

Department of Public Health and Wellness

WIC Presentation –
Metro Council Committee on Health,
Education and Housing



June 23, 2015

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Louisville WIC
GROWING HEALTHY FAMILIES

Kentucky WIC Program

Supplemental Nutrition Program for
Women, Infants, and Children up to Age Five



Many women qualify for WIC and don't know it.
Don't miss out on all that WIC has to offer for
pregnant or postpartum women, infants and
children.

To learn more go to www.louisvilleWIC.org or
call 574.6676

Income Guidelines for the Kentucky WIC Program

<u>Household Size</u>	<u>Week</u>	<u>Month</u>	<u>Year</u>
1 person	\$419	\$1,815	\$21,775
2	567	2,456	29,471
3	715	3,098	37,167
4	863	3,739	44,863

USDA is an equal opportunity provider and employer.

WIC Participation Rates Have Been Dropping Since 2010 Across the U.S.

WIC PROGRAM: TOTAL PARTICIPATION					
(Data as of May 08, 2015)					
State / Indian Tribe	FY 2010	FY 2011	FY 2012	FY 2013	FY 2014
Kentucky	139,100	141,647	132,698	129,923	121,682
TOTAL for All United States/Tribes	9,175,042	8,960,593	8,907,840	8,662,805	8,258,476
<i>WIC is the common abbreviation for Special Supplemental Nutrition Program for Women, Infants and Children. Participation data are 12-month averages. The sum of the substates may not add to the state total due to rounding. Data are subject to revision.</i>					
<i>Source: United States Department of Agriculture Food and Nutrition Service Annual State Level Participation http://www.fns.usda.gov/pd/wic-program</i>					

Kentucky Statewide Trend

Kentucky Statewide Trends

	Final Participation	Change From Oct-12	% Change
Oct. 2012	132,375		
Nov. 2012	130,690	(1,685)	-1.3%
Dec. 2012	128,506	(3,869)	-2.9%
Jan. 2013	130,106	(2,269)	-1.7%
Feb. 2013	129,170	(3,205)	-2.4%
Mar. 2013	129,676	(2,699)	-2.0%
Apr. 2013	129,139	(3,236)	-2.4%
May. 2013	129,574	(2,801)	-2.1%
Jun. 2013	129,494	(2,881)	-2.2%
Jul. 2013	129,805	(2,570)	-1.9%
Aug. 2013	130,494	(1,881)	-1.4%
Sept. 2013	129,968	(2,407)	-1.8%
Oct. 2013	127,965	(4,410)	-3.3%
Nov. 2013	124,731	(7,644)	-5.8%
Dec. 2013	121,517	(10,858)	8.2%
Jan. 2014	118,265	(14,110)	-10.7%
Feb. 2014	117,419	(14,956)	-11.3%
Mar. 2014	119,440	(12,935)	-9.8%
Apr. 2014	120,274	(12,101)	-9.1%
May. 2014	121,060	(11,315)	-8.5%
Jun. 2014	121,241	(11,134)	-8.4%
Jul. 2014	122,354	(10,021)	-7.6%
Aug. 2014	122,791	(9,584)	-7.2%
Sept. 2014	123,123	(9,252)	-7.0%
Oct. 2014	121,944	(10,431)	-7.9%
Nov. 2014	117,856	(14,519)	-11.0%
Dec. 2014	115,470	(16,905)	-12.8%

Source: Kentucky Department of Public Health

LMPHW Trend

2013 Total participation: 15,224

2015 Total participation: 13,105

Current no show rates: ~40-50%

Current Participation vs Enrollment rate: ~85%

Timeline

Action Item	Timeline		Action Owner
Discuss WIC budget deficit with KDPH in Frankfort	Wed	2/25/2015	Dr. Moyer, Ryan Irvine, & Jon MORE
Discuss deficit and regionalization plan with Metro OMB	Friday	3/13/2015	Director's Team
Discuss plan with Mayor's office	Tuesday	3/17/2015	Tammy Anderson
Update Mayor's Counsel	Monday	3/16/2015	Tammy Anderson
Meet w/Metro HR	Friday	3/20/2015	Tammy & Leanne Pearson
Prepare communication Plan		3/16-3/27/15	Kathy & WIC Management
▪ Prepare message/script for clients		3/23- 3/27/15	Kathy & WIC Management
▪ Prepare client written notification		3/23- 3/27/15	Kathy & WIC Management
▪ Update Metro Communications	Wed	3/25/2015	Kathy
WIC Management collaborate with KDPH WIC		3/23-7/1/15	Leanne Pearson & Jennifer Bowman
Meet with Metro Council Members	Monday	3/23- 3/27/15	Dr. Moyer & Tammy
* South Central = Marianne Butler			
* Fairdale- Vicki Aubrey Welch			
* Middletown- Julie Denton			
Explain regionalization to WIC Staff	Friday	3/27/2015	Tammy & Leanne Pearson
Meet with Neighborhood PI Operations Committee	Friday	4/24/2015	Leanne French
Begin scheduling clients from closing sites to regional sites	Tuesday	3/31/2015	Jennifer Bowman
Send written correspondence to clients following communication plan		TBD	WIC Management
Prepare LMPHW announcement for COS signature to all staff		3/30/2015	Kathy
Work on Hospital enrollment plan w/U of L	3/2015	7/1/15	Jennifer Bowman
Work on On-line pilot plan	4/2015	7/1/15	Leanne & Jennifer
Monitor regional scheduling rates and potential issues	2/25/15	TBD	Management team
Stop services at 3 identified sites		7/1/2015	WIC Management
Survey participants regarding service options & barriers		May	OPPE
Close out sites		TBD	WIC Management

In FY15 Clinic Locations with Percent of Participants

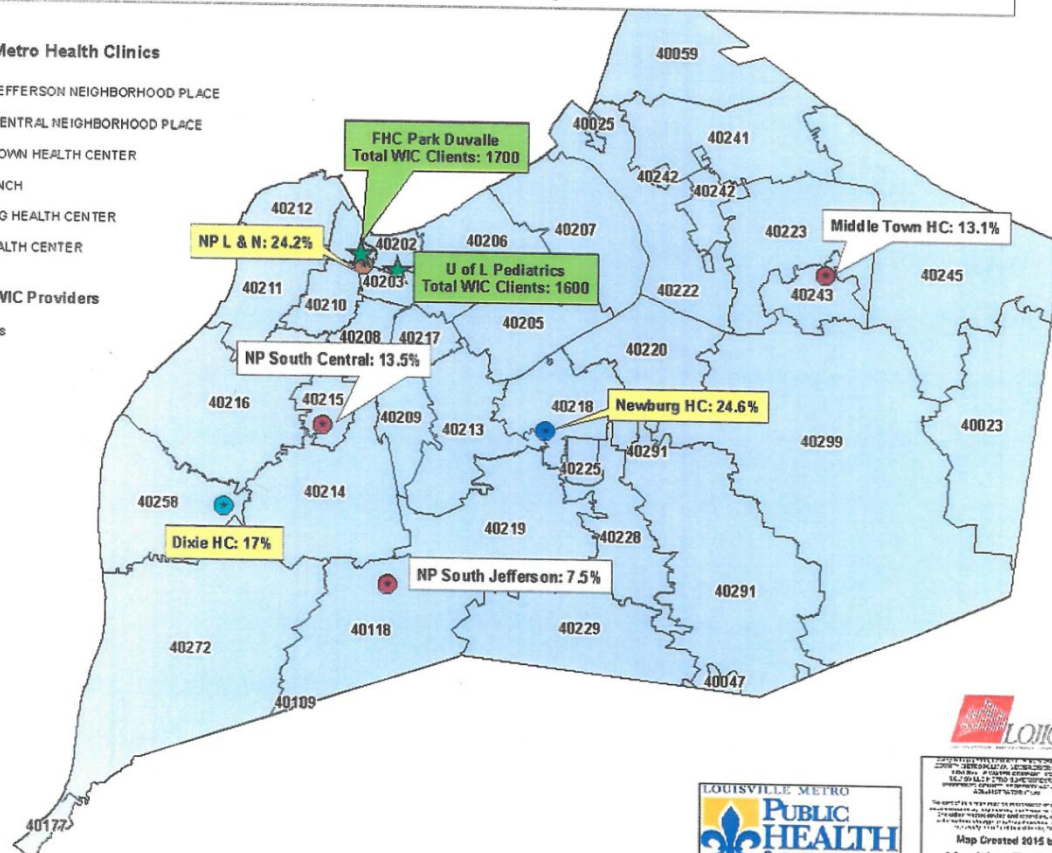
Client Distribution by LMPHW Sites and Other Independent Providers of WIC Services
Jefferson County, 2014

Louisville Metro Health Clinics

- SOUTH JEFFERSON NEIGHBORHOOD PLACE
- SOUTH CENTRAL NEIGHBORHOOD PLACE
- MIDDLETOWN HEALTH CENTER
- L&N BRANCH
- NEWBURG HEALTH CENTER
- DIXIE HEALTH CENTER

★ Other WIC Providers

□ ZIP Codes



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Map Created 2015 by
Haritha Pallam

Our FY16 Plan

Three Regional Sites with Staff Dedicated to Outreach and Retention

- ❖ Newburg Health Center
- ❖ Dixie Health Center
- ❖ L&N Building



Transition of WIC Staffing

Current

	Middletown	Fairdale	S.Cent	L&N	Dixie	Newb	TL
Supervisor	0	0	0	1	1	1	3
RN	1	0	0	0	1	1	3
Nutrition Specialist	1	0	2	5	1	3	12
Nutrition Educators	0	1	0	0	1	0	2
MA	2	1	1	3	2	2	11
Clk	1	1	2	3	2	2	11
TOTAL	5	3	5	12	8	9	42

After

	Middletown	Fairdale	S.Cent	L&N	Dixie	Newb	TL
Supervisor	0	0	0	1	1	1	3
RN	0	0	0	0	0	0	0
Nutrition Specialist	0	0	0	1	0	1	2
Nutrition Educators	0	0	0	4	3	4	11
MA	0	0	0	3	3	4	10
Clk	0	0	0	2	2	2	6
TOTAL	0	0	0	11	9	12	32

Our FY16 Plan

Reach Moms Where They Are -
Hospital Enrollment



Our FY16 Plan

Reach Moms Where They Are -
TAPP Clinic Enrollment



Our FY16 Plan

Reach Moms Where They Are -
Partnering with Physicians



Our FY16 Plan

Reach Moms Where They Are -
Referrals from Managed Care
Organizations



Our FY16 Plan

Improve Client Experience -
Group Classes
On-line Nutrition Education

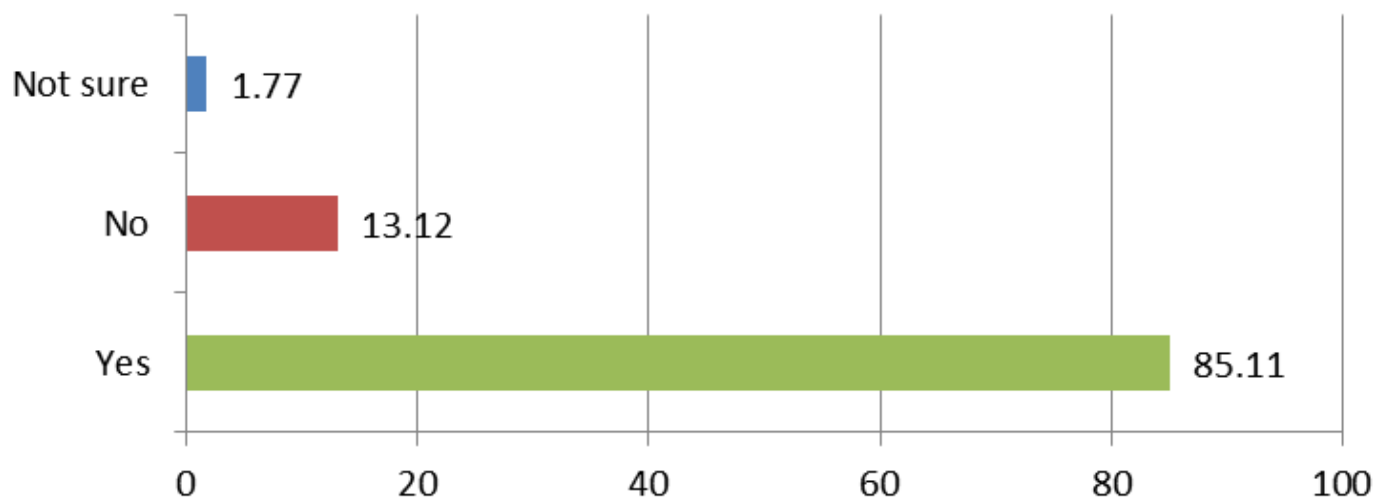


What do WIC clients think?



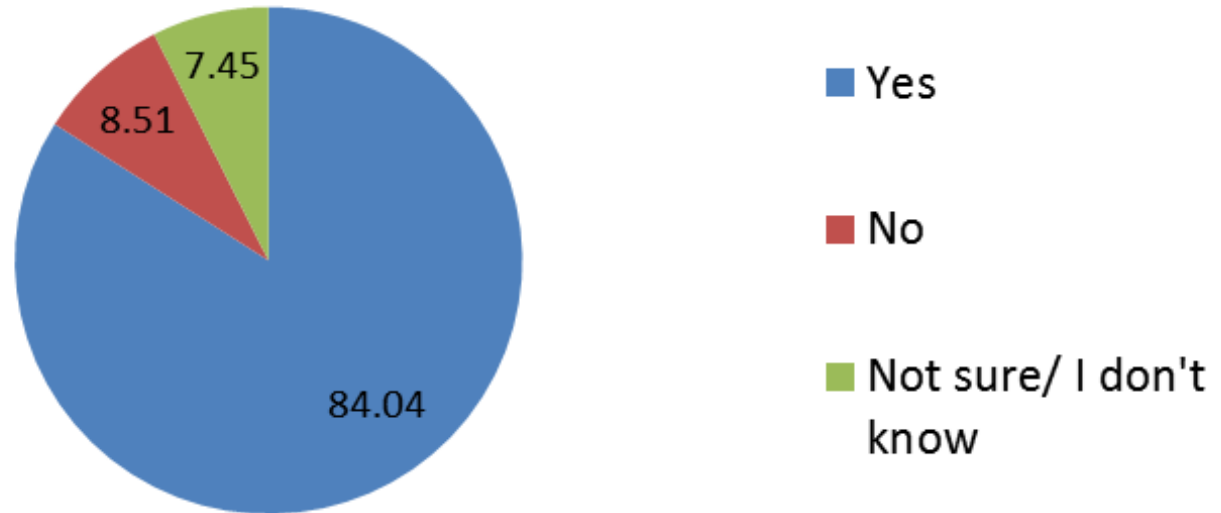
- Phone survey conducted May 2015
- 2,224 households assigned to Middletown, South Central and South Jefferson
- 1,233 calls made by 6 interviewers
- Conducted in English, Spanish and other languages
- 282 surveys completed
- 90% power

If you could use online WIC services instead of going to a clinic, would you participate in the online-service?



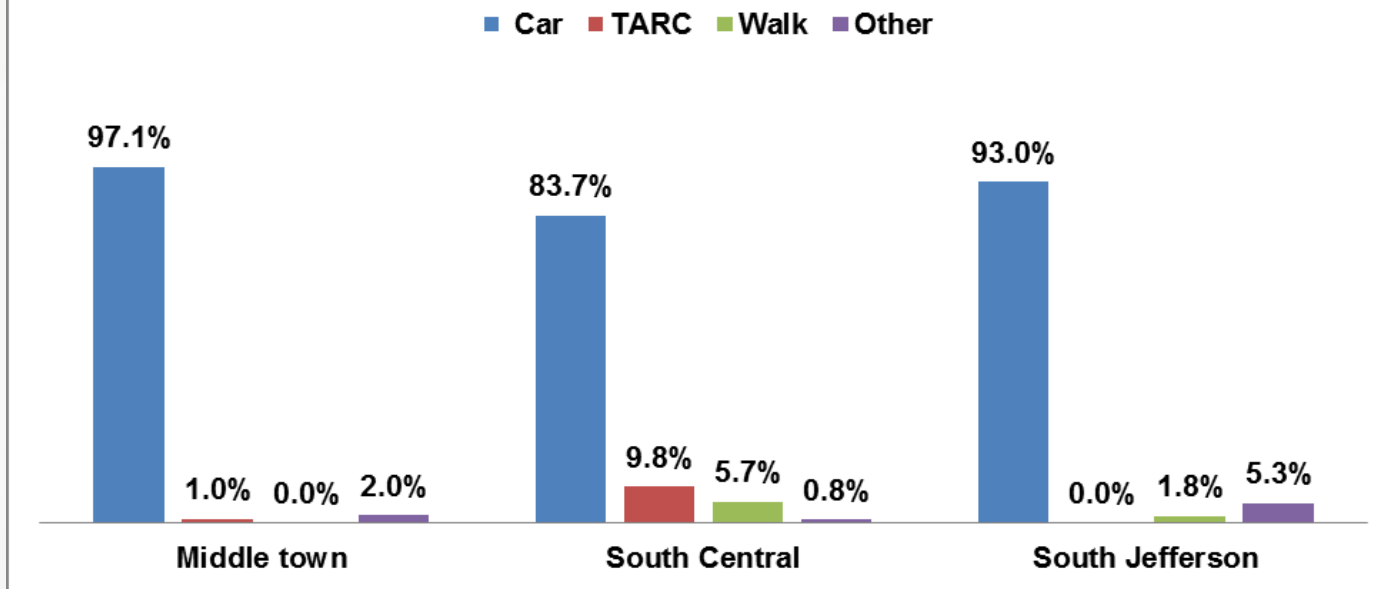
- 85% of households would like to have online WIC services instead of going to a clinic. Majority of clients who don't like online services either "don't have computers or internet" or "prefer face to face appointment."

Will you continue to participate in the WIC program after July 1st?



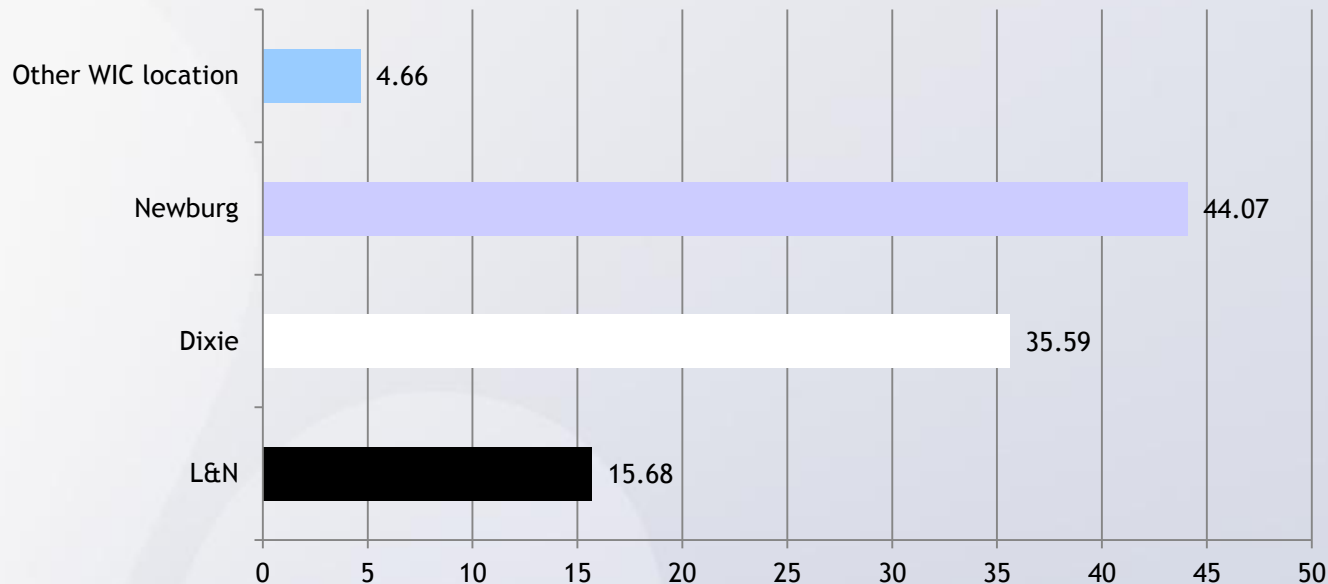
- 84% of households would like to continue to participate in the WIC program after July 1.
 - About half of those who would not continue the program are no longer qualified

Mode of Transportation



- 90% of those used cars to get to their WIC appointments, 5% used TARC.

**If you are planning to stay in the program,
which one of the three clinics would be most
convenient for you?**



- Of those clients reporting they will choose to continue WIC services, 44% prefer the Newburg site, 36% prefer Dixie, and 16% prefer L&N site.

Monitoring and Measuring the Changes

Proposed LouieStat KPI's

- Number of new enrollees/participants
- Participation rate/ percentage of participants who attended 4 visits per year
- Percentage of participants who are receiving online services
- Percentage/or number of participants enrolled in hospitals
- Percentage/or number of participants enrolled in TAPP schools
- Percentage of participants from the closing sites who followed up at other sites
- Average waiting time per visit
- Percentage change in customer satisfaction
- No show rate

Questions?

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