Increasing APPetites for WIC Foods

Melanie Hall, MS, RD
Kellogg Company
Ryan Magee
JPMA
Kobra Eghtedary, PhD
Michigan Department Of Health and Human Services
Objective

Raise Awareness → Engagement

Inspire Dialogue → Innovation
Agenda

Project Overview
Project Development
Evaluation
What’s Next?
Project Overview
Project Background

Opportunity
Improve consumption of under redeemed WIC foods by helping WIC clients overcome simple barriers to purchase.

2013-2016 Under redemption of WIC foods*

Nutrition Short Falls
- Calcium
- Vitamin D
- Folate
- Protein
- Iron
- Fiber
- Vitamin A

Project Background

Strategy
Fund improvements to an existing WIC app to drive awareness of unredeemed WIC foods and encourage use through recipes and cooking hacks.

Social Impact
Increased use of WIC foods resulting in program satisfaction and better public health outcomes.

Common Reasons for Under Redemption

- Approved foods are not available
- Poor in-store signage/placement
- Can’t find the right size
- Out of stock

- Don’t know how to use foods
- Don’t like food/brand

Problems to address through industry partnerships
Problems that can be addressed through nutrition education and food marketing
WIC Shopper App Helped Drive WIC Redemptions

**WIC App Reach**
The App is used by states representing 15% of the WIC Population

**WIC App Use**
I Use the WIC Shopper App...
- For Trip Planning
- In the Store
- At Home

**WIC App Solutions**
Scan food or view list WIC to confirm WIC status
- View recipes
- Real-time benefit balance
- Cereal & Fresh Produce Calculator

**But…**
The App is Recommended by WIC Staff
Driving a 40% - 70% Usage Rate
App Lacked Client Engagement

“lean in” content that only attracted the most engaged participants

Generic, impersonal experience

Inconsistent quality of recipe photography
The Solution: A New Engaging Functionality

An opt-out, end of month notification that provides:
• Compelling messaging to initiate engagement
• Reminder of remaining food balances
• Non-branded curated library of 100 recipes and videos for all WIC foods
Project Development
Data Driven Insights

Survey
• Online survey of 1,159 WIC shoppers

Objectives
• Determine desired language for push notifications
• Recipe attributes (ingredient focus, meal type)

Outcomes
• Language Preference: Avoid Waste and Use Your WIC Foods
• Recipe Preferences: Beans, Dinner, 30 min

<table>
<thead>
<tr>
<th>Category</th>
<th>Breakfast</th>
<th>Lunch/Dinner</th>
<th>Snack/Treat</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cereal</td>
<td>5</td>
<td>7</td>
<td>8</td>
<td>20</td>
</tr>
<tr>
<td>Beans &amp; PB</td>
<td>3</td>
<td>14</td>
<td>8</td>
<td>25</td>
</tr>
<tr>
<td>Whole Grain</td>
<td>7</td>
<td>10</td>
<td>3</td>
<td>20</td>
</tr>
<tr>
<td>Fruit and Veg</td>
<td>1</td>
<td>10</td>
<td>9</td>
<td>20</td>
</tr>
<tr>
<td>Cheese/Tofu</td>
<td>4</td>
<td>9</td>
<td>2</td>
<td>15</td>
</tr>
<tr>
<td>Eggs</td>
<td>8</td>
<td>5</td>
<td>2</td>
<td>15</td>
</tr>
<tr>
<td>Fish</td>
<td>0</td>
<td>10</td>
<td>0</td>
<td>10</td>
</tr>
<tr>
<td>Juice</td>
<td>2</td>
<td>3</td>
<td>5</td>
<td>10</td>
</tr>
</tbody>
</table>
Recipe Library

We curated a selection of 100 recipes that used at least three WIC foods and great photography.

To meet these criteria, some modifications were made to add more WIC foods to a recipe:

- Swapping sour cream for plain yogurt
- Swapping bread crumbs for crushed cereal
- Swapping white pasta/rice for whole grain options
- Reducing the use of jams/syrup/sweeteners
- Removing brand names

SNAP-ed partners receive regular reports on the views of their recipes to help ensure continued funding.
Visual Experience Improvements

Before

After
Curated Recipe Library Examples

Breakfast
- Beans
- Egg
- WW Tortilla
- Avocado
- Cereal
- Yogurt
- Fruit
- Peanut Butter
- WW Bread
- Cereal
- Egg

Lunch/Dinner
- Carrots
- Raisins
- Pineapple
- Yogurt
- WW Pasta
- Peanut Butter
- Broccoli
- Tofu
- Cereal
- Egg
- Peanut Butter
- Beans
- Cereal
- Egg
- Onions

Snack/Dessert
- Beans
- Egg
- Peanut Butter
- Cereal
- WW Bread
- Egg
- Milk
- Raisins
- Sweet Potato
- Yogurt
- Orange Juice
- Apples
- Cereal
- Apple Juice
- Raisins
Demonstration and May-Aug Engagement

- 76,257 Unique Recipe Views
- 3,593 Unique Cooking Hack Views
Duration of Use

- Increased duration towards the end of the month
  - Could be due to clients looking for ways to use their un-redeemed or un-used foods.
  - The increase in duration was uniquely significant in July, we are awaiting EBT data to see if duration is associated with redemption increases.

<table>
<thead>
<tr>
<th>Average Session Duration</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beginning of the month (6th of each month)</td>
<td>4:02</td>
<td>3:56</td>
<td>4:08</td>
<td>3:53</td>
<td>3:40</td>
</tr>
<tr>
<td>Mid month (15th)</td>
<td>3:55</td>
<td>4:16</td>
<td>4:02</td>
<td>3:38</td>
<td>3:58</td>
</tr>
<tr>
<td>Push notification day (5 days before EOM)</td>
<td>N/A</td>
<td>4:23</td>
<td>4:09</td>
<td>4:13</td>
<td>4:15</td>
</tr>
<tr>
<td>Last day of the month</td>
<td>4:54</td>
<td>5:18</td>
<td>5:08</td>
<td>4:49</td>
<td>19:42</td>
</tr>
</tbody>
</table>
Evaluation
Updates Drove an Increase in Engagement

Unique Views: ↑129%

Total Views: ↑383%
Users Think The New Functionality Helps

- Survey published in OR, MA & FL
- # Respondents: 771

Simple Question:

“Do you feel that WICShopper helps you redeem more of your WIC benefits?”

N=575
Users Think The New Functionality Helps

App users were asked which App feature helps them buy WIC foods
- 55% think the push notification helps them use more WIC foods
- 26% think recipes help them use more WIC foods
Users Think The New Functionality Helps

Compared to your shopping habits at the beginning of the year, has the expiration notification and recipes helped you use more of any of the following WIC following WIC foods?

![Bar chart showing purchases influenced by the new functionality for various WIC foods](chart.png)
EBT Evaluation of Redemption Growth

Oregon provided county level EBT data showing every SKU purchased during our launch month

- We are still waiting for Oregon’s June and YA data
- FL and MA data is forthcoming

<table>
<thead>
<tr>
<th></th>
<th>Total Category Views</th>
<th>Unique Category Views</th>
<th>Avg. Seconds on Page</th>
<th>Bounce Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>May</td>
<td>7,935</td>
<td>3,058</td>
<td>20.34</td>
<td>8.21%</td>
</tr>
<tr>
<td>June</td>
<td>5,754</td>
<td>2,244</td>
<td>26.91</td>
<td>9.32%</td>
</tr>
<tr>
<td>July</td>
<td>5,538</td>
<td>2,300</td>
<td>27.99</td>
<td>11.04%</td>
</tr>
<tr>
<td>August</td>
<td>5,883</td>
<td>2,406</td>
<td>22.64</td>
<td>10%</td>
</tr>
</tbody>
</table>

- Static content drove decline over time
- New Aug content drove a slight increase
- Increasing bounce rate from static content
- Flattened in Aug
Oregon WIC Participation

WIC Participation

- Total WIC participation is trending down in 2018
- Slight increase in participation in March but decline continued in May
Oregon WIC Participation vs. Total Food Redemption

Oregon Total Food Redemption vs Oregon WIC Participation

January – May 2018

<table>
<thead>
<tr>
<th>$ Sales</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>$3,620,000</td>
<td>84,000</td>
</tr>
<tr>
<td>$3,640,000</td>
<td>84,500</td>
</tr>
<tr>
<td>$3,660,000</td>
<td>85,000</td>
</tr>
<tr>
<td>$3,680,000</td>
<td>85,500</td>
</tr>
<tr>
<td>$3,700,000</td>
<td>86,000</td>
</tr>
<tr>
<td>$3,720,000</td>
<td>86,500</td>
</tr>
<tr>
<td>$3,740,000</td>
<td>87,000</td>
</tr>
</tbody>
</table>

Change in Redemption

- April vs. Q1: -1.0%
- May vs. Q1: +1.8%

May vs. April +2.7%
Oregon WIC Participation & Total Juice Redemption

Oregon Total Juice Redemption vs Oregon WIC Participation

January – May 2018

<table>
<thead>
<tr>
<th>Month</th>
<th>$ Sales</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan-18</td>
<td>$220,000</td>
<td>84,000</td>
</tr>
<tr>
<td>Feb-18</td>
<td>$218,000</td>
<td>85,000</td>
</tr>
<tr>
<td>Mar-18</td>
<td>$216,000</td>
<td>86,000</td>
</tr>
<tr>
<td>Apr-18</td>
<td>$214,000</td>
<td>87,000</td>
</tr>
<tr>
<td>May-18</td>
<td>$212,000</td>
<td>86,500</td>
</tr>
</tbody>
</table>

Change in Redemption

<table>
<thead>
<tr>
<th></th>
<th>April vs. Q1</th>
<th>May Vs. Q1</th>
</tr>
</thead>
<tbody>
<tr>
<td>$ Sales</td>
<td>-$2.6%</td>
<td>-0.3%</td>
</tr>
</tbody>
</table>

May vs. April +2.4%
Oregon WIC Participation Vs. Total Cereal Redemption

Oregon Total Cereal Redemption vs Oregon WIC Participation
January – May 2018

<table>
<thead>
<tr>
<th>Month</th>
<th>$ Sales</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan-18</td>
<td>$355,000</td>
<td>85,000</td>
</tr>
<tr>
<td>Feb-18</td>
<td>$350,000</td>
<td>86,500</td>
</tr>
<tr>
<td>Mar-18</td>
<td>$345,000</td>
<td>87,000</td>
</tr>
<tr>
<td>Apr-18</td>
<td>$335,000</td>
<td>86,000</td>
</tr>
<tr>
<td>May-18</td>
<td>$320,000</td>
<td>85,500</td>
</tr>
</tbody>
</table>

Change in Redemption

<table>
<thead>
<tr>
<th></th>
<th>April vs. Q1</th>
<th>May Vs. Q1</th>
</tr>
</thead>
<tbody>
<tr>
<td>WG Cereal</td>
<td>-0.5%</td>
<td>+7.2%</td>
</tr>
<tr>
<td>Non-WG</td>
<td>+8.9%</td>
<td></td>
</tr>
</tbody>
</table>

May vs. April
+6.6%

WG Cereal
+5.5%
Non-WG
+8.9%
Oregon WIC Participation vs. Whole Wheat Pasta Redemption

Oregon Whole Wheat Pasta Redemption vs Oregon WIC Participation

January – May 2018

Change in Redemption

<table>
<thead>
<tr>
<th></th>
<th>April vs. Q1</th>
<th>May Vs. Q1</th>
</tr>
</thead>
<tbody>
<tr>
<td>WW Bread</td>
<td>+2.0%</td>
<td></td>
</tr>
<tr>
<td>Corn Tortilla</td>
<td>+3.1%</td>
<td></td>
</tr>
<tr>
<td>WW Tortilla</td>
<td>+3.3%</td>
<td></td>
</tr>
<tr>
<td>Oats</td>
<td>+4.0%</td>
<td></td>
</tr>
<tr>
<td>Brown Rice</td>
<td>+9.2%</td>
<td></td>
</tr>
<tr>
<td>Bulger</td>
<td>+34.0%</td>
<td></td>
</tr>
</tbody>
</table>

May vs. April
-10%

Total Whole Grain Category +2%
Oregon WIC Participation & Non-Fat Yogurt Redemption

Oregon Non-Fat Yogurt Redemption vs Oregon WIC Participation
January – May 2018

Change in Redemption

April vs. Q1  May vs. Q1
-26.5%      -19.1%

Total Yogurt
+4.4%

May vs. April
+10.1%
Oregon WIC Participation vs. Low Fat Cheese Redemption

Oregon Low Fat Cheese Redemption vs Oregon WIC Participation

January – May 2018

$ Sales

$8,800 $8,600 $8,400 $8,200 $8,000 $7,800 $7,600 $7,400

Jan-18 Feb-18 Mar-18 Apr-18 May-18

Participants

87,000 86,500 86,000 85,500 85,000 84,500 84,000

Change in Redemption

April vs. Q1 May Vs. Q1

-0.6% -4.0%

May vs. April -3.4%

Total Cheese +2.4%
What’s Next?
Keep Clients Engaged

Use initial engagement data and industry benchmarks to create a refresh cycle
- Leverage partnerships with SNAP-ed recipe websites and modify recipes to include WIC foods
- Film additional recipe videos
- Innovate a few on-trend ideas for each refresh
Increase Registrations Through In-Store Promotion

• We are vetting in-store app signage with State Agencies and Stop N’ Shop
  o Following approval, we will test how in-store signage increases app registrations and improves peoples views of the WIC program
Supporting Continuous Improvement

- Drive app innovation with multiple developers
- Create additional improvements: custom recipes vs lists
Learning Agenda

Additional evaluation will help:

• Optimize a content refresh cycle (quantity of new content and timing)
• Determine the amount of redemption driven by notifications vs. recipes?
• Project redemption changes overtime
• Create redemption targets/benchmarks for other states
• Determine the association between redemptions and specific recipes
• Identify regional variations to redemption changes
Questions?