Leveraging Partnerships and Technology to Increase WIC Participation

*Erin Ulric - Deputy Director, Prevention Services Division*

*Erin Johnson - Nutrition Consultant, Colorado WIC*
Objectives

1. • Describe strategy development for “WIC Modernization”

2. • Share the overall modernization initiatives of Colorado WIC

3. • Describe the process for creating online referrals from Colorado Program for Eligibility and Application Kit (PEAK)
Understanding the Baseline

Moderately high knowledge of the food vouchers/grocery assistance and nutrition education provided by WIC, however, less of an understanding of the additional resources and services that WIC offers.

The greatest challenges to using WIC relate to the shopping experiences.

Consistent belief that the highest values of WIC include the food/financial support, the education and the additional supports that it provides to families.

Interest in an online platform and consistent findings that email, text messaging, phone and in-person visits are preferred methods of contact.
Strategy Map
Modernization
EBT
Text Messaging
Nutrition Education Choice

Make WIC work for YOU!
For your next WIC appointment, choose:

Phone: Schedule a follow-up call during a time that works for you.

Online: Take an online lesson (wichealth.org) anytime, 24/7, using your smartphone, computer, or tablet.

Clinic Visit: Come see us in person.
WICShopper
WIC Data Central
New Website & Participant Portal Feasibility Study
Colorado PEAK
The Goal

- Increase awareness
- Targeted outreach
- Increase program participation
Partnerships

Colorado WIC

Medicaid

The Colorado Health Foundation

SNAP

Hunger Free Colorado
Data Sharing

Interagency Agreements

Limiting Personal Identifying Information

Consent Language
Colorado PEAK

Which Benefits Would Your Household Like to Apply For?

The first step is to tell us which benefits your household would like to get by checking the box for each benefit your household would like to apply for. Later you will have the opportunity to select specific programs for each person in your home as you complete the application. Click the Next button at the bottom of the page to continue.

- Medical Assistance (including Health First Colorado (Colorado Medicaid), CHP+, Tax Credits, and Cost Sharing Reductions) Show Details
- Food Assistance Show Details
- Colorado Works / TANF - Cash Assistance for Families with Dependent Children Show Details
- Adult Financial - Cash Assistance for disabled or individuals over the age of 60 Show Details
- Child Care Assistance (CCCAP) Show Details
- Nurse-Family Partnership (NFP) for first-time moms Show Details
- Head Start Show Details
- SafeCare Colorado Show Details
- Women, Infants and Children (WIC) Hide Details

You can participate in WIC if you:

- Meet income guidelines or are enrolled in Health First Colorado (Colorado’s Medicaid Program), Colorado Works/Temporary Assistance for Needy Families (TANF), or Food Assistance/SNAP.
- Live in Colorado.
- Are pregnant or a new mom.
- Have a child younger than 5 years of age.

What does WIC offer?

- Free, healthy food using an eWIC debit card
- Personalized nutrition consultation
- Breastfeeding information, support, and breast pumps
- Referrals to family health and other community services
Potentially Eligible

Women, Infants and Children (WIC)

You may be eligible for WIC. Are you currently enrolled in WIC?

- Yes
- No

WIC provides free, healthy foods, nutrition education, breastfeeding support, and referrals to other services.

Do you want WIC to contact you?

- Yes
- No

WIC will contact you soon to schedule an appointment to enroll. If you would like to contact someone now, please visit the WIC Clinic Map to find contact information for a clinic near you.
Not Eligible
PEAKPro Inbox

WIC Inbox

Referrals

<table>
<thead>
<tr>
<th>Tracking #</th>
<th>Status</th>
<th>Comments</th>
<th>Submit Date</th>
<th>Phone Number</th>
<th>Enrolled in Medicaid/Snap/TANF</th>
<th>State ID</th>
</tr>
</thead>
<tbody>
<tr>
<td>2341237491</td>
<td>Pending</td>
<td></td>
<td>11/22/2015</td>
<td>(c) 3031111111</td>
<td>Y</td>
<td>784962456</td>
</tr>
<tr>
<td>62356435</td>
<td>Pending</td>
<td></td>
<td>11/22/2015</td>
<td>(w) 7202222222</td>
<td></td>
<td>081960340</td>
</tr>
</tbody>
</table>

Search Criteria

Status
- Pending
- <click here to choose>

First Name
Last Name
County
Zip Code
Preferred language
- <click here to choose>

From Date

To Date

Date of Birth Ex: mm/dd/yyyy

PEAK Tracking Number

Phone Number

Save
Export
### WIC Inbox

#### Referrals

<table>
<thead>
<tr>
<th>Tracking #</th>
<th>Status</th>
<th>Comments</th>
<th>Submit Date</th>
<th>Phone Number</th>
<th>Enrolled in Medicaid/Snap/TANF</th>
<th>State ID</th>
</tr>
</thead>
<tbody>
<tr>
<td>2341237491</td>
<td>Pending</td>
<td></td>
<td>11/22/2015</td>
<td>(c) 3051111111</td>
<td>Y</td>
<td>784962456</td>
</tr>
<tr>
<td>62356435</td>
<td>PENDING</td>
<td></td>
<td>11/22/2015</td>
<td>(w) 7202222222</td>
<td></td>
<td>081960340</td>
</tr>
</tbody>
</table>

- Pending
- Already Enrolled
- Left Message X 1
- Left Message X 2
- Scheduled
- Not interested
- Not eligible
- Unable to leave msg
- Wrong contact information

Save

Search Criteria
User Feedback

Integrated into recent PEAKPro release

Positive impact on caseload

Contacting Referrals

It stopped the bleeding!

Still a challenge.
Data
5,618 Online WIC Referrals

- Left Message: 54%
- Scheduled: 35%
- Not Interested: 2%
- Not Eligible: 3%
- Wrong Contact Info: 6%
CO WIC Voucherred Participants
2013 - 2017

Total

Aug-13  Aug-14  Aug-15  Aug-16  Aug-17
80000  82000  84000  86000  88000  90000  92000  94000  96000
CO WIC Vouchered Participants
August 2016 - August 2017
Final Thoughts
Questions?

- Erin Ulric  
  Deputy Director, Prevention Services Division  
  Colorado Department of Public Health & Environment  
  Erin.Ulric@state.co.us

- Erin Johnson, RD  
  Colorado WIC Nutrition Consultant  
  Erin.Johnson@state.co.us