January 2020 Webinar for Kansas WIC Staff: Local Strategies to Increase Caseload

To protect and improve the health and environment of all Kansans

Agenda
Introduction – 5 minutes
Local Agency Sharing – 35 minutes
Client Barriers – 5 minutes
Q & A – 15 minutes

Local Agency Introductions

- Jane Freyenberger, RDN (Riley County)
- Kay Powell, RD, LD, CBE (Shawnee County)
- Heather Peterson, RD, LD (Reno County)
- Laura Grimmett, RD, LD (Johnson County)
To protect and improve the health and environment of all Kansans

National WIC participation is declining, too!

2010 = 9.2 million  
2018 = 6.7 million  

(27% decline)

To protect and improve the health and environment of all Kansans

Local Agency Strategies to Increase Caseload
January 9, 2020

OUTREACH STRATEGY
1/8/2020

**HOW WE SERVE**

- **STAFF**
  - 1 Breastfeeding Peer Counselor
  - 1 WIC Coordinator
  - 5 WIC Clerks

- **CLINICS**
  - Fort Riley
  - Manhattan & Job Corp
  - Wamego Clinic

**HOW WE GOT STARTED**

- **NWA WEBINARS**
  - National Recruitment and Retention Campaign: What's New in 2019
    January 24, 2019
  - NWA Outreach and Retention Survey Highlights
    February 23, 2019
  - Building Caseload Through Strategic Outreach: Using Data, Leveraging Staff, and Finding Partnerships
    March 23, 2019

**STRATEGIC ACTION PLAN**

Objective: Riley County WIC will show a more positive trend in percent change of active participation than the state of Kansas

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<td>Riley County WIC</td>
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<td>State WIC</td>
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**WHAT WE PRIORITIZED**

Community Partners

- Met with medical office administrators and plan to continue communication quarterly
- Plan to send thank you cards yearly for referrals sent to WIC
- Collaborate with other organizations to highlight nutrition education
WHAT WE PRIORITIZED

Outreach Events

Grocery Store Visits
Pott. Co Baby Shower
KSU Homecoming Parade
Head Start Enrollment
Victory Welcome

WHAT WE PRIORITIZED

Branding

Brochures
Magnets
Tablecloths / Display Banner
Cups
Radio Ad

WHAT WE PRIORITIZED

Clinic Environment

Clerks provide RD’s with completed Diet Questionnaires before they are done checking in = decreased wait time
Clerks contact by phone and email as shown within 30 minutes of missed appointment
Signage displayed in waiting room to communicate with client if client feels like they have been waiting too long

GREATER MANHATTAN COMMUNITY FOUNDATION GRANT
INCREASE CASELOAD BY 100 NEW CLIENTS
PROVIDE INCENTIVE FOR WIC CLIENTS TO DO OUTREACH

REFER A FRIEND CAMPAIGN

$500 FOR NEW CLINIC AND PROGRAM MARKETING
38% NEW CLIENTS ARE REFERRED BY FRIEND OR FAMILY
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CONTACT INFORMATION

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WIC Coordinator
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Why did Shawnee County start next day scheduling in 2015?

-35% clients reschedule that day or no show
-Text reminders 24 hours ahead was not enough advance notice
-Were double booking to meet processing standards
-Often reschedules were 3 weeks out
-Difficult to schedule staff off
Making appointments for Next Day Scheduling

• All Ne+ and FU appointments are walk-ins
• We created 2 appointment letters
  – Ne+ and FU appointments
  – MC, RC, Nei and RD appointments
  Both letters have a check off list of what items need to be brought back to the appointment
  Diet sheets attached is appropriate

April 2016 started scheduling out 1 week

• We do make exceptions and will schedule out more than 1 week for work or transportation issues.
• Easier for staff to ask off when the appointment book is not already fully scheduled.
• After 3 years I think many client would say they do not want to schedule 3 months out because they do not know their schedule 3 months from now.

Caseload

• Our caseload has decreased in the past 4 years, but everyone caseload has decreased. Therefore, it is hard to determine if open access scheduling has affected caseload.

Possible changes

• Survey clients how they want to schedule their next appointment.
• Now that WIC Shopper can give more than 24 hour notice scheduling 3 months out might be a good options
Shawnee County Outreach

- Local hospitals place a "WIC Packet" in each new baby discharge packet which include cover letter, PP and infant diet questionnaire
- Local OB office place a WIC brochure in all new Pregnancy packet.
- Set up a second clinic site across town at a local community center

Shawnee County Outreach

- Participate in Community Collaborations and meetings. Carry WIC brochures with me all the time.
- We have a hot spot on a cell phone and have taken the hot spot and lap top to Health Fairs and other community events to set up WIC appointments "on site".
- Plan next year to take hot spot to Head Starts and complete WIC certifications

Using KWIC Reports

- Caseload Management
- Enrolled Not Participating Prior to Month End (recommend be printed last day of the month if a large agency)
- Benefit Issuance guided Ad Hoc Report (can put in end of use date by week)

Kay Powell
WIC Team Leader
Shawnee County Health Department
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Outreach in Reno

Heather Peterson RDN, LD, CLC
Reno & McPherson County WIC Coordinator

What we tried…

• Utilized the Enrolled, Not Participating report
• Divided the pages amongst staff
• Called every family to schedule for an appointment

What we learned…

• Spread the calling bonanza out over several weeks.
• This increased caseload for a month or two, but not long term
• Great way to capture folks that did not want to participate in WIC

What we will try…

• Utilize the tool once per quarter
• Ask clients that request to be taken off WIC, why they are making that request.
• Record responses: is this information the SA would like?
2020 Nutrition Services Plan

- Purchase a Facebook ad promoting Reno WIC
- Increase presence on Facebook
- Connect with Head Start about back to school event
- Work with CACFP
- Coordinate efforts with Reno County Health Department Prenatal Program

Johnson County outreach efforts

January 09, 2020

Presented by
Laura Grimmett,
Johnson County WIC Coordinator
Laura.Grimmett@jocogov.org

Outreach efforts

- Headstart
- DCF outreach
- WIC Staff at stores to help with shopping/eWIC card use
- WIC’ed database
- Enrolled Not Participating Report
- Web site pre-qualification form
- IRIS referrals
- Next day or 3 months out scheduling
- Delivered report from KU
- Health fairs, etc

WIC staff at a store to help clients shop

- This initiative was based on observed underuse of WIC benefits by one of our clerks, Sandy Romero, so she developed this idea and made a plan to implement it.
- Bilingual staff are available at one of our larger shopped stores in Olathe twice per month to help clients shop for their full WIC benefits and/or help in using their eWIC card at the register.
- WIC staff can give clients the ½ page flyers shown on the right if they feel a client could benefit from the on-site support (Flyers are available in Spanish and English).
To protect and improve the health and environment of all Kansans

A survey was published on the WICShopper app to identify potential barriers including:

- Transportation
- Work
- Childcare
- Language Barrier
- Social Stigma
- Clinic Hours
- Reminders
The survey asked clients what makes it hard to attend appointments with the option of an open ended question.

- 4% reported they had forgotten their appointment or did not receive a reminder message.
- 20% responded they would be helped out if they received reminders.

Survey results offered some potential solutions to clients being able to attend appointments.

- 33% of respondents indicated they would prefer earlier/later office hours
- 8% indicated they would prefer appointments over the lunch hour
- 35% indicated they have issues getting time off work and 1% stated WIC specific days are a barrier.

How Can We Tackle These Barriers?

- If your clinic is not 100% WIC, do you allow drop in WIC appointments? Tell the clients if they are able to schedule an appointment outside of a normal WIC clinic day.
- Remind clients to allow notifications for WICShopper
  - Upcoming appointments and what the client needs to bring to the appointment is now available!
National WIC Association: Pre-approved materials to use for outreach which have been created by the National WIC Association. Log into your account and select “Go to the online community”, https://www.nwica.org/

The WIC Hub: Hosted by the National WIC Association with resources including advocacy tools and program materials. https://thewichub.org

- WIC Outreach and Retention Survey Report
- NWA’s Efforts to Recruit and Retain WIC Participants
- WIC, Medicaid, and SNAP: Teaming Up to Improve the Health of Women and Children

This number means that 232 clients have benefits with a FUD in the month of the report. (And exclusively BF infants < 6 months old with no food benefits.) The 52 people not participating in the month means they are Active but had no benefits with a FUD in that month.

Thank you! Questions?