

Colorado Texting For Retention Program

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Overview

- In 2015, Colorado WIC Program was awarded a WIC mini-grant from USDA to implement texting innovations to address barriers to retention for children.
- Primary Research questions were:
- Can appointment reminders in the form of texts reduce missed appointments?
- Can retention be increased by sending text message prompts outlining the benefits of WIC?





Overview

Colorado Texting for Retention Program aimed to decrease some of the barriers to child retention specifically:

- Remembering to schedule WIC appointments
- Attending WIC appointments
- Availability of information about the benefits of WIC participation for children over the age of 1



Methodology

- 15 Colorado WIC clinics (across 20 sites) were selected for participation in the Texting for Retention Program.
- These clinics were chosen based their size as determined by their 2014 caseload, the type of scheduling they use at their clinics, and their level of interest.
- Differences in outcomes were also assessed between clinics using standard and same day/next day scheduling.





Methodology

- These 15 Colorado WIC Clinics were broken up into 3 groups.
 - **Control Group** - No intervention
 - **Basic Innovation Group** -Appointment Reminders Only
 - **Augmented Innovation Group** - Appointment Reminders and Targeted Prompts



Key Measures

Enrollment with benefits: Number of participants enrolled at each participating WIC Clinic who received benefits.

Total appointments: Number and percentage of recertification appointments that were kept

Reinstatements: Number of participants who were reinstated into the Colorado WIC Program

Recertification appointments: Number and percentage of recertification appointments that were kept

Voluntary Terminations: Number of clients who were terminated due to failure to reapply, failure to provide proof, or failure to pick-up their food benefits.

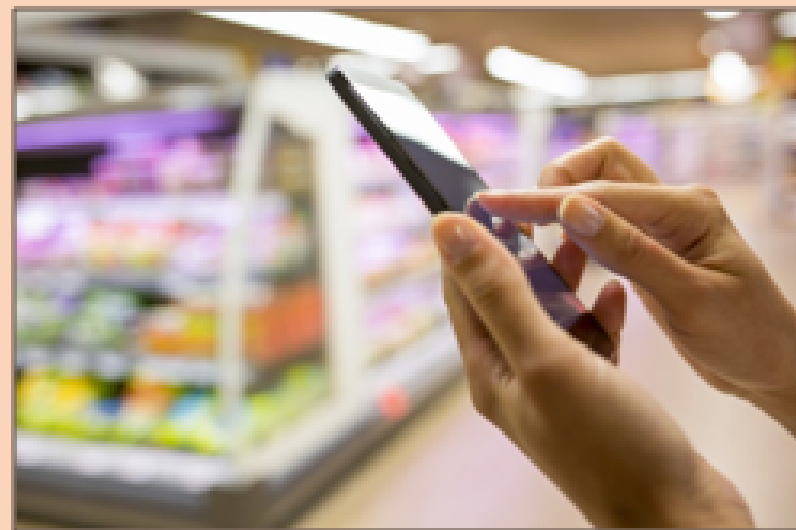


Implementation

- February 2015 - We sent out implementation instructions to the participating WIC clinics along with promotional materials.

Did You Know...

WIC now sends
appointment
reminders via text
or phone message!



If you do not wish to receive a text, please text STOP to 22300.

If you do not wish to receive a text and phone message,
please let your WIC Educator know.





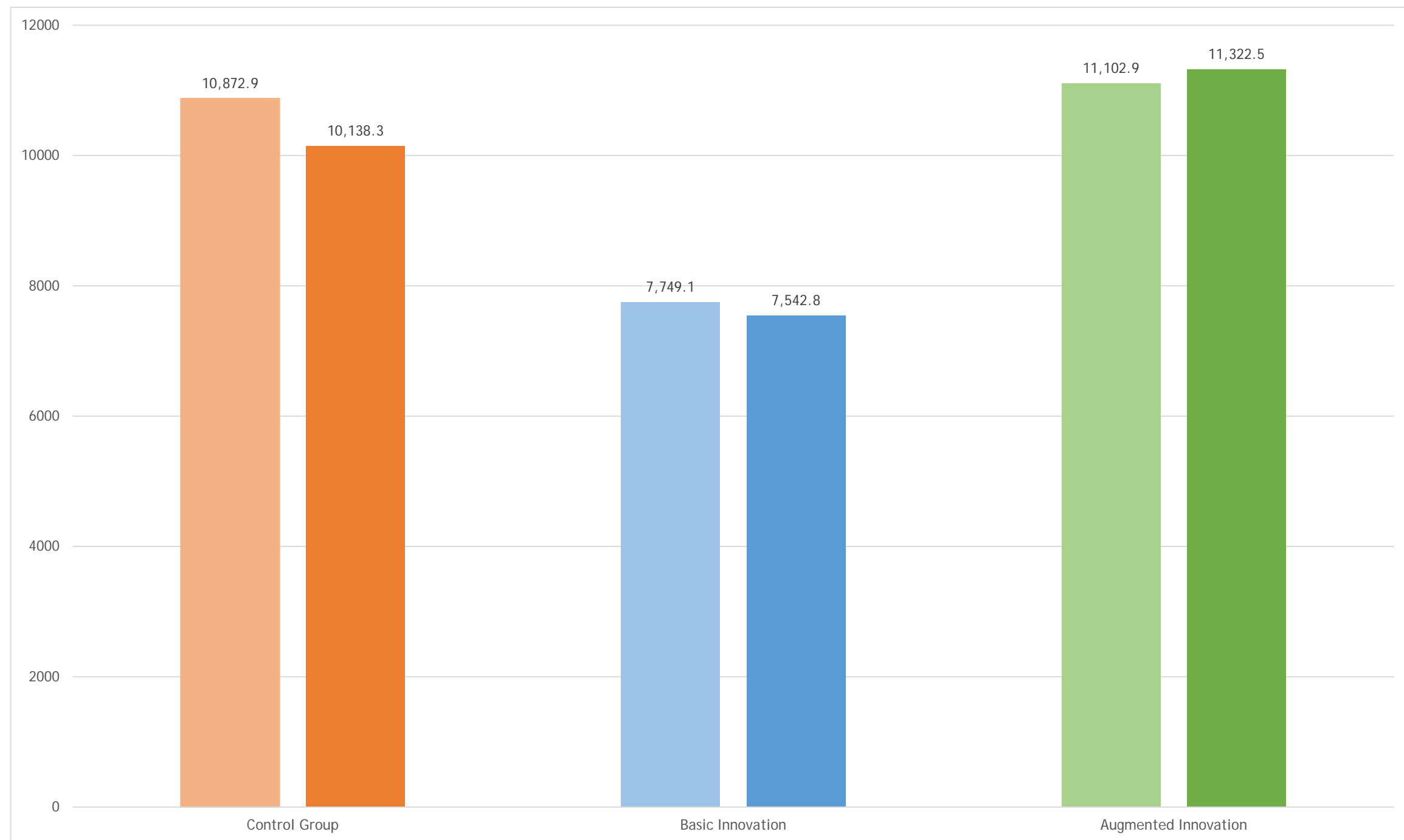
Implementation

- May 8, 2015 – Mass opt-out text was sent to all active participants in the participating WIC Clinics informing them of the new texting program.
- May 18, 2015 – Participants started receiving appointment reminders daily via text.
- June 2, 2015 – Monthly text messages started for Group #3. These included participants due for recertification, voluntary terminated, and those who have not picked up food benefits.

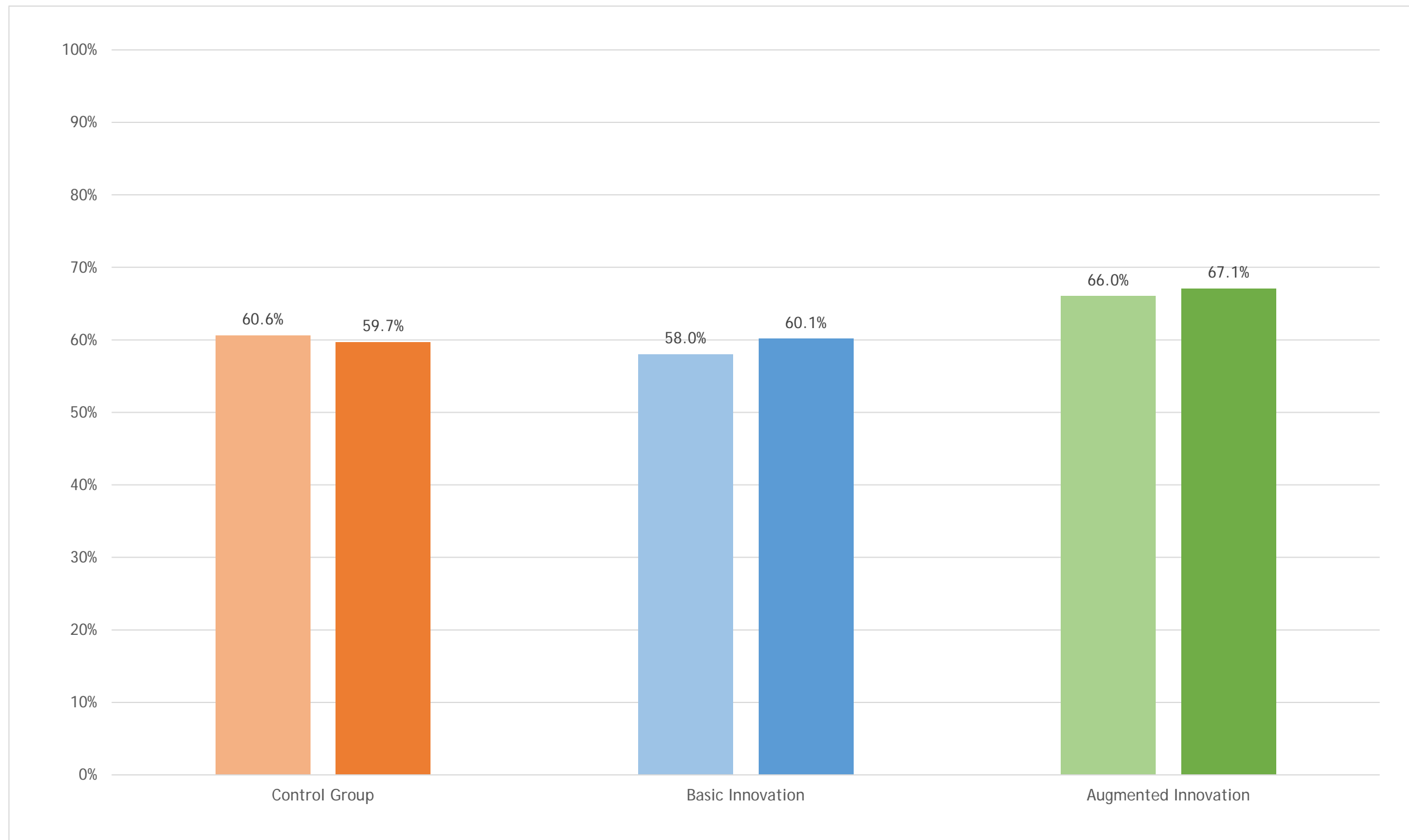




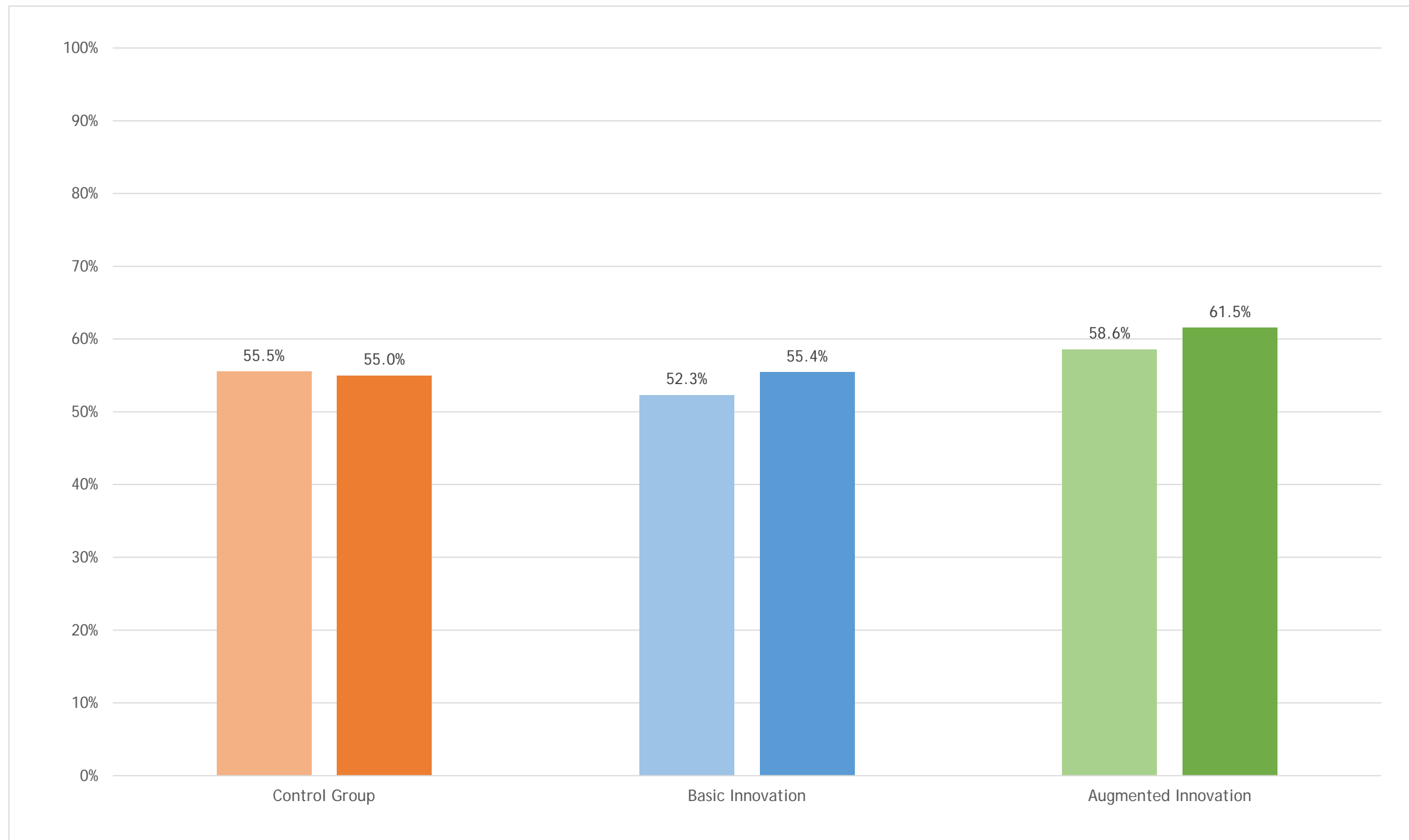
Enrollments - Overall



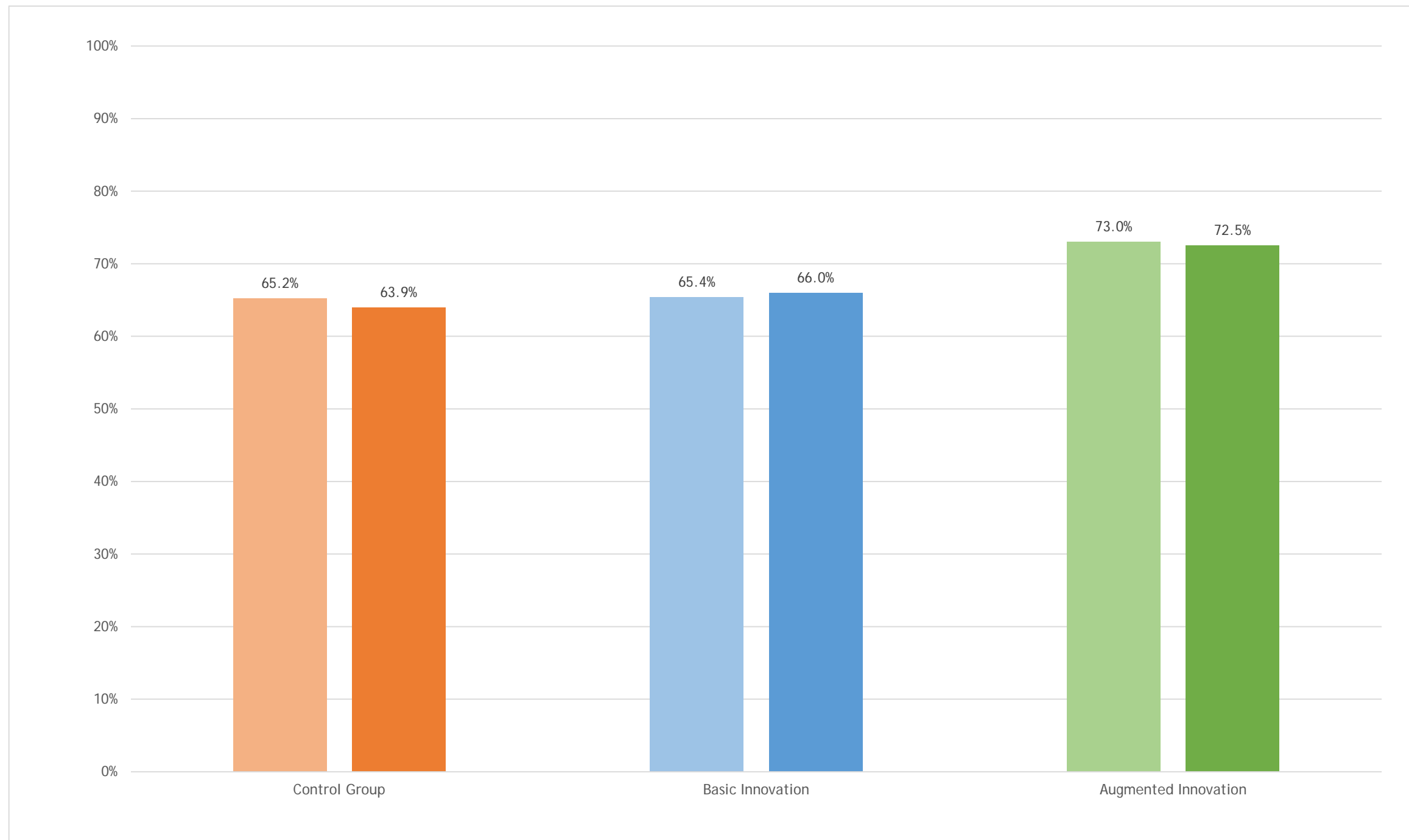
Appointments Kept - Overall



Appointments Kept - Standard

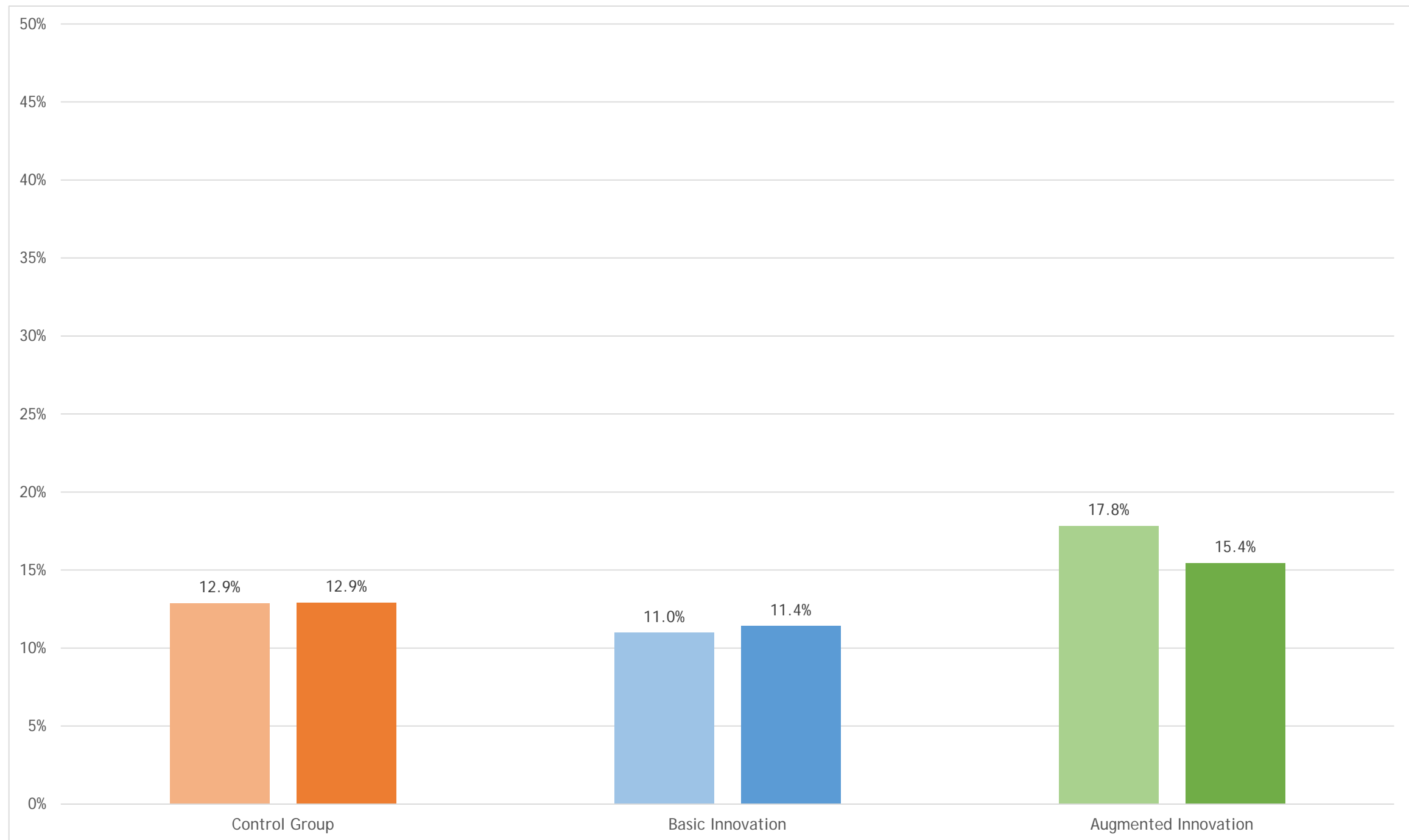


Appointments Kept - SD/ND

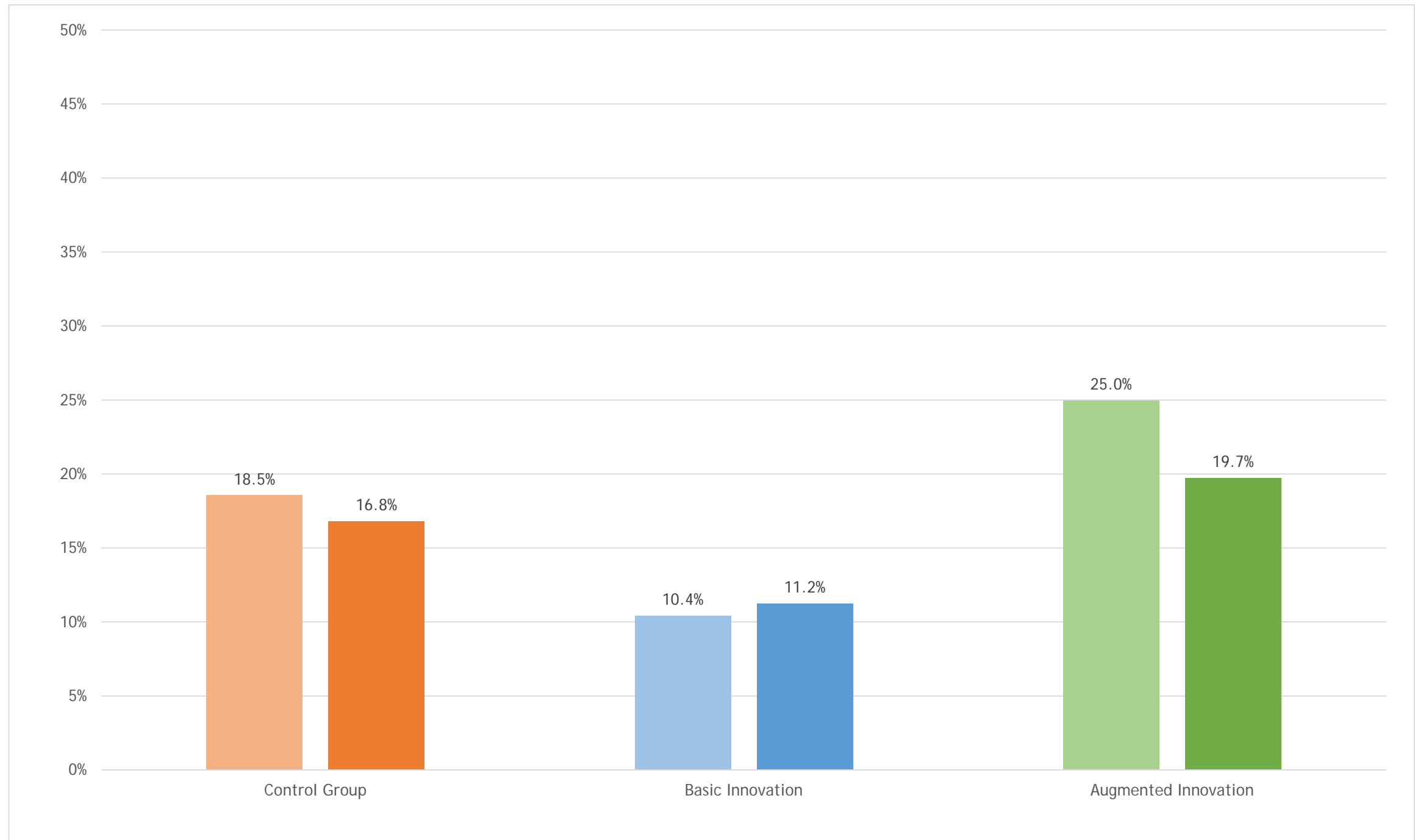




Percent of No Show - Overall

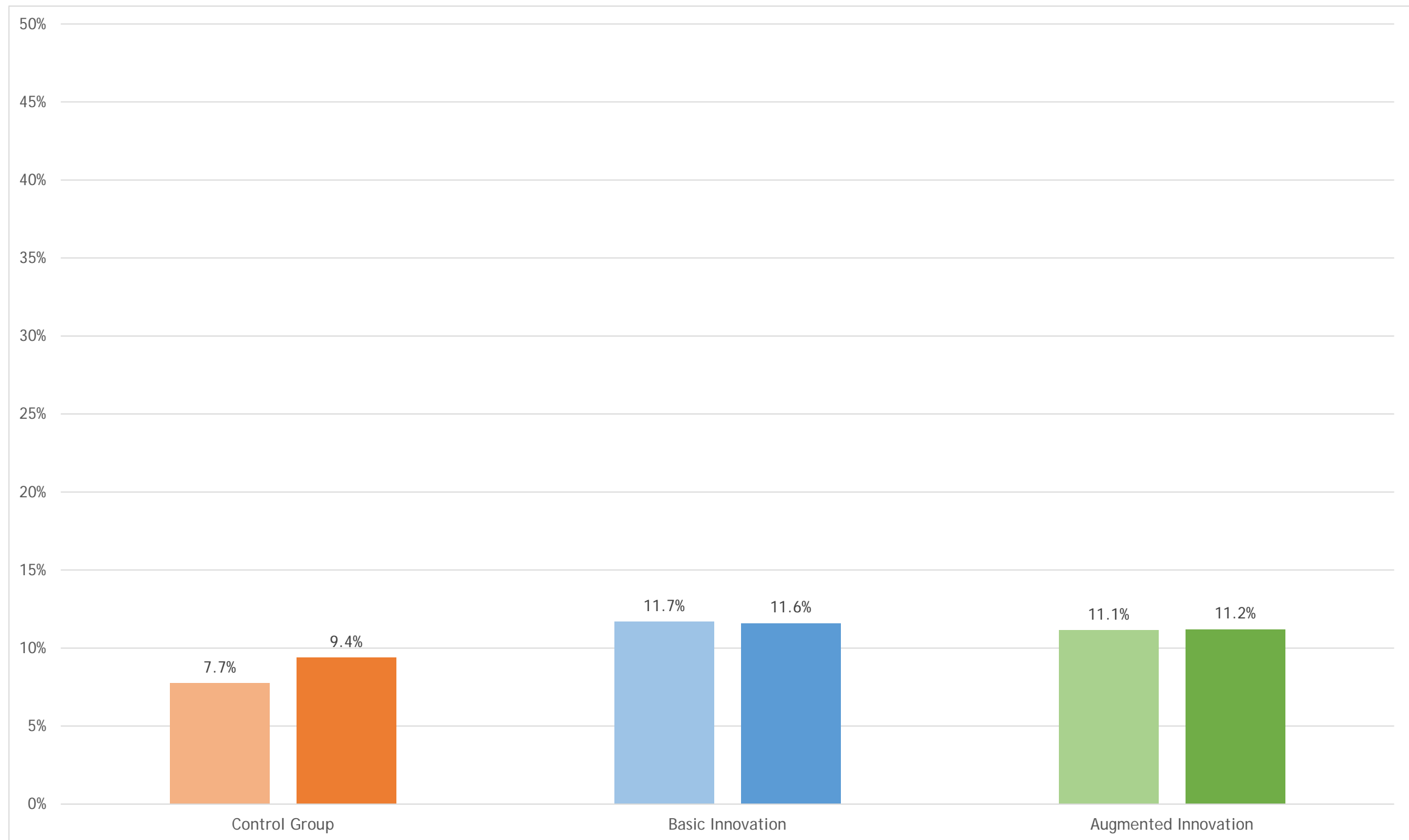


Percent of No Show - Standard



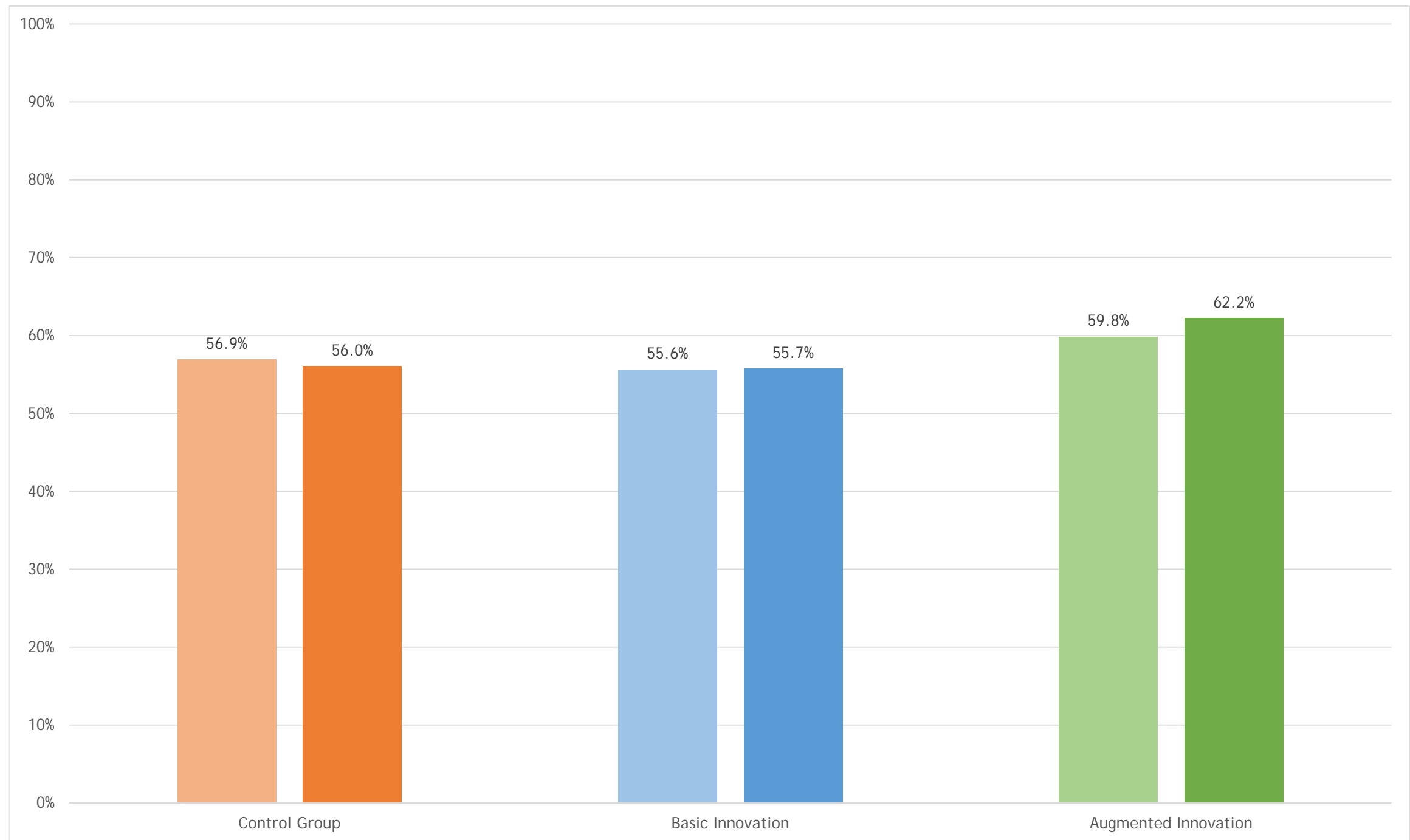


Percent of No Show – SD/ND

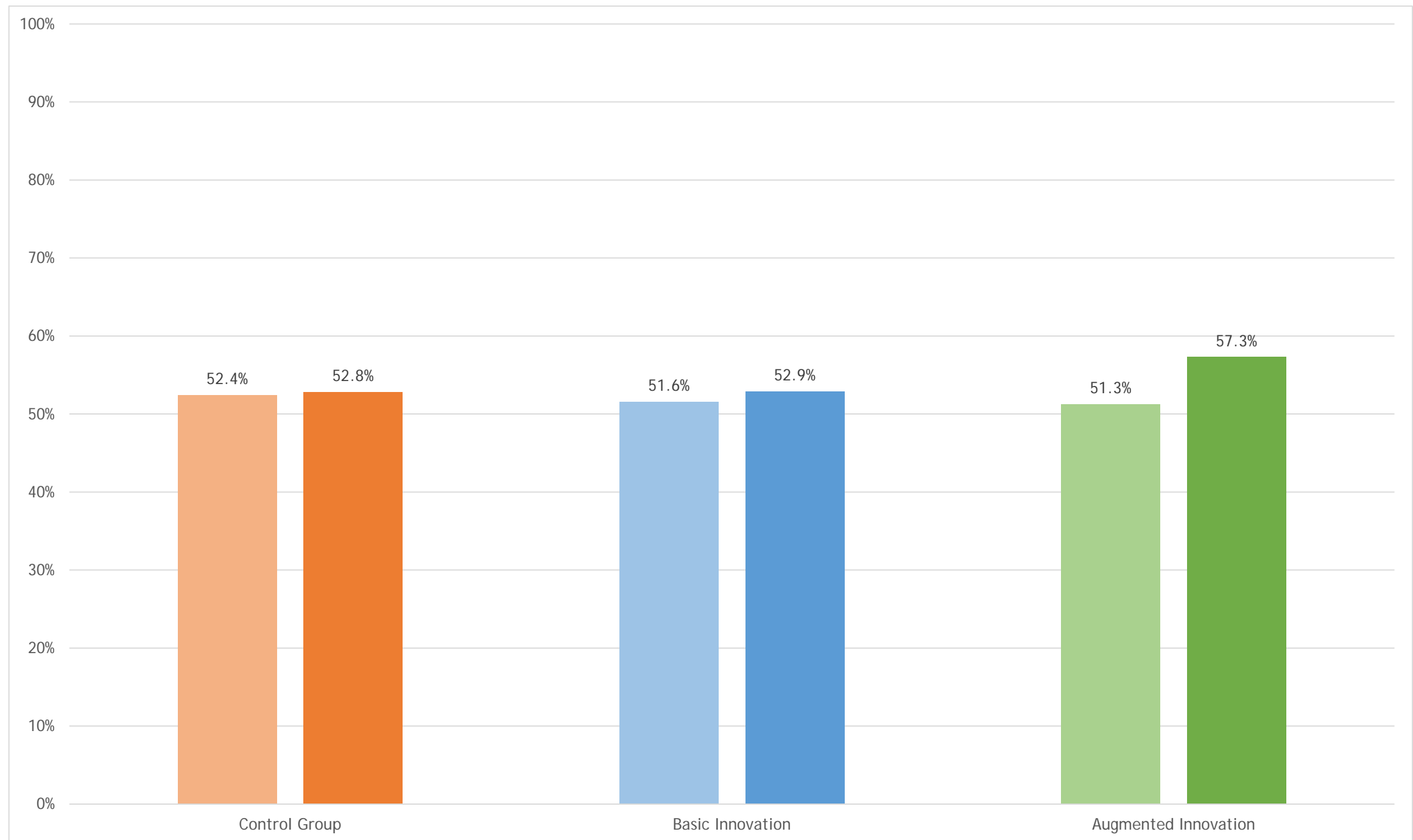




Recerts Kept - Overall

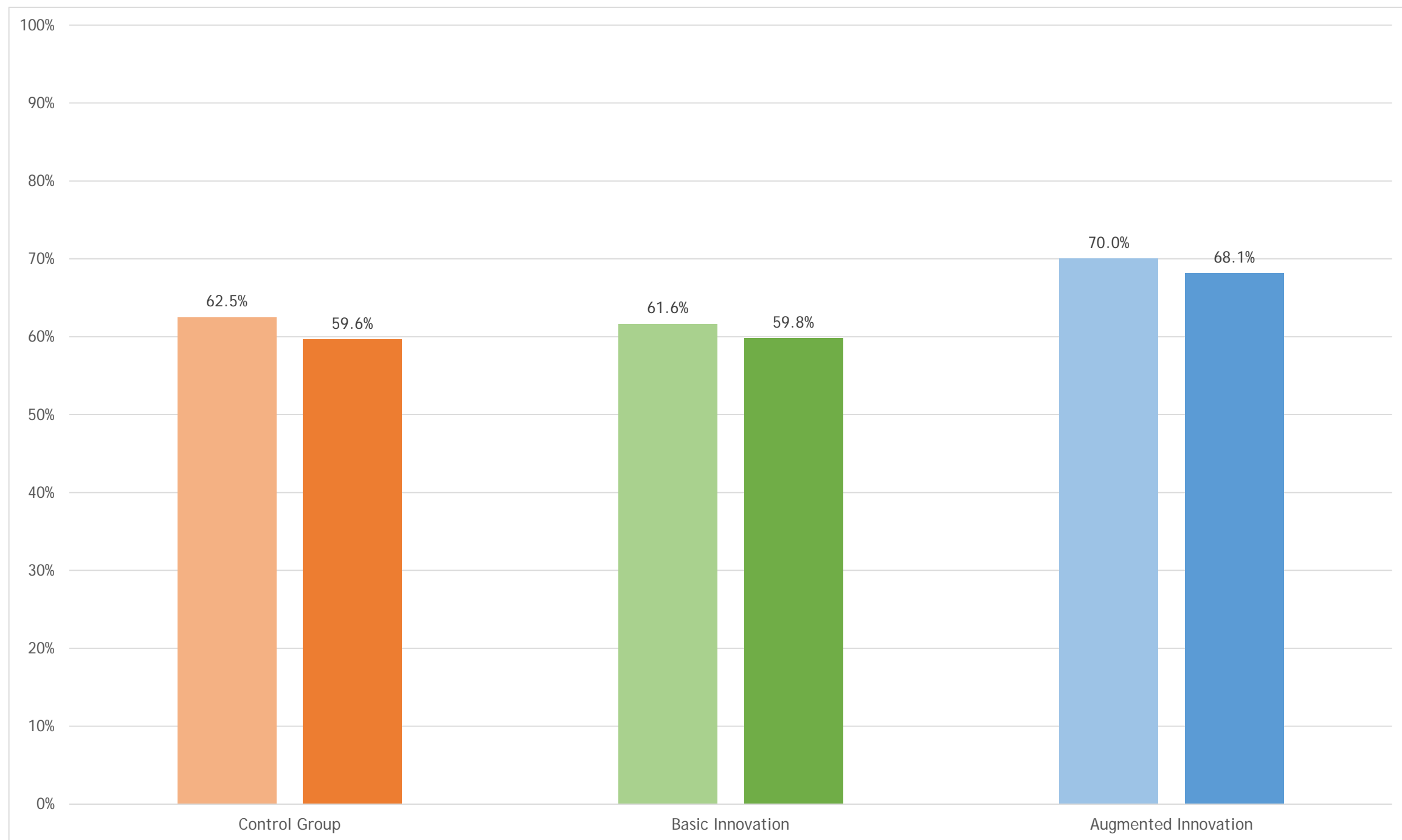


Recerts Kept - Standard

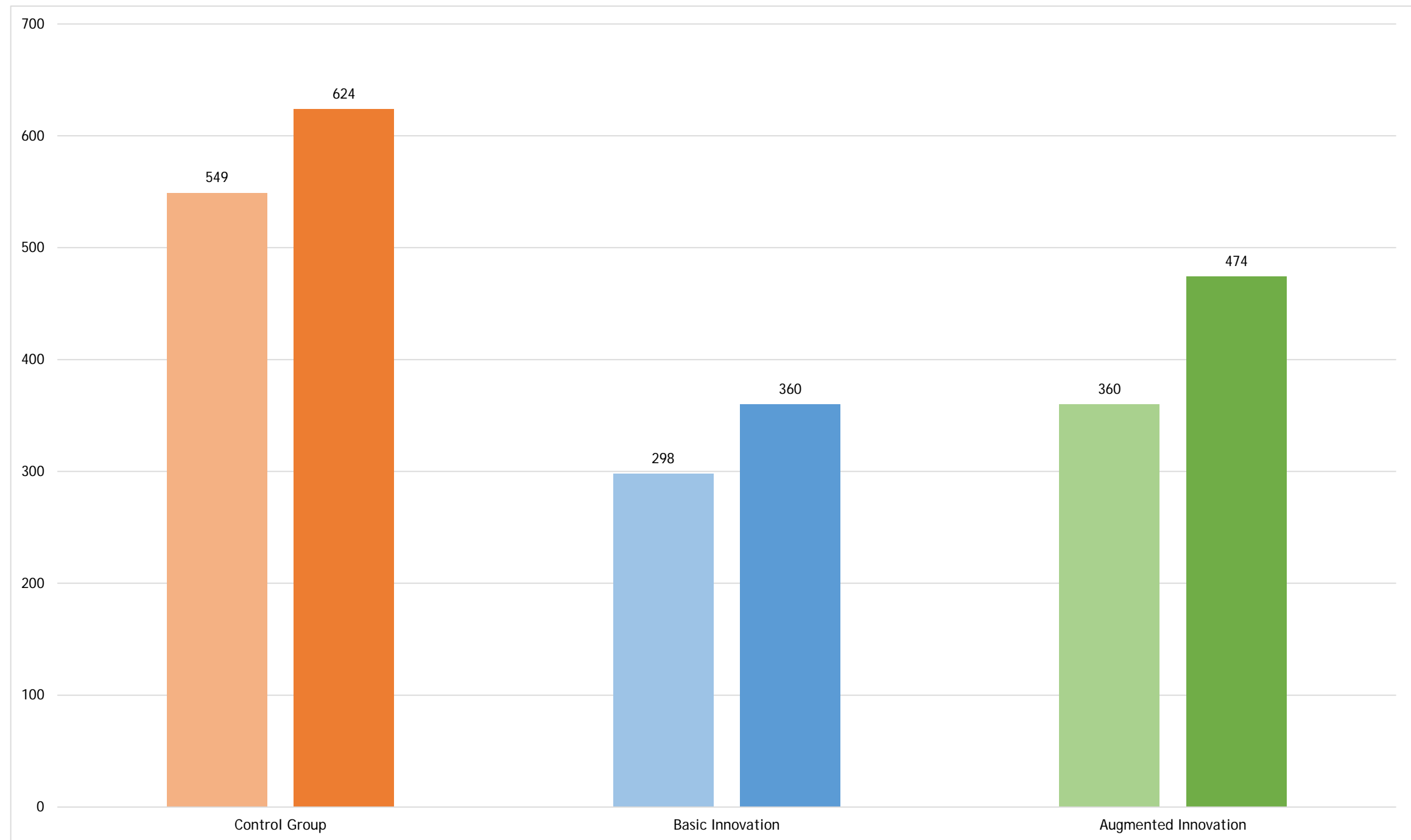




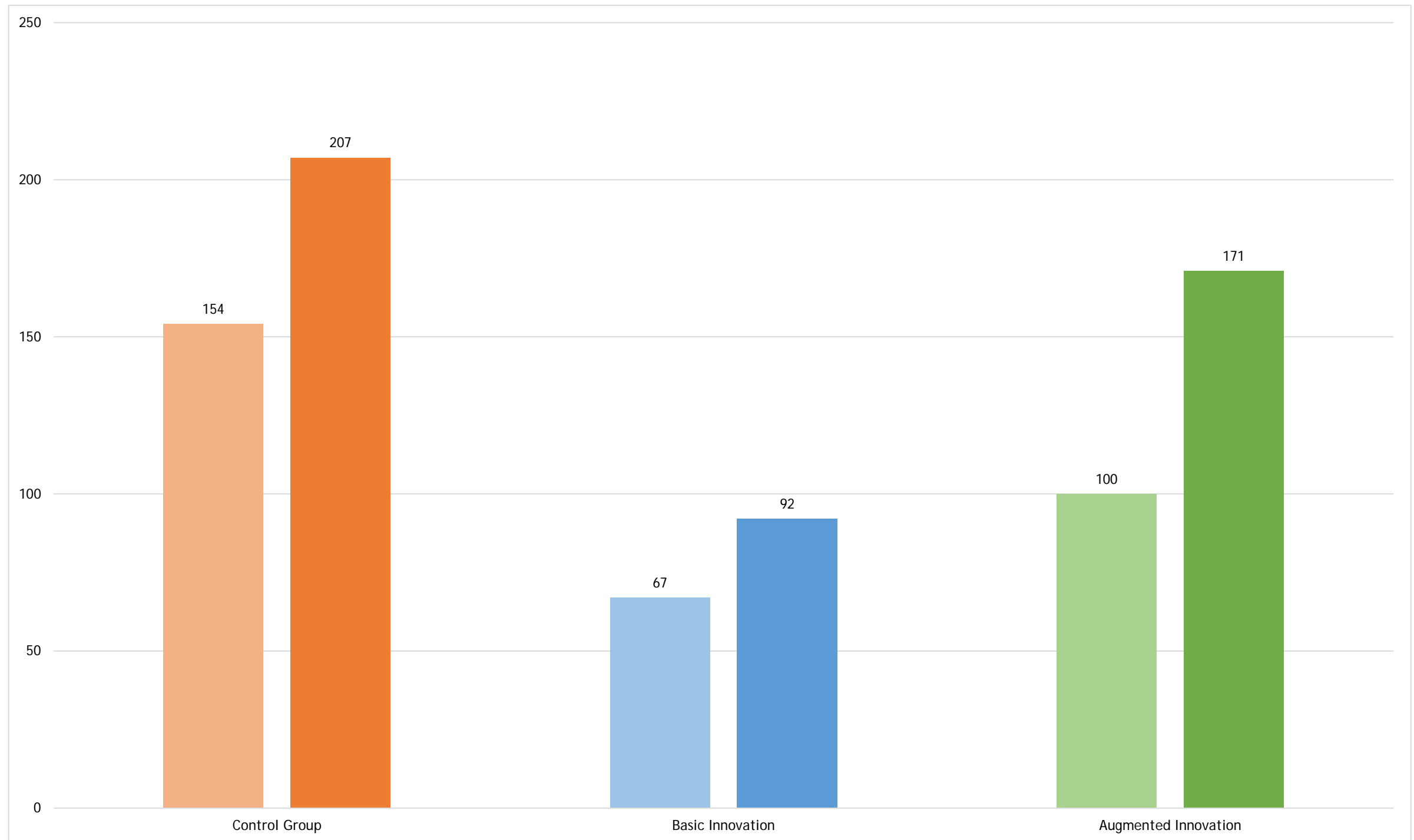
Recerts Kept - SD/ND



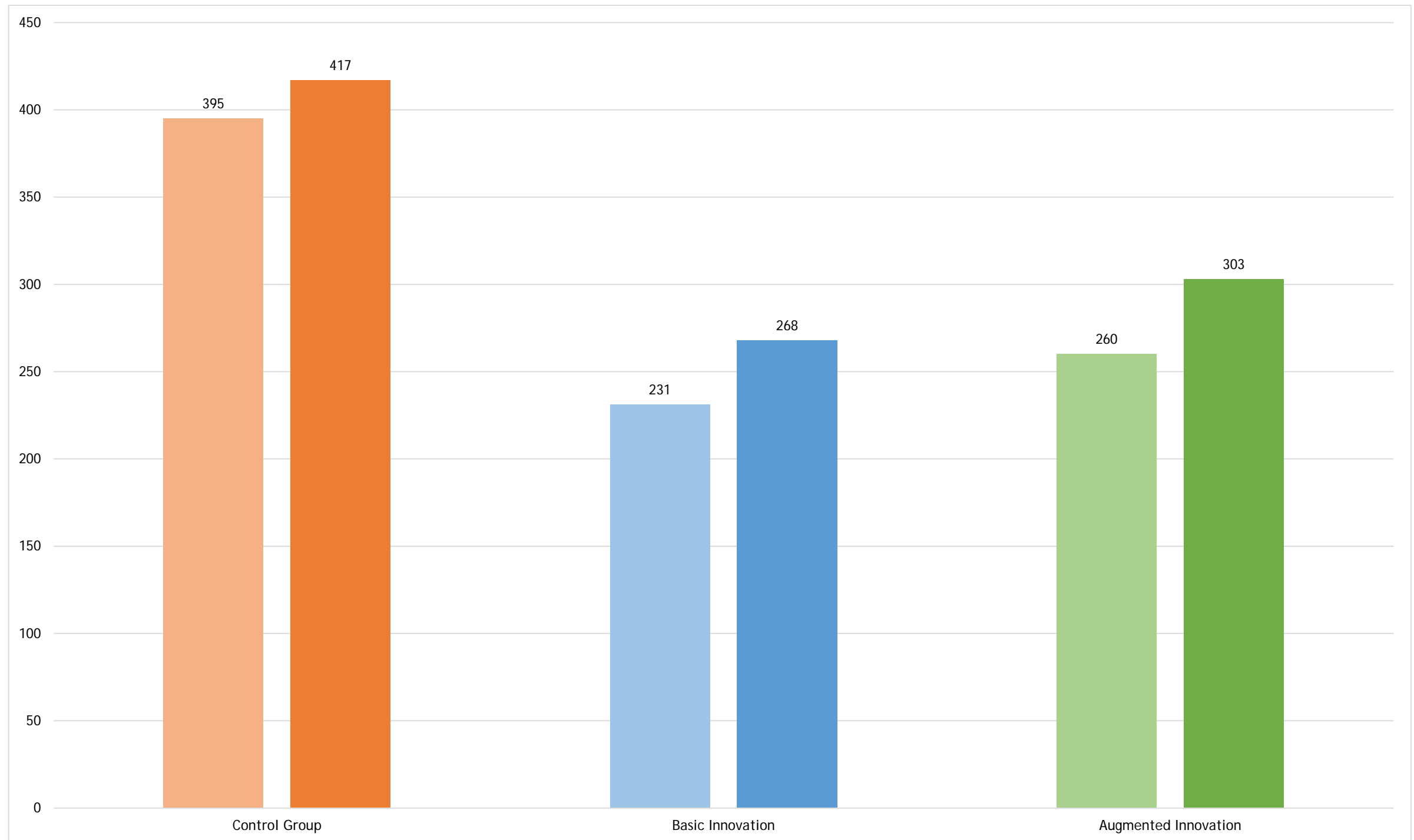
Reinstatements - Overall



Reinstatements - Standard

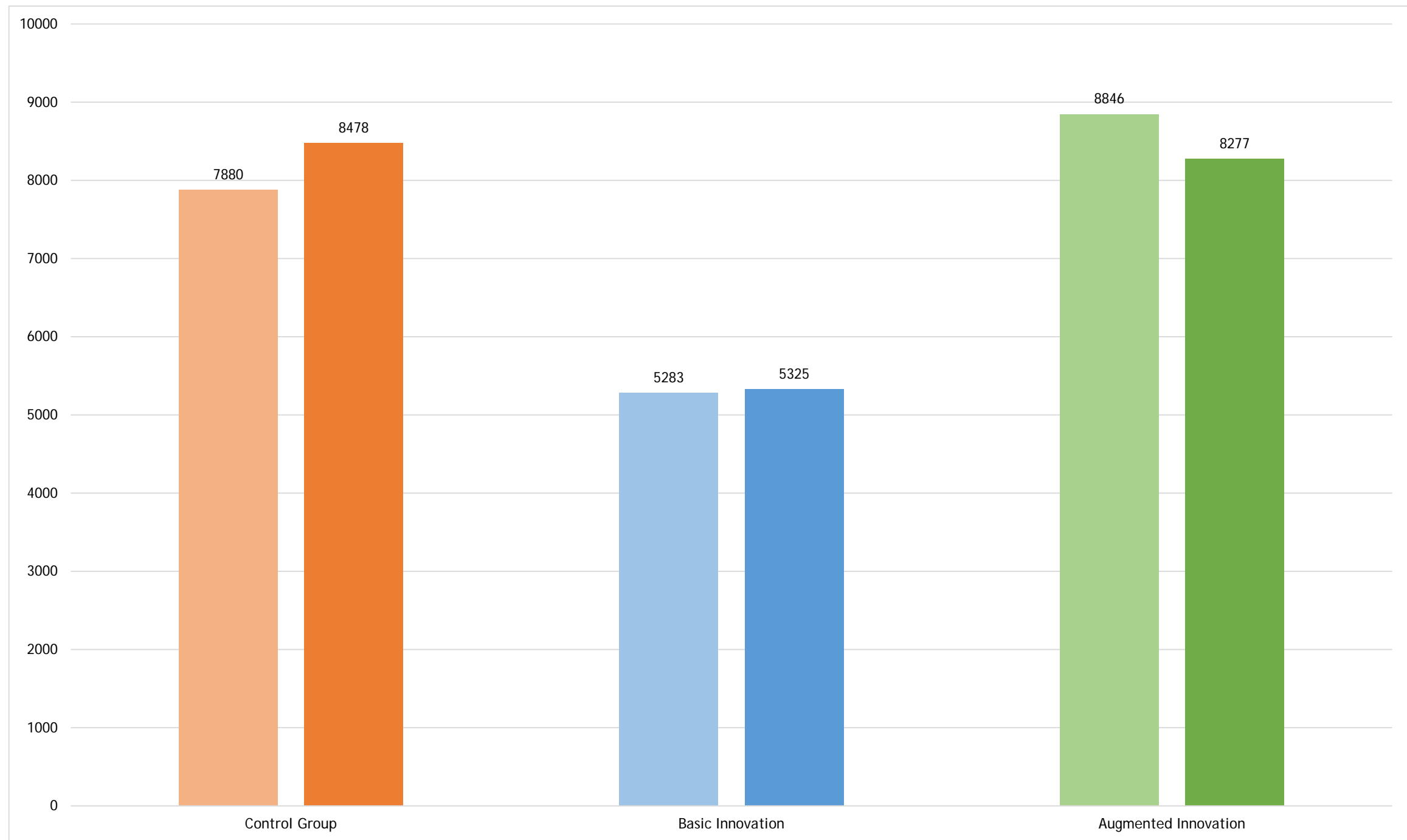


Reinstatements - SD/ND

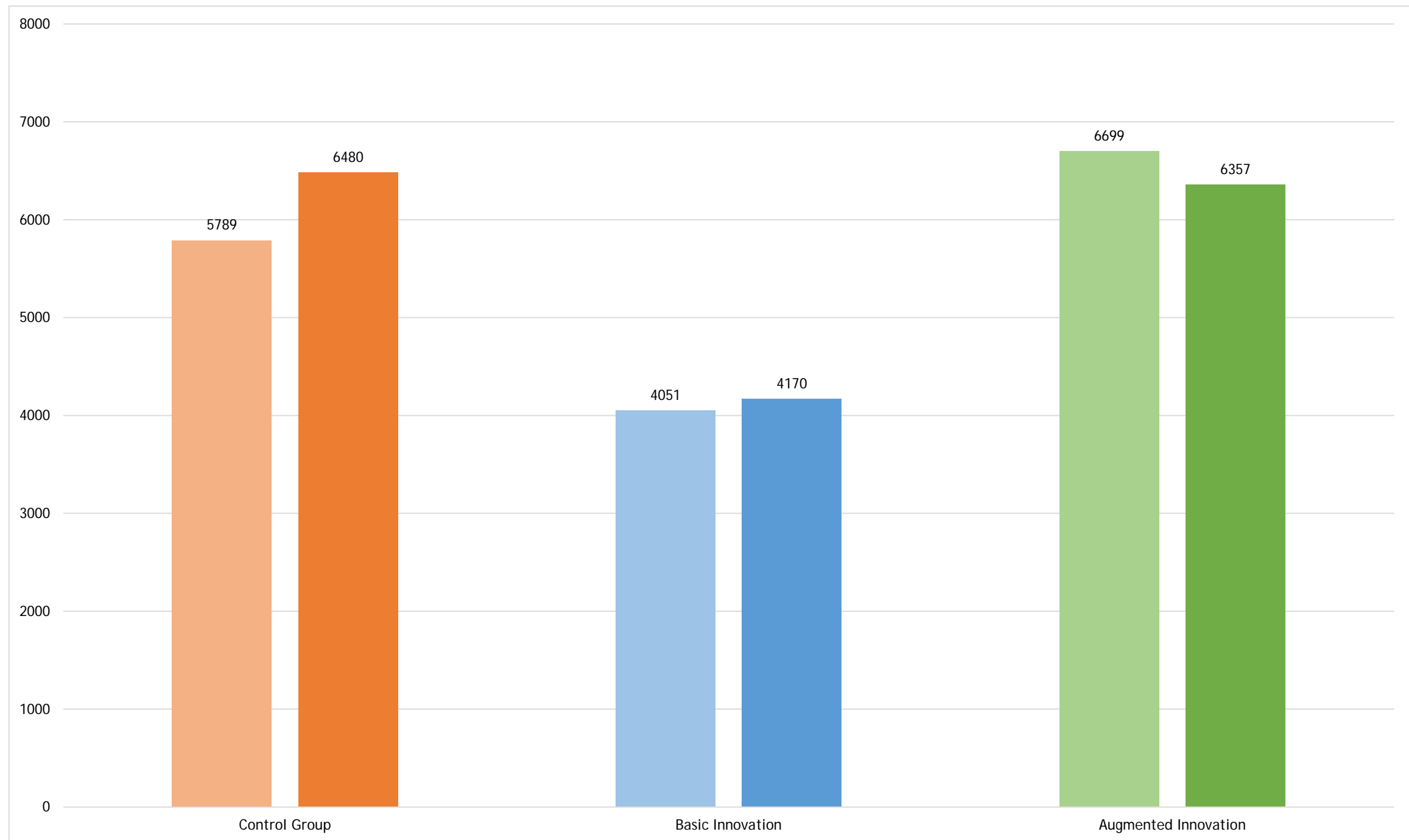




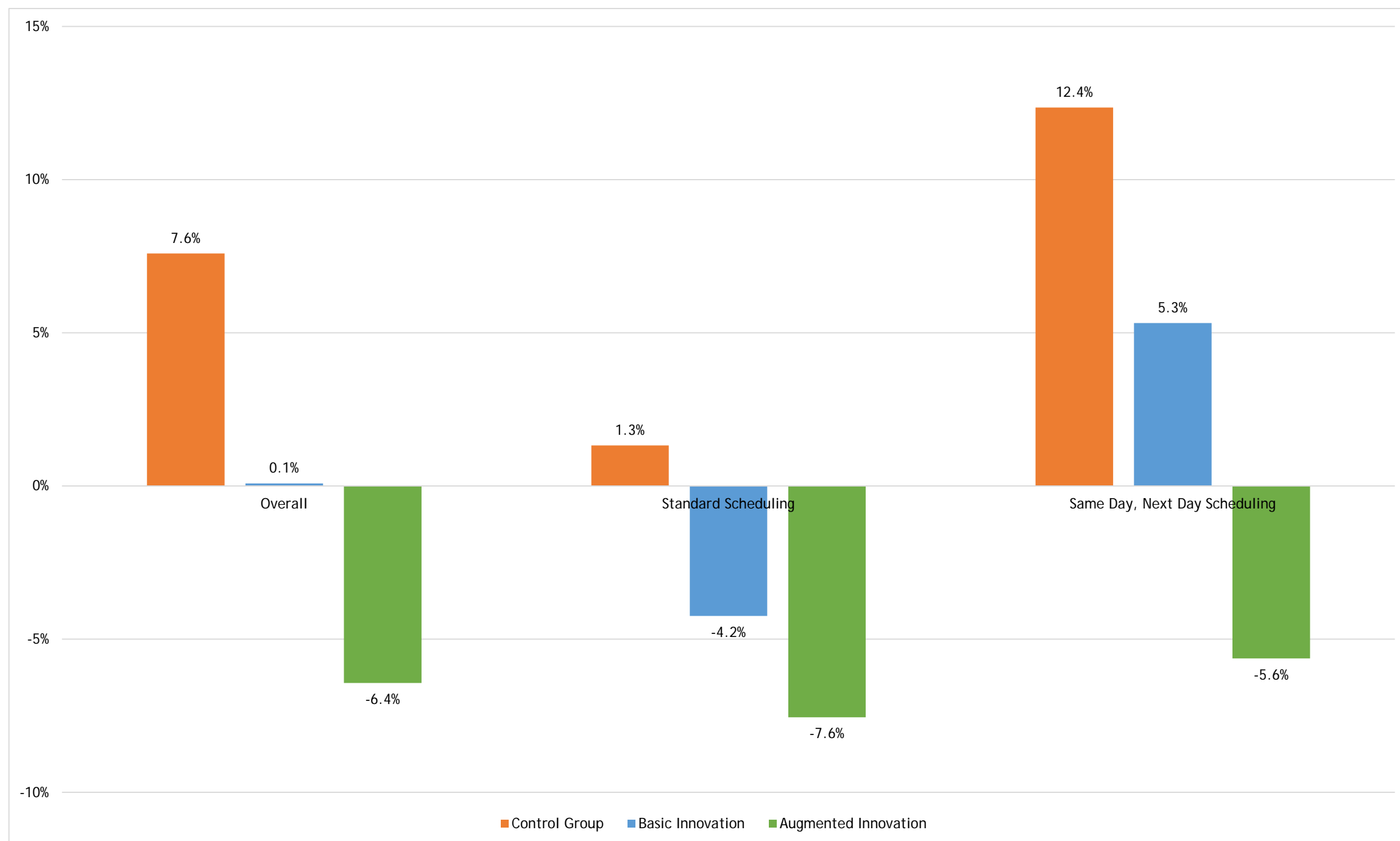
Voluntary Terminations



Voluntary Terminations - Child



Voluntary Terminations - Scheduling Type





Key Insights

- 97% felt that the text/phone appointment reminders should be provided to all Colorado WIC participants.
- 90% agreed that the client feedback they received about the pilot was positive
- 83% felt that the pilot improved the client experience.
- 63% also reported that staff time was freed up due to the texting pilot



Key Insights

- The largest impact associated with the texting innovations was in the number of reinstatements in the innovation clinics.
- Basic Innovation Group - 20.8% increase in reinstatements
- Augmented Innovation Group - 31.7% increases in reinstatements



Questions??

