Minnesota WIC Regions 2017

• 8 WIC Regions (87 counties)
• 56 WIC grantees represent:
  • 47 CHBs
  • 7 Ojibwe Tribes
  • 2 Community Action Partnership (CAP) organizations
MN WIC Participation by FFY – Closed Out

* Initial participation counts, will increase upon closeout
Participant Experience – Leadership/Staff

• Dedicated WIC Staff
  • WIC Director
  • Management Team
    • Nutrition & Clinic Services Unit
    • Breastfeeding, Training & Communications Unit
    • Management Information System and Data Unit
    • Food Delivery Unit
Value Enhanced Nutrition Assessment (VENA)

- MN WIC Nutrition Assessment
- PCS Skills & Resources
- Resources from other states
- Mentor Resources
Education Choice

• Allows WIC participants to choose how to receive nutrition education follow-up visits

• Includes options for in person, phone or on-line nutrition education
Popular Online Courses

• Make Meals and Snacks Simple
• Breastfeeding: Building a Bond for a Lifetime
• Understanding Your Baby’s Cues
• Starting Your Infant on Solid Foods
• Trust your child to eat enough
• Secrets for Feeding Picky Eaters
• Fruit/Vegetables Grow Health Children
Incentives in the MN WIC Program

- **Project funded** through Hunger Impact Partners

- **Why??**
  - Concern regarding the number of children that drop off of WIC by age 5.
  - Largest drop-off occurs between 12-17 months.
  - Parents often site many reasons, e.g. transportation, time, stigma, among others

**Project:** Pilot grants were awarded to WIC clinics ≤$20,000 to offer incentives to WIC participants
Pilot Projects Testing Incentives on Retention

Ramsey County
- May 2017 thru Sep 2018
- 674 Households
- Promised at the 9 month visit that diapers would be provided when they returned for 12 month and subsequent visits

Scott-Carver
- Jan 2017 thru Dec 2018
- 426 Households
- Gave Target gift cards at 9 months and subsequent visits

Wright
- Apr, 2017 Thru Jun 2018
- 1,084 households
- Gave gas cards and diapers at 9 months and subsequent visits
Percent of Those Given Incentives At 9 to 12 months Returning for Subsequent WIC Visits

 Returned for 12 to 15 Month Visit

- **Scott-Carver:**
  - Intervention: 88%
  - Comparison: 62%

- **Wright:**
  - Intervention: 85%
  - Comparison: 72%

 Returned for 15 to 18 Month Visit

- **Scott-Carver:**
  - Intervention: 63%
  - Comparison: 50%

- **Wright:**
  - Intervention: 75%
  - Comparison: 59%
Ramsey County: Percentage Returned at Subsequent Visit

At nine months, promised incentive. At subsequent months, given incentive.
Did Incentives Help You Stay on WIC?

Ramsey
- Strongly Agree: 35
- Agree: 30
- Neither Agree or Disagree: 25
- Disagree: 20
- Strongly Disagree: 15

Scott-Carver
- Strongly Agree: 30
- Agree: 25
- Neither Agree or Disagree: 20
- Disagree: 15
- Strongly Disagree: 10

Wright
- Strongly Agree: 35
- Agree: 30
- Neither Agree or Disagree: 25
- Disagree: 20
- Strongly Disagree: 15

Legend:
- Strongly Disagree
- Disagree
- Neither Agree or Disagree
- Agree
- Strongly Agree
Number One Reason for Participating in WIC

- Ramsey
- Scott Carver
- Wright

- Food
- WIC Services
Percent Drop Off Between 13 and 24 months by Calendar Year and Agency

- **State**
  - 2016: 50%
  - 2017: 54%
  - 2018: 54%

- **Ramsey**
  - 2016: 42%
  - 2017: 47%
  - 2018: 48%

- **Scott Carver**
  - 2016: 62%
  - 2017: 76%
  - 2018: 68%

- **Wright**
  - 2016: 42%
  - 2017: 53%
  - 2018: 49%
Lessons Learned

• Incentives in the form of diapers and gift cards may be useful at retaining participants after one year but were not effective in preventing drop off at 12 months;

• Gift cards are easier to dispense than diapers and are well accepted; and

• WIC foods are valued more than incentives or services.
eWIC – Currently in Rollout

- My MN WIC App available during pilot & roll out.
- Current food balance
  - Future month’s food benefits
  - Notifications to use benefits before expiration
- Scan UPC to see if WIC-allowed & if in their balance
- Store Locator
- Nutrition Education Materials
- Shopping tips
Questions?

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