

Go-to WIC Exploration



Margaret Saunders and Martelle Esposito

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Working Vision

- A safe, welcoming, comfortable space where **all families** can go to feel empowered to give their children the best start in life



Go-to WIC Exploration Purpose

- **In the present:** Build a more appealing WIC
- **In the future:** Extend WIC-quality nutrition education and breastfeeding services to more U.S. mothers and young children and expand service offerings through non-WIC funding streams



Goals and Objectives

- ❑ Improve access to and use of nutrition and breastfeeding services
- ❑ Improve breastfeeding rates and dietary intakes
- ❑ Improve health outcomes



Target Population

□ Present

- ▣ Current WIC families (Retention)
- ▣ WIC-eligible families not participating (Recruitment)

□ Future

- ▣ Income-ineligible families, just over the threshold (Extension)
- ▣ All families (Extension)



Why Extend WIC Services?

- **Access:** Over 10,000 clinics across the country
 - **Expertise:** Credentialed professionals and experienced paraprofessionals
 - **Experience:** Established management infrastructure; serving a diverse range of clients
- Success:** Positive health outcomes



Why Extend WIC Services?

- ❑ **Opportunity:** WIC agencies can hire more staff and reach more clients
- ❑ **Mitigate Inequity:** Prevent further stratification of services
- ❑ **Reduce Stigma:** A place for all families, not just poor families



Why Extend WIC Services?

- *Sure there is education coming from the schools, health centers, and local community outreach programs but not like the WIC Program, which deals directly from —the foundation of life —educating and nourishing life from pregnancy to toddlers, and making sure the caregivers involved have the same knowledge as the parents to raise and incorporate a healthier lifestyle. Again, thank you for the WIC Program. —WIC Participant, Navajo area, Arizona*



Why National WIC Association?

- National leader
- Vision: A nation of healthier women, children, and their families
- Flexibility as a non-profit
- Membership-supported organization that gathers and disseminates information for membership



Why Now?

- **Opportunity to be a leader** in the implementation of the Affordable Care Act preventive services provision
- **New opportunities for revenue** through insurance reimbursements and out-of-pocket payments in the face of dwindling WIC budgets and funding uncertainty
- **Don't want to be left behind** in the face of health care reform changes



What this exploration is NOT trying to do

- ❑ Change the WIC program itself
- ❑ Use WIC funds for non-WIC clients
- ❑ Force any local WIC agencies to offer additional services
- ❑ Establish WIC sites as the ONLY place to receive nutrition and breastfeeding services



Volunteer Task Force

- Panel of Experts
- 7 NWA members from WIC agencies and a Board Liaison
- 15 non-voting experts not from WIC agencies
 - ▣ Nutrition, breastfeeding, medical finance, business, program management, research
- Regional diversity
- Diversity of populations served

Received over 90 applications



Task Force Internal Activities

- Discussing and gathering resources about the current state of WIC and opportunities
- Developing **Considerations Document** for WIC Agencies



Task Force External Activities

- Nationally Representative Consumer Demand Survey and Physician Survey
- Evaluating the WIC Clinic Experience from a Fresh Perspective



Nationally Representative Consumer Demand Survey and Physician Survey

- NWA will work with national survey firm
- Goals:
 - ▣ Understand consumer needs and wants and gaps in nutrition and breastfeeding services
 - ▣ Understand the extent to which the WIC brand helps or hinders consumer appeal



Evaluating the WIC Clinic Experience from a Fresh Perspective

- Work with design innovation firm
- Make WIC clinic experience more appealing to current and new clients
 - Present value: Client recruitment and retention
 - Future value: Attract new non-WIC-eligible clients



Evaluating the WIC Clinic Experience from a Fresh Perspective

- Final Strategy Document for Local Agencies
 - Design research findings
 - Map of the ideal clinic experience
 - Recommendations stratified by time and resources needed



Leveraging and Contributing to Existing Initiatives and Activities: NWA Members

- WIC client-centered services
- NWA, state, and local WIC breastfeeding promotion initiatives
- NWA initiatives to serve populations with unmet needs
- Showcasing best practices in nutrition and breastfeeding



Leveraging and Contributing to Existing Initiatives and Activities: Non-NWA

- United States Breastfeeding Committee, professional and peer support
- United States Breastfeeding Committee and National Breastfeeding Center, Reimbursement
- Baby-Friendly
 - Step 3
 - Step 10



Go-to WIC Exploration Summary

- **Purpose**
 - ▣ Build a more appealing WIC
 - ▣ Extend WIC services to non-participants through non-WIC funding streams
 - ▣ Expand service offerings at WIC sites
- **Now is the Time**
- **Deliverables are Coming**
- **Present and Future Value**
- **Leveraging Existing Initiatives/Activities**



FAQs



National WIC
Association