mobile health education messaging.

- Objective 1: 50% of mothers of children with cell phones equipped to receive texts will self-enroll in *WIC2Five*.
- Objective 2: Increase by 6 months the average length of time children are enrolled.

Goals and Objectives, continued

- Objective 3: Decrease by 75% the proportion of children terminated due to failure to make or keep a certification appointment.
- Objective 4: Decrease by 50% the proportion of children terminated due to “failure to participate”.

Your child has you and you have WIC. Don't miss out on personal nutrition care, fun family activities, healthy foods and more! Keep your WIC membership current!

Project Environment

5 Vermont Local Agencies

- **Implementation sites**

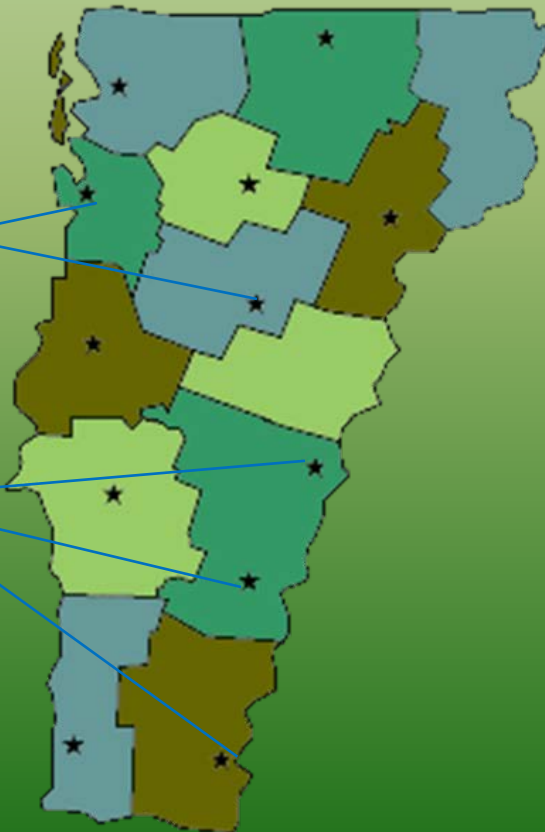
- Barre

- Brattleboro

- Burlington

- Springfield

- White River Junction



Project Environment



HOME FOOD DELIVERY IS ENDING

This winter your home food delivery will be replaced with the new Vermont WIC card that you will use in grocery stores.

SIGN-UP EARLY AND BE READY

Watch for more information, attend a learning session and activate your WIC card so you don't lose any of your benefits.

THE NEW WIC CARD!

Coming soon to Vermont WIC



More choices, greater convenience and increased flexibility are coming your way as WIC changes from home delivery of WIC foods to a new electronic benefits card.

Choices

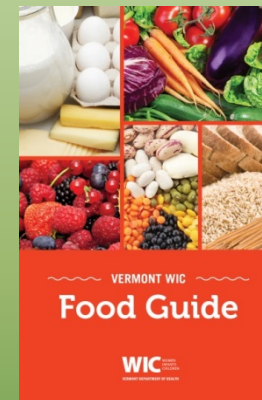
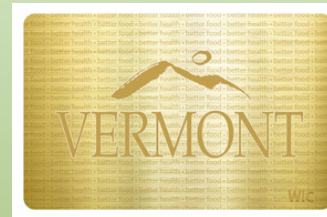
Choose from an expanded list of dairy, eggs, peanut butter, whole grains, fruits and veggies, cereals and more! New additions include yogurt, whole wheat pasta and tortillas.

Convenience

Shop throughout the month at Hannaford, Price Chopper, Shaw's and Tops as well as many smaller grocery stores.

Flexibility

Buy the WIC foods you want on your schedule, when you need them each month.



Brattleboro WIC families can start shopping at grocery stores with their new WIC cards today! For questions or help call us at 802-253-8805

Project Timeline

- Planning:
 - January 2015 - July 2015
- Enrollment:
 - August 2015 – February 2016
- Implementation:
 - August 2015 – August 2016
- Evaluation:
 - September - December 2016



Kids who stick with WIC until age 5 grow healthy, happy and smart.

Sign-up for WIC2Five, Vermont WIC's new text message service

Get 2 messages each week to help you make the most of your child's first five years

Text messages specific to your child's age and stage of development

Helpful parenting tips

Health and nutrition information, and more!

Signing up is easy!
Just text **WIC2Five** to 85511 today.

Learn more at
healthvermont.gov/WIC

WIC2Five is a message service of the Vermont WIC Program. If you do not have unlimited texts per month, standard message and data rates may apply. Text STOP to opt-out at any time.



Protocol

2 easy steps for staff to complete at a WIC appointment

Assess for Eligibility Criteria

- Parent/caregiver of a child between the ages of 1 and 5 years;
- Has a cell phone that accepts text messages;
- Reads and understands English.

Enroll eligible families

- Explain *WIC2Five*
- Review Institutional Review Board (IRB) Lay Consent
- Parent uses personal cell phone to opt-in by texting WIC2five to 85511

Project Deliverables

- Implementation Guide
- Text message content
- Promotional posters, flyers and wallet card

- Your preschooler loves the social time provided during family meals. Make one meal for the whole family and enjoy eating together.

- Find dozens of family-friendly meal and snack ideas at "What's Cooking?". <http://www.whatscooking.fns.usda.gov/>



Contact Information

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WIC CHILD RETENTION WEBINAR

QUESTIONS?

***This presentation will be posted on WIC Works Resource System.**



FY 2015 WIC Special Project Grants

- Focus Area – **Participant Integrity in the WIC Program**
- Request for Applications (RFA) to be released in late summer 2015.
- Full & Mini Grants to be awarded.
- Examples of successful projects may include but are not limited to:
 - Documenting household size
 - Addressing separation of duties in WIC clinics
 - Adjunctive income eligibility verification
 - Developing strategies to prevent participant fraud and abuse
 - Improving and refining the verification of certification (VOC) procedures