

Increasing APPetites for WIC Foods

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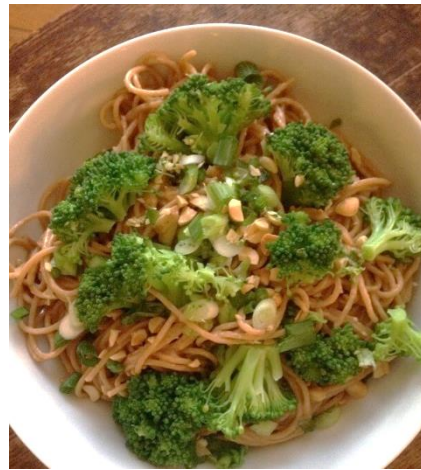
Kellogg Company

Ryan Magee

JPMA

Kobra Eghtedary, PhD

Michigan Department Of Health and Human Services



Objective

Raise Awareness → Engagement

Inspire Dialogue → Innovation



Agenda

Project Overview

Project Development

Evaluation

What's Next?

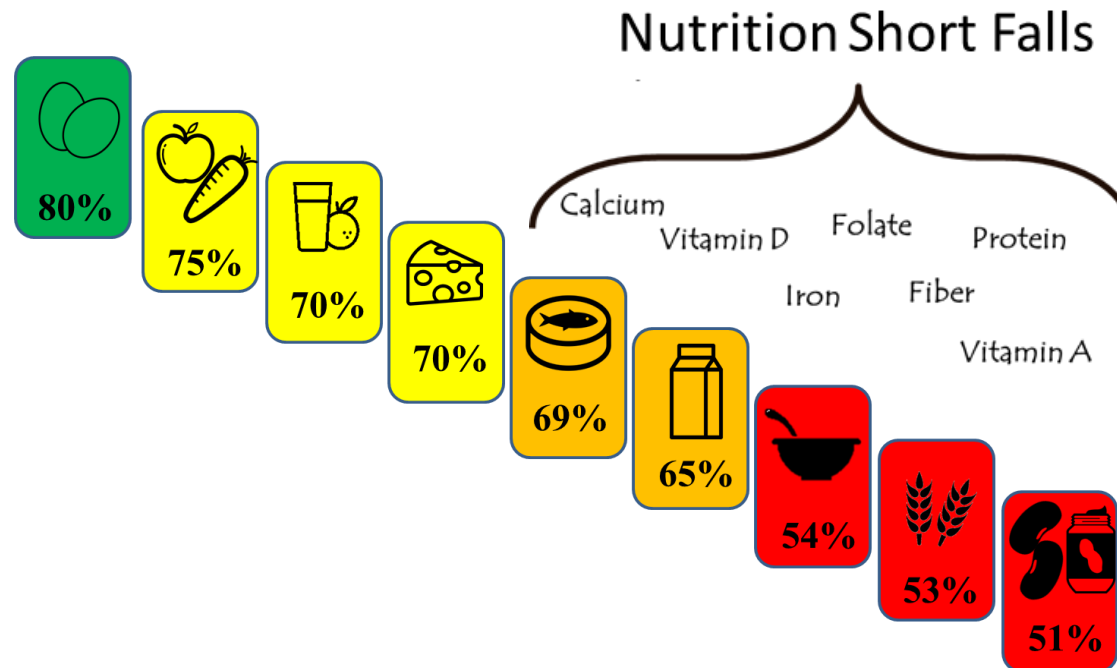
Project Overview

Project Background

Opportunity

Improve consumption of under redeemed WIC foods by helping WIC clients overcome simple barriers to purchase.

2013-2016 Under redemption of WIC foods*



*Review of WIC Food Packages: Improving Balance and Choice: Final Report 2017

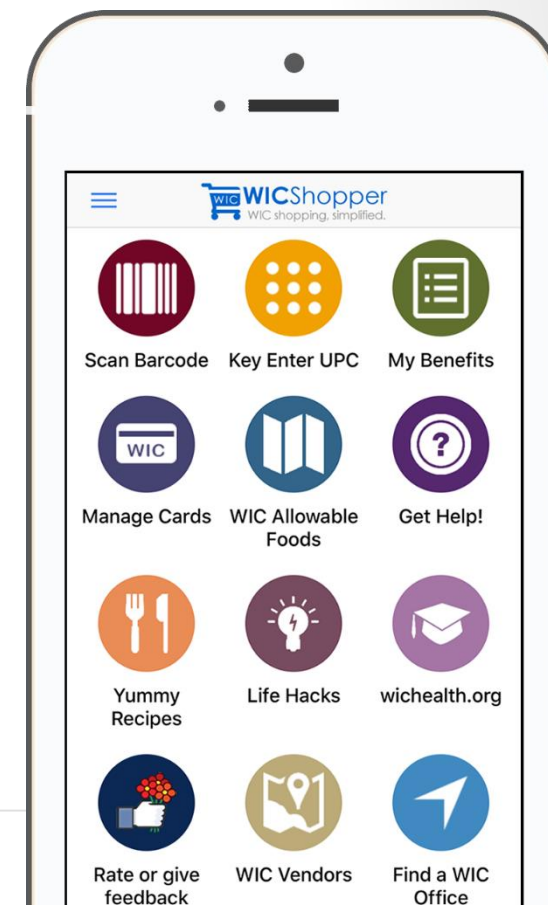
Project Background

Strategy

Fund improvements to an existing WIC app to drive awareness of unredeemed WIC foods and encourage use through recipes and cooking hacks.

Social Impact

Increased use of WIC foods resulting in program satisfaction and better public health outcomes.



Common Reasons for Under Redemption

- **Approved foods are not available**
- **Poor in-store signage/placement**
- **Can't find the right size**
- **Out of stock**



Problems to address through industry partnerships

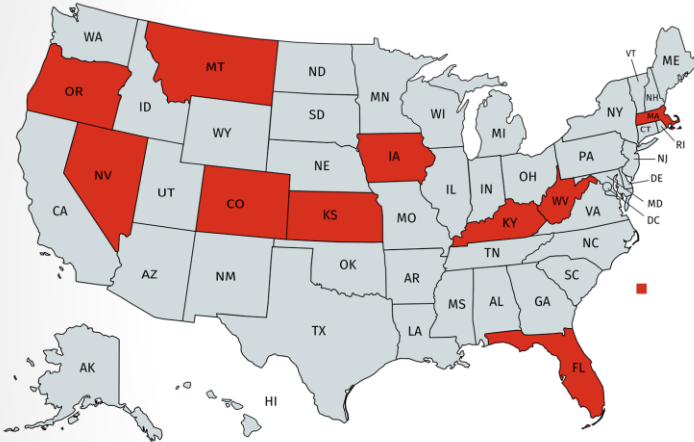
- **Don't know how to use foods**
- **Don't like food/brand**



Problems that can be addressed through nutrition education and food marketing

WICShopper App Helped Drive WIC Redemptions

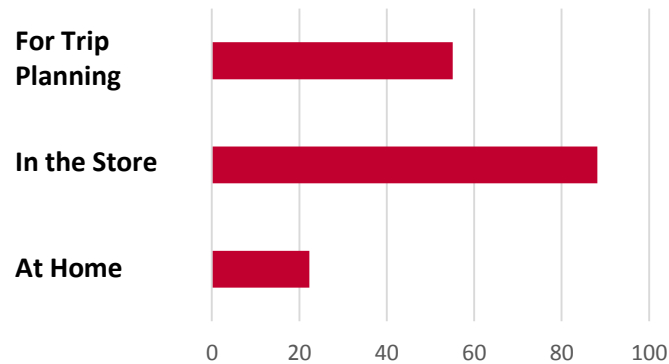
WIC App Reach



The App is used by states representing 15% of the WIC Population

WIC App Use

I Use the WICShopper App...



The App is Recommended by WIC Staff
Driving a 40% -70% Usage Rate

WIC App Solutions

Scan food or view list WIC to confirm WIC status

View recipes

Real-time benefit balance

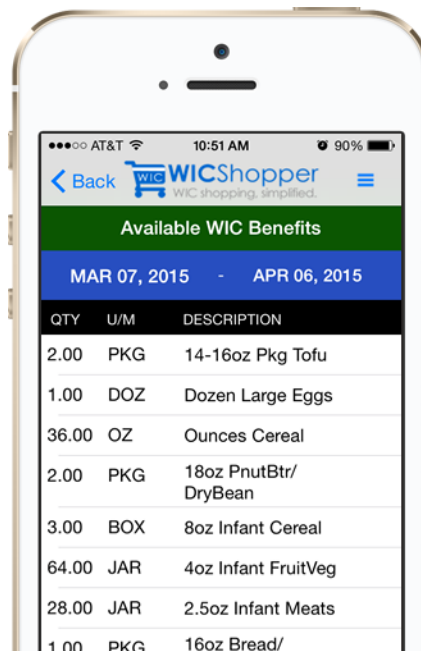
Cereal & Fresh Produce Calculator

But....

App Lacked Client Engagement



“lean in” content that only attracted the most engaged participants



Generic, impersonal experience



Inconsistent quality of recipe photography

The Solution: A New Engaging Functionality

An opt-out, end of month notification that provides:

- Compelling messaging to initiate engagement
- Reminder of remaining food balances
- Non-branded curated library of 100 recipes and videos for all WIC foods



Project Development

Data Driven Insights

Survey

- Online survey of 1,159 WIC shoppers

Objectives

- Determine desired language for push notifications
- Recipe attributes (ingredient focus, meal type)

Outcomes

- Language Preference: Avoid Waste and Use Your WIC Foods
- Recipe Preferences: Beans, Dinner, 30 min

Curated Recipe Library

Category	Breakfast	Lunch/Dinner	Snack/Treat	Total
Cereal	5	7	8	20
Beans & PB	3	14	8	25
Whole Grain	7	10	3	20
Fruit and Veg	1	10	9	20
Cheese/Tofu	4	9	2	15
Eggs	8	5	2	15
Fish	0	10	0	10
Juice	2	3	5	10

Recipe Library

We curated a selection of 100 recipes that used **at least three WIC foods** and **great photography**

To meet these criteria, some modifications were made to add more WIC foods to a recipe

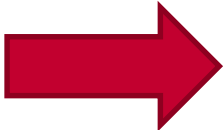
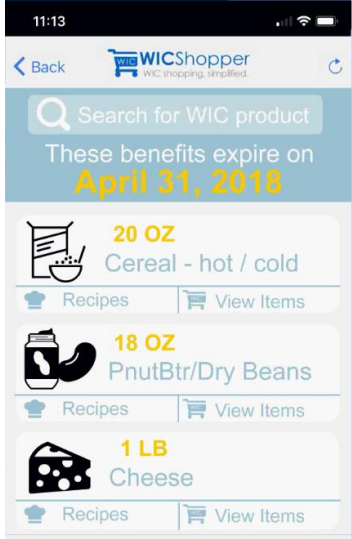
- Swapping sour cream for plain yogurt
- Swapping bread crumbs for crushed cereal
- Swapping white pasta/rice for whole grain options
- Reducing the use of jams/syrup/sweeteners
- Removing brand names

SNAP-ed partners receive regular reports on the views of their recipes to help ensure continued funding

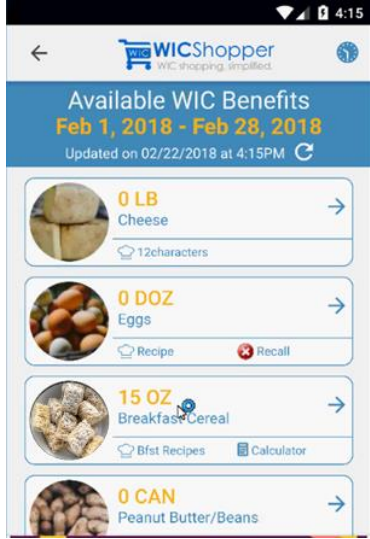


Visual Experience Improvements

Before



After



Curated Recipe Library Examples

Breakfast



Beans
Egg
WW Tortilla
Avocado



Cereal
Yogurt
Fruit
Peanut Butter



Egg
Cheese
Vegetables



WW Bread
Cereal
Fruit
Egg

Lunch/Dinner



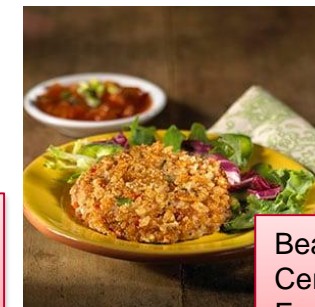
Carrots
Raisins
Pineapple
Yogurt



WW Pasta
Peanut Butter
Broccoli



Tofu
Cereal
Egg
Peanut Butter



Beans
Cereal
Egg
Onions

Snack/Dessert



Beans
Egg
Peanut Butter
Cereal



WW Bread
Egg
Milk
Raisins



Sweet Potato
Yogurt
Orange Juice

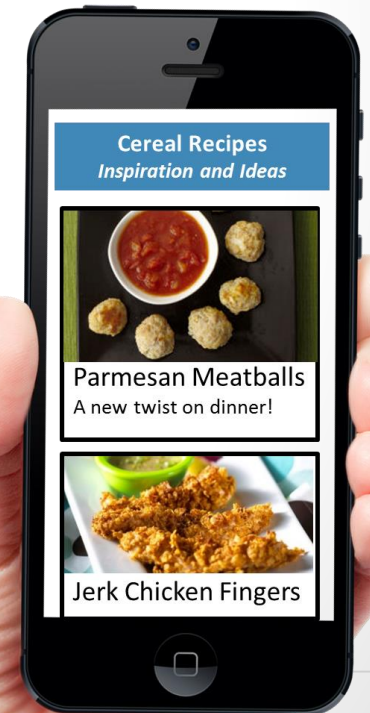
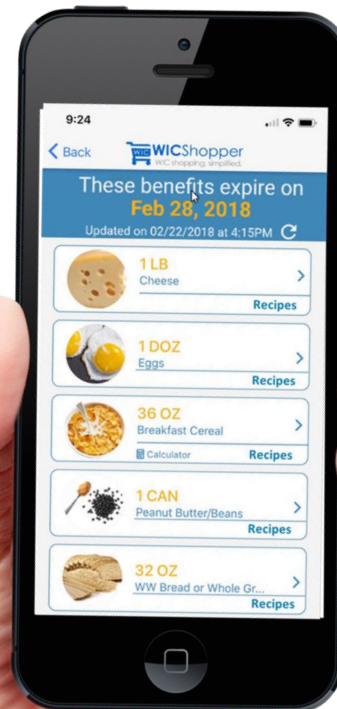
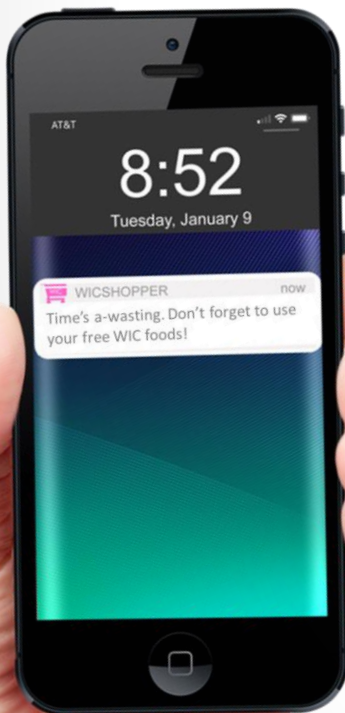


Apples
Cereal
Apple Juice
Raisins

Demonstration and May-Aug Engagement

76,257 Unique
Recipe Views

3,593 Unique
Cooking Hack Views



Duration of Use

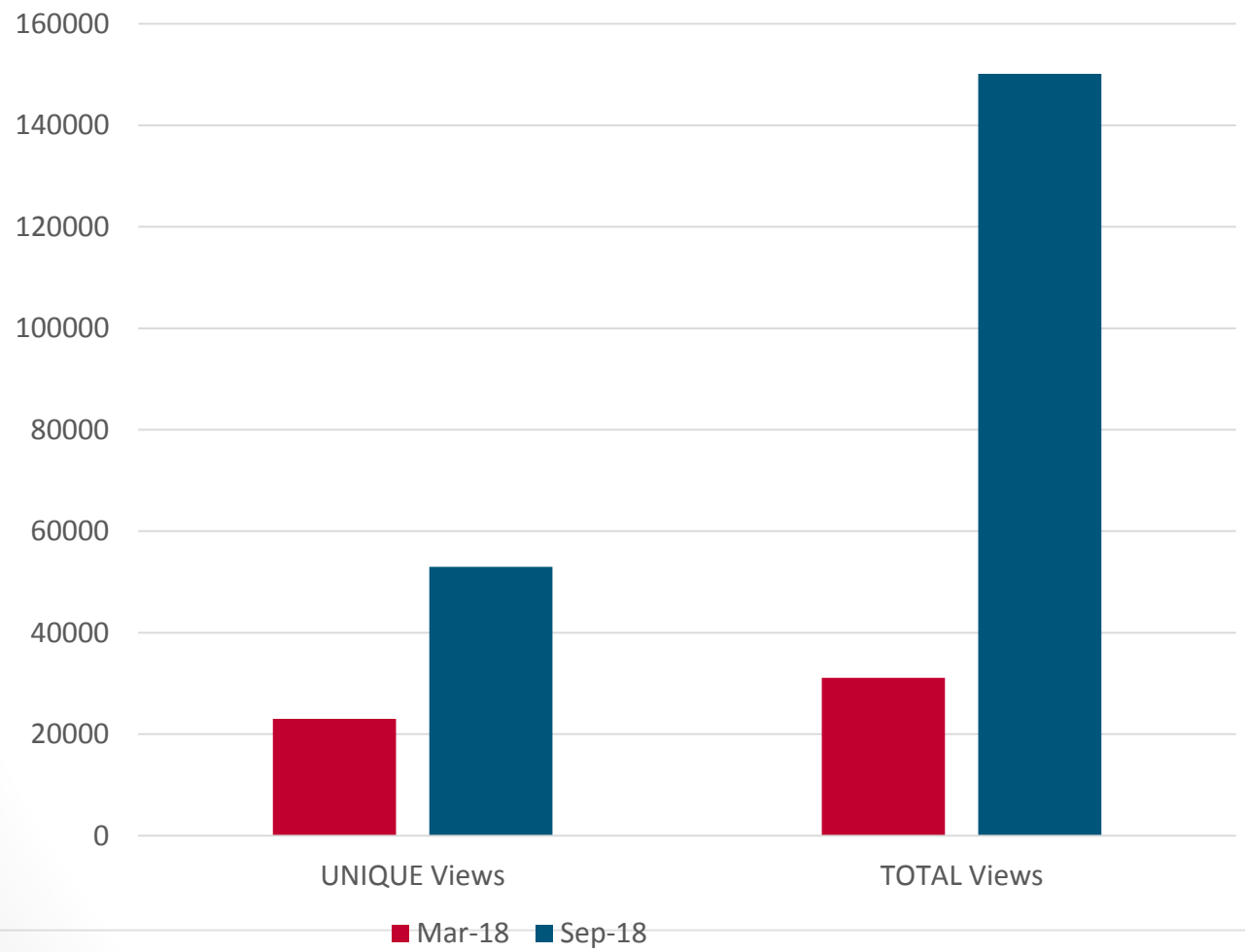
- Increased duration towards the end of the month
 - Could be due to clients looking for ways to use their un-redeemed or un-used foods.
 - The increase in duration was uniquely significant in July, we are awaiting EBT data to see if duration is associated with redemption increases.

Average Session Duration	March	April	May	June	July
Beginning of the month (6 th of each month)	4:02	3:56	4:08	3:53	3:40
Mid month (15 th)	3:55	4:16	4:02	3:38	3:58
Push notification day (5 days before EOM)	N/A	4:23	4:09	4:13	4:15
Last day of the month	4:54	5:18	5:08	4:49	19:42

Evaluation

Updates Drove an Increase in Engagement

Unique and Total RECIPE VIEWS



Unique Views:

↑ **129%**

Total Views

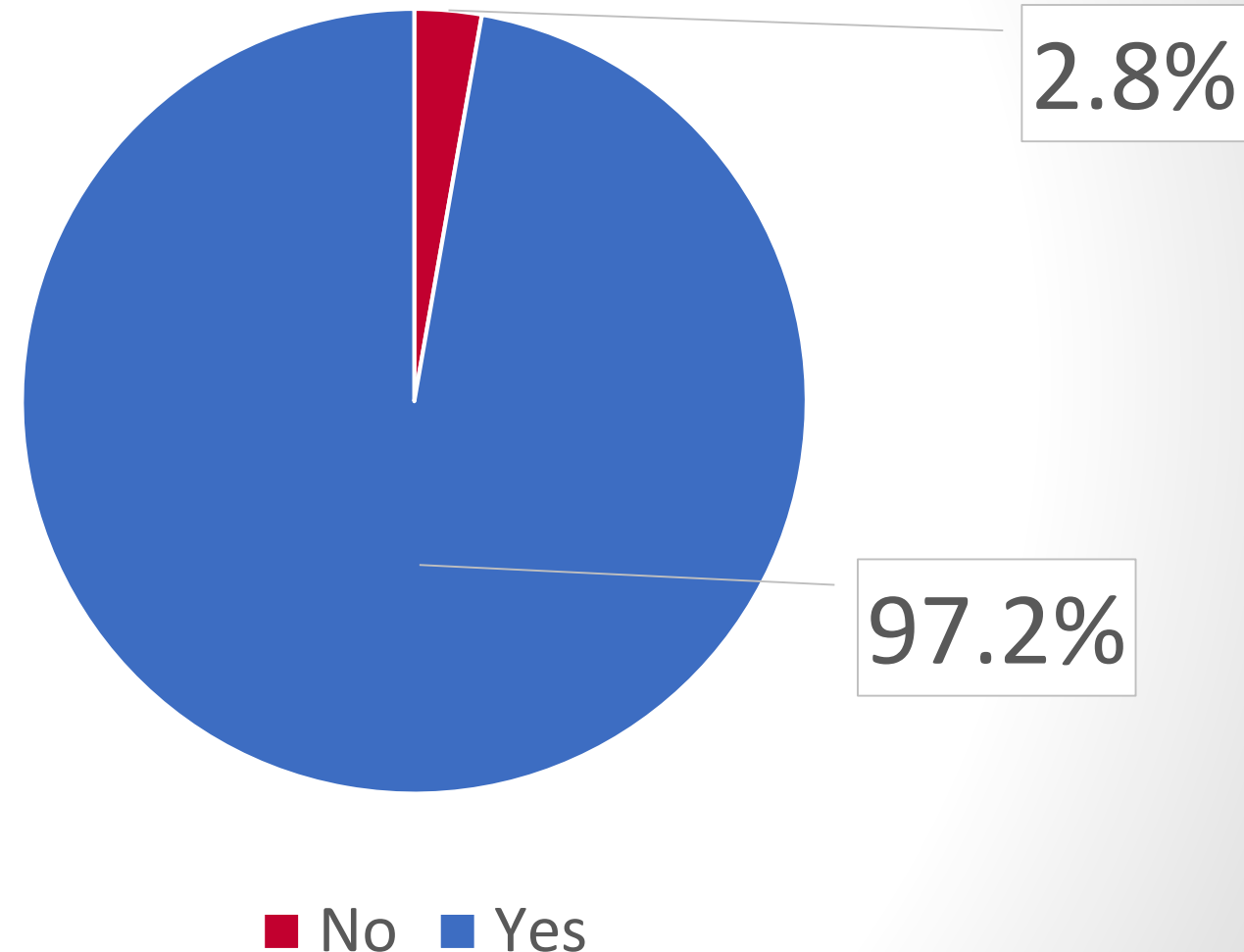
↑ **383%**

Users Think The New Functionality Helps

- Survey published in OR, MA & FL
- # Respondents: 771

Simple Question:

“Do you feel that WICShopper helps you redeem more of your WIC benefits?”

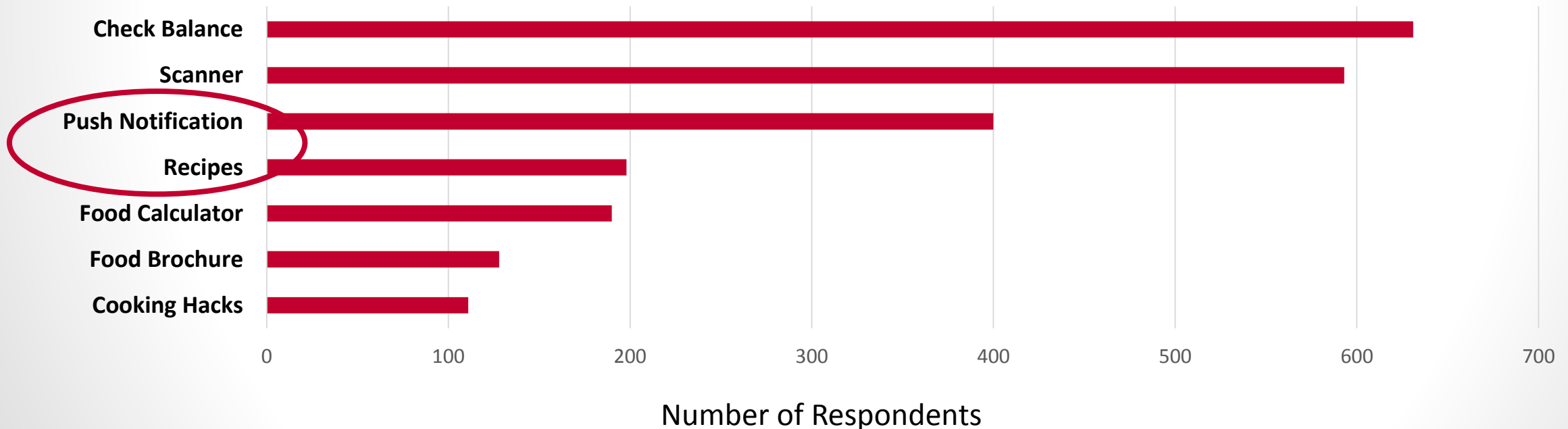


Users Think The New Functionality Helps

App users were asked which App feature helps them buy WIC foods

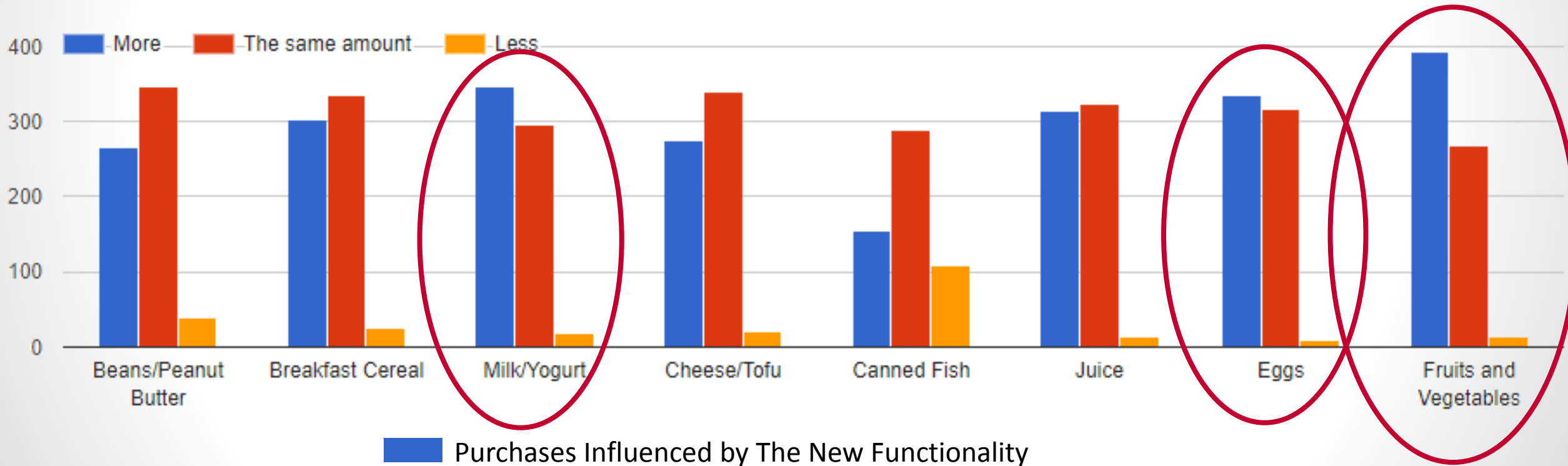
- **55% think the push notification helps** them use more WIC foods
- **26% think recipes help** them use more WIC foods

App Features That Help Shoppers Use WIC Food



Users Think The New Functionality Helps

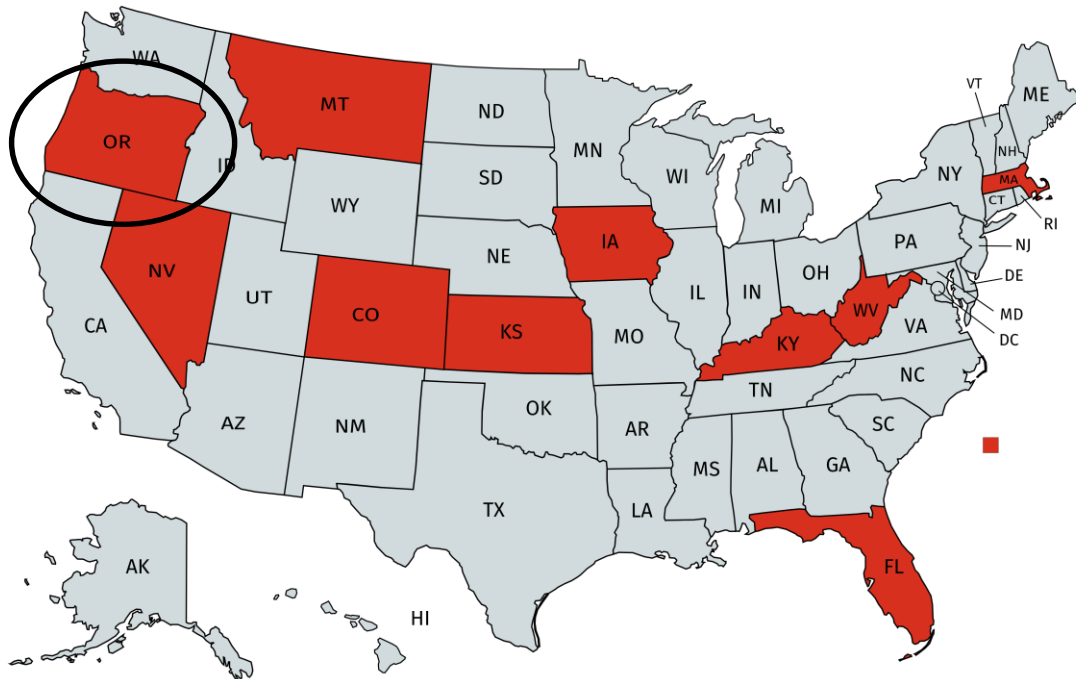
Compared to your shopping habits at the beginning of the year, has the expiration notification and recipes helped you use more of any of the following WIC following WIC foods?



EBT Evaluation of Redemption Growth

Oregon provided county level EBT data showing every SKU purchased during our launch month

- We are still waiting for Oregon's June and YA data
- FL and MA data is forthcoming



Oregon	Total Category Views	Unique Category Views	Avg. Seconds on Page	Bounce Rate
May	7,935	3,058	20.34	8.21%
June	5,754	2,244	26.91	9.32%
July	5,538	2,300	27.99	11.04%
August	5,883	2,406	22.64	10%

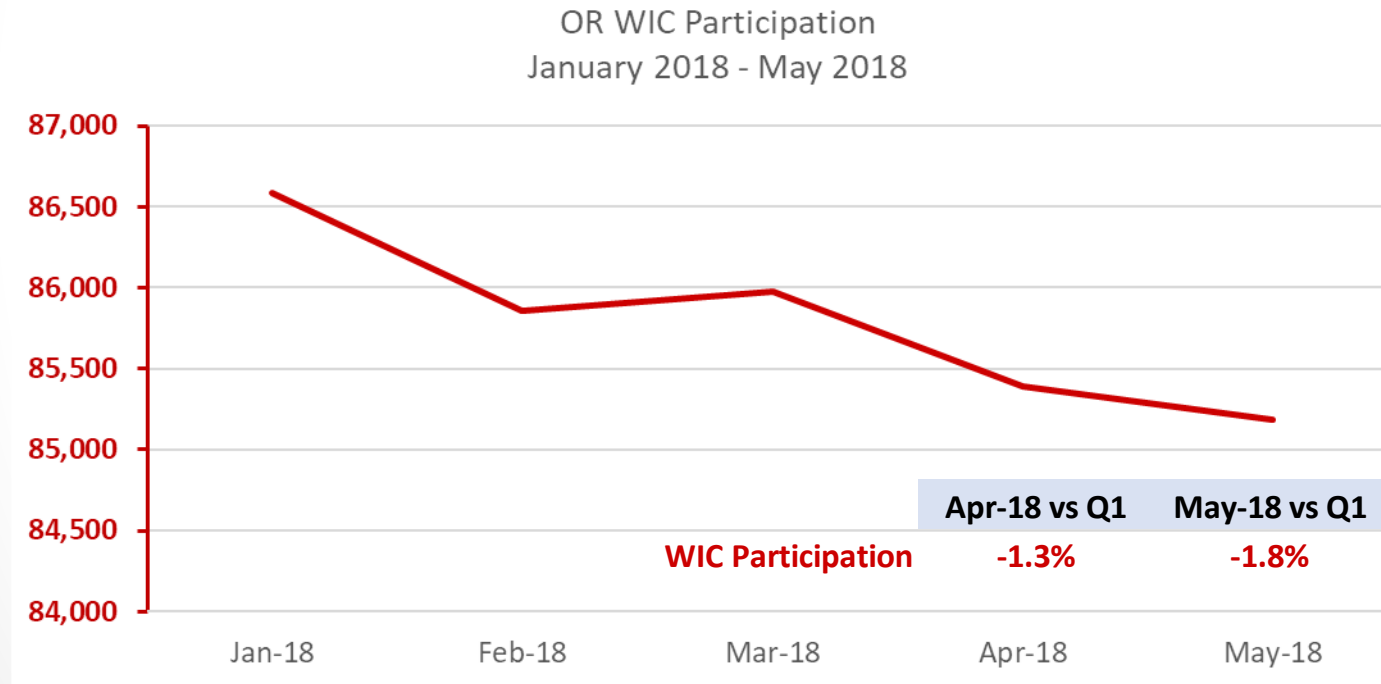
- Static content drove decline over time
- New Aug content drove a slight increase

- Increasing bounce rate from static content
- Flattened in Aug

Oregon WIC Participation

WIC Participation

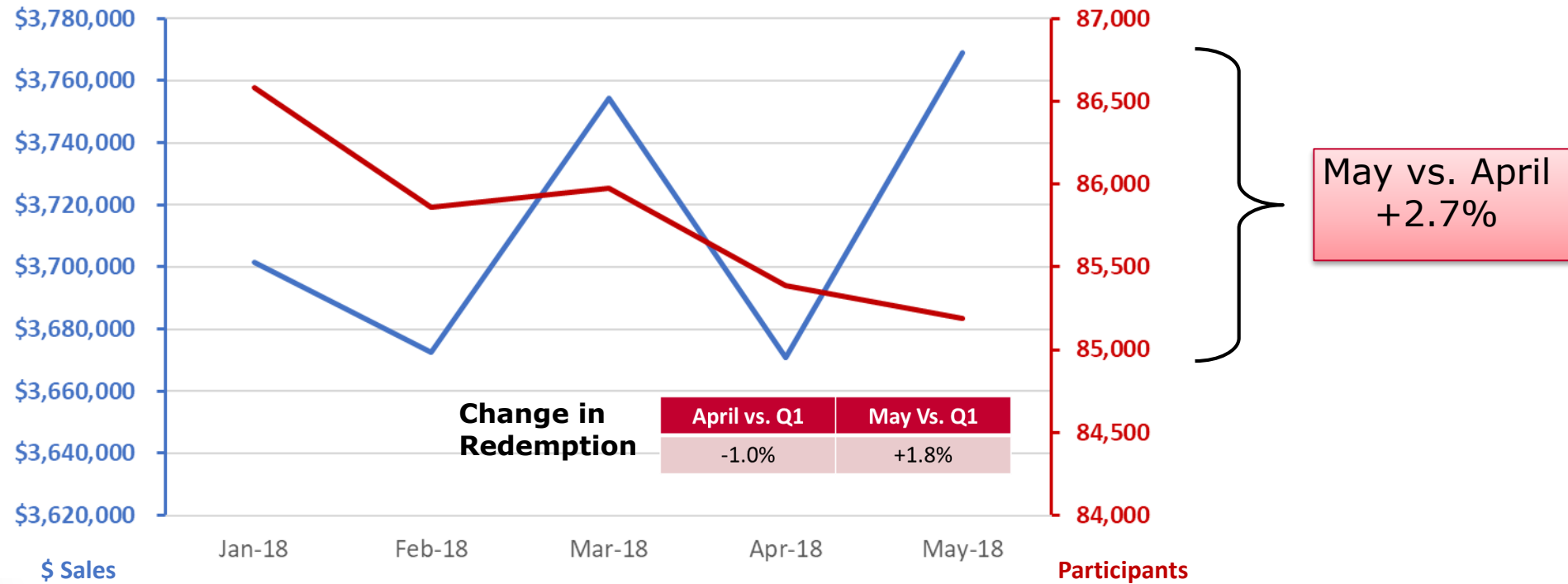
- Total WIC participation is trending down in 2018
- Slight increase in participation in March but decline continued in May



Oregon WIC Participation vs. Total Food Redemption

Oregon Total Food Redemption vs Oregon WIC Participation

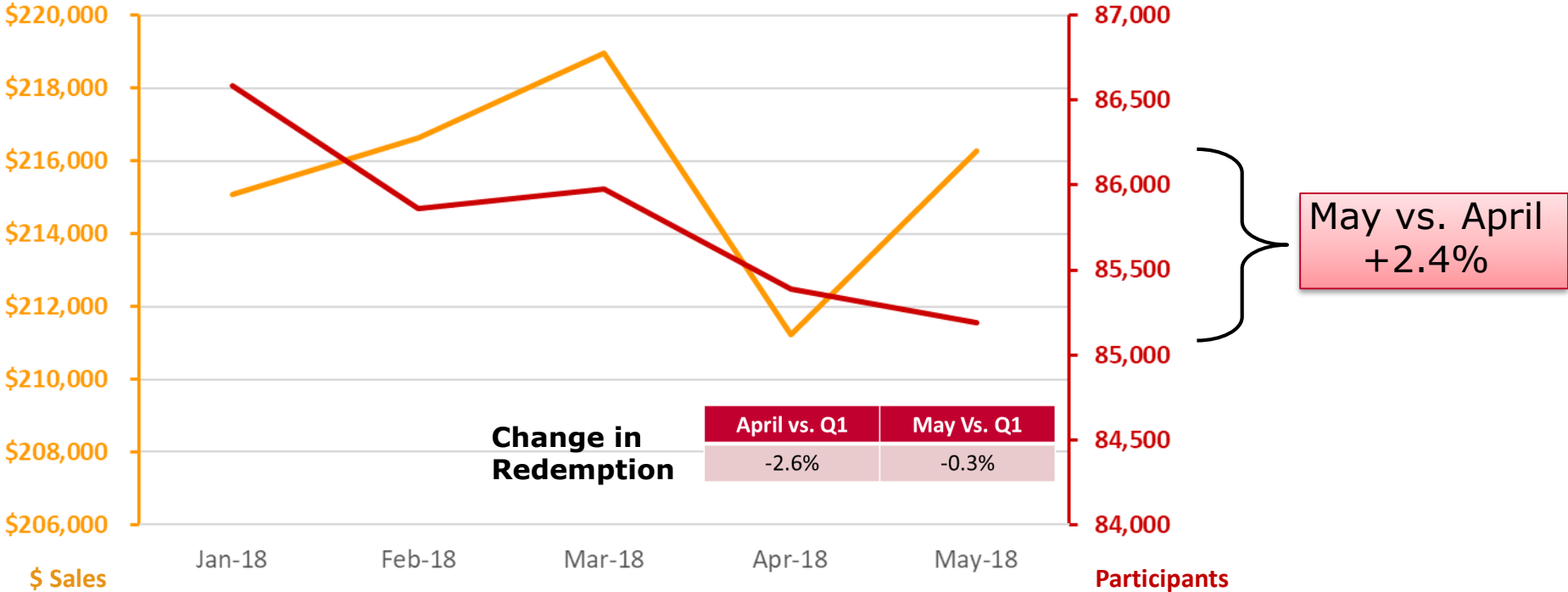
January – May 2018



Oregon WIC Participation & Total Juice Redemption

Oregon Total Juice Redemption vs Oregon WIC Participation

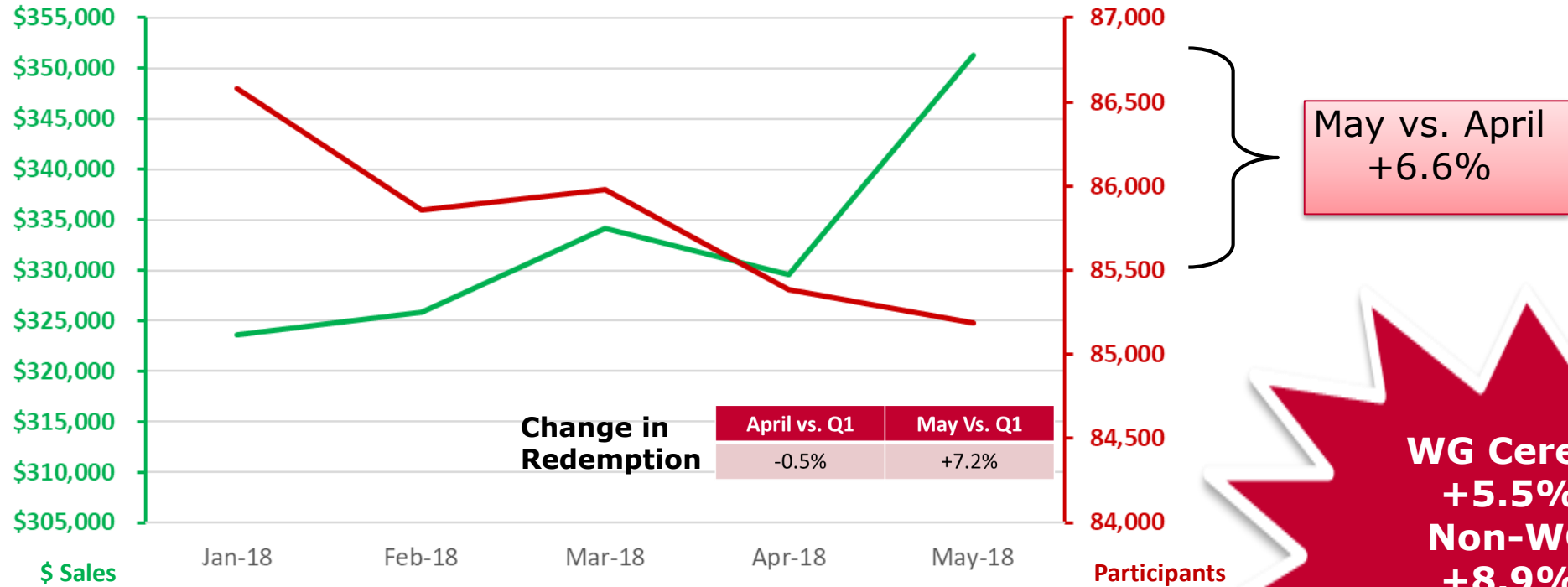
January – May 2018



Oregon WIC Participation Vs. Total Cereal Redemption

Oregon Total Cereal Redemption vs Oregon WIC Participation

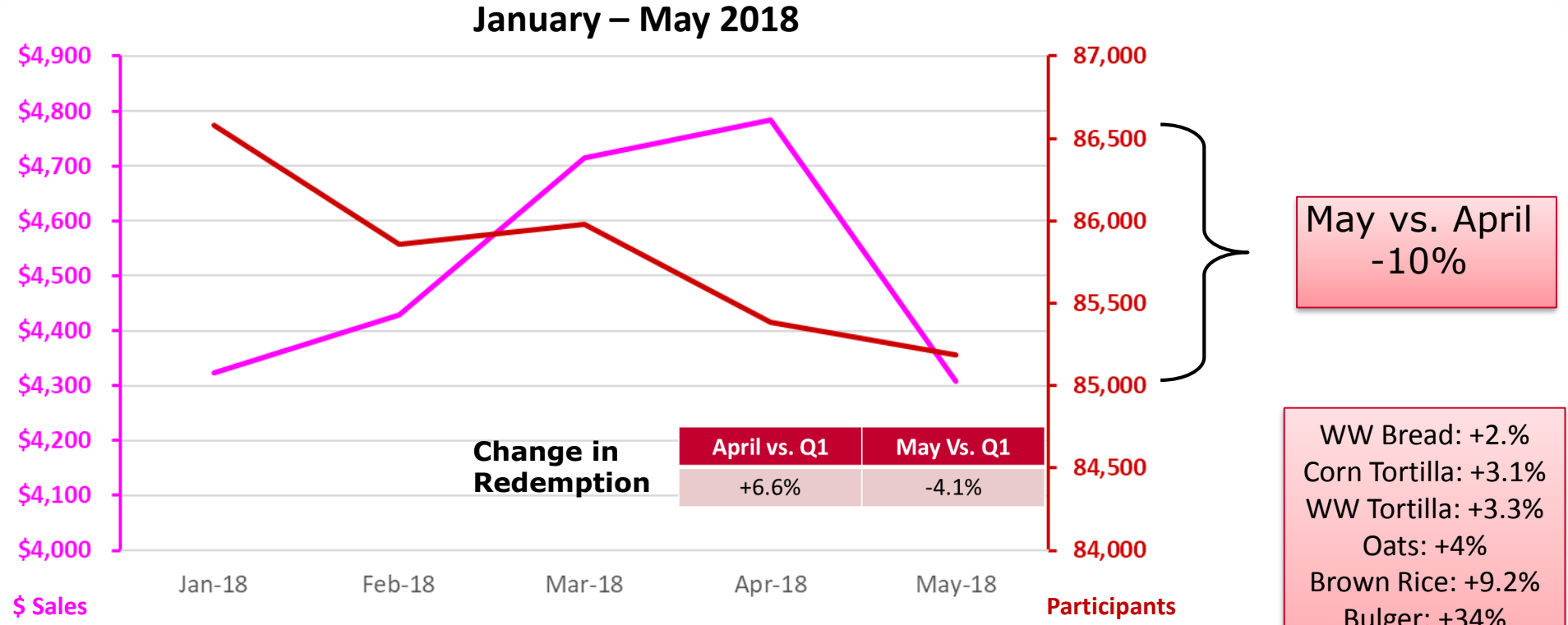
January – May 2018



WG Cereal +5.5%
Non-WG +8.9%

Oregon WIC Participation vs. Whole Wheat Pasta Redemption

Oregon Whole Wheat Pasta Redemption vs Oregon WIC Participation

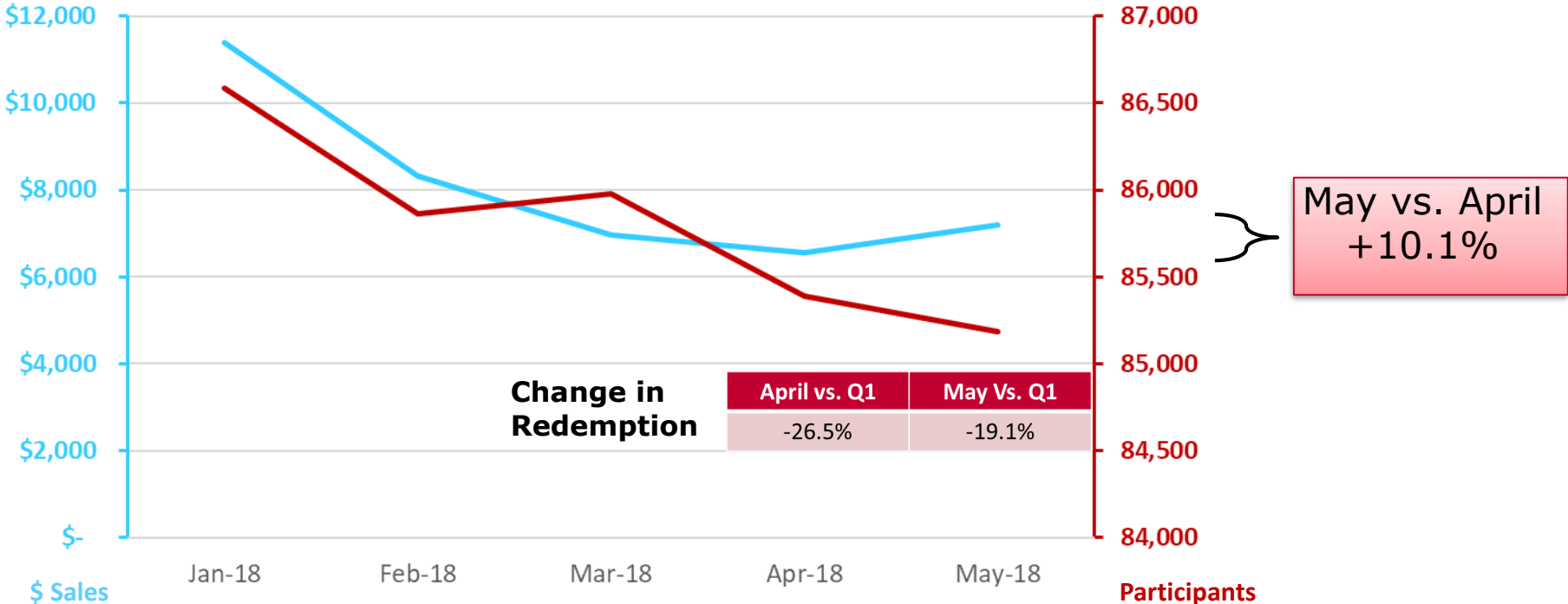


Total Whole Grain Category +2%

Oregon WIC Participation & Non-Fat Yogurt Redemption

Oregon Non-Fat Yogurt Redemption vs Oregon WIC Participation

January – May 2018

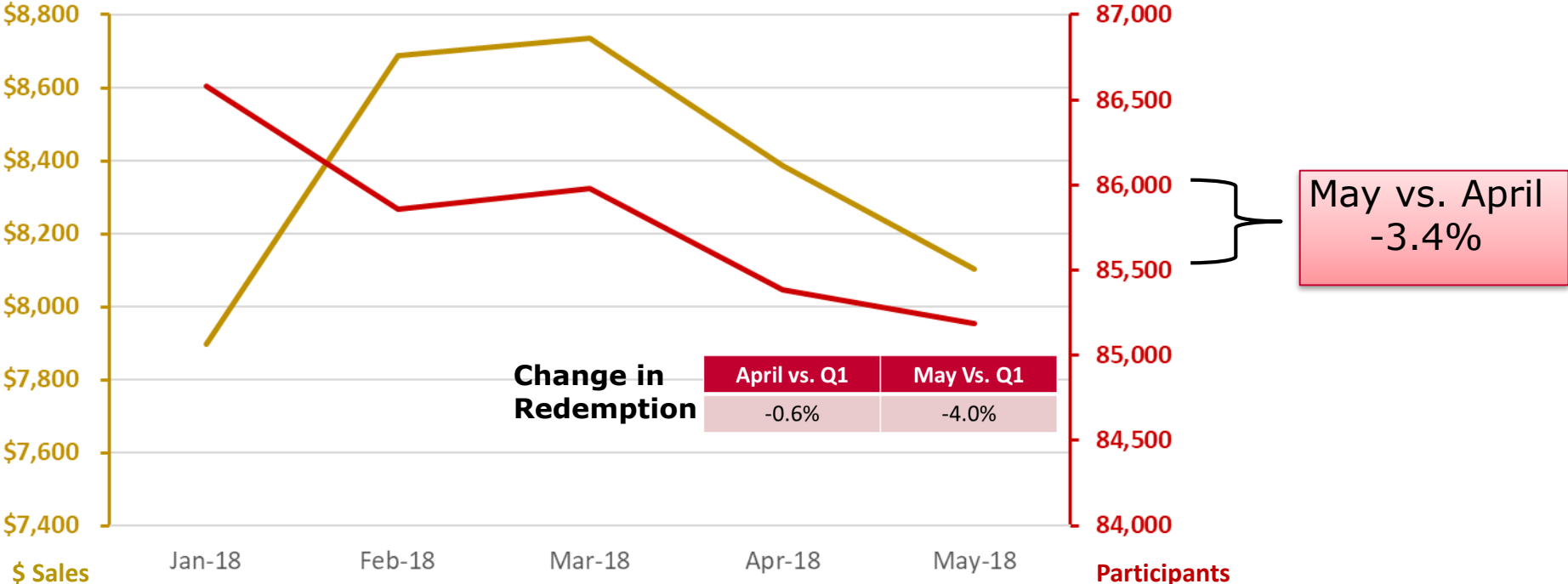


**Total Yogurt
+4.4%**

Oregon WIC Participation vs. Low Fat Cheese Redemption

Oregon Low Fat Cheese Redemption vs Oregon WIC Participation

January – May 2018



**Total Cheese
+2.4%**

What's Next?

Keep Clients Engaged

Use initial engagement data and industry benchmarks to create a refresh cycle

- Leverage partnerships with SNAP-ed recipe websites and modify recipes to include WIC foods
- Film additional recipe videos
- Innovate a few on-trend ideas for each refresh



Increase Registrations Through In-Store Promotion

- We are vetting in-store app signage with State Agencies and Stop N' Shop
 - Following approval, we will test how in-store signage increases app registrations and improves peoples views of the WIC program

Enjoy A Better Shopping Trip Stop&Shop

MAKE WIC SHOPPING QUICK AND EASY

WICShopper
WIC shopping, simplified.

Find your current benefits, WIC foods, tasty recipes, and more right in the app!

Scan me to get your free WICShopper app. Requires a QR reader app.

Stop&Shop
Enjoy A Better Shopping Trip

WHAT'S ON THE Menu

WICShopper
WIC shopping, simplified.

Download our free app for free recipes, WIC food lists, benefits, and more!

Scan me to get your free WICShopper app. Requires a QR reader app.

Enjoy A Better Shopping Trip Stop&Shop

HELLO

WE'RE HERE TO HELP

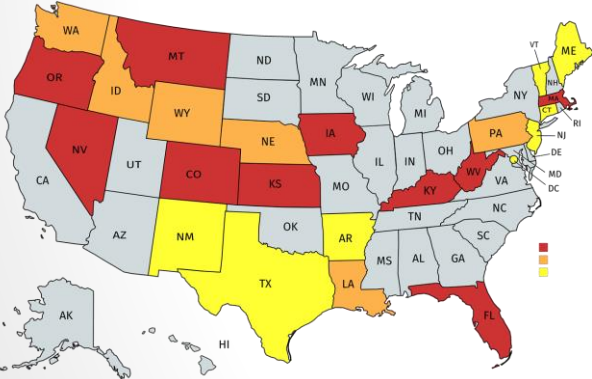
WICShopper
WIC shopping, simplified.

From tracking your benefits to planning meals, we've got your back.

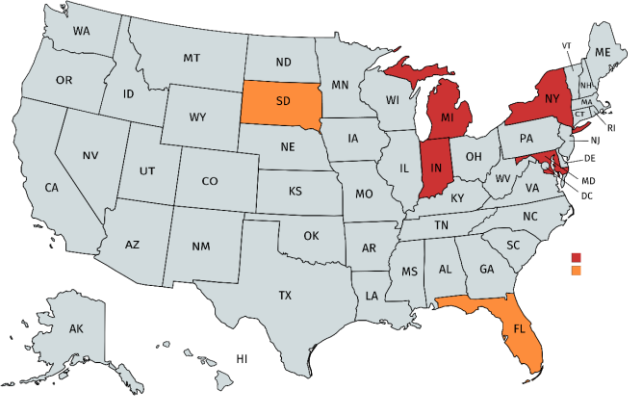
Scan me to get your free WICShopper app. Requires a QR reader app.

Supporting Continuous Improvement

- Drive app innovation with multiple developers
- Create additional improvements: custom recipes vs lists



Created with mapshack.com
■ Pilot States ■ New States ■ Offline States



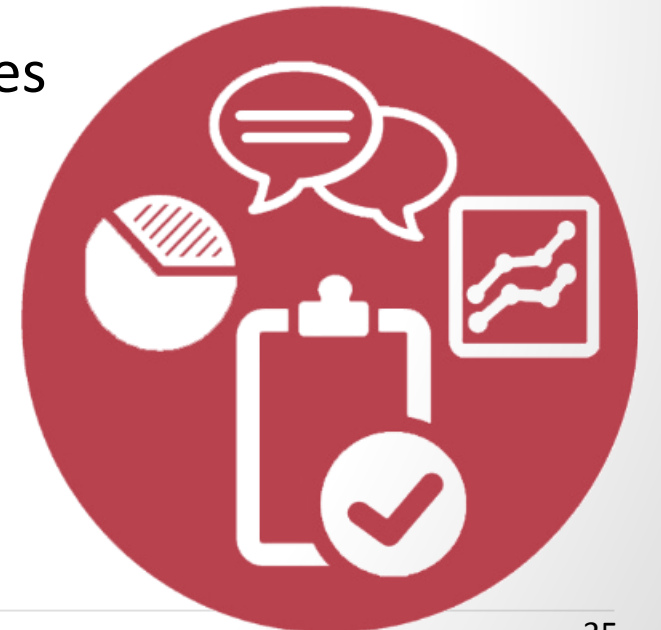
■ Current States ■ Oct 2018 States



Learning Agenda

Additional evaluation will help:

- Optimize a content refresh cycle (quantity of new content and timing)
- Determine the amount of redemption driven by notifications vs. recipes?
- Project redemption changes overtime
- Create redemption targets/benchmarks for other states
- Determine the association between redemptions and specific recipes
- Identify regional variations to redemption changes



Questions?