

Leveraging Partnerships and Technology to Increase WIC Participation

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Objectives

1.

- Describe strategy development for “WIC Modernization”

2.

- Share the overall modernization initiatives of Colorado WIC

3.

- Describe the process for creating online referrals from Colorado Program for Eligibility and Application Kit (PEAK)

Understanding the Baseline

Moderately high knowledge of the food vouchers/grocery assistance and nutrition education provided by WIC, however, less of an understanding of the additional resources and services that WIC offers.

The greatest challenges to using WIC relate to the shopping experiences.

Consistent belief that the highest values of WIC include the food/financial support, the education and the additional supports that it provides to families.

Interest in an online platform and consistent findings that email, text messaging, phone and in-person visits are preferred methods of contact.



Strategy Map



Modernization



EBT



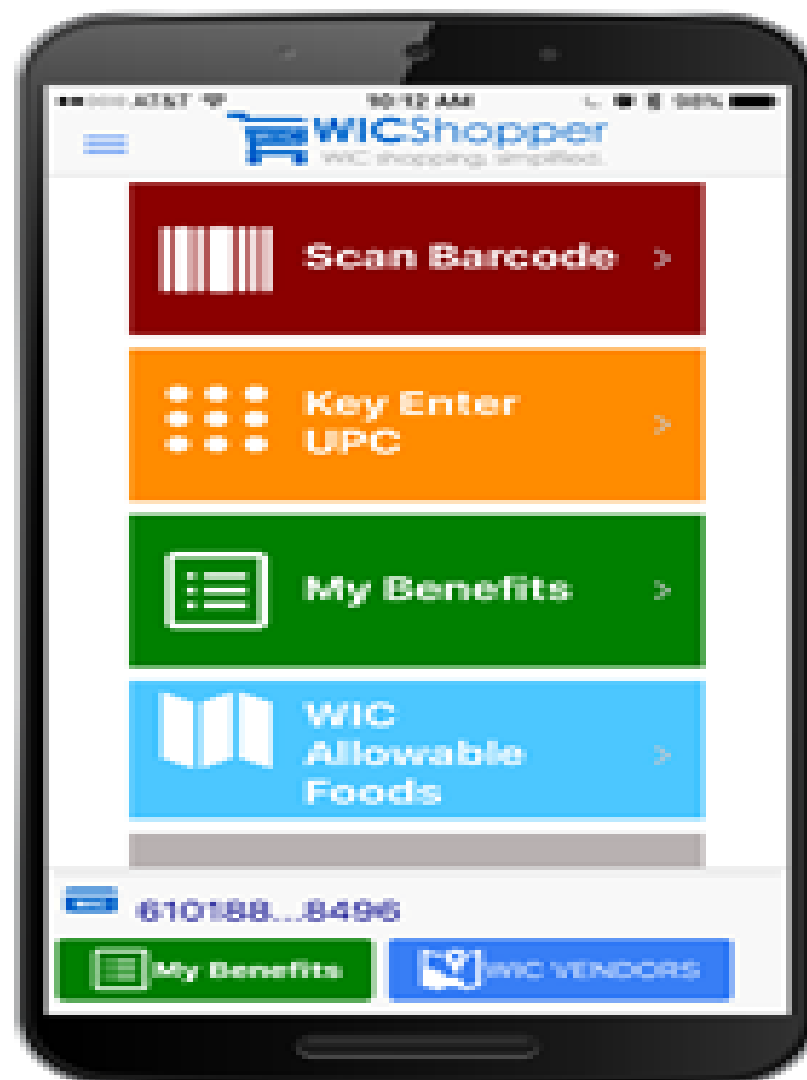
Text Messaging



Nutrition Education Choice



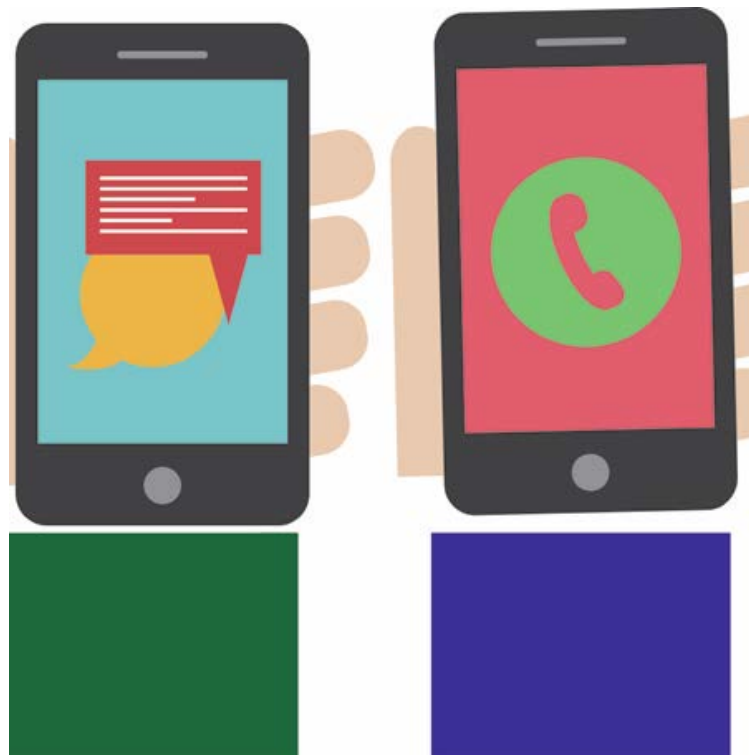
WICShopper



WIC Data Central



New Website & Participant Portal Feasibility Study



Colorado PEAK



The Goal

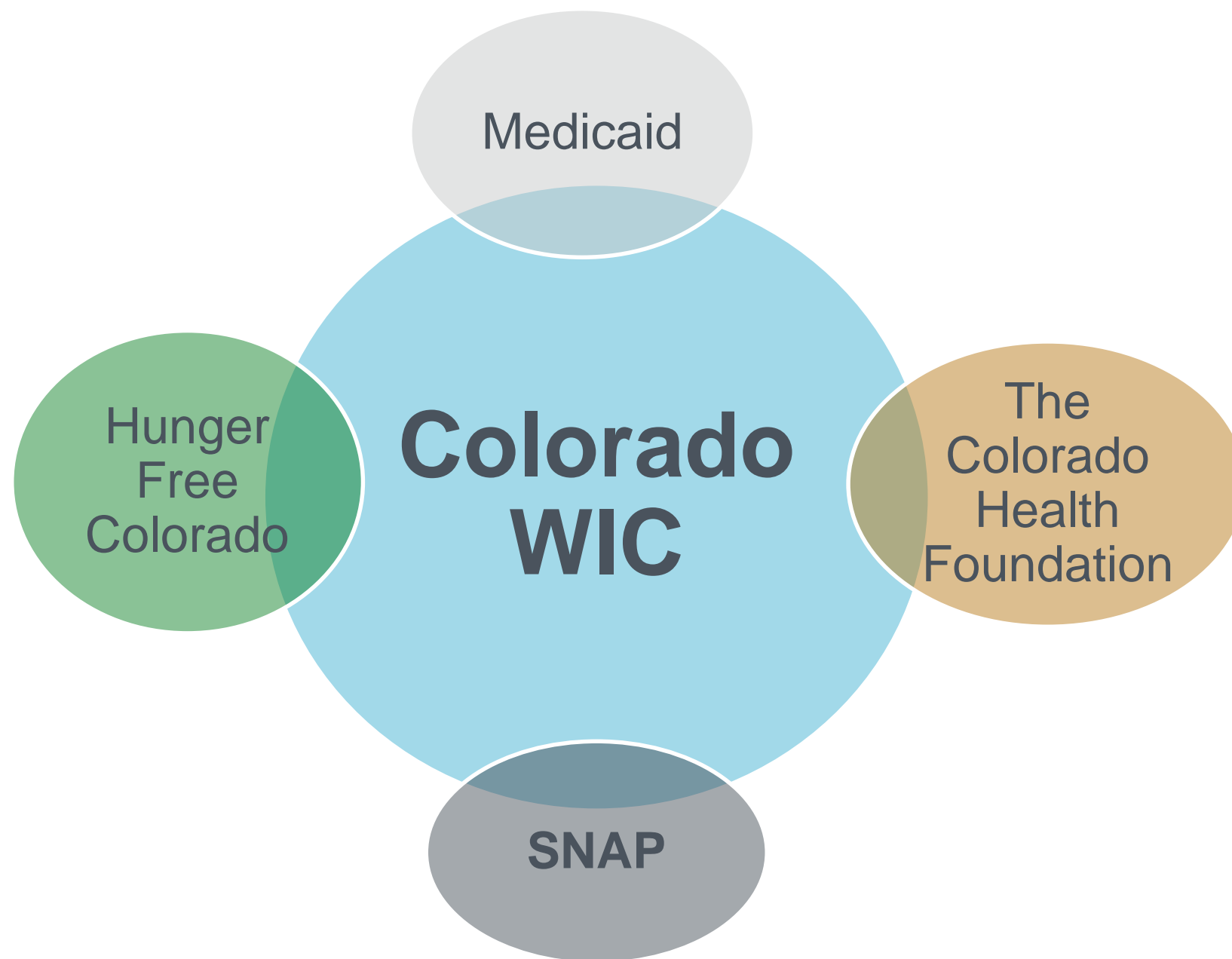
Increase awareness

Targeted outreach

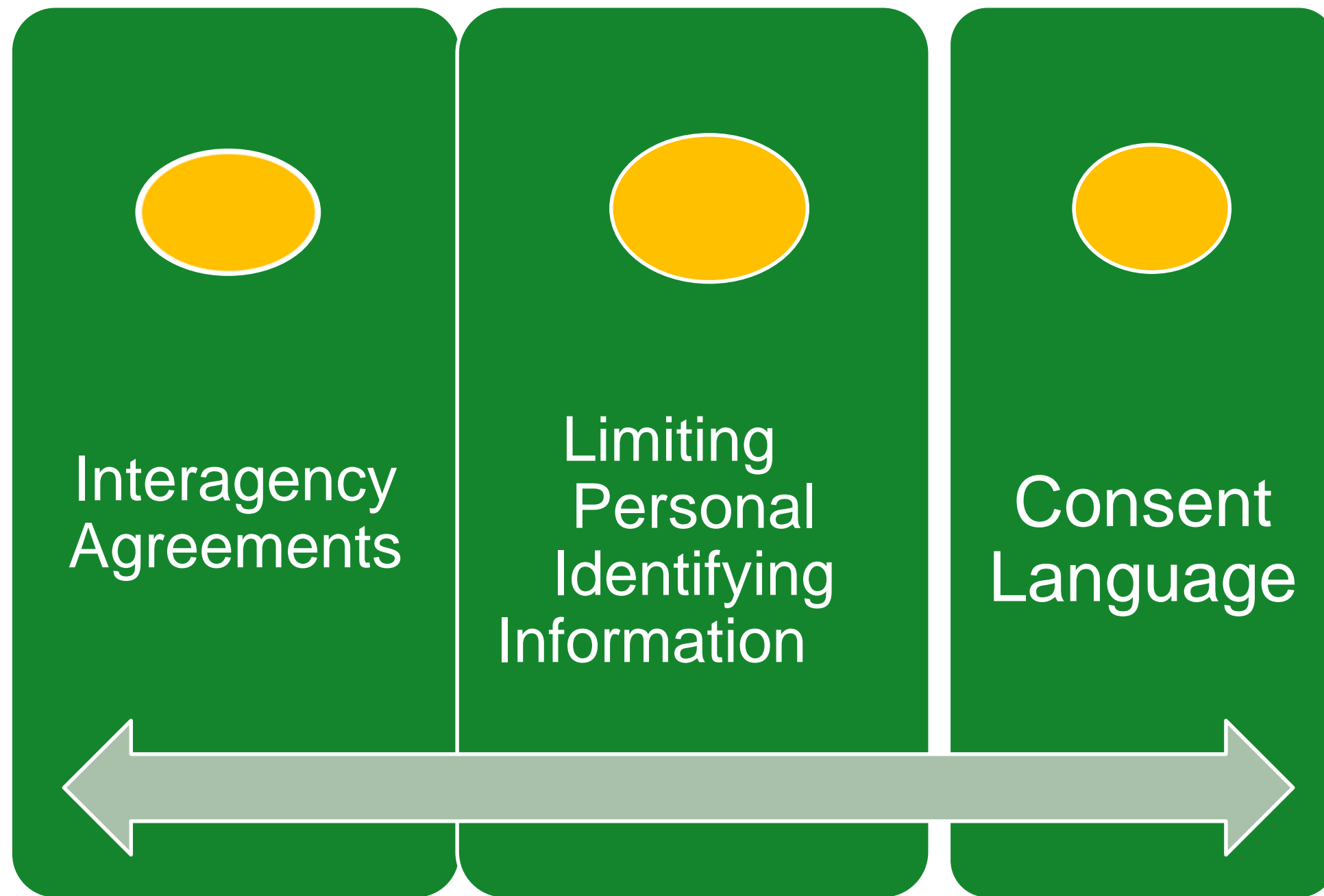
Increase program participation



Partnerships




Data Sharing





Colorado PEAK

Linda Tall

[Español](#) [Help](#) [Exit](#)

> 1 Start

2 People

3 Assets

4 Income

5 Bills

6 Submit

Which Benefits Would Your Household Like to Apply For?

The first step is to tell us which benefits **your household** would like to get by checking the box for each benefit your household would like to apply for. Later you will have the opportunity to select specific programs for each person in your home as you complete the application. Click the Next button at the bottom of the page to continue.

☐ **Medical Assistance (including Health First Colorado (Colorado Medicaid), CHP+, Tax Credits, and Cost Sharing Reductions)** [Show Details](#)

☐ **Food Assistance** [Show Details](#)

☐ **Colorado Works / TANF - Cash Assistance for Families with Dependent Children** [Show Details](#)

☐ **Adult Financial - Cash Assistance for disabled or individuals over the age of 60** [Show Details](#)

☐ **Child Care Assistance (CCCAP)** [Show Details](#)

☐ **Nurse-Family Partnership (NFP) for first-time moms** [Show Details](#)

☐ **Head Start** [Show Details](#)

☐ **SafeCare Colorado** [Show Details](#)

☐ **Women, Infants and Children (WIC)** [Hide Details](#)

You can participate in WIC if you:

- Meet income guidelines or are enrolled in Health First Colorado (Colorado's Medicaid Program), Colorado Works/Temporary Assistance for Needy Families (TANF), or Food Assistance/SNAP.
- Live in Colorado
- Are pregnant or a new mom
- Have a child younger than 5 years of age

What does WIC offer?

- Free, healthy food using an eWIC debit card
- Personalized nutrition consultation
- Breastfeeding information, support, and breast pumps
- Referrals to family health and other community services

Potentially Eligible

Women, Infants and Children (WIC)

You may be eligible for WIC. Are you currently enrolled in WIC?

☐ Yes ☒ No

WIC provides free, healthy foods, nutrition education, breastfeeding support, and referrals to other services.

Do you want WIC to contact you?

☒ Yes ☐ No

WIC will contact you soon to schedule an appointment to enroll. If you would like to contact someone now, please visit the [WIC Clinic Map](#) to find contact information for a clinic near you.



Not Eligible

Household Members Summary

People in Your Home

Who

Kathryn

Add

Pregnancy

Who

Name: <click here to choose>

Add

Important!

You did not provide information about a pregnant woman or child under 5 years in your household. To speak to someone about enrolling in WIC, please visit the [WIC Clinic Map](#) to find contact information for a clinic near you.

Edit



PEAKPro Inbox

WIC Test

Exit

WIC Inbox

Referrals

Tracking #	Status	Comments	Submit Date	Phone Number	Enrolled in Medicaid/Snap/TANF	State ID
2341237491	Pending		11/22/2015	(c) 3031111111	Y	784962456
62356435	Pending	Updated: 7/18/2017	11/22/2015	(w) 7202222222		081960340

Save

Export

Search Criteria

Status
Pending

From Date

To Date

First Name

Last Name

Date of Birth Ex: mm/dd/yyyy

County
<click here to choose>

Zip Code

PEAK Tracking Number

Preferred language
<click here to choose>


Phone Number

Search

PEAKPro Inbox

WIC Inbox

Referrals

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62356435	Pending		11/22/2015	(w) 7202222222		081960340

Save

Search Criteria

Pending

Already Enrolled

Left Message X 1

Left Message X 2

Scheduled

Not interested

Not eligible

Unable to leave msg


Wrong contact information

User Feedback

Integrated into recent PEAKPro release

Positive impact on caseload

Contacting Referrals



It stopped the bleeding!

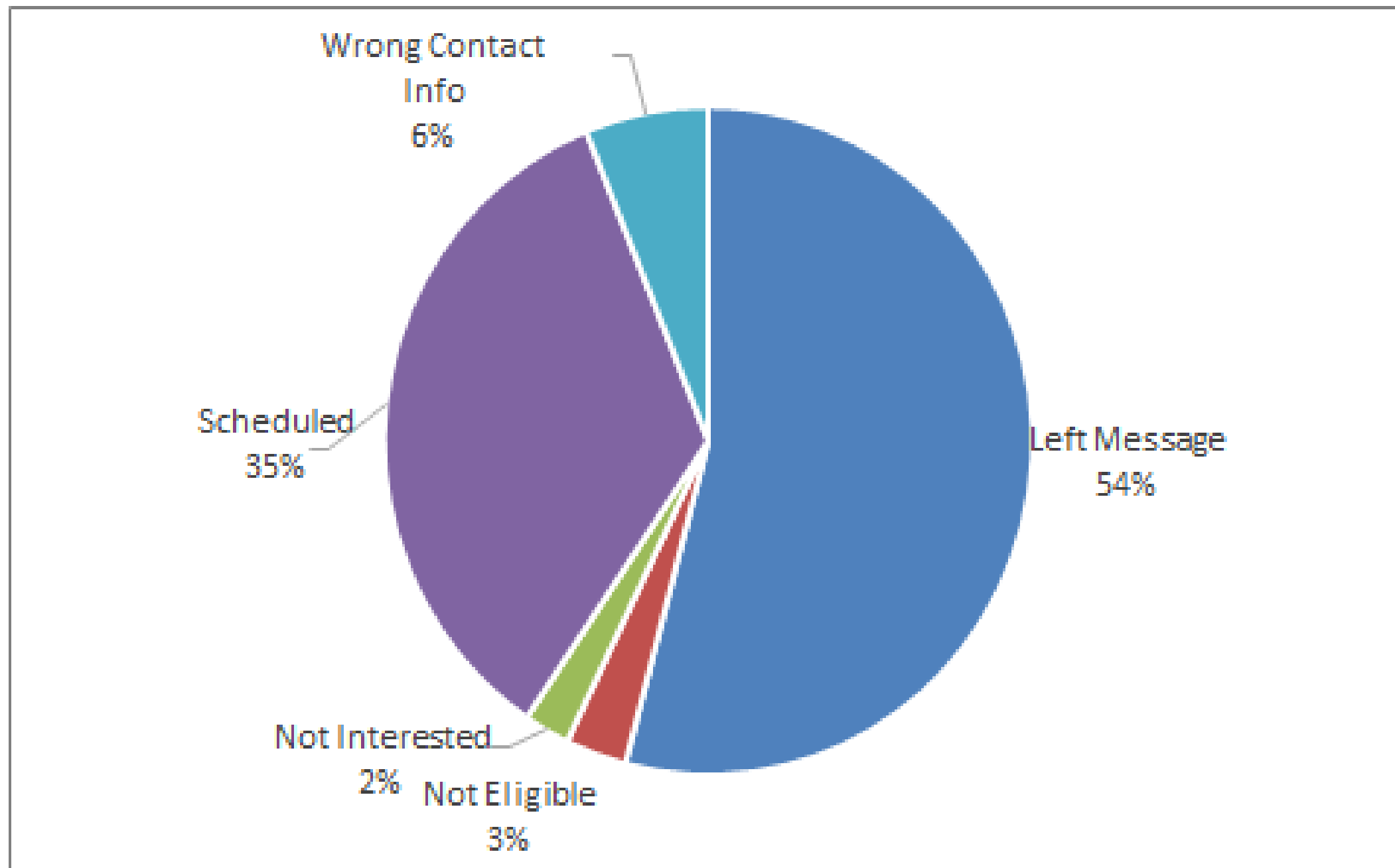


Still a challenge.

Data

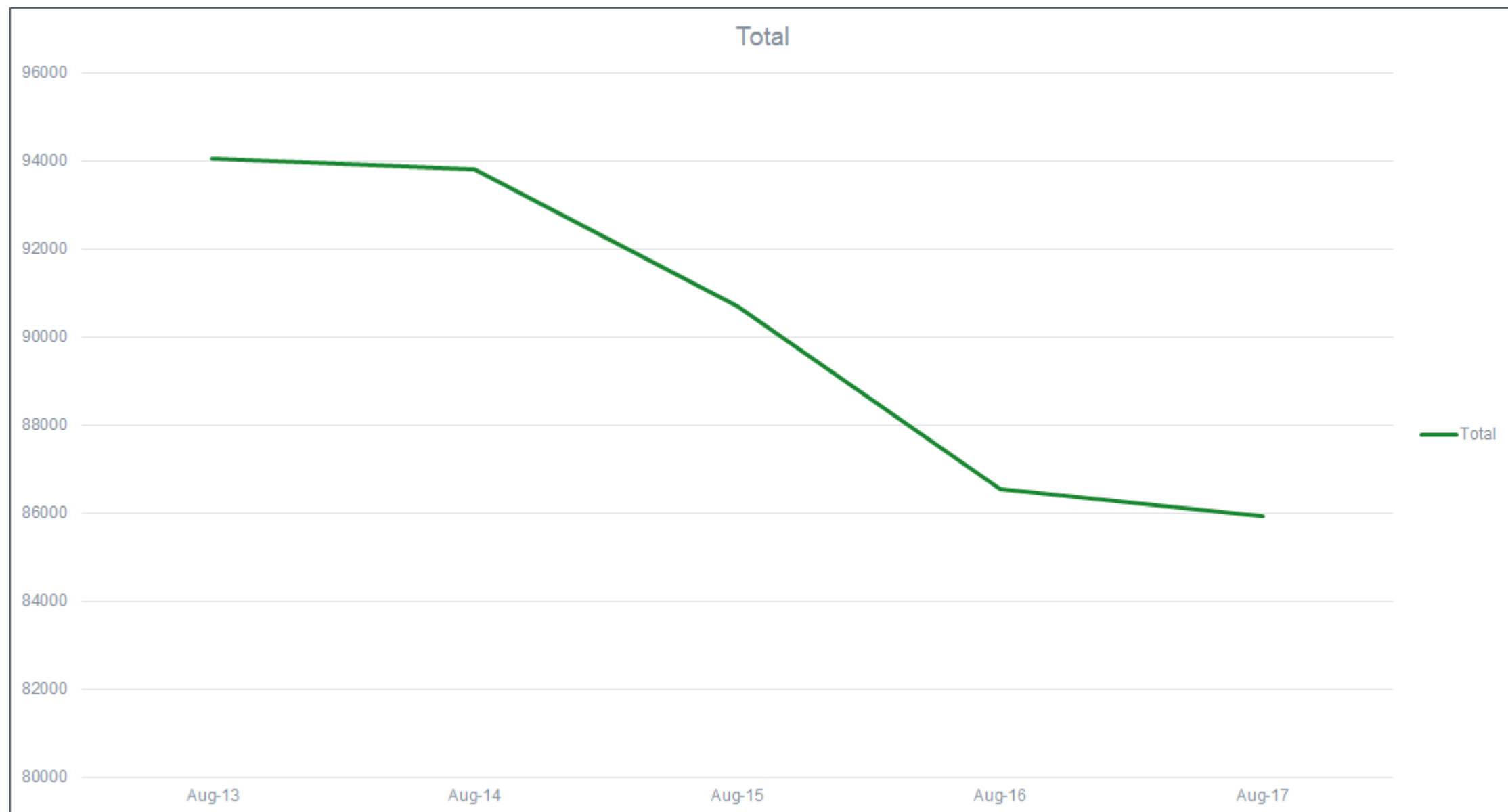


5,618 Online WIC Referrals



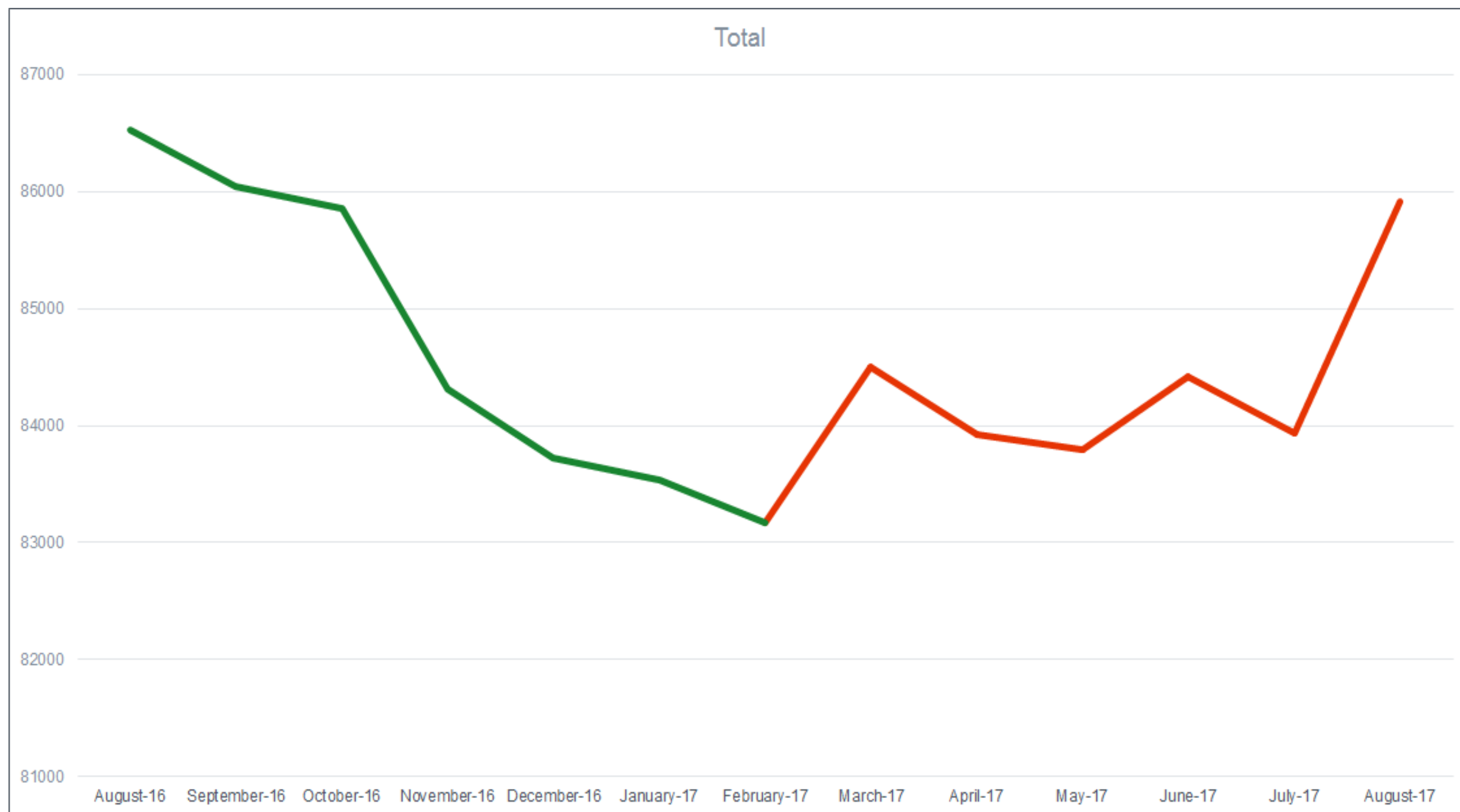
CO WIC Vouchered Participants

2013 - 2017



CO WIC Vouchered Participants

August 2016 - August 2017



Final Thoughts



Questions?

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