



Leveraging Technology

TO EFFECTIVELY REACH MILLENNIALS
AND STREAMLINE WIC SERVICES



CARRIE ZAVALA, MS, RDN

WIC DIRECTOR

MARICOPA COUNTY DEPARTMENT OF
PUBLIC HEALTH



Objectives

1. Discuss the importance of utilizing technology throughout the WIC participant experience
2. Learn how to utilize technology outside of your WIC MIS system to engage and retain participants
3. Identify small steps to streamline the WIC Certification process and remove barriers for clients
4. Discuss lessons learned CQI

MCDPH – WIC Overview

Caseload – 48,000 per month

88% of Caregivers are Millennials

Primary urban, Phoenix Metro Area

17 clinics across the County

110 staff

Clinic Flow for Certifications

- WIC Intake Specialists complete demographics and income verification and documentation
- Nutritionists complete nutrition assessment, education, food package prescription and load eWIC benefits



The Problem



Decreased
Caseload



Budget Cuts &
Decreased Staff



¼ Temporary
Certifications



Barriers for
Clients



Extra Work for
Staff

Provide	Provide more client centered options for communication
Improve	Improve work flow for staff
Utilize	Utilize technology to decrease temporary certifications
Reduce	Reduce Client Barriers to Participation

Key Project Goals

Project Strategies



Universal Phone Number



Online Appointment Request



Utilize Technology in the Clinic



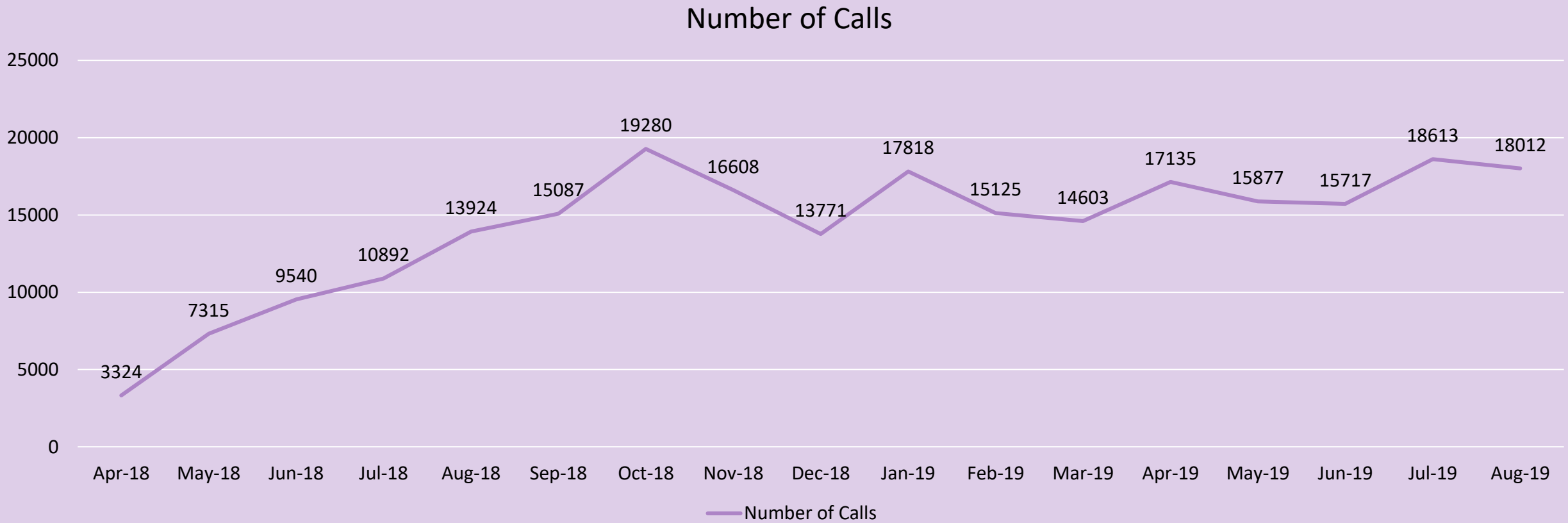
Utilize Technology outside the Clinic

Universal Phone Number



602-506-9333

Results



Universal
Number

Lessons Learned

Call volume

Updates

Bypassing

Confusion

Online Appointment Request

Select Language ▾


MARICOPA COUNTY AZ

I Want to... **Providers** Schools Community Individuals & Families

How Can We Help? 🔍

Public Health > Individuals & Families > Family Health Promotion > Women, Infants & Children (WIC)

Women, Infants & Children (WIC)



What Does WIC Provide?


- Breastfeeding support
- Healthy foods
- Nutrition information
- Referrals to health care and other social services

Who is WIC For?

- Breastfeeding women
- Children (under age 5)
- Infants
- Postpartum women
- Pregnant women

Now Offering WIC@Home!

Families now have the option to attend some of their WIC appointments from the comfort of their homes. During a WIC@Home appointment, you'll join other parents or caregivers using a video-chat website to share tips on nutrition or breastfeeding. All you need is a smartphone, tablet or computer with a webcam to participate.



Ask us about **WIC@Home** at your next appointment!


Home

How Do I Apply for WIC?

Locations

FAQs

En Español



Make a WIC Appointment

Request WIC at Your Event

Find us on Facebook

Contact Us

Women Infants & Children (WIC)

Personal Information

First Name*

Last Name*

Home Address*

City*

State*

Zip Code*

Email Address

Date of Birth*

Family ID (if known)

Phone* This is a required field

My mailing address is the same as my home address.*

Yes

No

Family Information

Do you have children under the age of 5?*

Yes

No

Are you pregnant?*

Yes

No

Appointment Information

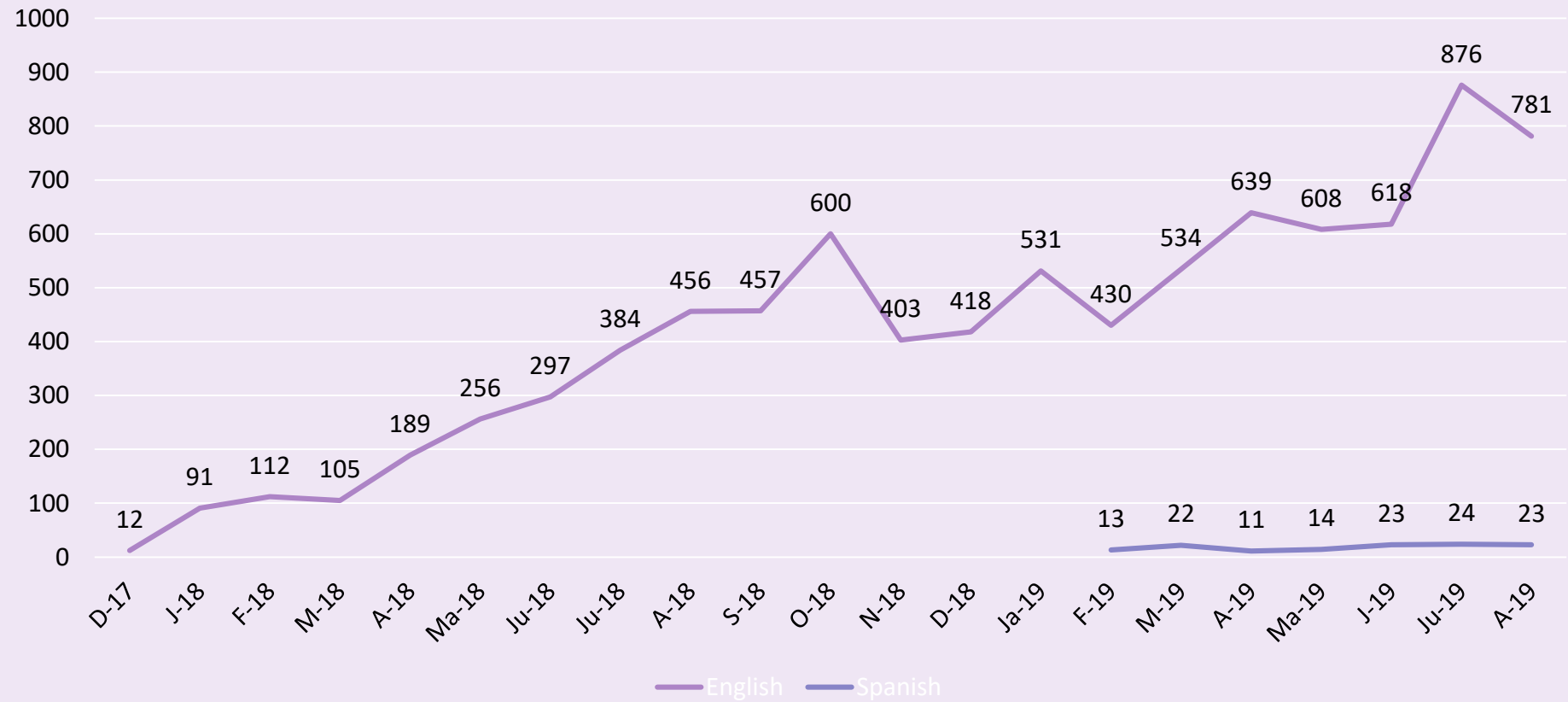
Which clinic do you want to visit?*

-- Select One -- ▾

When would you like an appointment?*

Results

Online Appointment Requests



Text Outreach Campaign

Current SNAP Clients not on WIC

1. *WIC is a free program providing a debit card for healthy foods, nutrition info, and other resources. Want to enroll? Text Yes.*
2. *Great! You can request an appointment online at www.maricopawic.com or reply yes and your nearest clinic will contact you. See you soon!*

Current clients that didn't receive benefits

April - Don't miss out on WIC! Request an appointment at www.maricopawic.com or reply yes and a WIC staff will call you

Lessons Learned

Easier

Popular

Easy call to action

Management

First Name*

Last Name*

Home Address*

City*

State*

Zip Code*

Email Address

Date of Birth*

Family ID (if known)

Phone*

This is a required field

My mailing address is the same as my home address.*

Yes

No

Family Information

Do you have children under the age of 5?*

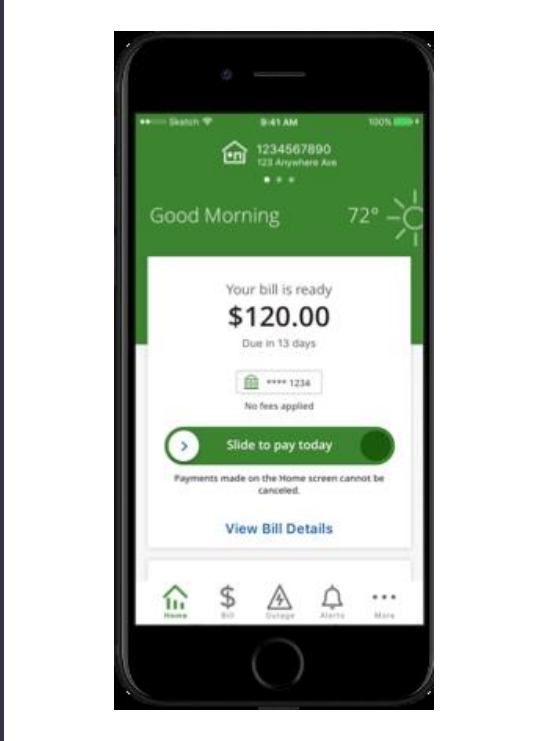
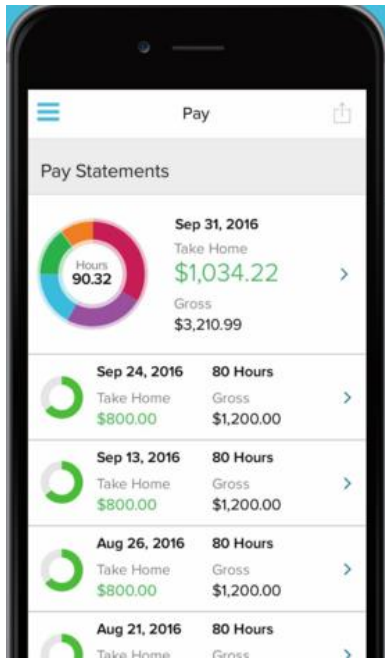
Yes

No

Are you pregnant?*

Yes

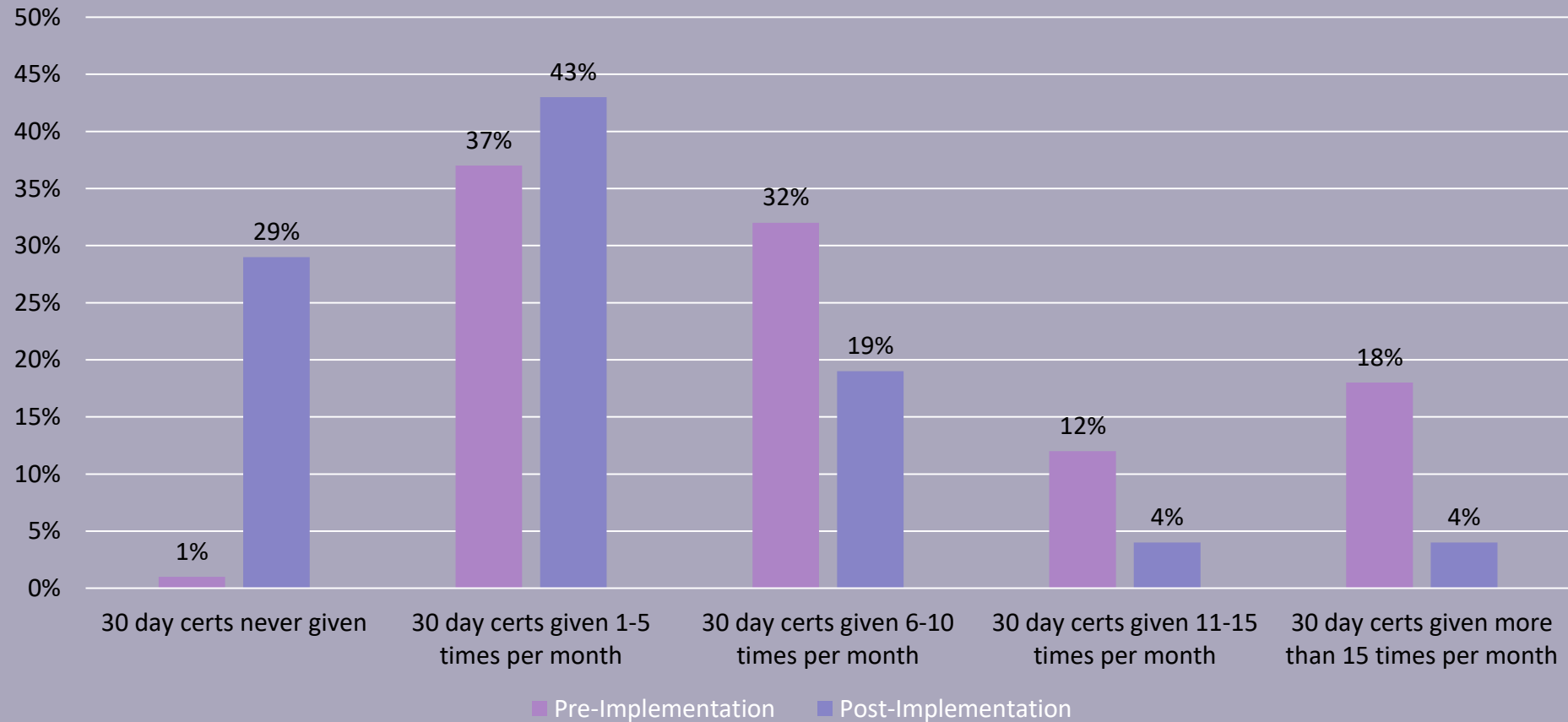
No



Obtaining Documentation in Clinic

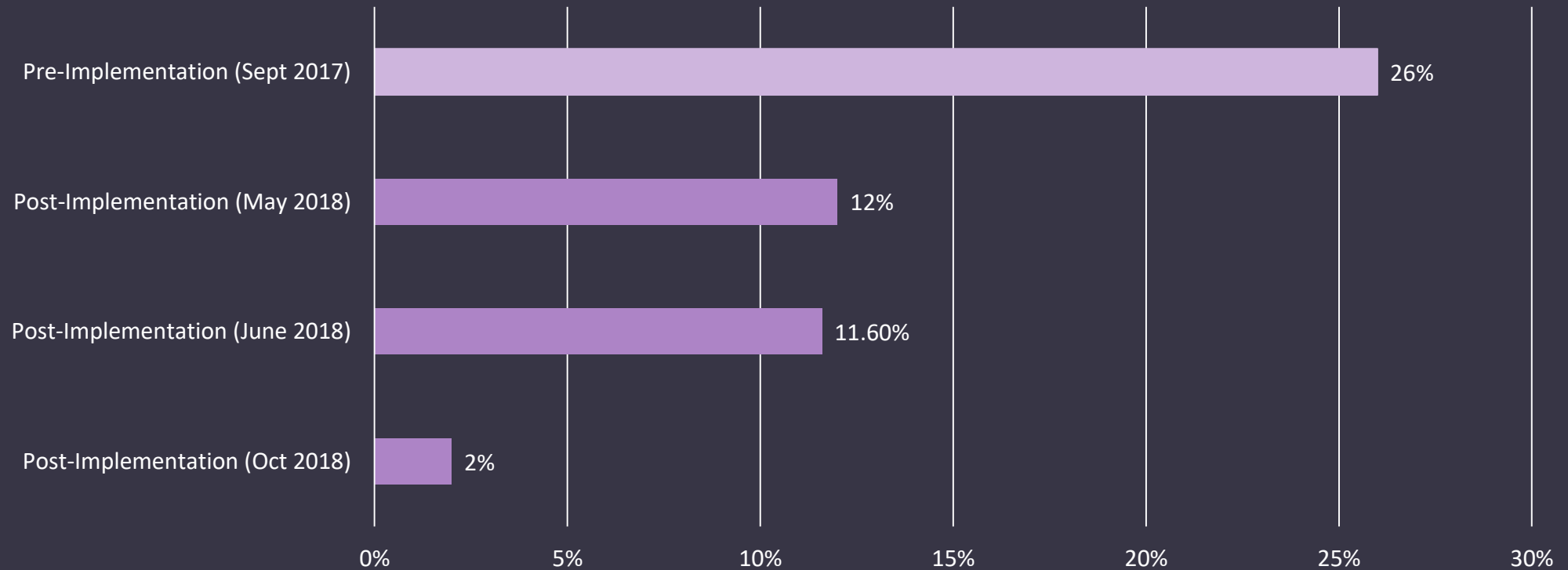
Results

Staff Perception of Utilizing Technology to Reduce 30-day Temporary Certs



Results

Percent of Total Certifications that were 30-day Temporary Certifications due to lack of Documentation





Obtaining Documentation Outside of Clinic

Quality Improvement

MARICOPA COUNTY AZ


I Want to... **Providers** Schools Community **Individuals & Families**

Select Language | v

How Can We Help?

Public Health > Individuals & Families > Family Health Promotion > Women, Infants & Children (WIC)

Women, Infants & Children (WIC)



What Does WIC Provide?


- Breastfeeding support
- Healthy foods
- Nutrition information
- Referrals to health care and other social services

Who is WIC For?

- Breastfeeding women
- Children (under age 5)
- Infants
- Postpartum women
- Pregnant women

Now Offering WIC@Home!

Families now have the option to attend some of their WIC appointments from the comfort of their homes. During a WIC@Home appointment, you'll join other parents or caregivers using a video-chat website to share tips on nutrition or breastfeeding. All you need is a smartphone, tablet or computer with a webcam to participate.



Ask us about **WIC@Home** at your next appointment!


Home

[How Do I Apply for WIC?](#)

Locations

FAQs

En Español



[Make a WIC Appointment](#)

[Submit Documents](#)

[Request WIC at your Event](#)

Find us on **Facebook**

Breastfeeding questions?
Call the 24-hour hotline at 800-833-

WIC Eligibility Documentation

Welcome to the secure portal to upload your ID, address, income or prescription documents for WIC. Once we receive your information, we will load your benefits and contact you when they have been added to your eWIC card.

Name*

First Name Last Name

Which clinic do you visit? *

--- Select One ---

Date of Birth*

Email

Confirm Email*

By providing an email address, we can use it to let you know when benefits have been added to your card.

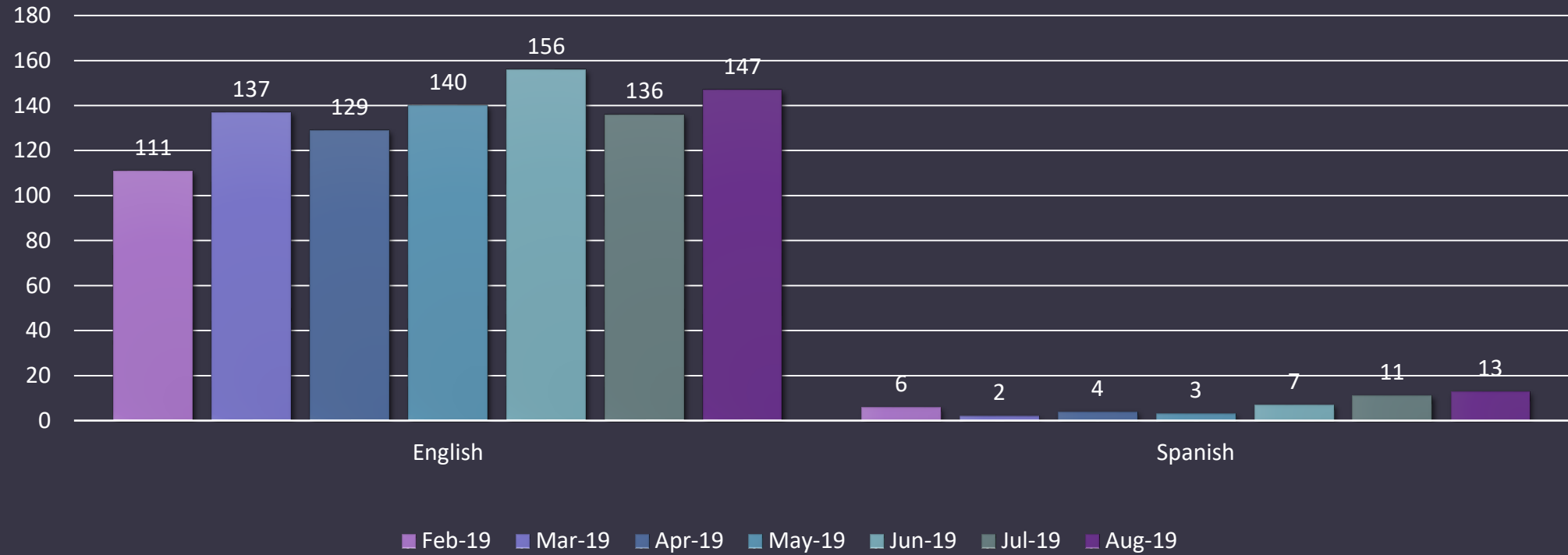
Types of Documents

Every time you enroll or re-enroll in WIC, we have to collect proof of address and income for the family and proof of ID for each person receiving WIC benefits. You may also use this website to upload a prescription form from your medical provider. Below is a list of documents that we can accept:

- **Proof of ID**
This can include: Driver's License, state issued ID, school ID, military ID, Approval letter for DES programs (AHCCCS, TANF, SNAP), crib card from hospital, immunization/shot record, birth certificate, passport, pay check stub.
- **Proof of Address**
This can include anything with your name and address such as: driver's license, state issued ID, approval letter for DES programs (AHCCCS, TANF, SNAP), lease agreement, rent receipt, pay check stub, utility bill.
- **Proof of Income**

Results

Number of Document Submissions



Lessons Learned



WIC Eligibility Documentation

Welcome to the secure portal to upload your ID, address, income or prescription documents for WIC. Once we receive your information, we will load your benefits and contact you when they have been added to your eWIC card.

Name*
First Name Last Name

Which clinic do you visit? *
-- Select One --

Date of Birth*
 / /

Email

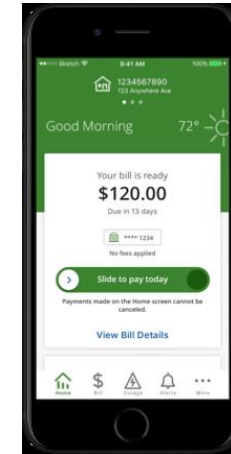
Confirm Email*

By providing an email address, we can use it to let you know when benefits have been added to your card.

Types of Documents

Every time you enroll or re-enroll in WIC, we have to collect proof of address and income for the family and proof of ID for each person receiving WIC benefits. You may also use this website to upload a prescription form from your medical provider. Below is a list of documents that we can accept:

- **Proof of ID**
This can include Driver's License, state issued ID, school ID, military ID, Approval letter for DES programs (AHCCCS, TANF, SNAP), crib card from hospital, immunization/vacc records, birth certificate, passport, pay check stub.
- **Proof of Address**
This can include anything with your name and address such as driver's license, state issued ID, approval letter for DES programs (AHCCCS, TANF, SNAP), lease agreement, rent receipt, pay check stub, utility bill.
- **Proof of Income**



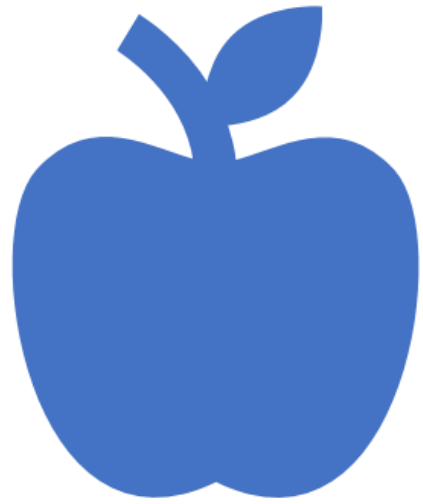
“It’s
about
time!!!”

“I feel like we are cutting edge”

“...frees up much needed
appointment slots”

“It is efficient and convenient for
employees and clients”

Staff and Client Feedback



Using Technology for Nutrition Education



Zoom

Participants (8)

Find a participant

- C Chandelle (Host, me)
- AV Alex V
- A Ashley
- C carolina
- MJ Maria
- A Ashley
- R Rachel
- YR yesicka

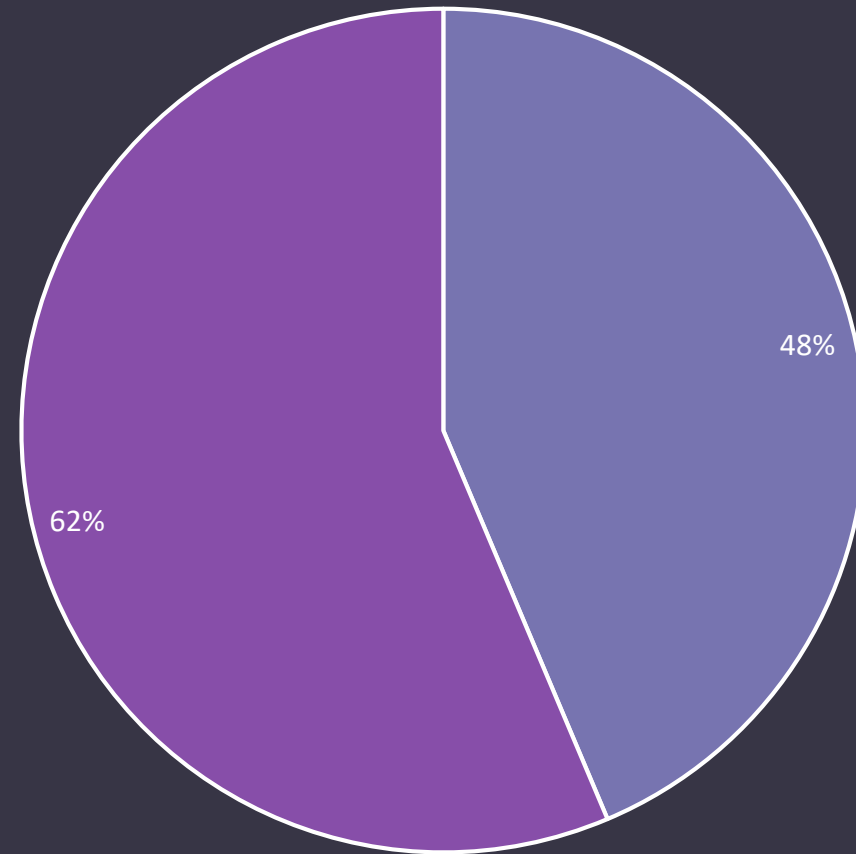
Mute All Unmute All More

Facilitated Group Discussions



Surprise...

Attendance



Attended Missed

“This was my first time participating in this and it was awesome! I'm so glad this is available as an option!”

“Great experience!, Very Convenient!”

“Loved it!,” “It was amazing”

“This has been definitely convenient and less stressful for me. I enjoyed it! Very impressed with all the new changes with WIC! Thank you.”

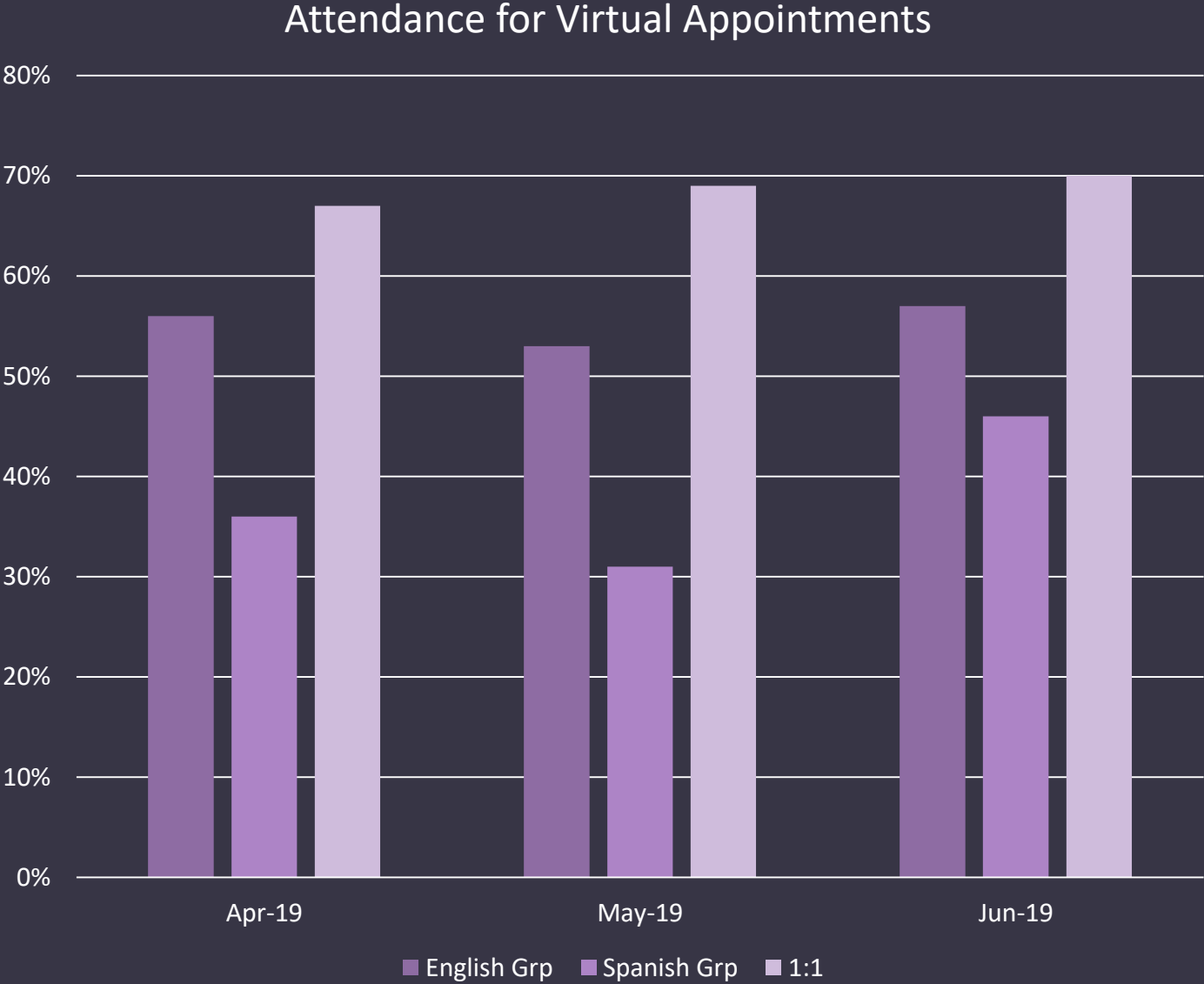
“It was much easier than bringing my toddlers to the clinic.”

Client Feedback



1:1 Nutrition Education Sessions

Results



Challenges



Staff turnover

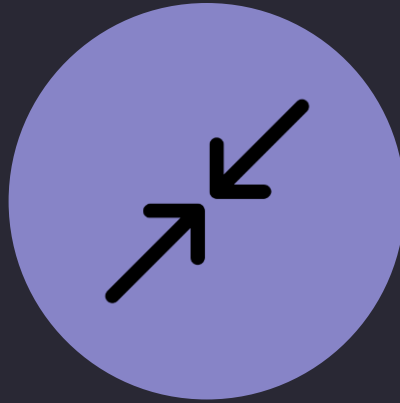


Online Platform



Communication

Next Steps



DECREASING NUMBER OF GROUPS



INCREASING THE CAPACITY FOR 1:1
APPOINTMENTS OVER THE PHONE



BUILD ON WIC
EXPERIENCE



WORK FROM HOME



PROFESSIONAL
GROWTH –
AUTONOMY



LATER EVENING
APPOINTMENTS
EASIER TO STAFF



IMPROVED WORK-LIFE
BALANCE

Added Benefits

Thank you!

CARRIE ZAVALA, MS, RDN

WIC DIRECTOR

MARICOPA COUNTY DEPARTMENT OF PUBLIC HEALTH

CARRIE.ZAVALA@MARICOPA.GOV