Missouri WIC
Eat Healthy. Stay Well.

Town Hall
Missouri WIC Conference
October 5, 2018

Nutrition Services

State Agency Updates
- Nutrition Services
- eWIC
- Retailer
- Operations
- Administrative

Altarum Project
- Focus groups and learning sessions
- Altarum final report
- State visits to Oregon and Arizona
- Participant Centered Strategic Planning Workgroup
- Nutrition assessment tools

Focus Groups and Learning Sessions

<table>
<thead>
<tr>
<th>Group</th>
<th>Number of Sessions</th>
<th>Number of Attendees</th>
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</thead>
<tbody>
<tr>
<td>Participant Focus Groups</td>
<td>5</td>
<td>37</td>
</tr>
<tr>
<td>Participant Interviews-Spanish</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Local Agency Staff Learning Sessions</td>
<td>5 CPA, 2 Certifier</td>
<td>54</td>
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</tbody>
</table>

Altarum Report

Best Things About WIC - Participant’s Perspective
- Staff: friendly, caring, knowledgeable
- WIC foods
- Nutrition education
- Quick process
- Flexible scheduling/appointments

Best Things About WIC - Staff’s Perspective
- Staff: friendly, caring, knowledgeable
- WIC foods
- Breastfeeding support
- Referrals
- Nutrition education
Altarum Report
Worst Things About WIC

<table>
<thead>
<tr>
<th>Participant’s Perspective</th>
<th>Staff’s Perspective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wait time</td>
<td>Wait time</td>
</tr>
<tr>
<td>Negative or judgement</td>
<td>Proof of citizenship</td>
</tr>
<tr>
<td>Steps in process/moving rooms</td>
<td>Overall time spent at the WIC site</td>
</tr>
<tr>
<td>Food choices/milk options</td>
<td>Food choices/milk options</td>
</tr>
<tr>
<td>Finger pokes</td>
<td>Finger pokes</td>
</tr>
</tbody>
</table>

Nutrition Assessment
Assess an applicant’s nutrition status, risk(s), capacities, strengths, needs, and/or concerns

Barriers
- Volume of information that is collected
- Limitations of MOWINS
- Process encourages feelings of judgement
- Duplication in gathering information
- Goal setting is challenging

Suggestions
- Allow flexibility and professional judgement
- Consistent documentation among agencies
- Improve training on nutrition assessment
- Provide better resources
- Consistent guidance from state

ABCDE Tool - All Categories

Participant Centered Strategic Planning Workgroup
- Representation from nine (9) local agencies
- Visits to Arizona and Oregon WIC programs
- Review of many other state materials
- Development of ABCDE Tool
- Development of documentation template
- Piloted at local level
- Webinars conducted by Altarum
- Revise state training

ABCDE Tool - By Category

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
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<tbody>
<tr>
<td>ABCDE</td>
<td>ABCDE</td>
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<tr>
<td>A</td>
<td>A</td>
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<tr>
<td>B</td>
<td>B</td>
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<tr>
<td>C</td>
<td>C</td>
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<tr>
<td>D</td>
<td>D</td>
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<tr>
<td>E</td>
<td>E</td>
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</table>

Missouri WIC - Eat Healthy. Stay Well.
### Counseling Guides

<table>
<thead>
<tr>
<th>Counseling Guide Child</th>
<th>Infants ...</th>
<th>Infant can smile and play with toys but not push objects</th>
<th>Infants must be ...</th>
<th>Counselor can ...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breastfeeding is easy...</td>
<td>Infants ...</td>
<td>Infant can smile and play with toys but not push objects</td>
<td>Infants must be ...</td>
<td>Counselor can ...</td>
</tr>
<tr>
<td>Breastfeeding is ...</td>
<td>Infants ...</td>
<td>Infant can smile and play with toys but not push objects</td>
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<td>Breastfeeding is ...</td>
<td>Infants ...</td>
<td>Infant can smile and play with toys but not push objects</td>
<td>Infants must be ...</td>
<td>Counselor can ...</td>
</tr>
</tbody>
</table>

### Missouri Breastfeeding Rates

![Missouri Breastfeeding Rates](chart)

*Data source: 2018 CDC Breastfeeding Report Card, 2019 WIC Breastfeeding Report*

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### 2018 Loving Support Award of Excellence

FNS recognizes local WIC agencies that have provided exemplary breastfeeding promotion and support activities.

- Andrew County WIC
- Dunklin County WIC
- Livingston County WIC
- Taney County WIC

### 2016 Loving Support Award of Excellence

FNS recognizes local WIC agencies that have provided exemplary breastfeeding promotion and support activities.

- Cole County WIC
- Randolph County WIC
- St. Francois County WIC
- Ste. Genevieve WIC
- St. Joseph WIC
- Webster County WIC

### 2014 Loving Support Award of Excellence

FNS recognizes local WIC agencies that have provided exemplary breastfeeding promotion and support activities.

- Butler County WIC
- JFCAC WIC
- Joplin WIC
- Lacke County WIC
- Samuel Rodgers Health Center WIC
- Truman Medical Center WIC
Top 10 Breastfeeding Rates

<table>
<thead>
<tr>
<th>Agency</th>
<th>BF Ever %</th>
<th>BF 1 Mo %</th>
<th>BF 3 Mo %</th>
<th>BF 6 Mo %</th>
<th>BF 12 Mo %</th>
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</thead>
<tbody>
<tr>
<td>Samuel Rodgers</td>
<td>95.1</td>
<td>68.0</td>
<td>46.0</td>
<td>34.3</td>
<td>23.2</td>
</tr>
<tr>
<td>Douglas</td>
<td>87.1</td>
<td>52.9</td>
<td>34.1</td>
<td>21.6</td>
<td>4.5</td>
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<tr>
<td>Schuyler</td>
<td>85.7</td>
<td>61.9</td>
<td>33.3</td>
<td>24.0</td>
<td>24.0</td>
</tr>
<tr>
<td>Shelby</td>
<td>85.2</td>
<td>62.1</td>
<td>37.9</td>
<td>35.5</td>
<td>11.1</td>
</tr>
<tr>
<td>Barton</td>
<td>84.1</td>
<td>53.6</td>
<td>37.9</td>
<td>23.3</td>
<td>12.3</td>
</tr>
<tr>
<td>Knox</td>
<td>83.9</td>
<td>62.5</td>
<td>39.4</td>
<td>15.6</td>
<td>7.1</td>
</tr>
<tr>
<td>Ozark</td>
<td>83.8</td>
<td>47.4</td>
<td>30.0</td>
<td>25.6</td>
<td>22.0</td>
</tr>
<tr>
<td>Webster</td>
<td>82.0</td>
<td>46.3</td>
<td>27.1</td>
<td>15.0</td>
<td>13.0</td>
</tr>
<tr>
<td>Putnam</td>
<td>82.6</td>
<td>44.8</td>
<td>15.6</td>
<td>7.1</td>
<td>4.3</td>
</tr>
<tr>
<td>Christian</td>
<td>82.6</td>
<td>55.0</td>
<td>36.4</td>
<td>24.2</td>
<td>18.9</td>
</tr>
</tbody>
</table>

Where are we now?
- eWIC contracts awarded
- eWIC kickoff
- eWIC cards
- eWIC card readers/writers
- UPCs collected

Who’s new and what do they do?
- Cognosante – Quality Assurance contractor
- Custom Data Processing (CDP) – Implementation and Banking Processor contractor

When is it happening?
- User Acceptance Testing: Spring 2019
- eWIC Pilot Phase 1: Spring 2019
- eWIC Pilot Phase 2: Summer 2019
- Statewide Rollout: Fall/Winter 2019
- Full Implementation: Winter 2019/2020

eWIC Pilot Phase 1 Counties
- Audrain
- Boone
- Callaway
- Cole
- Cooper
- Howard
- Miller
- Montiteau
- Osage
Projected eWIC Pilot Phase 2 and Statewide Rollout Counties

How will eWIC happen?
- Pilot Phase 1 and Phase 2
- Statewide rollout areas after pilot
- Training for local agencies
  - State agency staff will train
  - Training will be 1-2 weeks before each area’s rollout
- Training for retailers
  - Point of sale systems
  - Certifications

What’s New?
- New WIC Retailer Manual
- New retailer pricing peer groups
- Revised retailer stocking requirements
- WIC Retailer Food and Formula Reference Guide
- Retailer Unit staff update
- eWIC door decal

WIC Retailer Update
- Fall of 2017
  - Evaluated pricing peer group criteria, stocking requirements, and fines for retailers
  - Discussed recommended changes with WICNS staff and retailer stakeholders
- May 2018
  - Received USDA approval of changes
- July and August 2018
  - Held annual training sessions statewide

WIC Retailer Manual
- The WIC Retailer Manual was revised with an effective date of October 1, 2018.
- The new manual will have an orange cover.
- A copy of the manual was mailed to all local agencies in August and to WIC retailers in September.
WIC Retailer Manual

**Effective October 1, 2018:**

- There will be a decrease in the dollar amount of fines charged to retailers for violations. In most cases, the decrease is 50%.
- State violation tracking will be based on the number of violations within the federal fiscal year, October 1 through September 30.
- No fees will be charged for missing or illegible vendor numbers.

Pricing Peer Group Changes

For several years the Missouri WIC program has defined Pricing Peer Groups based on a waiver from the United States Department of Agriculture (USDA). The waiver has expired. To comply with USDA standards, the Missouri WIC program redefined the Pricing Peer Groups. The changes were discussed and approved during WIC Retailer Committee calls. **USDA approved the new Pricing Peer Groups and the new groups were implemented on October 1, 2018.**

Pricing Peer Group Changes

- Based on geographical classification and business model categories
- Zip code population determined by data from the Missouri Census Data Center
- Rural defined as a zip code population of less than 10,000
- Urban defined as a zip code population of more than 10,000

Pricing Peer Group Changes

<table>
<thead>
<tr>
<th>Peer Group</th>
<th>Geography</th>
<th>Business Model</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>Rural</td>
<td>3, 4, &amp; 5</td>
</tr>
<tr>
<td>II</td>
<td>Urban</td>
<td>3, 4, &amp; 5</td>
</tr>
<tr>
<td>III</td>
<td>Rural</td>
<td>1 &amp; 2</td>
</tr>
<tr>
<td>IV</td>
<td>Urban</td>
<td>1 &amp; 2</td>
</tr>
<tr>
<td>V</td>
<td>Pharmacy Only Stores</td>
<td></td>
</tr>
<tr>
<td>VI</td>
<td>Military Commissary Stores</td>
<td></td>
</tr>
</tbody>
</table>

Stocking Requirement Changes

Effective October 1, 2018, Pricing Peer Groups I and II had a reduction of minimum requirements on:

- Infant fruit and vegetables
- Infant meat
- Cold cereal
- 64 ounce juice
- Skim milk
- Whole grains
- Frozen fruit
WIC Retailer Reference Guide

WIC Retailer Formula and Food Reference Guide
Missouri WIC Approved Infant Formulas, Special Formulas, and Metabolic Formulas
Missouri WIC Approved Food Descriptions
Effective May 1, 2018
Missouri Department of Health and Senior Services
WIC and Nutrition Services

Retailer Concerns?
WIC Food and Formula Availability
WIC Participant Redemption Complaint Form (WIC-40)
http://health.mo.gov/living/families/wic/wiclwp/forms.php
WIC Fraud
https://health.mo.gov/living/families/wic/wicfraud.php

Retailer Unit Staff Update
• Ann Backer – Northeast District
• Support Staff - Vacant

eWIC Door Decal
The votes are in!

eWIC Door Decal

Operations
Capital Expenditures

- When is approval needed?
- Is state or federal approval required?
- What documentation is necessary?
- What is the time frame for requests?

Invoicing

- Timeliness
- Allowable costs
- Period of performance
- In-kind

Performance Period Integrity

- Grant award period
- Is state or federal approval required?
- What documentation is necessary?
- What is the time frame for requests?

In-kind

- What is in-kind?
- What can be claimed?
- How does in-kind help an agency?

Nondiscrimination Statement

- The short nondiscrimination statement must be included on all materials funded by WIC. (“This institution is an equal opportunity provider.”)
- Statement must be placed on a line by itself in a font as large as the majority of the font of the document.
- “And Justice for All” posters must be displayed in a size not smaller than 11” x 17.” Order posters from the DHSS warehouse.
Funding Status

- 2019 Funding
- Local Agency Funding Formula

Marketing Plan

- Learfield
- Social media
- Targeted email
- Radio
- Videos

2019 Marketing Objectives

- Measurable Goals
  - Increase use of program
  - Increase traffic to wic.mo.gov
  - Encourage engagement in social media
- Creative Goals
  - Address stigma associated with WIC
  - Educate on ways to make the most of WIC benefits
- Expand collaboration between clinics, retailers, community partners and participants

2018 Social Media

- Facebook
  - Impressions: 2,175,508
  - Reach: 733,261
  - Link Clicks: 17,148
- Instagram
  - Impressions: 848,642
  - Reach: 387,850
  - Link Clicks: 5,025
- Google
  - Impressions: 7,443,991
  - Link Clicks: 4,572
Targeted Email

• FY 2018 – April, July, September
Data through July:
• 150,000 delivered
• 16,784 opened
• 2,535 clicks

2019 Media Content