

# The Way to WIC Collaborative

April 12, 2016



# Agenda

- \* Welcome
- \* Introductions
- \* Goal of the Collaborative
- \* Background
- \* Member Responsibilities
- \* Timeline
- \* Assignment

# Welcome

SANDRA BENTON-DAVIS, Branch Chief  
Supplemental Food Programs  
Southeast Region

Tihesha Salley, Team Lead

Tamika Hayes, Nutritionist

# Introductions of Way Makers

State Agency	State Agency Representative	Local Agency Representative
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# Goals

- \* To develop an atmosphere of peer learning and regional collaboration
- \* To identify viable strategies for retaining children in the WIC Program

# Goals continued

- \* To develop a product that will showcase effective strategies and marketing tips for increasing participation among children
- \* To create better access to WIC and an increase in participation

# Background

- \* FNS Priority
  - To reduce food insecurity by helping to feed those in need
- \* Decrease in WIC participation among children after age one (1)
- \* Retain young children and regain

# Background: Factors Affecting Participation

- \* Value of Food Package decreases from infant to child
- \* Long wait times in clinics
- \* Immigration misperceptions

# Challenges Faced By Way Makers

- \* What do you feel prevents us (WIC) from maintaining caseload?
  - Factors
  - Challenges



# Challenges Discussed

- \* **1% and Skim Milk for children**
- \* **Don't want to take children out of school**
- \* **Think cannot get SNAP and WIC**
- \* **Transportation**
- \* **Bad Phone Numbers**
- \* **Afraid of fingerstick**
- \* **Problems at Grocery store – embarrassed at check out**
- \* **Lost folder, think they cannot come back**
- \* **Not aware can continue WIC after infancy**
- \* **Hispanics – Afraid**
- \* **Hours not convenient**



# Projects Focused on Child Participation

## SERO

- \* Alabama
- \* Mississippi

## Across the Country

- \* Head Start Collaboration
- \* Medicaid Data Sharing
- \* Social Marketing Efforts

# Rates Continue to Decline

## WIC Children Participating

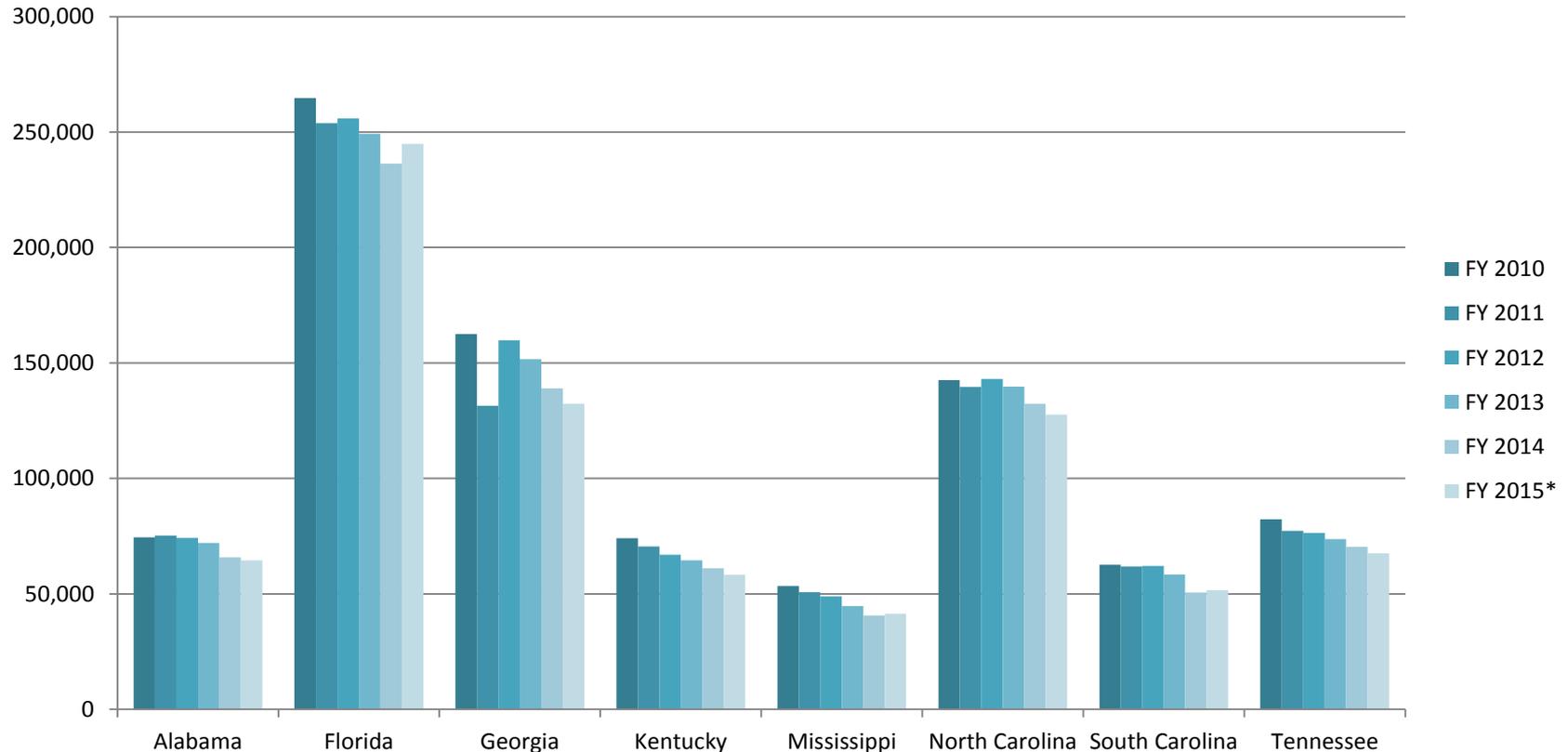
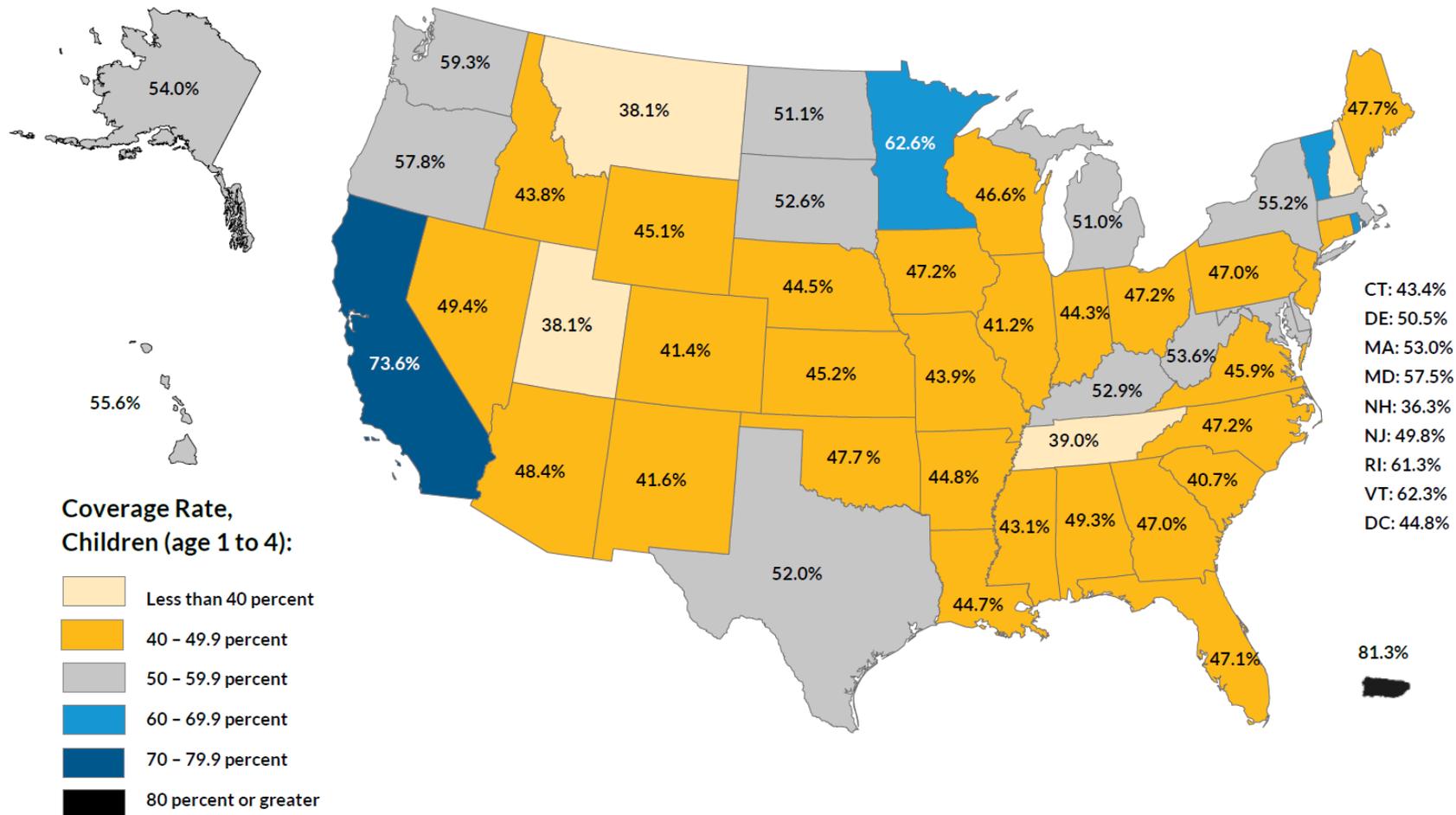


Figure 7a: WIC Coverage Rates for Children (age 1 to 4), by State

(Due to small sample size, the rates shown in this map were computed using the average of the eligibility and participation estimates for 2011-2013. Therefore, they do not match similar rates shown elsewhere in this report.)

National Coverage Rate: 52.2%



Source: 2012-2014 CPS-ASEC, 2011-2013 ACS, 2011-2013 PRCS, WIC Administrative Data

# Member Responsibilities

- \* Participate in 1 hour Conference Call per month and Subgroup Activities
- \* Attend to 2 Face-to-Face Meetings
- \* Research Strategies
- \* Collect and Submit Data
- \* Contribute to development of final product



# Timeline

## \* May

- May 6<sup>th</sup>: Due Date for 1<sup>st</sup> Workgroup Activity
- Week of May 16<sup>th</sup>: 2<sup>nd</sup> Workgroup Conference Call

## \* June

- June 3<sup>rd</sup>: Due Date for 2<sup>nd</sup> Workgroup Activity
- Week of June 13<sup>th</sup>: 3<sup>rd</sup> Workgroup Conference Call

## \* July

- Week of July 11<sup>th</sup>: 1<sup>st</sup> Face-to-Face Meeting (2 days)

# Workgroup Activity #1

- \* Collect and submit child participation data by clinic and local agency for 2014 and 2015
- \* Due: May 6, 2016 COB

# Accomplishments to Date

- \* Had two (2) conference Calls (April, May)
- \* Submitted Child Participation Data for Georgia
  - \* Data being analyzed by State and District
  - \* States or Districts with increases in caseload for children will be asked to share “Best Practices”.
- \* Face to Face meeting: July 14 & 15, 2016

# Questions

