

Thinking Outside the WIC Box:

Thinking Beyond the Program to Help the Program

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Agenda

- **Past:** Where have we been?
- **Present:** Where are we now?
- **Future:** Where can we go?



Past

Where have we been?



The background of the slide features a faded image of two women in an office setting. One woman, wearing a plaid shirt, is on the left, and another woman, wearing a striped shirt, is on the right, leaning on a desk. The overall tone is professional and collaborative.

The Go-to-WIC Initiative

- **Objective:**

- Determine how we leverage WIC staff, space, and expertise infrastructure to offer nutrition and breastfeeding services to all, regardless of income qualification for WIC

- **What We Did:**

- Board-Appointed Task Force
- Consumer and Physician Survey
- Client Experience Design Strategy

Board- Appointed Task Force

- **Objective:**
 - Determine if the general idea of the go-to-WIC initiative something that makes sense for WIC agencies to do and why
- **What We Learned:**
 - Could provide a business opportunity
 - Could help reduce WIC stigma
 - State and local partnerships are key to setting up funding mechanisms to serve all
 - There are some existing examples of progress
 - NWA and WIC agencies should continue to investigate and develop the idea

Consumer and Physician Survey

- **Objective:**
 - What is the consumer demand for the Go-to-WIC idea? What is the current physician perception of WIC?
- **What We Learned:**
 - Families want services
 - Even non-WIC families
 - Physicians could know more about WIC
 - Physicians are willing to refer more patients to WIC (WIC and non-WIC)

Beliefs, Attitudes, and Behaviors:

A Report of a National Survey of U.S. Mothers, Prospective Mothers, and Physicians about Their Perspectives on Nutrition and Breastfeeding Services



The National WIC Association
August 2015

Client Experience Design Strategy

PROVIDES

- Become aware of WIC
- Seek out more information
- Visit a WIC center
- Meet with 1st WIC counselor to check eligibility

EMOTIONAL JOURNEY

Majority of WIC members hear about WIC via word of mouth from family and friends. A lot of members also find out about WIC from the WIC website.

Members can call the WIC 1-800 number which refers them to closest clinic. Members can also find information about WIC on the WIC website.

Members can schedule an appointment or walk-in to a clinic. WIC provides referrals to a wide variety of organizations when a Mom is ineligibile.

WIC clinics and staff go outreach in a variety of ways.

Members had all of my paperwork, so applying was really easy and efficient." -Kare, WIC member

Checking Eligibility

Checking Information

"It's stressful not knowing if you have the right paperwork. I don't want to have to come again." -Aloia, WIC member

Health Assessment

"It's stressful when you have a crying kid and have to wait to speak with the nutritionist." -Aloia, WIC member

Meeting Nutritionist

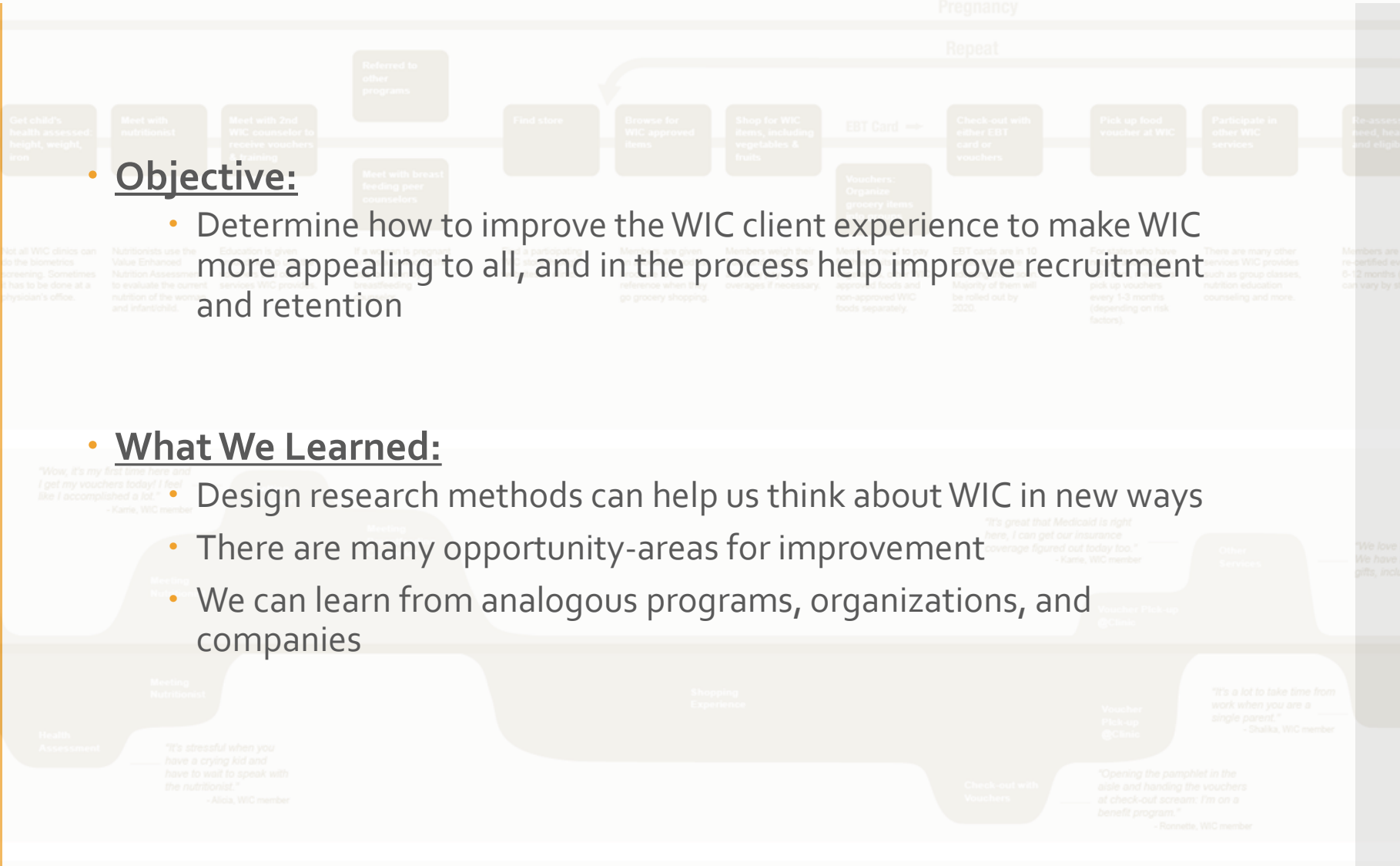
Receiving Vouchers

Shopping Experience

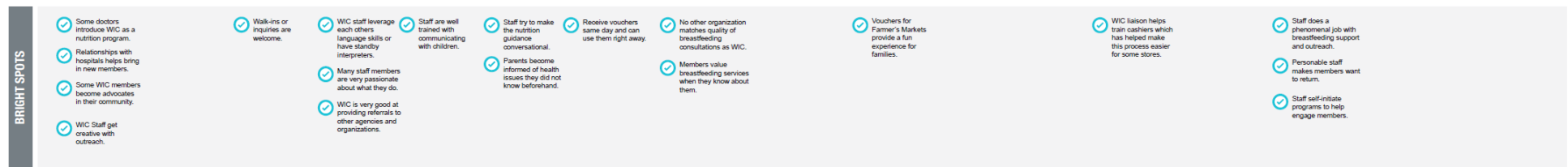
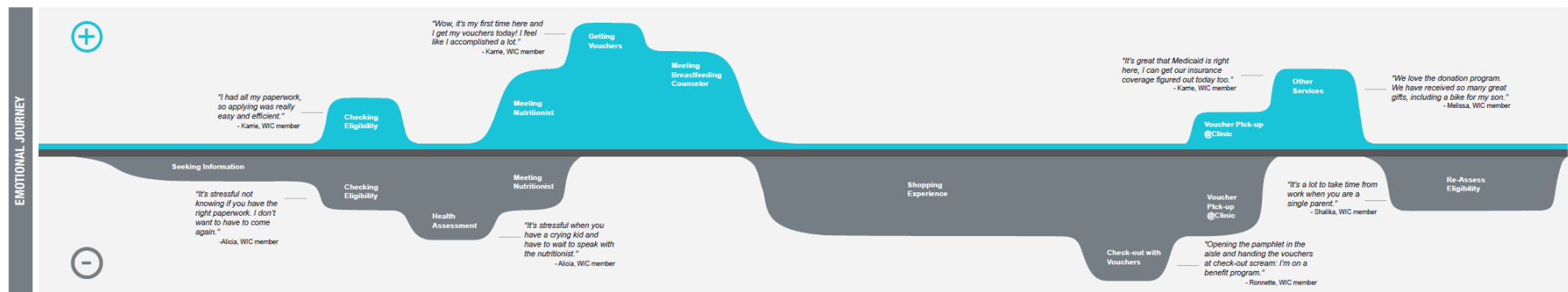
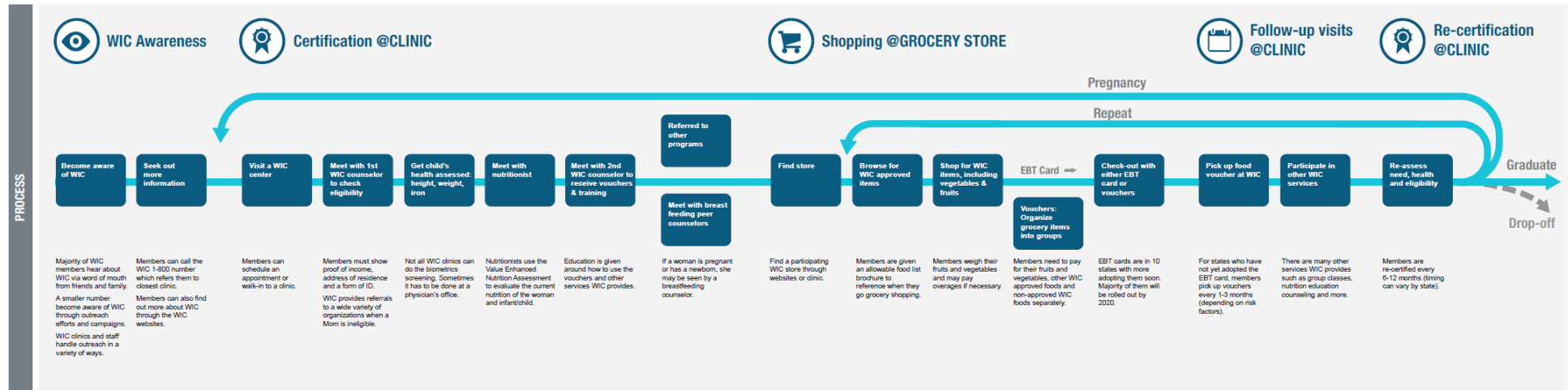
Check-out with Vouchers

Other Services

Members love the gifts, including...



WIC Journey Map



The Community Partnerships for Healthy Mothers and Children Project (CPHMC)

- **Goal:**

- Gain insights on how to best leverage existing WIC expertise and positioning in communities to create policy, systems, and environmental changes beyond the clinic walls

- **What We Did:**

- Funded and provided training and technical assistance to 31 communities in 18 states to...
 - Build or enhance a community coalition
 - Perform a community needs assessment
 - Develop a community action plan
 - Implement the community action plan of community-driven interventions

CPHMC Food Systems Projects

- **Objective:**
 - Improve access the healthy food and beverage options
- **What We Learned:**
 - We are greater with WIC...
 - Healthy **corner stores** and promotions projects
 - Healthy **restaurant** projects
 - **Farmers' market** projects
 - **Community garden** projects
 - Community **breastfeeding** projects



CPHMC Health Systems Projects

- **Objective:**
 - Improve access to chronic disease prevention and management services
- **What We Learned:**
 - We are greater with WIC...
 - Strengthened **referral systems**
 - Physician and partner **trainings on WIC**
 - Partner **trainings on breastfeeding support basics**





Present

Where are we now?



The Political Climate

- **ACA Threatened**
- **WIC Threatened**
- **Uncertainty**





The WIC Climate

[En español](#)

- **Low caseloads** and challenges with **retention**
- **National campaign** to improve recruitment, retention, and WIC image
- **State and local innovations** to improve recruitment, retention, WIC image, partnerships, and community resources

WIC gives you access to healthy food, nutrition education and breastfeeding guidance. If you're pregnant, a caregiver, or a mom with a child under 5, you can get the right personalized support for you and your family.



Many Current Assets

- **Go-to-WIC Task Force Conference Presentation**
- **Consumer and Physician Survey**
- **WIC Client Experience Design Strategy Conference Presentation and Journey Map**
- **CPHMC successes, lessons learned, and evaluation materials** (www.greaterwithwic.org)
- **National WIC Campaign** (more to come from Hannah)
- **Center on Budget and Policy Priorities Recommendations** (more to come from Zoe)



Future

Where can we go?



Use Current Assets to Make Future Changes

- **Improving WIC Experiences** throughout the client journey
- **Enhancing WIC image, presence, and credibility** by
 - Strengthening local and state strategic partnerships
 - Continuing to increase WIC involvement and leadership in community projects beyond WIC walls
 - Implementing the national campaign

**Stay tuned for more CPHMC assets

Continue the Go-to-WIC Initiative Idea: Integrating WIC into the Health Care System

- **Strengthening referral systems** between WIC and health care
- Increasing **satellite** WIC opportunities
- **Leveraging the WIC workforce** to share between WIC and other community and clinical needs
- **Leveraging WIC physical sites** to offer nutrition and breastfeeding services to more people through braided funding streams
- **Integrating WIC into telemedicine** systems development



Thoughts and Questions