



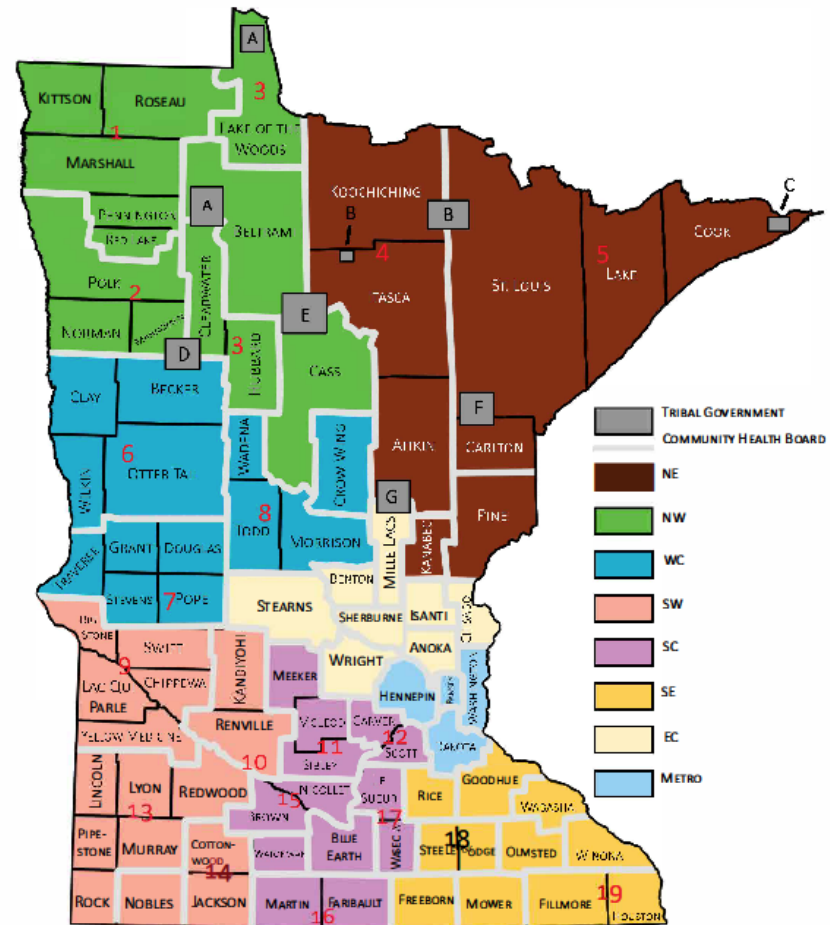
Minnesota WIC Program – Focus on Participant Experience

Pre-Conference Workshop on WIC Participant Retention

April 6, 2019

Minnesota WIC Regions 2017

- 8 WIC Regions (87 counties)
- 56 WIC grantees represent:
 - 47 CHBs
 - 7 Ojibwe Tribes
 - 2 Community Action Partnership (CAP) organizations



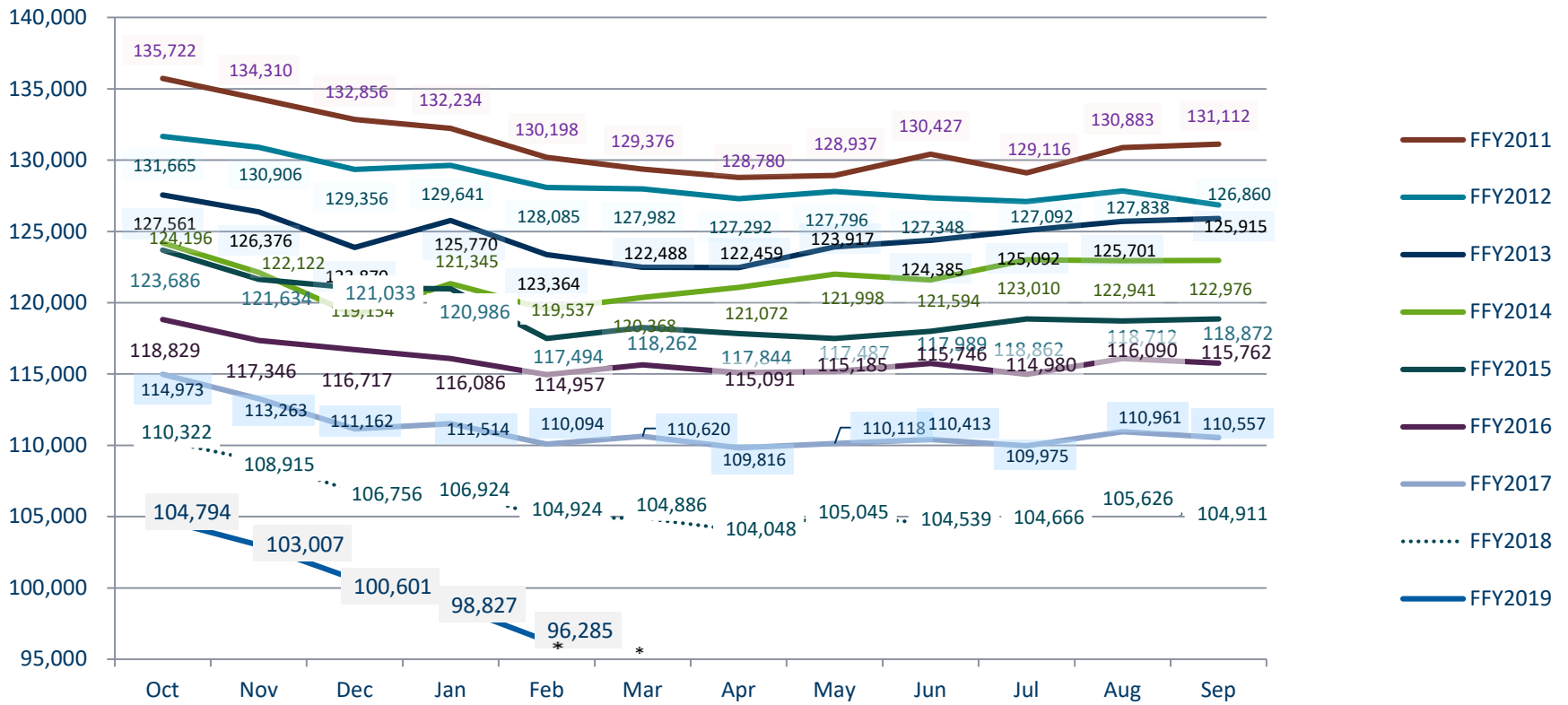
Community Health Boards:

1. Quin
2. Polk-Norman-Mahomen
3. North Country
4. Aitkin-Itasca-Koochiching
5. Carlton-Cook-Lake-St.Louis
6. Partnership4Health
7. Horizon
8. Morrison-Todd-Wadena
9. Countryside
10. Kandiyohi-Renville
11. Meeker-McLeod-Sibley
12. Scott-Carver
13. SWHHS
14. Des Moines Valley
15. Brown-Nicollet
16. Faribault-Martin
17. Le Sueur-Waseca
18. Dodge-Steele
19. Fillmore-Houston

Tribal Governments:

- A: Red Lake B: Bois Forte C: Grand Portage D: White Earth E: Leech Lake F: Fond du Lac G: Mille Lacs

MN WIC Participation by FFY – Closed Out Months



* Initial participation counts, will increase upon closeout

Participant Experience – Leadership/Staff

- Dedicated WIC Staff
 - WIC Director
 - Management Team
 - Nutrition & Clinic Services Unit
 - Breastfeeding, Training & Communications Unit
 - Management Information System and Data Unit
 - Food Delivery Unit





Value Enhanced Nutrition Assessment (VENA)

Participant
Centered
Services
(PCS)

Staff
Training

- MN WIC [Nutrition Assessment](#)
- [PCS Skills & Resources](#)
- [Resources from other states](#)
- Mentor Resources

Education Choice

Education Choice

- Allows WIC participants to choose how to receive nutrition education follow-up visits
- Includes options for **in person**, **phone** or **on-line nutrition education**

Make WIC work
for **YOU!**

Choose how you attend
your next
WIC appointment:



By a follow-up **phone** call during a
time that works with your schedule



Take an **online** lesson anytime
using your smartphone, computer, or
tablet by visiting wichealth.org



Come see us **in person** at your
local WIC clinic

Popular Online Courses

- Make Meals and Snacks Simple
- Breastfeeding: Building a Bond for a Lifetime
- Understanding Your Baby's Cues
- Starting Your Infant on Solid Foods
- Trust your child to eat enough
- Secrets for Feeding Picky Eaters
- Fruit/Vegetables Grow Health Children



Incentives in the MN WIC Program

- **Project funded** through Hunger Impact Partners
- **Why??**
 - Concern regarding the number of children that drop off of WIC by age 5.
 - Largest drop-off occurs between 12-17 months.
 - Parents often cite many reasons, e.g. transportation, time, stigma, among others

Project: Pilot grants were awarded to WIC clinics \leq \$20,000 to offer incentives to WIC participants

Pilot Projects Testing Incentives on Retention

Ramsey County

- ❖ May 2017 thru Sep 2018
- ❖ 674 Households
- ❖ Promised at the 9 month visit that diapers would be provided when they returned for 12 month and subsequent visits

Scott-Carver

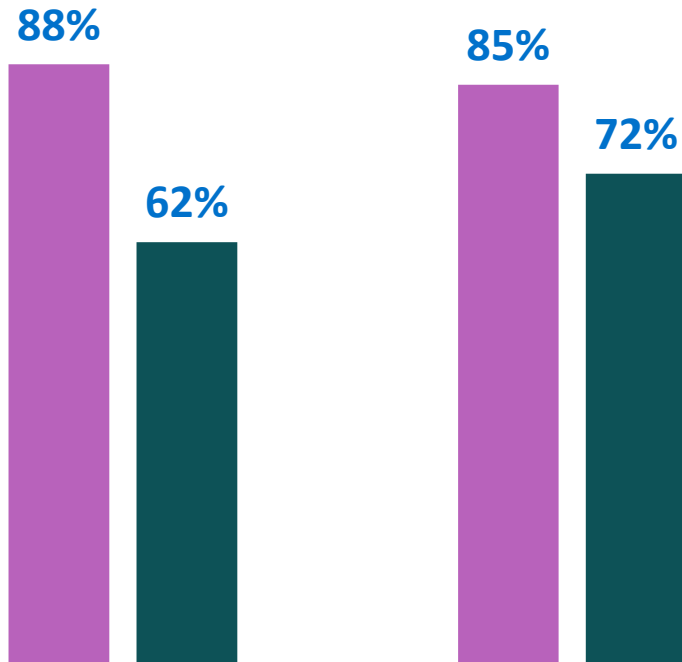
- ❖ Jan 2017 thru Dec 2018
- ❖ 426 Households
- ❖ Gave Target gift cards at 9 months and subsequent visits

Wright

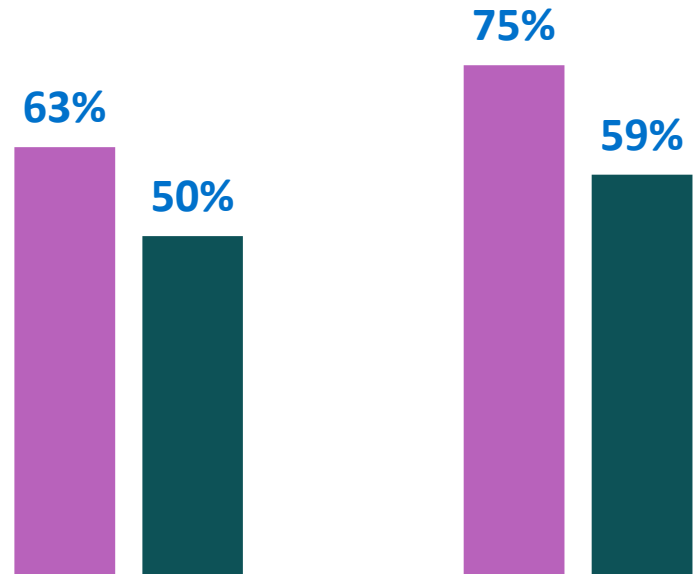
- ❖ Apr, 2017 Thru Jun 2018
- ❖ 1,084 households
- ❖ Gave gas cards and diapers at 9 months and subsequent visits

Percent of Those Given Incentives At 9 to 12 months Returning for Subsequent WIC Visits

Returned for 12 to 15 Month Visit

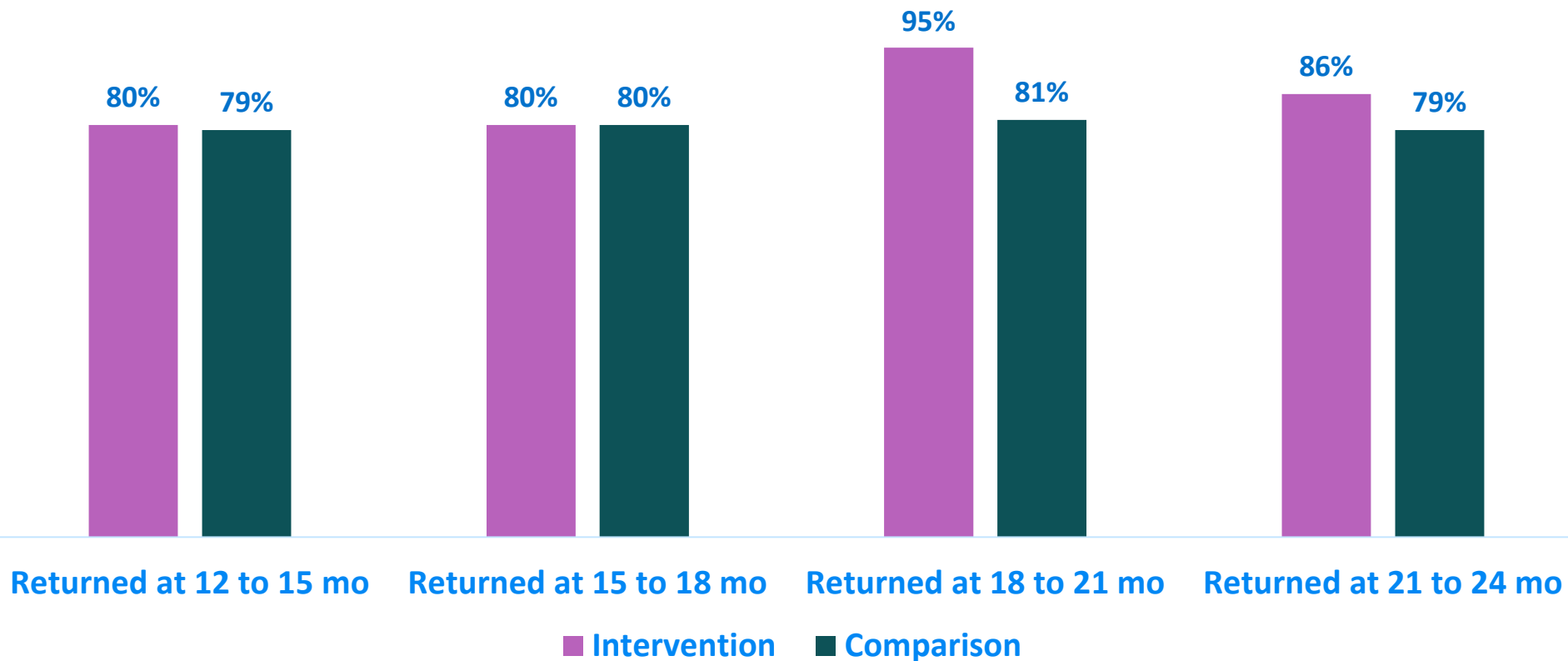


Returned for 15 to 18 Month Visit



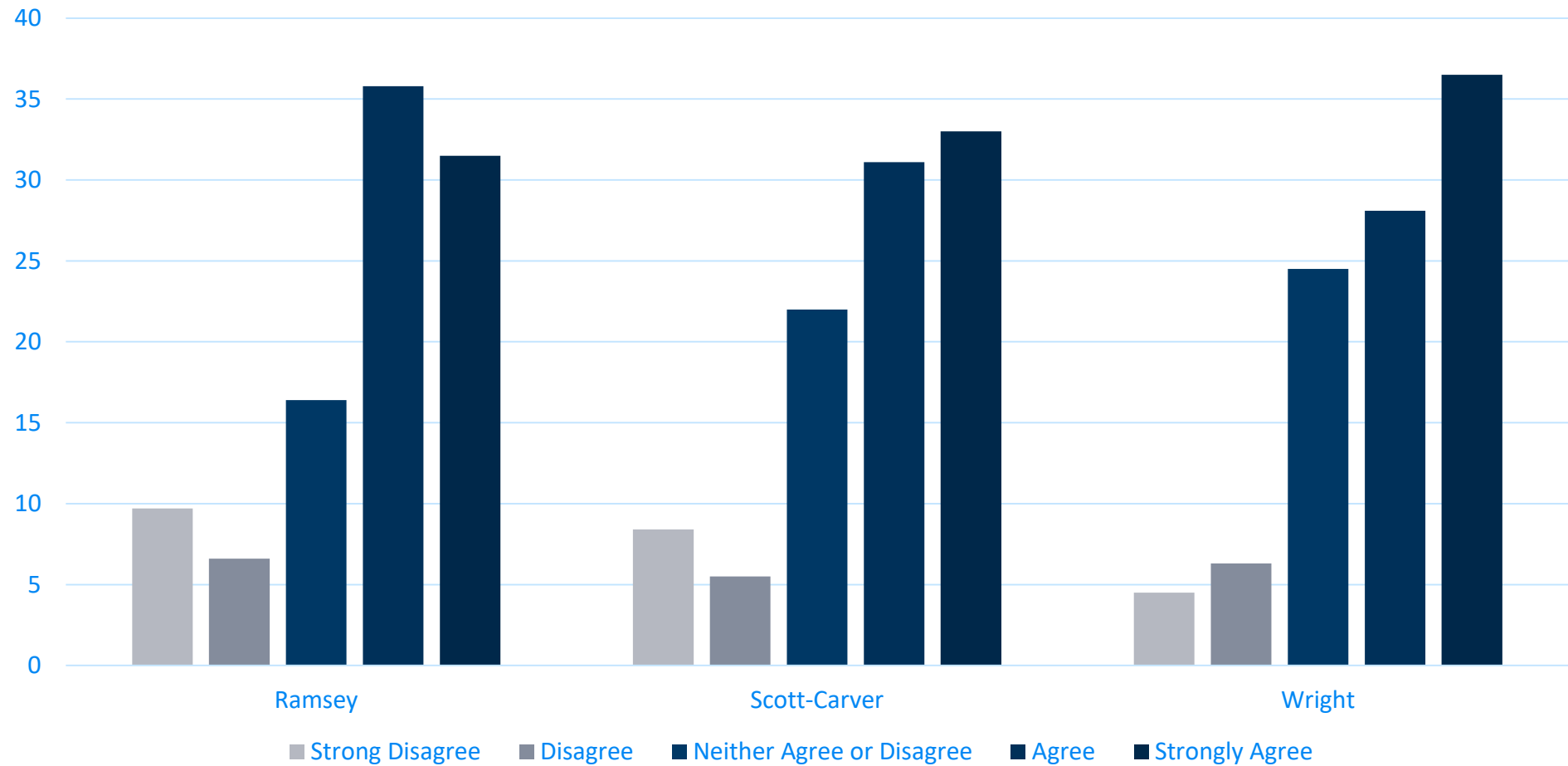
■ Intervention ■ Comparison

Ramsey County: Percentage Returned at Subsequent Visit

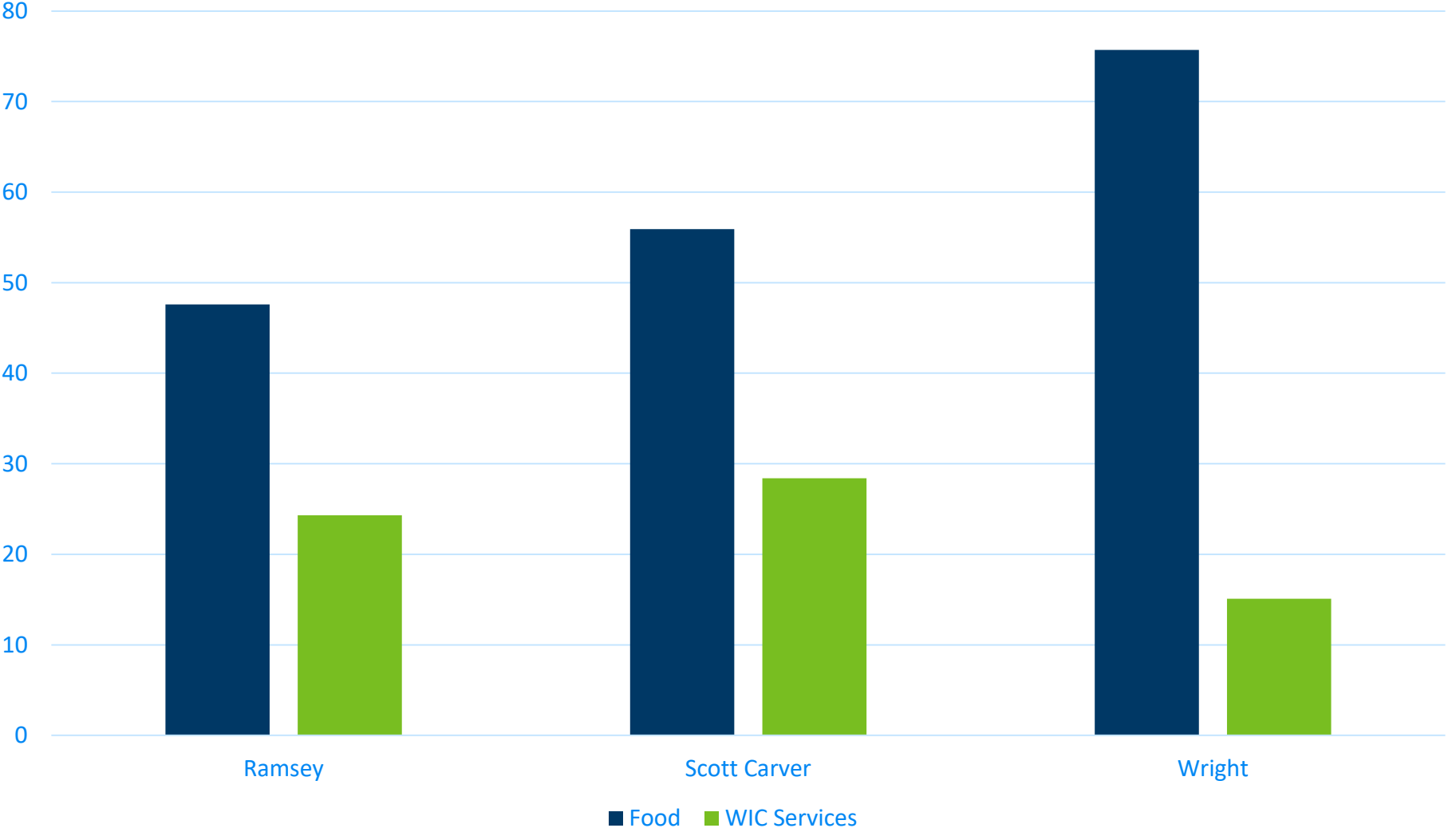


At nine months, promised incentive. At subsequent months, given incentive.

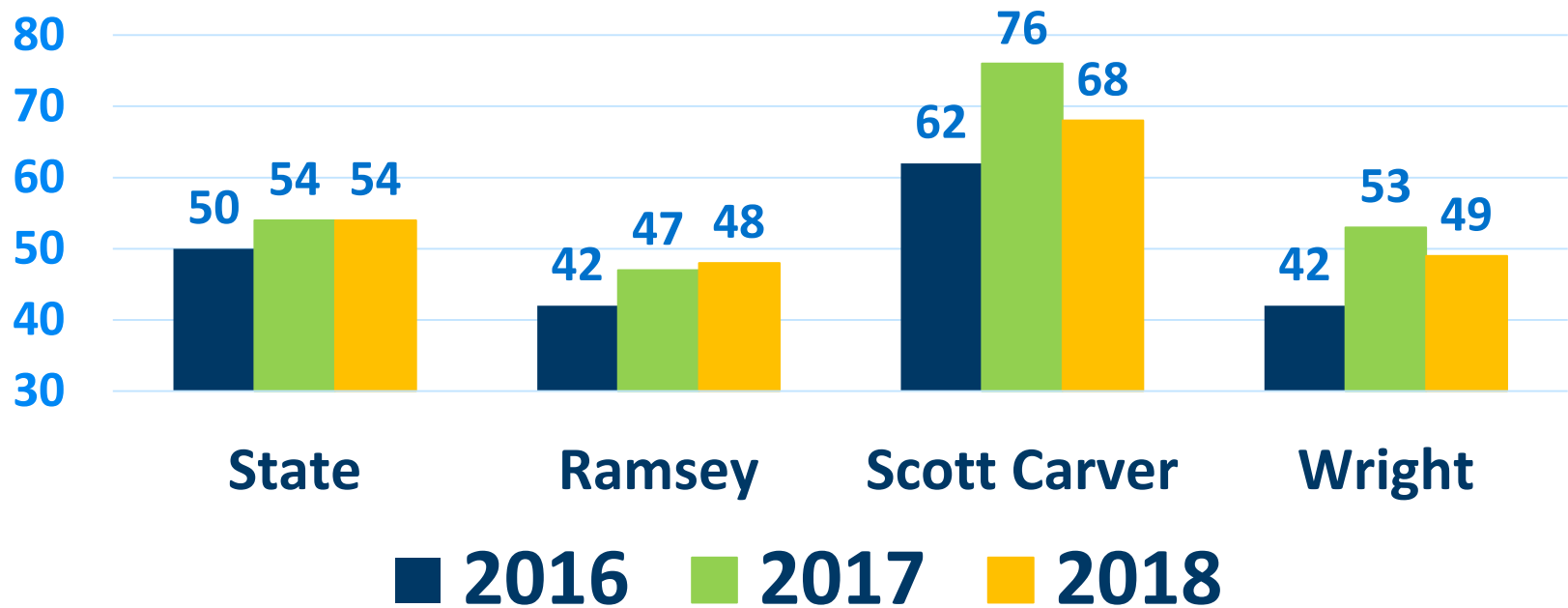
Did Incentives Help You Stay on WIC?



Number One Reason for Participating in WIC



Percent Drop Off Between 13 and 24 months by Calendar Year and Agency



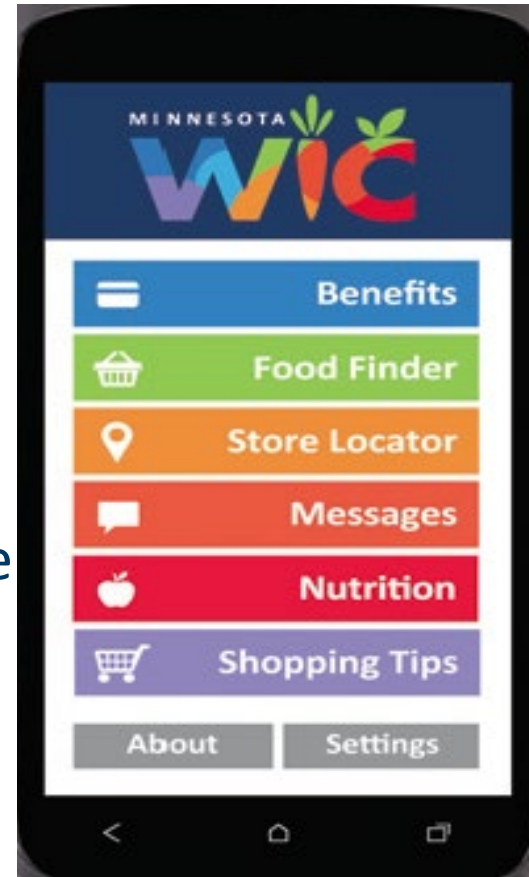
Lessons Learned

- Incentives in the form of diapers and gift cards may be useful at retaining participants after one year but were not effective in preventing drop off at 12 months;
- Gift cards are easier to dispense than diapers and are well accepted; and
- WIC foods are valued more than incentives or services.



eWIC – Currently in Rollout

- My MN WIC App available during pilot & roll out.
- Current food balance
 - Future month's food benefits
 - Notifications to use benefits before expiration
- Scan UPC to see if WIC-allowed & if in their balance
- Store Locator
- Nutrition Education Materials
- Shopping tips





Questions?

Rebecca Gruenes

651-201-3643

Rebecca.Gruenes@state.mn.us

