



Retention of Participants Through the First Five Years

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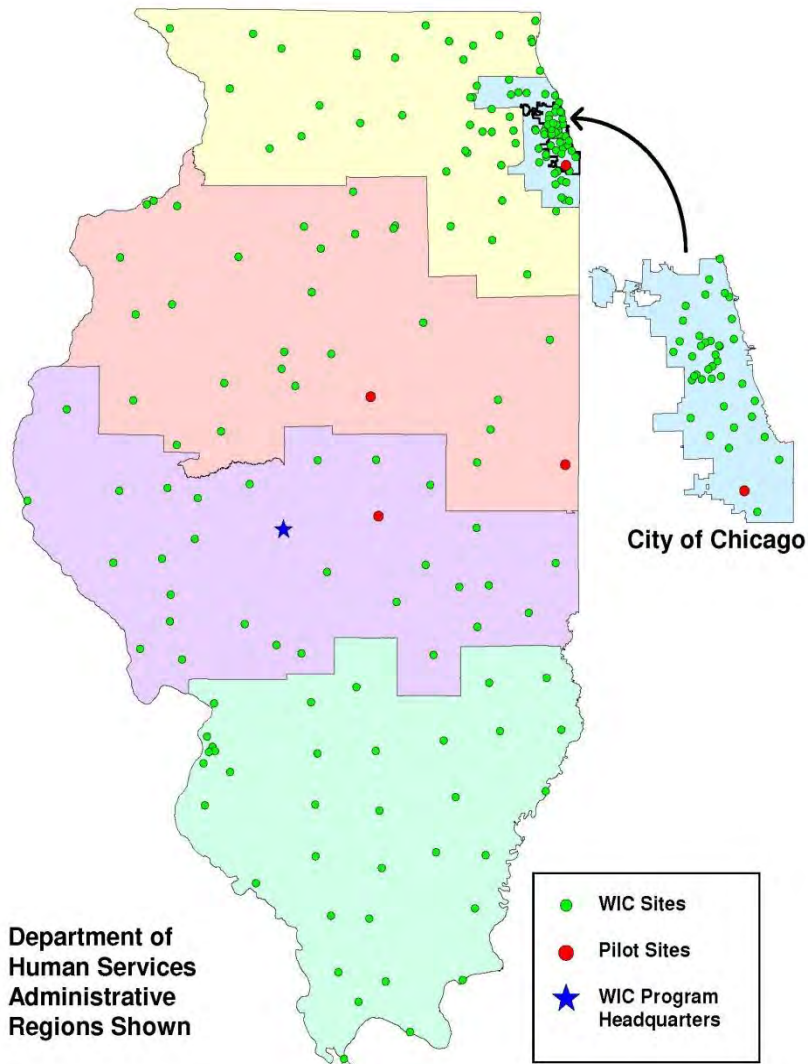
Outline

- ▶ Background and purpose
- ▶ History of project and formative research
- ▶ Description of the WIC to 5 program
- ▶ Evaluation results to date
- ▶ Agency experiences and perspective

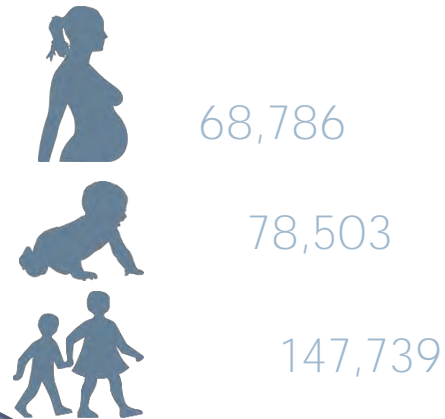
Background and Purpose

- **WIC to 5** is a collaboration between the Illinois WIC program and researchers at the University of Illinois-Chicago, Department of Kinesiology and Nutrition to **increase participation and retention of eligible children in WIC.**
- Four WIC agencies across the state have been selected to pilot the program (Roseland Hospital, McLean County WIC, Macon County WIC, and Vermilion County WIC) and will be the first to implement this important project.
- Provide an overview of program design, training, and evaluation.

Overview of IL WIC Program



Average monthly caseload: 310,000
(7th largest nationally)



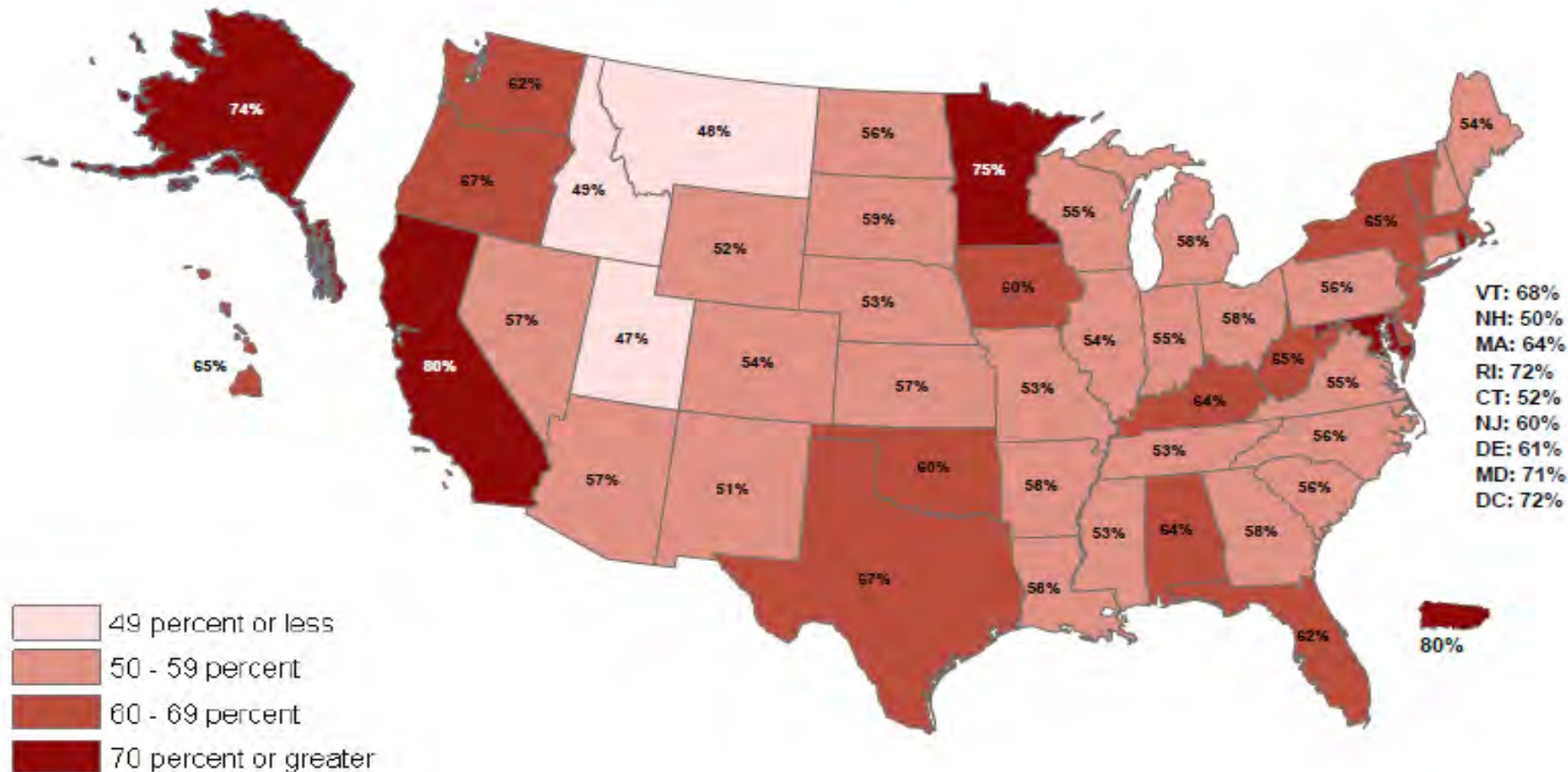
50% of caseload in
Chicago/Cook Co.

CONTRACTING AGENCIES

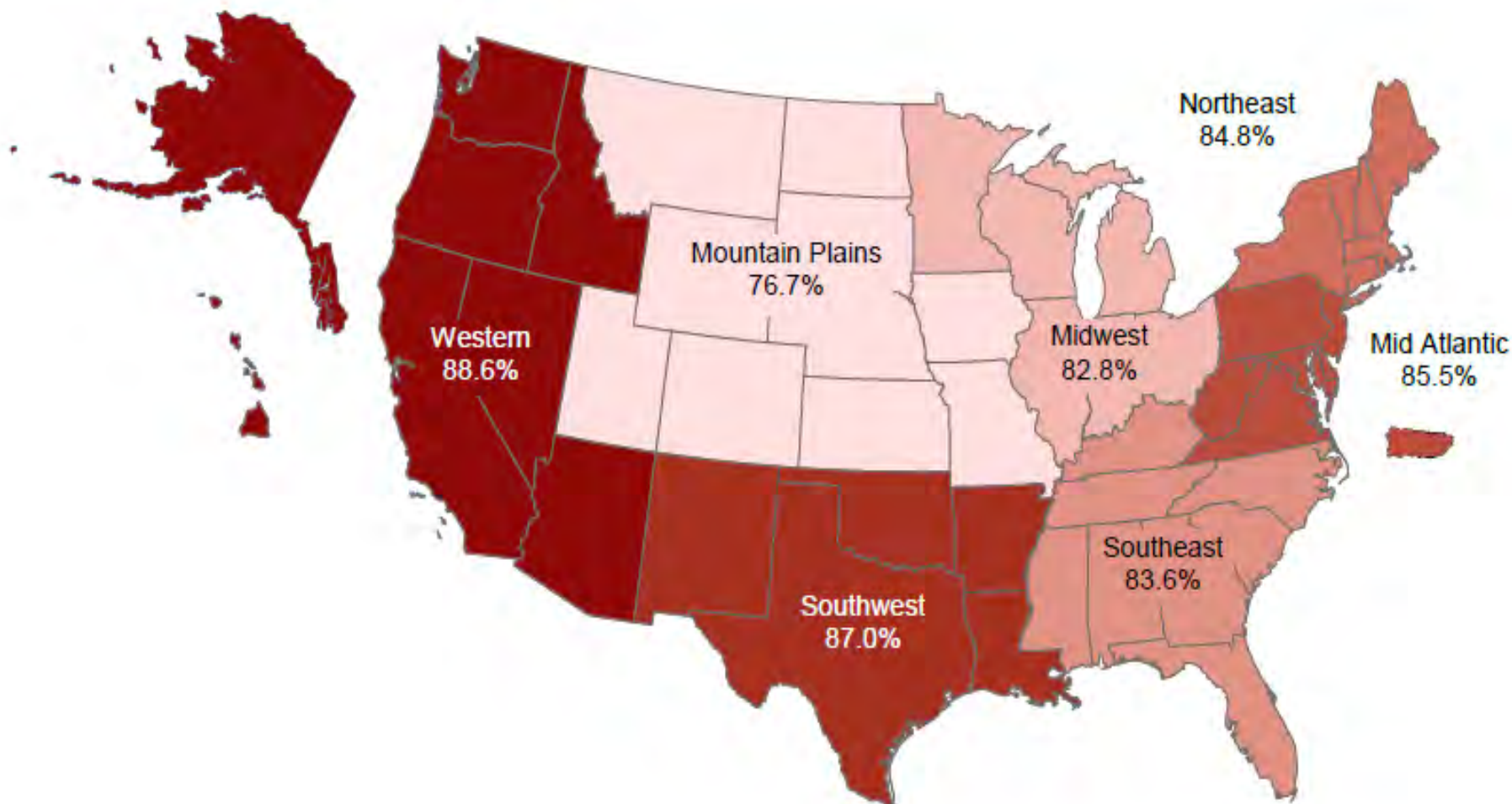
99 Agencies

> 170 Permanent Sites

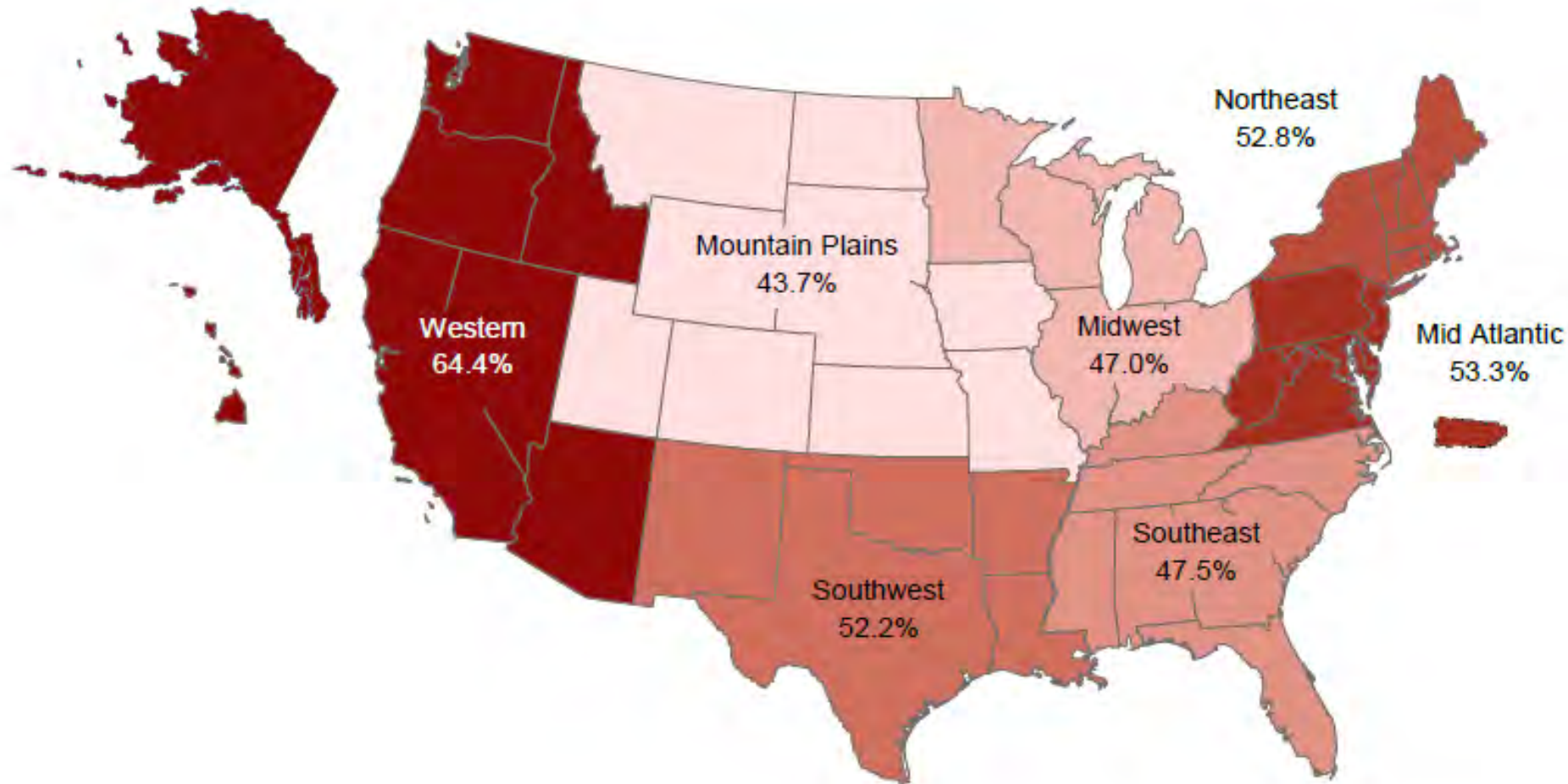
WIC Coverage Rates for All Participants by State, 2010



WIC Coverage Rates for Infants by FNS Region, 2010



WIC Coverage Rates for Children by FNS Region, 2010



Illinois WIC Retention Project

- ▶ 2011-2012 Formative Research
 - ▶ Focus groups, interviews, surveys
- ▶ 2013 WIC to 5 Program Development
- ▶ 2014 Pilot Program Launch and Evaluation
- ▶ 2015 Statewide Launch

Formative research methods

Data Type Participants	Focus Groups	Online Surveys (n)	Interviews (n)
WIC Staff	2 (n=23)	13	19
WIC Coordinators		66	4
Vendors			24
Head Start Staff		18	12
Current WIC Guardians	2 (n=17)		30
Former WIC Guardians			22
Health Care Providers	In process	26	
Total	40	123	111

N=274

Barriers

Mentioned by caregivers, WIC staff, and vendors

WIC Families (individual level barriers)

- Perceived value of the food package
- Hectic/busy lifestyles
- Access to other food benefits
- Multiple jobs/ looking for work

Issues at the WIC clinic

- Difficulty scheduling/rescheduling
- Long wait times
- Too much paperwork
- Unwelcome clinic environment
- Staff judgment

Issues at WIC Vendors

- Difficulty using food instruments
- Negative interactions with cashiers
- Stigma from other customers

Community level barriers

- Lack of awareness about WIC eligibility
- Transportation issues
- Unsupportive physicians
- Availability of food items

Facilitators

Mentioned by caregivers and WIC staff

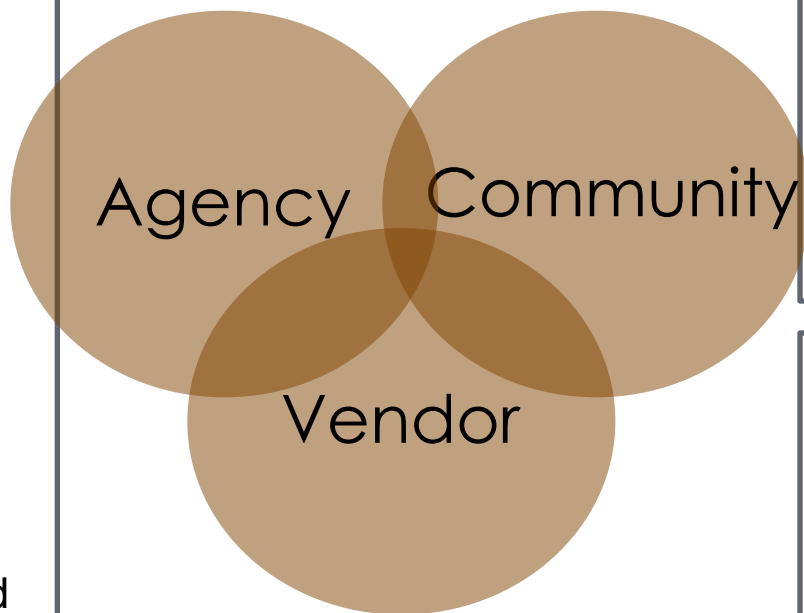
- ▶ Friendly or helpful WIC staff
- ▶ Expands the family food budget
 - ▶ SNAP is never enough
 - ▶ For some: *“WIC is the only help I get”*
- ▶ New (since 2009) fruit and vegetable vouchers
- ▶ Integrated services at some sites
 - ▶ Immunizations, dental care, food centers (Chicago only)
- ▶ Appointment reminders
- ▶ Welcoming clinic environment/ fun for kids
- ▶ Interesting/ useful nutrition education sessions

Suggested Solutions

Mentioned by caregivers, WIC staff, and vendors

AGENCY

- Tailored messaging
- Sell WIC campaign
- Participant incentives
- Automated text reminders
- “Get to Know WIC Staff” photo board
- Tailor education based on WIC experience
- Waiting room video



COMMUNITY

- Public education campaign
- Grocery delivery
- Mobile clinic
- Linkage with other services
- Partner with healthcare and childcare providers

VENDOR

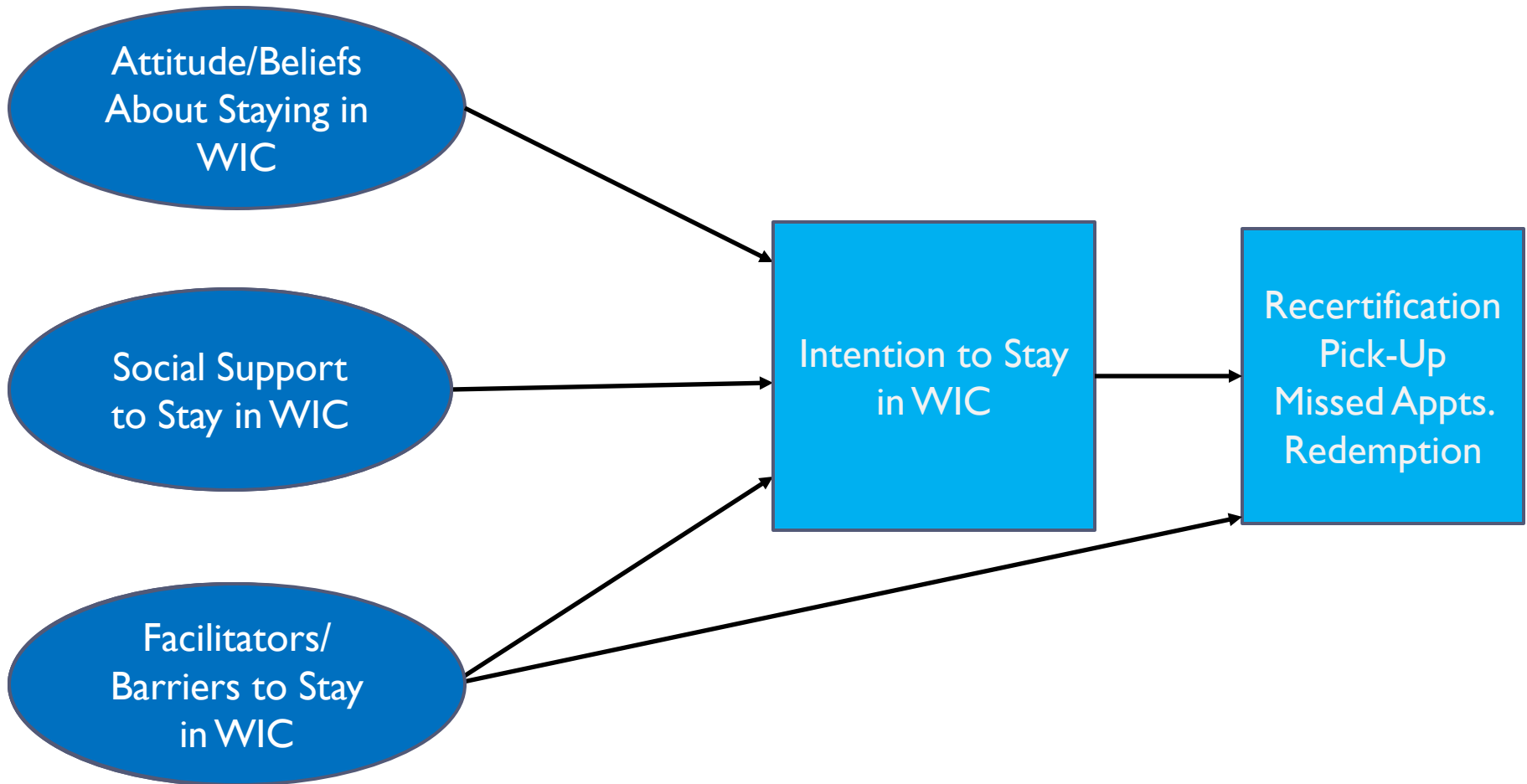
- Vendor Training
- WIC grocery store tour
- Switch to EBT
- Improved WIC labeling

Goals of WIC to 5

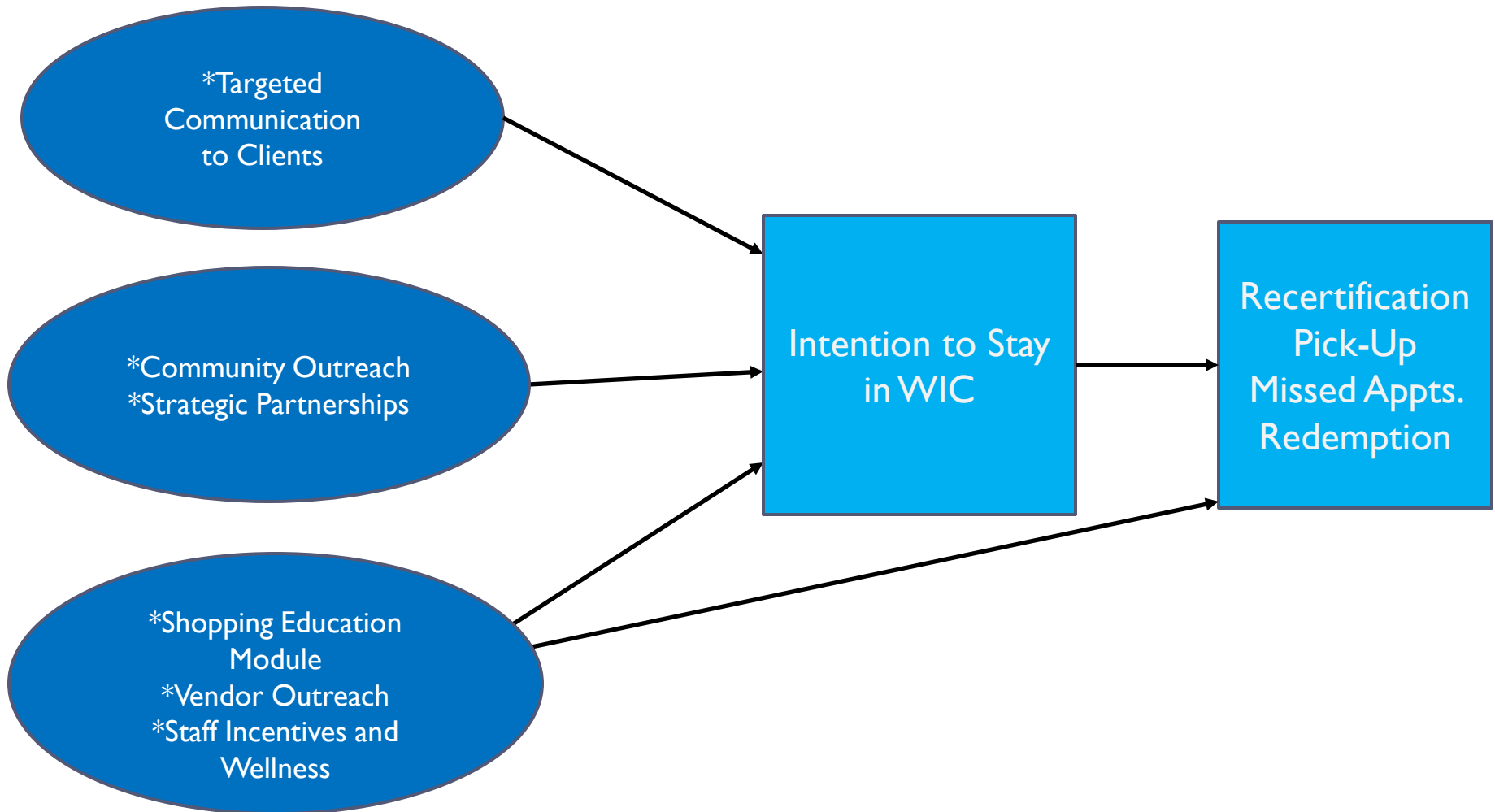


- ▶ Raising Client Awareness of WIC Eligibility and Benefits
- ▶ Increase Staff Incentives and Promote Staff Wellness
- ▶ Increase Image/Understanding of WIC among Health Care and Child Care Providers
- ▶ Provide Outreach and Potentially Training for Vendors

WIC to 5 Model (Theory of Planned Behavior)



What is Included? (Theory of Planned Behavior)



What is Included?

Targeted Communication

- ▶ Increase Perceived Value of the WIC Food Package.
- ▶ Increase Awareness about WIC Eligibility.
- ▶ Promote Trust and Reduce Perceived Judgment from WIC Staff.

Community Outreach

- ▶ Increase Awareness About and Perceived Value of the WIC Program Among Family Members, Community Leaders, and Other Service Providers (In Process).

What is Included?

Strategic Partnerships

- ▶ Increase Perceived Value of the WIC Program Among Physicians and Child Care Providers

Shopping Education Module

- ▶ Reduce Barriers Associated with Shopping.
- ▶ Improve Recognition of WIC-eligible Foods and Package Sizes.
- ▶ Reduce Perceived Stigma Associated with Redeeming WIC Checks.

What is Included?

Vendor Outreach

- ▶ Improve Relationships between WIC Clients, Cashiers, and Store Managers (In Process)

Staff Incentives and Wellness

- ▶ Increase Perceived Value of Staff.
- ▶ Reduce Staff Stress.
- ▶ Improve Staff Perceived Efficacy to Retain Clients.

WIC to 5 Key Messages



Save

Helps our family save money.

Nourish

Provides nutritious foods kids need.

Grow

Supports healthy growth and development

Connect

Links families with other programs, providers, and resources.

Learn

Free advice and counseling from caring staff.

Targeted Communication to Clients about Retention

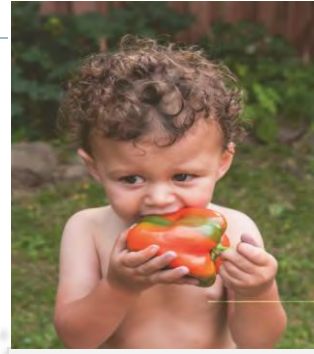
WIC to 5 Communication Timeline



Poster in Clinic
Assessment
Questions



Happy Birthday Card;
Child's Package Magnet;
Board Book; Shopping
Tips



WIC Retention Booster
Card



WIC Retention Booster
Card; Piggy Bank

Preg-
5 months

6 months

9 mo.- 1 yr

15-18 mo.

2 years

3 years

4 years

5 years

WIC to 5 Targeted
Communications Tool;
Brochure; Bag; Magnet



WIC to 5 Shopping
Ed



WIC Preschool
Brochure



Graduation
Certificate



Posters



Did you know that eligible children can receive WIC benefits until their 5TH birthday?









"It helps a lot through the month. It saves money on fruits, vegetables, cereal, and milk."

Why we stay with WIC to 5:

- ✓ **Save**
Helps our family save money
- ✓ **Nourish**
Provides nutritious foods kids need
- ✓ **Grow**
Supports healthy growth and development
- ✓ **Learn**
Free advice and counseling from caring staff
- ✓ **Connect**
Links families with other programs, providers, and resources









"You think about the kids. It's good for them to get the best food possible."



Why we stay with WIC to 5:

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Supports healthy growth and development
- ✓ **Learn**
Free advice and counseling from caring staff
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Links families with other programs, providers, and resources









"It's healthy for the kids and keeps them growing."


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Free advice and counseling from caring staff
- ✓ **Connect**
Links families with other programs, providers, and resources

"I get to know more about other health issues like keeping their teeth clean and getting immunizations."

Karen, mother of 3, all stayed in WIC until age 5

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Free advice and counseling from caring staff
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Links families with other programs, providers, and resources








6 month follow-up visit

Take 5 for WIC to 5!

WIC isn't just for moms and babies.

WIC is here for children until their 5th birthday!

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3. How long do you plan to keep your child enrolled in WIC? (check one)

Until 1 year of age

Until 2-3 years of age

Until 4-5 years of age

Tear off slip and give this to a WIC staff member during your visit.

Our staff will be here to support you and your family as you move through your journey with WIC.

Ask a WIC staff member for details!






Take 5 for WIC to 5!

WIC isn't just for moms and babies.

WIC is here for children until their 5th birthday!



WIC

UIC Department of U.S. Agriculture and Nutrition

U.S. DEPARTMENT OF AGRICULTURE

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

American Academy of Pediatrics

6 months take 5 for WIC to 5: targeted communication tool

Take 5 for WIC to 5!

Five Reasons to Keep Your Child Enrolled in WIC until Age 5

Reason 1: Saves Money

WIC foods can help families save about \$40 per child on groceries every month. These savings are worth about one tank of gas and about the cost of 20 trips on the bus!

Reason 2: Provides Healthy Foods Children Need

WIC provides healthy foods that are important for kids ages 1-5. WIC gives vouchers for milk, whole grain foods, fruits and vegetables, eggs, and more.

Reason 3: Helps Children Learn and Grow

WIC helps kids grow healthy and strong and be prepared to start school. WIC is a good source of information. WIC staff can help you learn more about your child's growth and development milestones.

Reason 4: Gives Free Advice and Counseling from Caring Staff

WIC staff is here to answer questions and help you keep your child healthy.

Reason 5: Helps Connect Families with Other Programs, Providers, and Resources

WIC can help you connect to other services such as dental care, immunizations, childcare, and counseling services.

Please answer each question below.

1. Did you know that eligible children can participate in the WIC program until their 5th birthday? (circle Y/N)

YES NO

2. Which of these WIC benefits are most important to you and your family?

Helps my family save money

Provides healthy foods

Helps my child learn and grow

Gives me free advice and counseling

Helps connect me with other programs, providers, and services.

-Over-

- WIC isn't just for moms and babies.
- The brochure you were given describes 5 benefits WIC provides as your child gets older.
- Review Question 1 (WIC eligibility question) from brochure with participant.
- Review Question 2 (Reasons to stay in WIC) from brochure with participant.
- Input response into WCVE.

Take 5 for WIC to 5 Brochure

Take 5 for WIC to 5 Targeted Communication Tool/Flip Book

6 month follow-up visit



Magnet and Tote Bag

Come in and meet our Vermilion County WIC staff!



Malinda
WIC data entry clerk II



Get to know me!

I've worked at WIC for:
2 months

I also have a child participating in WIC!

I really enjoy:
Spending time with my child, family, and friends;
antique shopping and fall weather

Favorite WIC food or recipe:
apples dipped in peanut butter and grilled cheese

Ask me about:
where to shop for WIC foods ☺

Get To Know You materials

1 Year of Age



Child Food Package Magnet



Board Book about WIC Foods



WIC Shopping Tips

Shopping Education Module

- ▶ Utilizes WIC Talk format and facilitated leadership principles
- ▶ Takes approximately 30 minutes
- ▶ Focuses on clients discussing shopping barriers and empowering them to come up with their own strategies

Illinois WIC Talk
"Welcome to WIC - Smart Shopping"
Cover Page

Topic:
Enable WIC participants to learn from each other how to enhance their shopping experiences, using facilitated leadership strategies that encourage all group members to participate.

Target Audience:
WIC parents or caregivers of infants and toddlers 15-18 months old

Goals:

- WIC participants share experiential knowledge of shopping for WIC foods
- WIC participants glean support and realistic expectations of using checks at retailers

Key Messages/Objectives:

- Develop plans to fully redeem all checks/eliminate expired checks
- Develop strategies to reduce number of items clients have to "swap out" ineligible items
- Find ways to decrease time spent locating items
- Learn about items available at region-specific retailers
- Learn to increase utilization of provider and social support
- Set goals for future shopping experiences using the "Certificate of Completion"
- Evaluate the participant-centered learning experience

Materials/Handouts:

- Name tags
- Post-it notes for writing topics (successes and challenges) to set the agenda
- Flip Chart
- Top Ten Topics
- Certificate of Completion for Smart Shopping Education Session
- WIC Program Illinois Authorized WIC Food List

References:
McGowan M. "This Item is Not WIC Approved": Stigma as a barrier to retention in the Illinois WIC Supplemental Nutrition Program, 2013

Presenter Resources:
USDA WIC Works: <http://wicworks.nal.usda.gov>

Evaluation:
Take a moment to thank somebody in the group who shared something useful that might help you improve your WIC shopping experience in the future?
What is one thing that you will do differently the next time you shop? Share with group, and fill out Certificate of Completion.

Illinois WIC Talk
"Welcome to WIC - Smart Shopping"
Lesson Plan Overview

Topic:
Enable WIC participants to learn from each other how to enhance their shopping experiences, using facilitated leadership strategies that encourage all group members to participate.

OPEN with Welcome, Introductions, Assessment (5 minutes)
Welcome, Introductions and Warm Up/icebreaker: 5 minutes

- Tell us your name and your children's names and ages. Then, name one issue, positive or negative, related to your WIC shopping experience. Ask participants to write it down on a large post-it note. Put up on the flip chart.

DIG (5 minutes)

- Take some time to elaborate on topics that arose on the flip chart by asking participants to share more about what they experienced. Guide the conversation with questions that help affirm and clarify the issues.
- If needed, fill in with Top Ten Topics, and discuss those too.

CONNECT (5 minutes)

- In 5-10 words, tell how you feel about your participation in the WIC program. Write on another large post-it note and put on the flip chart. Guide this conversation by reflecting back and affirming the posted feelings before moving on to the ACT section.

ACT (5 minutes)

- Brainstorm concrete ideas improving the WIC shopping experience.
- Facilitator or volunteer writes on a page of the flip chart.

Evaluation (5 minutes)

Take a moment to thank somebody in the group who shared something useful that might help you improve your WIC shopping experience in the future?
What is one thing that you will do differently the next time you shop? Share with group, and fill out Certificate of Completion.

Illinois WIC Talk
"Welcome to WIC - Smart Shopping"
Group Education - 30 minute session

Methods:

1. The group is seated in chairs arranged in a circle.
2. Flipchart set up with sticky notes and markers available.
3. Post "Overview of Lesson" on a flipchart for participants to see.

OPEN: Emotion-based education starts with provocative questions, activities or stories. Help and/or emotion-based conversations, but not an immediate transfer of knowledge.

As WIC participants gather, give each one several sticky notes and markers to write with, and ask them to think about issues and experiences that motivated them to come to this WIC Shopping session.

- Welcome! My name is _____, I am so glad you are here! Today we are here to come up with ways to improve your WIC shopping experience. Our discussion today will last about 30 minutes. Let's start by getting to know each other a little. Let's go around the circle. Please tell us your name and your children's names and ages. Then, name one issue related to your WIC shopping experience that you would like to explore - it can be positive or negative. Write it down on a large sticky note. Then, put the sticky notes on one flip chart page.
- If there are more than 8 in the group, limit introductions to participant's names only.

DIG: During the "dig" step, the facilitator asks questions to get the learners to open up, share their experiences and opinions, and get closer to the topic.

- Take some time to elaborate on topics that are important to the group, by asking participants to share their shopping experiences. Start with: "Who would like to tell us about their shopping experience?" Guide the conversation with questions that help affirm and clarify the issues. "How was your experience at the check out?" "What is your biggest struggle while shopping for WIC?" "This issue that you are concerned about comes up for many of our WIC participants." Try to include as many participants as possible, given time and group size constraints.
- If needed, fill in with Top Ten Topics listed here for discussion.
 1. Unread items build up on the shelves at home
 2. Food item eligible at one store, but not another
 3. Couldn't find food item I needed at the store
 4. Getting stopped at the register with "not allowed" WIC food item
 5. No signage for WIC foods at store
 6. Got that look from the cashier

7. Not enough food to sustain my family between checks
8. Check can be retrieved up to one month, but this doesn't always correspond to dates that I can shop
9. If an item is out of stock, I have to consider whether to redeem check without item or hold on to it and go to
10. Unlike faces of some foods like whole wheat bread and brown rice - kids won't eat it!

CONNECT: During the "connect" step, parents connect the conversation topic with their values, attitudes, beliefs and feelings. The facilitator helps participants reflect on their personal needs and wants and connects them to the behaviors being suggested.

- Think about how you feel when you are shopping for WIC foods. In 5-10 words write how you feel on large post-it note and put on the flip chart.
- Take a few minutes to share feelings, making sure everyone has a turn if they want.
- During CONNECT, as in previous sections as well, facilitator can utilize reflective listening techniques, show concern for people's feelings, maintain eye contact, and use encouraging body language.
- If there are more than 8 people, have participants break into pairs to share their feelings with each other for a few minutes.

ACT: During the "act" step, the facilitator helps the participants identify specific action steps and build confidence to help them verify their WIC shopping experience.

- Have the group brainstorm concrete ideas for improving the WIC shopping experience.
- Facilitator or volunteer can write suggestions on a page of the flip chart for all to see.
- Again, if the groups run short on ideas, draw from the Top Ten Suggestions listed here:
 1. Talk with the store manager when a WIC food item(s) is not always available.
 2. Find out what shelves get stocked to schedule shopping trips soon after.
 - 3.

Evaluation and Closing:

- What is one thing that you will do differently the next time you shop? Share with group, and fill out Certificate of Completion. Facilitator can write these on a page of the flip chart too.
- Take a moment to thank somebody in the group who shared something useful that might help you improve your WIC shopping experience in the future?
- See if participants are interested in getting information sent to them by email regarding facilitators' ideas on other relevant shopping tips. If there is interest, make sure you have/get participant emails.

Community Outreach


You or your child may be eligible for WIC if:

- you are pregnant;
- you had a baby in the past 6 months;
- you are breastfeeding a baby that is less than 12 months old; OR
- your child or foster child is under the age of 5


AND

- your household income is less than:

Persons in Household	Annual	Monthly	Weekly
1	\$24,257	\$1,972	\$469
2	\$29,894	\$2,392	\$552
3	\$35,531	\$2,811	\$665
4	\$41,168	\$3,231	\$766
Additional Person	\$7,437	\$620	\$144



Did you know that eligible children can receive WIC benefits until their 5th birthday?



The UIC Department of Agriculture provides information about its customers, customers, and employees for employment in the United States. Certain programs are available to eligible individuals who are pregnant, postpartum, or breastfeeding. The information is provided for informational purposes only. It does not constitute an offer of any program or service. For more information, contact your local WIC office. (See all publications for details on program eligibility and enrollment criteria.)

Five Reasons to Enroll Your Child in WIC

- 1. Save**
Helps your family save money
- 2. Nourish**
Provides nutritious foods kids need
- 3. Grow**
Supports healthy growth and development
- 4. Connect**
Links families with other programs, providers, and resources
- 5. Learn**
Free advice and counseling from caring staff


If you think you may be eligible, contact your local WIC office:

WIC Program
McLean County Health Department
200 N. Front Street
Bloomington, IL

Walk-in Appointments Only
Monday thru Friday
8:00-10:30am and 1:00-3:00pm




Outreach Brochure



Why we stay with WIC to 5:

- Save**
Helps our family save money
- Nourish**
Provides nutritious foods kids need
- Grow**
Supports healthy growth and development
- Connect**
Links families with other programs, providers, and resources
- Learn**
Free advice and counseling from caring staff



Outreach Poster



Porqué nos quedamos con WIC hasta 5:

- Ahorrar**
Ayuda a nuestra familia a ahorrar dinero
- Nutrir**
Proporciona la comida nutritiva que los niños necesitan
- Crecer**
Apoya el desarrollo y el crecimiento saludable
- Conectar**
Vincula a las familias con otros programas, y recursos
- Aprender**
El personal es comprensivo y ofrece asesoría y consejería gratuitas



Target outreach sites: Community Family Resource Centers, churches, SNAP offices, food banks, other agencies and service providers

Strategic Partnerships

American Academy of Pediatrics

DEDICATED TO THE HEALTH OF ALL CHILDREN™



Illinois Chapter



ILLINOIS ACADEMY OF
FAMILY PHYSICIANS

Devoted to Advocacy, Education & Action



Illinois Head Start Association

Head Start State
Collaboration Office

- ▶ Pocket guide for health care providers
- ▶ Handbook for childcare providers
- ▶ Online newsletter content
- ▶ Continuing education credits via webinar
- ▶ Package for offices: posters, band aids, outreach brochure

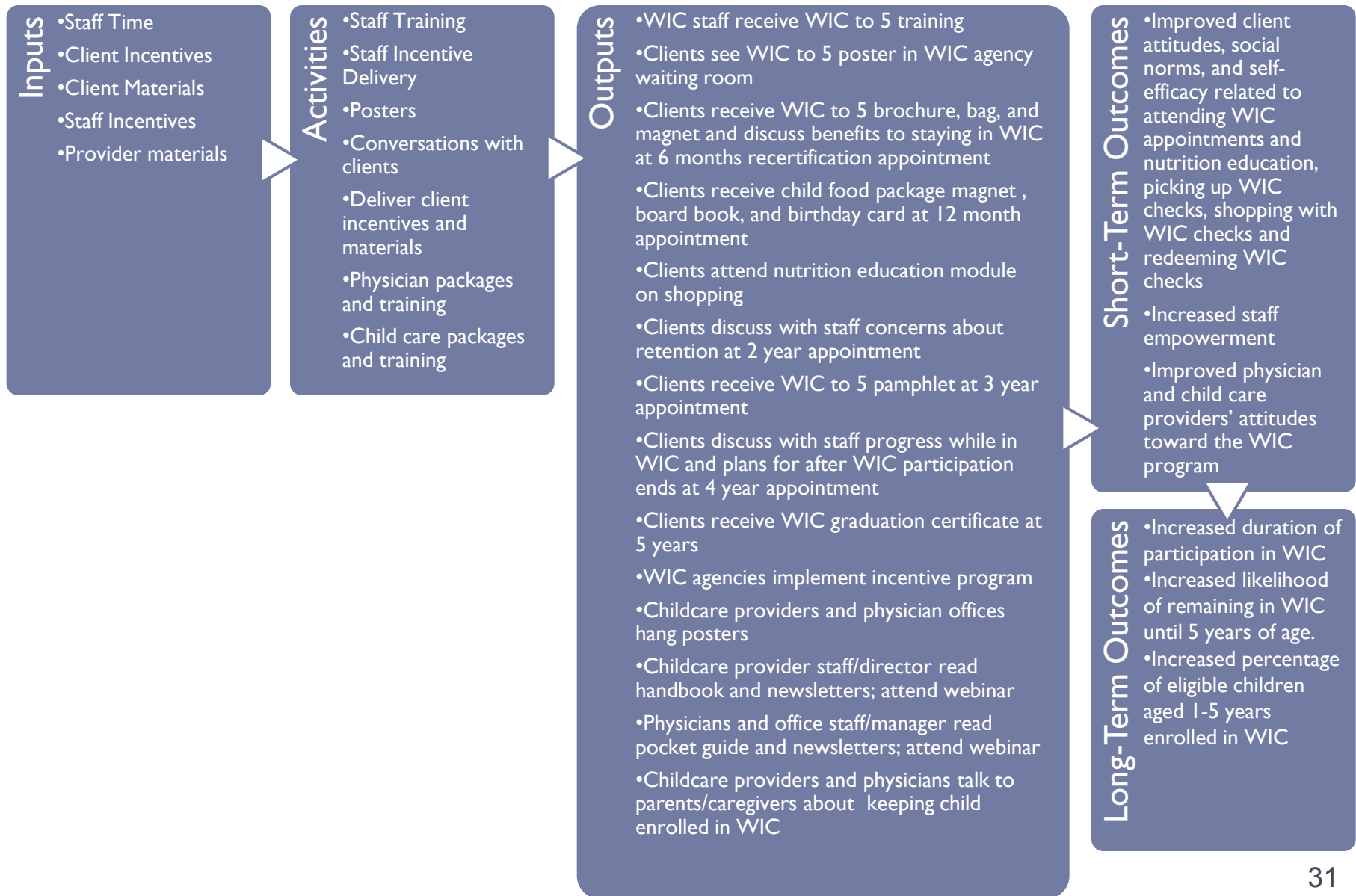
Staff Incentives and Wellness

- ▶ Tote bags, water bottles, pedometers, and other incentive gifts selected by sites
- ▶ Incentive program developed by WIC coordinators
- ▶ Wellness newsletters
- ▶ Empowerment training for WIC coordinators (In Process)



WIC to 5 Program Evaluation

WIC to 5 Logic Model



Outcome Evaluation Plan

Longitudinal Survey for WIC Clients

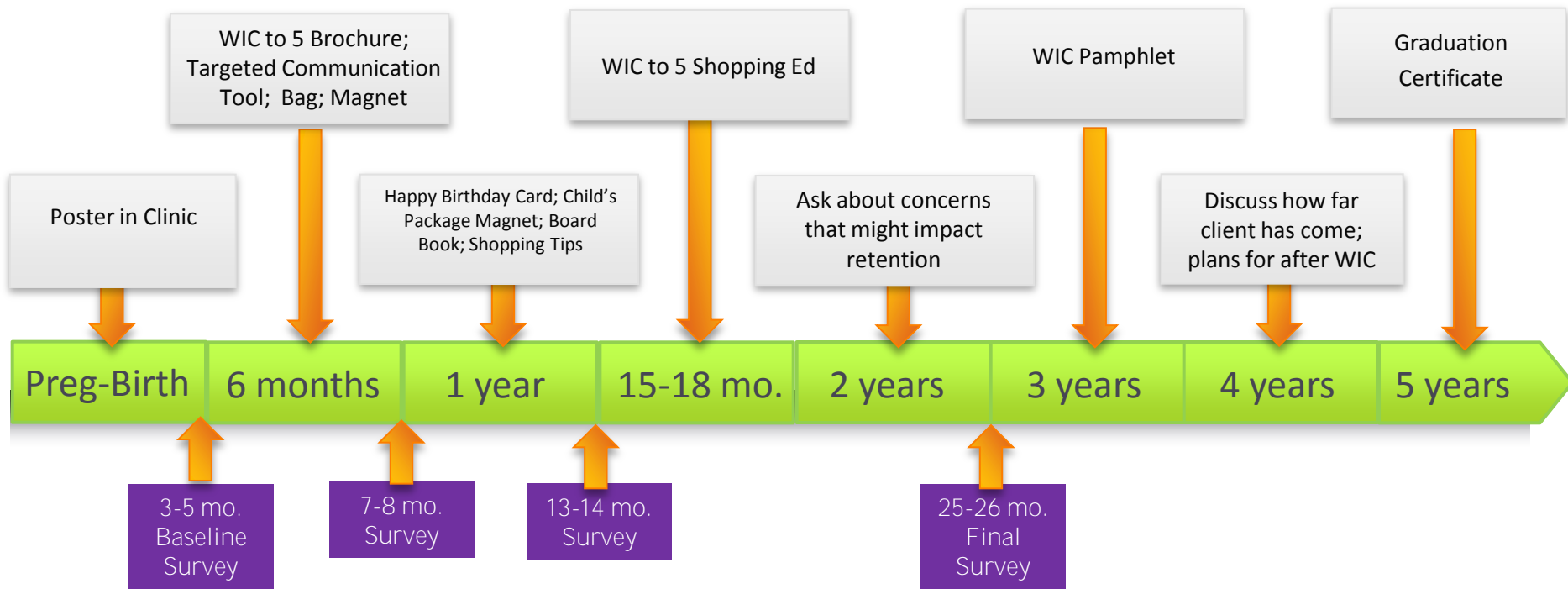
- ▶ Recruit ~30 mother/child dyads from 4 pilot agencies and 3 control agencies for longitudinal survey
- ▶ Longitudinal survey includes:
 - ▶ Demographics and dyad/household characteristics
 - ▶ Theory of planned behavior questions to assess attitudes, social norms, perceived behavioral control, and intention
 - ▶ Potential modifiers including food security, infant feeding, perceived stress, food values, household organization, and hardship
 - ▶ Some process evaluation questions

Empowerment Survey for WIC Staff

- ▶ All staff at pilot and control agencies

Match survey responses to administrative data for program participation outcomes

WIC to 5 Evaluation



Process Evaluation Plan

- ▶ Collect ongoing program data from MIS database
- ▶ On-site observations
 - ▶ WIC Waiting Room
 - ▶ Counseling sessions with WIC CHP
 - ▶ Provider offices
 - ▶ Community outreach sites
- ▶ After visit client polling
- ▶ Focus groups with WIC staff

Recording Program Data in MIS (Cornerstone)

- ▶ 2 questions added to evaluate program delivery
- ▶ 1 question added to assess intended duration of participation
 - ▶ Asked at pregnancy, early postpartum, infants <6 months, and infants at 6 month follow-up
- ▶ 1 question added to assess reason to stay in program

Cornerstone 13.2mtr033

F1=Help F3=Return F4=Save F5=Add F6=Edit F7=Delete F11=Next F12=Cancel TextEdit

USER, CORNERSTONE 043002 CORNERSTONE 12/03/2013

PARTICIPANT

Participant ID: H100-6327-2353-00	Cur Last Name: HFI	Cur First Name: RETESTADULTM	Sec Last Name:
Group ID:	Address: 111413 THURSDAY		
Birth Date: 12/12/1972	Age: 40	SPRINGFIELD	IL 62744

A501 - ASSESSMENT

Assess Type: WCVE WIC - CERT VISIT EDUCATION **Assess Nbr:** 1 of 1

Assess Date: 12/03/2013 **Assessor:** 8051960 USER, CORNERSTONE

Reviewed WIC to 5 Program Script. |

Provided WIC to 5 Materials to Client.

Reasons to Stay in WIC.

Time intended to participate in WIC.

WIC is a partnership

Nutrition Assessment

Health Care

Length of time(refer to category)ie: P, B, N, I, C

.....

F9=PLANNED SERVICES F10=CASE NOTES PGUP PGDN

Cornerstone 13.2mtr033

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Assess Date: 12/03/2013 Assessor: 8051960 USER, CORNERSTONE

Reviewed WIC to 5 Program Script.

Provided WIC to 5 Materials to Client.

Reasons to Stay in WIC.

Time intended to participate in WIC.

WIC is a partnership

Nutrition Assessment

Health Care

Length of time(refer to category)ie: P, B, N, I, C

.....

ASSESSMENT ANSWERS

01 UNTIL 1ST BIRTHDAY

02 UNTIL NO FORMULA NEEDED

03 WHEN STOP BREASTFEEDING

04 CHILD STARTS/GOES TO DAYCARE

05 PARENT WORK/SCHOOL SCHEDULE

06 BELIEVE OTHERS NEED IT MORE

07 OTHER

08 DO NOT KNOW

ENTER=SELECT ESC=EXIT

F9=PLANNED SERVICES F10=CASE NOTES PGUP PGDN

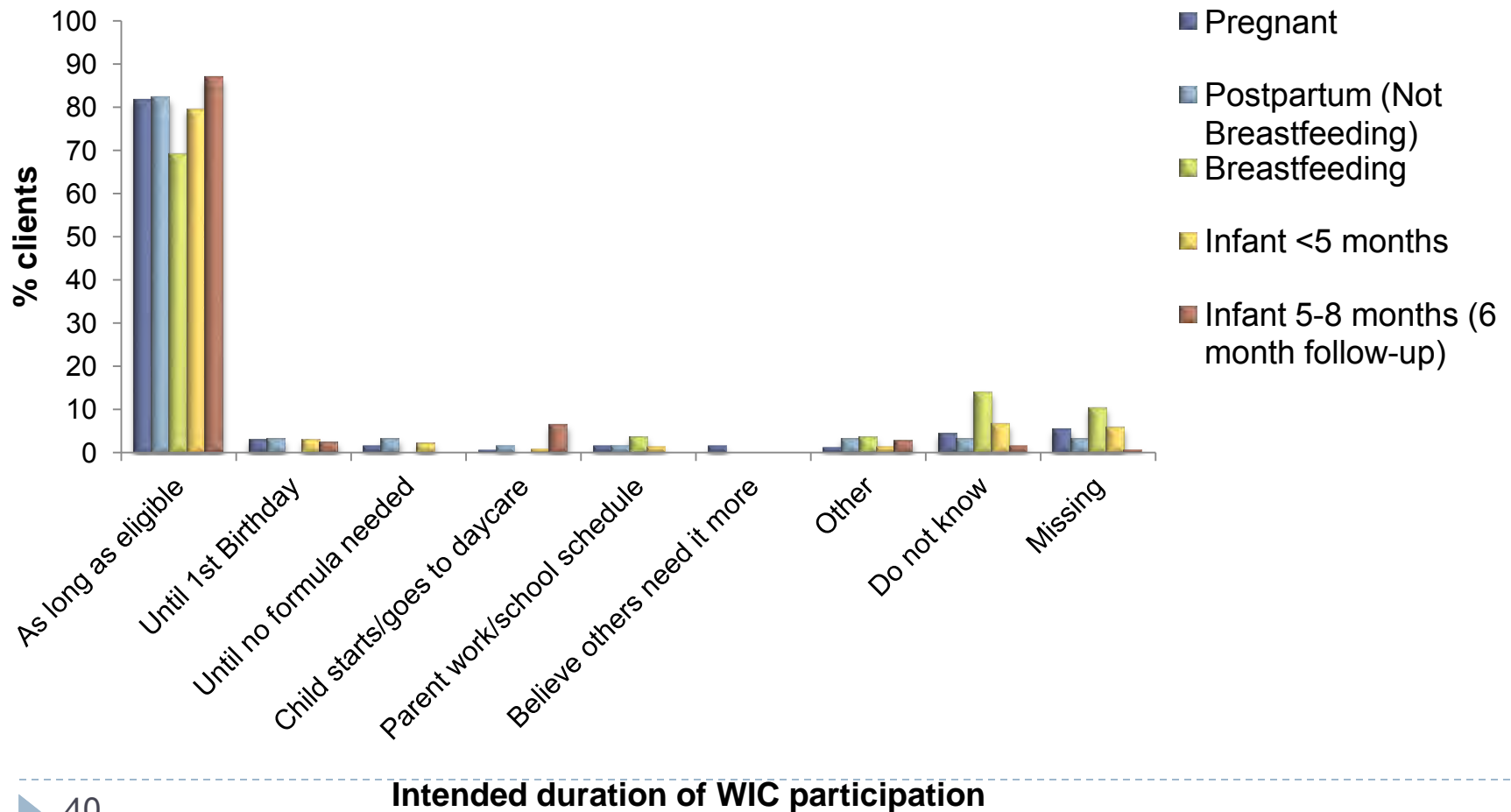
Results to Date

- ▶ February 2014 program launch
- ▶ Posters hanging in clinic
- ▶ Delivery of 6 month brochure and targeted communication; 349 clients
- ▶ Asking pregnant, postpartum, breastfeeding, and infants < 6 months how long they intend to stay in the WIC program; 517 clients

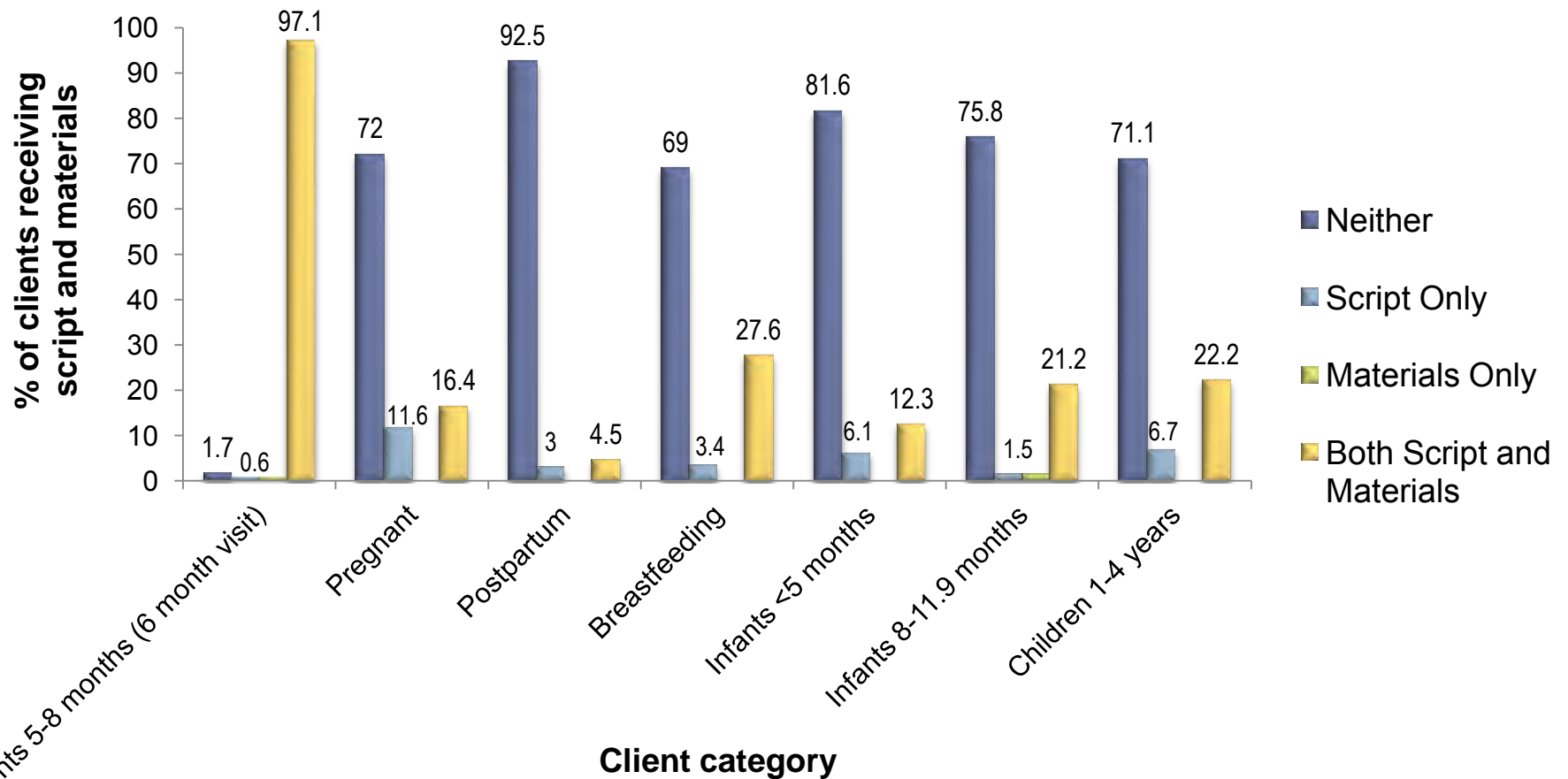
Client Characteristics

Client Characteristics	n (%)
Client Type	
Pregnant	207 (19.7)
Postpartum	67 (6.4)
Breastfeeding	29 (2.8)
Infants <5 months	244 (23.2)
Infants 5-8 months	349 (33.2)
Infants 8-11.9 months	118 (11.2)
Children 1-4 years	303 (28.8)
Ethnicity	
Hispanic or Latino	125 (11.9)
Not Hispanic or Latino	927 (88.1)
Race	
American Indian/Alaskan Native	1 (0.1)
Asian	5 (0.5)
Black or African American	414 (39.4)
White	632 (60.1)
Total	1052

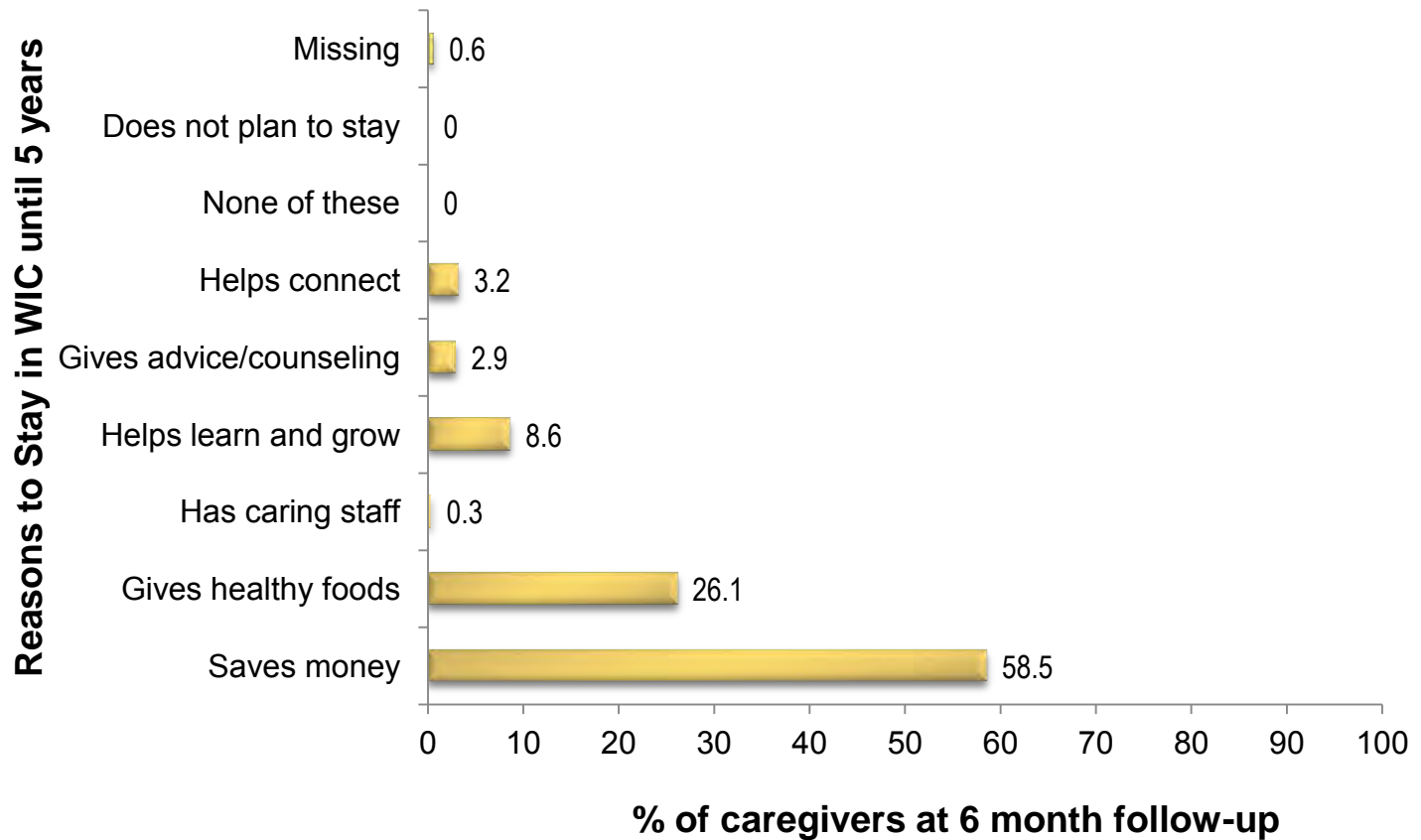
Intended duration of WIC participation



Delivery of 6 month targeted communication



Reasons to Stay in WIC



The Local Agency Experience - Summary

- ▶ What are we doing to improve caseload
- ▶ How WIC to 5 has helped
- ▶ How we are doing with WIC to 5
- ▶ What have we found

Caseload

How do we get them here?

How do we keep them coming back?

Caseload

▶ Outreach

- ▶ Community partnerships: health fairs; committees; networking events
- ▶ Program awareness: flyer to local agencies, doctor offices, daycares, schools
- ▶ Visibility: promotional materials displayed in the community

Schedule changes

- ▶ Walk-ins
- ▶ Late Monday clinic
- ▶ Saturday clinic

Welcoming clinic environment: Hospitality on a limited budget

- ▶ Check in desk – warm and welcoming staff
- ▶ De-clutter
 - ▶ Display only YOUR messages
 - ▶ Have an alternate place for community information
- ▶ Tidy waiting room
 - ▶ Clean up at noon and end of day
 - ▶ Torn books/magazine – get rid of them

Customer service

- ▶ **Efficient quality service**
 - ▶ Most important topic for today
 - ▶ Participant centered services
- ▶ **Staff training and development – provide tools to be confident educators**
- ▶ **Staff recognition – staff that feels supported and appreciated provide better service**

Ways WIC to 5 has helped

- ▶ **Collaboration – brought us together to share ideas**
 - ▶ Local agency ideas taken into consideration
- ▶ **Tools – simple effective tools to discuss benefits of WIC**
- ▶ **Marketing/promotion – visuals/posters**
- ▶ **Incentives – participants and staff**
 - ▶ McLean County Staff Recognition Program
- ▶ **Onsite training**

Roseland Hospital WIC Program



How are we doing with WIC to 5?

- ▶ It really doesn't take a whole lot of extra time.
- ▶ It is an additional way to have participant centered conversations.
- ▶ It is a reminder to talk about benefits of WIC at each visit.

What we have found

- ▶ People have been missing the message that their child can be in WIC until 5 years of age (certifications, Family Case Management, closing visits)
- ▶ Misunderstand the value of the WIC food package – WIC to 5 illustrations help here
- ▶ Participants are receptive to WIC to 5 messages

Acknowledgements

Illinois Department of Human Services

- ▶ Penny Roth, MS RD
- ▶ Lashon Reese, MS RD

University of Illinois at Chicago

- ▶ Summer Porter, MS RD
- ▶ Molly McGowan, MPH

Pilot Site WIC Coordinators

- ▶ Karen Shiflett, Macon County
- ▶ Cheryl Sprague, BS CLC, Vermilion County
- ▶ Sharon Johnson-Jadeja, Roseland Hospital, Chicago
- ▶ Patrice Hughes, Roseland Hospital, Chicago

Next Steps

- ▶ Complete a fotonovella (compared to brochure)
- ▶ Revising child care provider materials to highlight synergy between Head Start nutrition guidelines and WIC.
- ▶ Work with vendors on WIC to 5 vendor/cashier training.
- ▶ Develop an WIC community outreach kit.
- ▶ Development of targeted communication tools/materials for after 2 years.

Questions?