

# USING DATA TO IDENTIFY WIC RETENTION ISSUES

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April 6, 2019

## ▶ Retention as an OUTCOME

- ▶ What do we mean by retention?
- ▶ How do we measure it?
- ▶ Is retention the same as dose?
- ▶ How do we think about predictors of retention?

## ▶ Retention as a PREDICTOR of child health outcomes

I  DATA



# LET'S USE THE DATA WE'VE GOT!



Picture credit: [info@rightinfoservice.com](mailto:info@rightinfoservice.com)

**Table 3. Multivariate Logistic Regression Model Predicting WIC Retention by Age 14 Months (n = 9,632)**

| <b>Variable</b>  | <b>Odds Ratio</b> | <b>95% Confidence Interval</b> | <b>P</b> |
|--|-------------------|--------------------------------|----------|
| Feeding status from 6 to 12 mo   |                   |                                |          |
| Fully breastfeeding  | 2.97              | 2.46–3.59                      | < .001   |
| Mostly breastfeeding   | 1.95              | 1.57–2.43                      | < .001   |
| Mixed feeding  | 1.72              | 1.41–2.10                      | < .001   |
| Formula feeding  | Reference         |                                |          |
| Prenatal breastfeeding intention (yes)                                     | 1.34              | 1.16–1.55                      | < .001   |
| Online education, mo   | 1.08              | 1.03–1.13                      | .002     |
| Interactive texting, mo  | 1.10              | 1.01–1.20                      | .04      |
| Missed WIC benefits from 6 to 12 mo (missed at least 1 mo of benefits)     | 0.19              | 0.17–0.21                      | < .001   |
| Redeemed <75% of WIC benefits (yes)  | 0.51              | 0.45–0.58                      | < .001   |
| Prenatal WIC participation, mo   | 1.11              | 1.09–1.14                      | < .001   |
| Family members receiving WIC, n  | 1.29              | 1.14–1.46                      | < .001   |
| Household income (% at or below 100% federal poverty level)                | 1.20              | 1.04–1.37                      | < .01    |
| Highest level of household education (% with high school degree or higher) | 0.90              | 0.79–1.02                      | .10      |
| Preferred language English (%)   | 0.55              | 0.47–0.64                      | < .001   |
| Participates in <i>Supplemental Nutrition Assistance Program</i> (%)       | 1.10              | 0.95–1.26                      | .20      |
| Participates in <i>Medicaid</i> (%)  | 1.29              | 1.14–1.47                      | < .001   |

WIC indicates the *Special Supplemental Nutrition Program for Women, Infants, and Children*.

Notes: Data were from Public Health Foundation Enterprises WIC, located in Southern California. All variables were included in the regression. The pseudo multivariate coefficient for this logistic regression model was 0.25.

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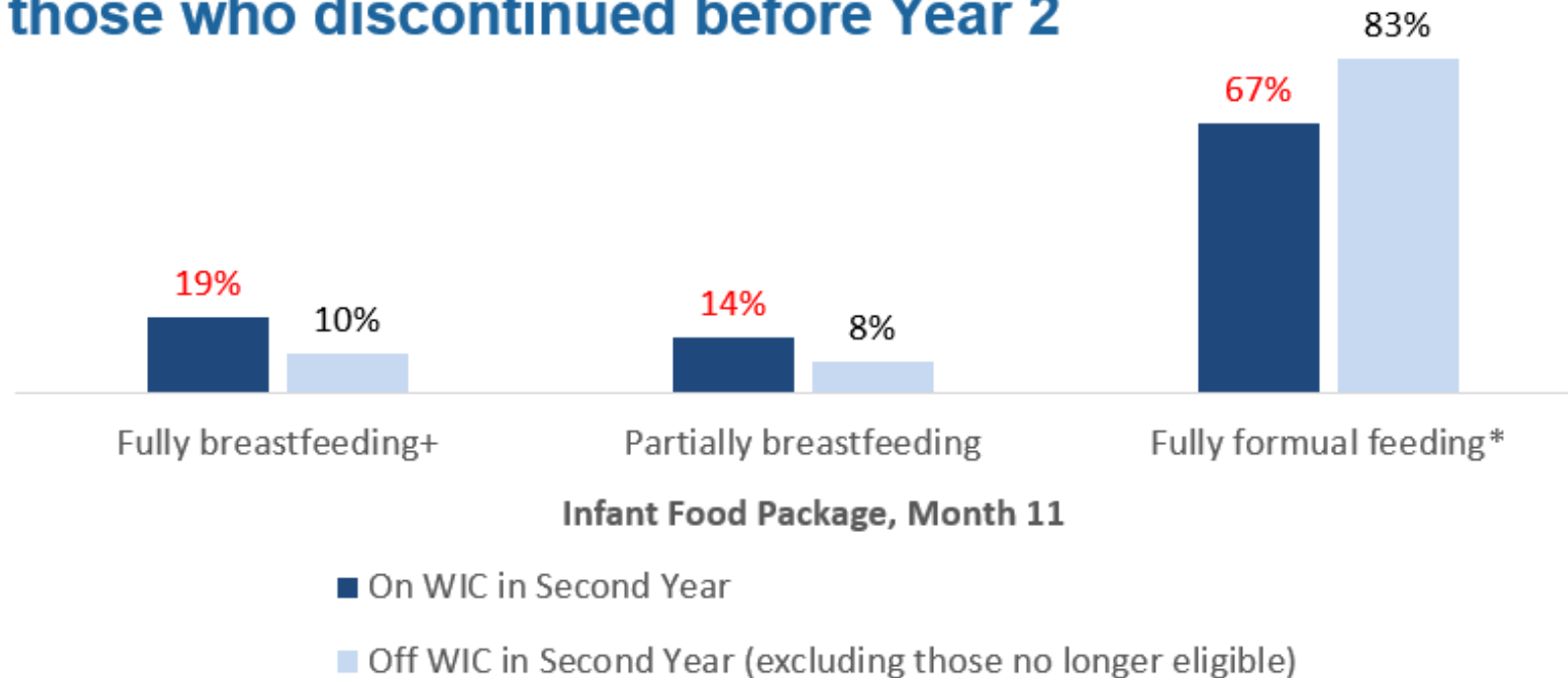
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Behavioral factors



## **ITFPS-2:**

**INFANT FEEDING, YEAR 2:** Women who continue with WIC during Year 2 are less likely to receive the fully formula feeding food package at 11 months, and more likely to receive the fully breastfeeding package, than those who discontinued before Year 2



**Learn more on Tuesday, April 9, 2-3p in the Harborside Ballroom DE!**

▶ Now that I know this...

WHAT DO I DO?

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# Have conversations with these families

## Lost Infant Risk

Formula; Missed appts; No Online Ed; No Interactive Texting; Unused FI's

## Lost Child Risk:

Missed appts; No Online Ed; No Interactive Texting; Unused FIs; Unused F/V

## Lost Child Risk:

Unused FI's

## Lost Infant Risk

Unused FI's

The WIC family has cashed <75% of their vouchers over the last 6 months

## Conversation you can have when you see Unused FI's


- “How can we help you use your WIC checks?”
- “How has your shopping experience been?”
- “You are able to shop at any store that accepts WIC.”
- “You can use the shopping guide or the WIC mobile app as a guide.”
- Clarify FI expiration date
- “As an option, the alternates on your file can also shop for you.”

## Reflecting on these opening presentations:

- ▶ How do you define retention?
- ▶ What predicts retention?
- ▶ How will you use your MIS data to help you?
- ▶ How will you use your knowledge of these factors in your day to day counseling with participants?

FINALLY... LET'S NOT FORGET ABOUT WIC  
RETENTION AS A PREDICTOR OF CHILD  
HEALTH OUTCOMES

## ▶ GROWING EVIDENCE

- ▶ WIC impacts childhood obesity rates
  - ▶ WIC impacts childhood immunization rates
  
  - ▶ Need continued evidence of WIC impacts on childhood health outcomes
  - ▶ Need to clarify how WIC participation is best captured to examine its impact on outcomes (duration, exposure/dose, etc.)
- 
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I welcome your questions!

[Shannon@phfewic.org](mailto:Shannon@phfewic.org)

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