FY16 Louisville Metro Public Health and Wellness

Strategically Relocating WIC Services to Increase Enrollment

Federal WIC Provides Nutrition Services to Women and Children. Women, Infants and Children (WIC) is a 100 percent federally funded program, administered by the Department of Public Health and Wellness and two other independent sites in Louisville that serve approximately 3300 participants (Park Duvall Community Health Center and U of L Pediatrics). WIC provides nutritional services to promote maternal and child health. To participate in the program a family must meet income guidelines (185% of poverty level). A family of two with an annual income of $29,471, or a family of four with an annual income of $44,863, would be eligible. Under the current model, participants are required to come in for an on-site office visit four times a year to maintain benefits and receive nutritional counseling.

WIC currently has six locations (listed below with the percent of customers in the program):

•	Newburg	25%	•	South Central	14%
•	L&N	23%	•	Middletown	13%
•	Dixie	17%	•	South Jefferson	8%

Declining Participation and Federal Funding. Federal funding for WIC is based solely on participation. Participation in WIC has been declining in Louisville as well as Kentucky and the U.S. since 2010 (*Source: USDA Food and Nutrition Service Total Participation State/Indian Tribe FY2010-FY2014*). In Louisville it has dropped by 15% -- from total participation of 15,224 in 2013 to 13,105 in Jan 2015. In the next fiscal year the city is projected to receive $2.3 million, though the current program is estimated to cost $3.1million to operate, leaving an additional $800,000 gap to address.

Proposal to Increase WIC Enrollment and Better Align Staffing Needs. With these changes, our goal is to make WIC services more convenient to obtain, more accessible and, most importantly, available to more families. To increase participation in WIC and better align participant and staffing needs, Louisville Metro Public Health and Wellness is proposing to restructure how it identifies and enrolls eligible families and serves participants by:

Meeting Moms Where They Are

- **Hospital enrollment**
  - Reaching moms while they are in the hospital to enroll and provide first nutrition education and benefits
  - Potential to increase reach of program (est. 2,400 annual enrollment)
  - Setting conducive to providing medical nutrition counseling and breastfeeding education
  - Increased breast feeding improves infant health outcomes
  - Counts as one of four required annual WIC visits
  - If mom qualifies for on-line education, potential to reduce to 1 onsite visit

- **TAPP (Teen Age Parenting Program) High School Enrollment.**
  - Integrating WIC services into the Fairdale and TAPP clinic to reaches teen moms where they go to school and have doctor visits. (est. up to 400 annual enrollments)

- Connecting with a high risk population *(when compared to older moms, teen moms have higher rates of poor eating habits, are less likely to maintain adequate nutrition and gain adequate weight, all issues that WIC nutritionists will address in their nutrition counseling and education)*
- Medical files are already on-site at TAPP
- Prevents teen moms from having to come to another location
- Potential to increase education through group classes
- Setting conducive to providing medical nutrition therapy and breastfeeding education and support

- **Partnering with Physician Practices**
  - Integrating WIC into local physician practices to enroll moms and babies during prenatal and well child visits
  - Potential to eliminate traditional WIC visits because it will become part of normal doctor's office visits.

- **Improving Client Experience**
  - Group Classes (Quick WIC)
    - Creates a more supportive environment
    - Offers opportunity for clients to make connections and share experiences
    - Less wait time
    - Counts as 1 of 4 required annual WIC visits
  - On-line nutrition education
    - Clients can complete from comfort of home or library
    - Counts for up to 2 of 4 required annual WIC visits

- **Regional Sites with Staff Dedicated to Outreach and Retention**
  - Sustainable Business Model
  - Space to conduct group classes
  - Reduce client wait times
  - Improved staffing relief factor
  - Full-time on-site supervisor to solve problems quickly, ensure quality and good customer service
  - Parking availability
  - On bus line

To learn more about WIC, including eligibility requirements, food packages, vendors and more, go to www.louisvillewic.org or call 574-6676. Please refer WIC clients with concerns or questions to 574-6676.

Attachments:

- *Closing Site Summaries*
- *Hospital Program Enrollment Projection*
- *Jefferson County Birth and Unemployment Rates & WIC Participation*
- *Map: WIC Client Distribution by Sites, Jefferson County, 2014*
- *FY15 and FY program staffing*
- *Jefferson County Birth and Unemployment to WIC Participation Charts*
- *Table: USDA Food and Nutrition Service Total Participation FY2010-FY2014*)

Relocating Site Summaries

South Jefferson Neighborhood Place 1000 Neighborhood Place Louisville, KY 40118	
# of households enrolled:	530
Range of monthly participation 2014:	889-1,109
Average monthly participation 2014:	1,005
January 2015 participation:	1,016
Rank # participants per LMPHW site:	6th out of 6
% of clients reporting automobile transportation:	97%
Distance from closest regional site:	7.5 miles to Dixie Regional Center
	8 miles to Newburg Regional Center 11 Miles to L&N Neighborhood Place

Middletown Health Center, 200 Juneau Drive, Louisville, KY 40245	
# of households enrolled:	802
Range of monthly participation 2014:	1,582-1,800
Average monthly participation 2014:	1,700
January 2015 participation:	1,672
Rank # participants per LMPHW site:	5th out of 6
% of clients reporting automobile transportation:	88%
Distance from closest regional site:	13 miles to Newburg Regional Center Shelby County & Oldham County offer WIC

South Central Neighborhood Place, 4255 Hazelwood, Louisville, KY 40215	
# of households enrolled:	892
Range of monthly participation 2014:	1,775-1,997
Average monthly participation 2014:	1,913
January 2015 participation:	1,889
Rank # participants per LMPHW site:	4th out of 6
% of clients reporting automobile transportation:	93%
Distance from closest regional site:	4.5 miles to Dixie Regional Center
	6 miles to L&N Neighborhood Place

Hospital Enrollment Pilot Program Projections	
140	Births Monthly
119	85% Medicaid eligible
101	85% of Medicaid moms not enrolled
202	Expected monthly enrollments (1 mom + 1 baby)
2,428	**Potential annual enrollment/Households**

TL [1]Participation closing sites FY14	4,622
after 7% projected decrease	4,299
Potential Loss	-324

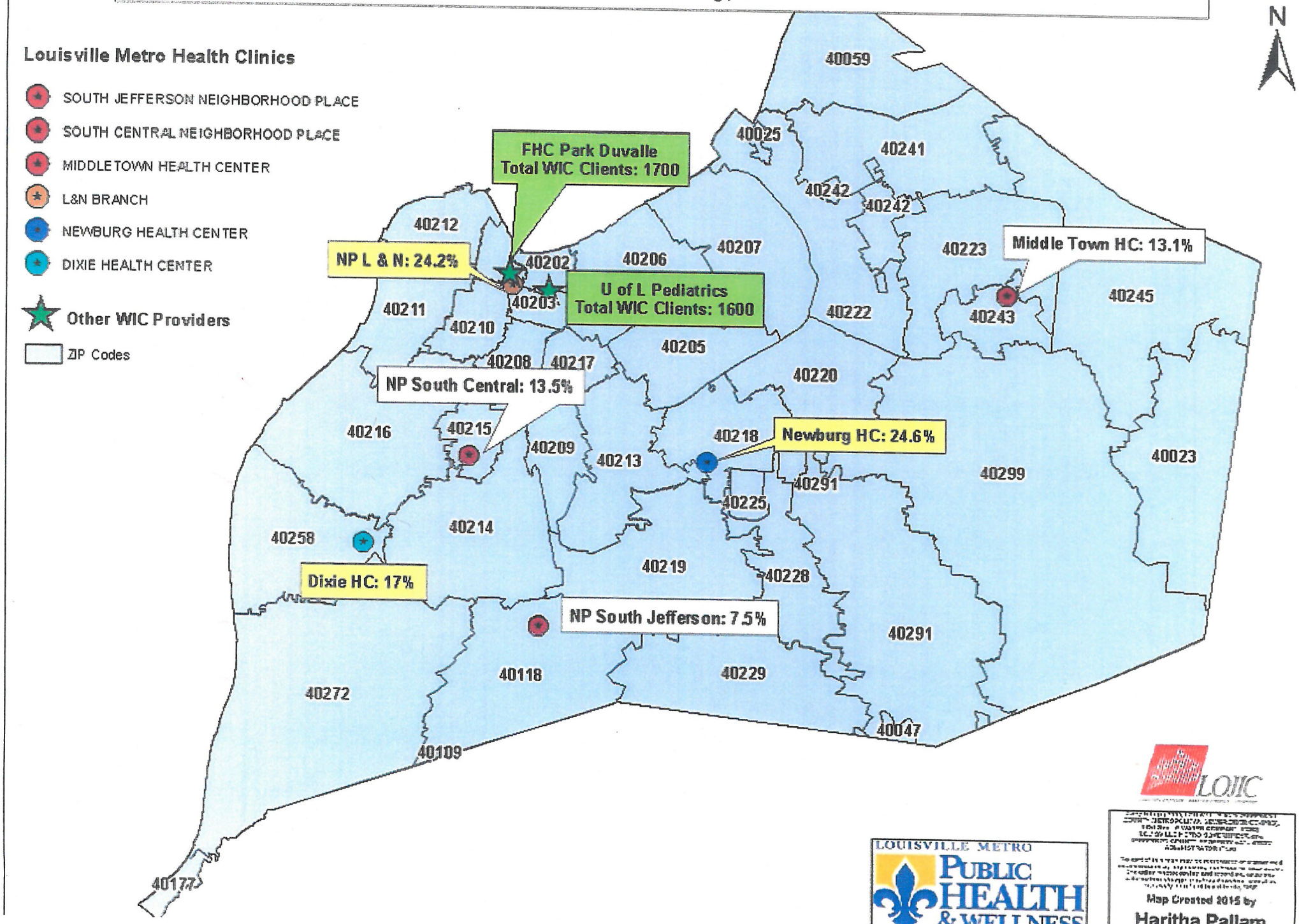
TL Households closing sites FY14	2,224
After 7% projected decrease	2,068
Potential Loss	-156

	Households	Avg mo Participation FY14	
NPSJ	530	1005	7%
Middletown	802	1704	12%
NPSC	892	1913	14%
Dixie	1144	2351	17%
L&N	1847	3381	25%
Newburg	1586	3395	25%
TL	6,801	13,749	

5/19/15

[1] Participation is calculated by the Kentucky Department of Public Health. It is based on multiple factors and is not a representation of number of clients.

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



Transition of WIC Staffing

Current

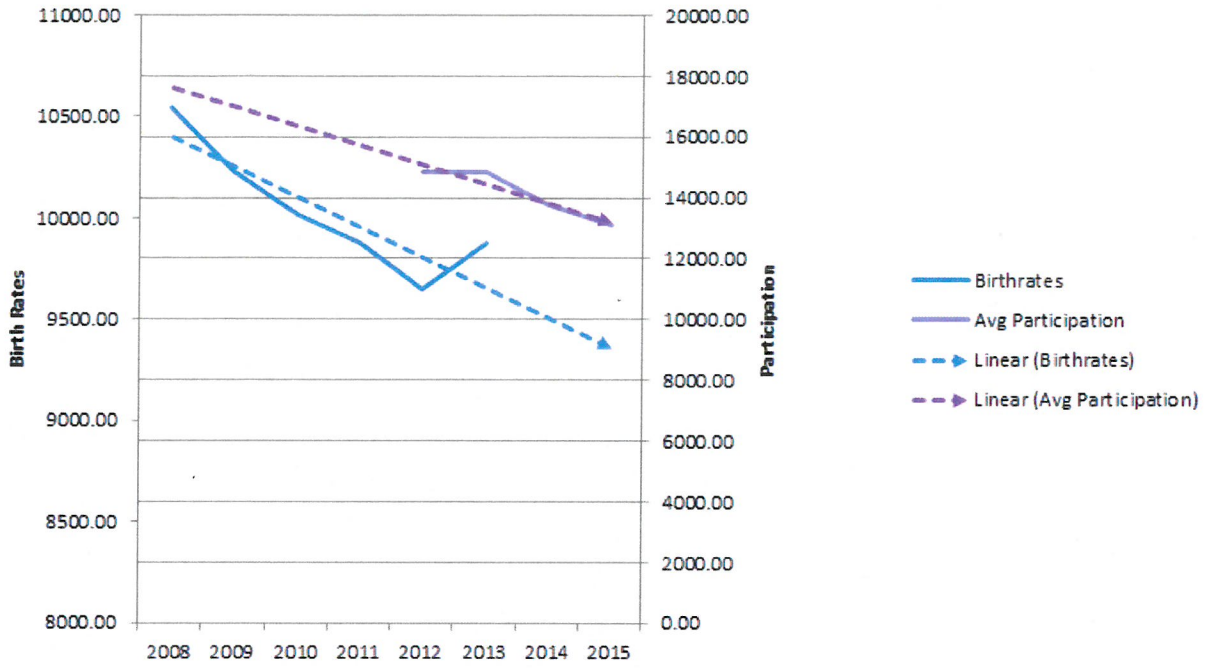
	Middletown	Fairdale	S.Cent	L&N	Dixie	Newb	TL
Supervisor	0	0	0	1	1	1	3
RN	1	0	0	0	1	1	3
Nutrition Specialist	1	0	2	5	1	3	12
Nutrition Educators	0	1	0	0	1	0	2
MA	2	1	1	3	2	2	11
Clk	1	1	2	3	2	2	11
TOTAL	5	3	5	12	8	9	42

After

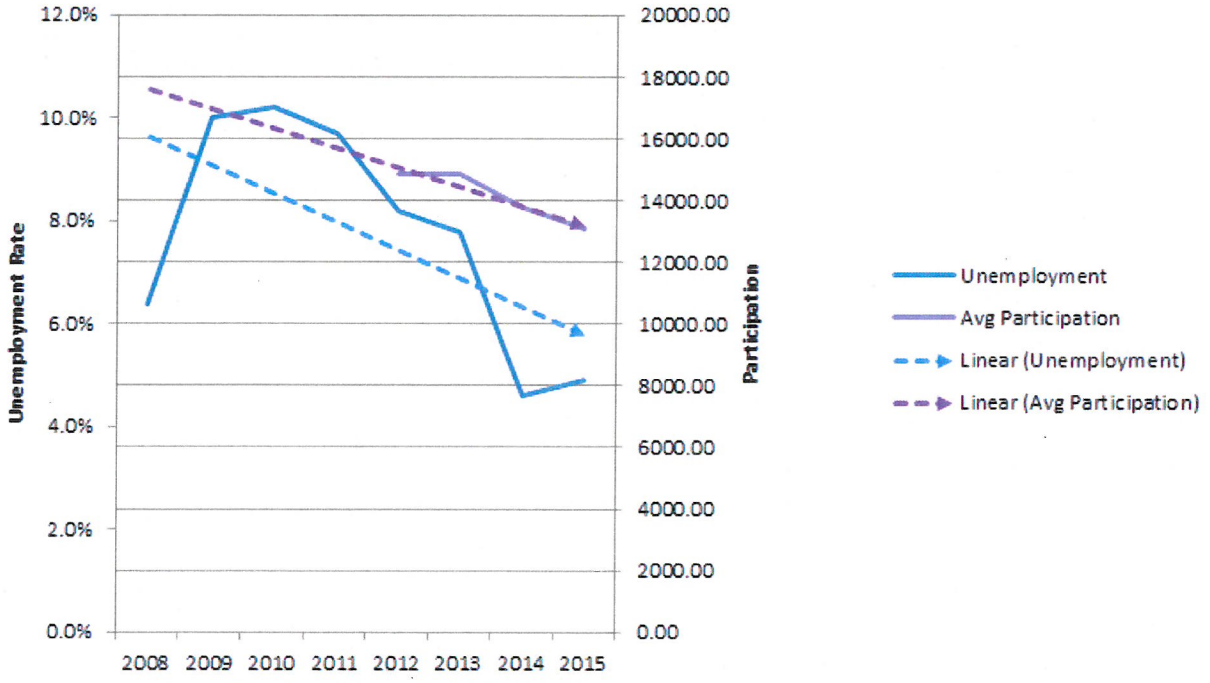
	Middletown	Fairdale	S.Cent	L&N	Dixie	Newb	TL
Supervisor	**0**	**0**	**0**	**1**	**1**	**1**	3
RN	0	0	0	0	0	0	0
Nutrition Specialist	0	0	0	1	0	1	2
Nutrition Educators	0	0	0	4	3	4	11
MA	0	0	0	3	3	4	10
Clk	0	0	0	2	2	2	6
TOTAL	0	0	0	11	9	12	32

Revised 6/8/15

Jefferson County Birthrates to LMPHW Monthly WIC Participation



Jefferson County Unemployment to LMPHW Monthly WIC Participation



WIC PROGRAM: TOTAL PARTICIPATION					
(Data as of May 08, 2015)					
State / Indian Tribe	FY 2010	FY 2011	FY 2012	FY 2013	FY 2014
Alabama	145,001	143,768	141,900	139,001	131,046
Alaska	27,020	26,295	24,969	23,055	19,605
American Samoa	6,789	6,604	6,638	6,551	6,443
Arizona	206,765	199,343	193,214	182,501	173,020
Dept. of Health	183,577	176,648	171,222	161,748	153,401
Navajo Nation	11,988	11,945	11,486	10,630	10,317
Inter-Tribal Council	11,200	10,750	10,506	10,123	9,301
Arkansas	98,963	93,461	94,293	89,777	83,289
California	1,459,460	1,466,564	1,472,468	1,431,881	1,348,939
Colorado	109,643	104,131	103,769	96,874	91,991
Dept. of Health	109,459	103,937	103,597	96,686	91,786
Ute Mountain Ute Tribe	184	194	172	188	205
Connecticut	58,108	56,081	56,584	54,248	52,561
Delaware	23,625	22,553	22,214	20,797	19,873
District of Columbia	16,946	16,537	16,474	15,674	14,501
Florida	509,731	492,071	495,405	483,565	466,736
Georgia	311,993	469,456	303,875	289,524	271,416
Dept. of Community Health	311,993	250,578			
Dept. of Public Health	--	218,877	303,875	289,524	271,416
Dept of Human Resources	--	--	--	--	--
Guam	8,058	7,461	7,370	7,496	7,461
Hawaii	37,029	36,753	37,169	36,370	33,923
Idaho	47,046	44,020	43,751	43,292	41,423
Illinois	307,278	295,409	288,939	280,463	265,923
Indiana	174,119	167,875	164,281	159,525	155,323
Iowa	74,685	70,931	69,159	65,876	63,767
Kansas	77,363	75,212	74,761	70,615	65,699
Kentucky	139,100	141,647	132,698	129,923	121,682
Louisiana	155,619	150,051	145,346	139,856	130,399
Maine	27,153	26,267	25,690	24,380	22,947
Dept. of Human Services	26,973	26,105	25,537	24,233	22,796
Pleasant Point	90	75	76	75	76
Indian Township	90	87	77	73	74
Maryland	147,848	147,421	146,272	144,628	140,467
Massachusetts	125,637	119,099	122,568	119,952	115,110
Michigan	257,388	252,705	255,954	254,126	251,716
Minnesota	138,562	131,255	128,436	124,745	121,755
Mississippi	102,224	97,277	94,773	91,652	87,973
State Board of Health	101,307	96,411	93,933	90,858	87,206
Choctaw Indians	917	867	840	794	767
Missouri	151,224	145,767	145,900	140,821	138,657
Montana	20,742	20,164	20,457	19,848	19,227
Nebraska	45,267	43,563	42,727	40,151	39,211
Dept. of Health	44,621	42,910	42,082	39,495	38,550
Omaha Sioux	329	346	327	306	309
Winnebago Tribe	206	197	201	221	230
Santee Sioux	111	110	118	130	123
Nevada	74,365	75,669	76,108	75,011	74,262
Division of Health	72,533	73,977	74,705	73,746	72,872
Inter-Tribal Council	1,832	1,693	1,403	1,266	1,390
New Hampshire	17,897	17,048	16,299	15,679	14,736
New Jersey	171,060	168,467	172,333	167,873	163,049
New Mexico	65,472	64,304	63,844	61,405	58,376
Dept. of Health	61,930	60,944	60,590	58,183	55,174
Eight Northern Pueblos	325	293	301	279	284
Isleta Pueblo	933	896	833	929	980
Zuni Pueblo	809	802	797	736	747
Five Sandoval Pueblos	395	373	338	301	259
Santo Domingo Tribe	201	178	181	198	177
San Felipe Pueblo	303	269	289	292	255

Acoma, Canoncito & Laguna	577	549	515	488	500
New York	512,547	512,603	524,148	513,299	485,825
Dept. of Health	512,439	512,490	524,029	513,181	485,693
Seneca Nation	107	113	119	118	131
North Carolina	272,759	266,478	269,335	264,755	255,672
Dept. of Health	272,119	265,856	268,721	264,124	255,065
Eastern Cherokee	640	622	614	631	607
North Dakota	14,621	14,068	13,661	13,273	12,814
Dept. of Health	13,487	12,979	12,540	12,137	11,746
Standing Rock Sioux Tribe	807	773	818	844	812
Three Affiliated Tribes	328	317	304	292	257
Ohio	297,672	281,306	275,627	263,683	250,370
Oklahoma	133,002	126,944	123,070	118,552	114,490
Dept. of Health	105,104	99,234	94,421	90,644	87,897
Choctaw Nation	4,195	4,347	4,378	4,173	3,888
Chickasaw Nation	3,807	3,750	3,923	3,902	3,867
Muscogee Creek Nation	2,952	2,793	2,783	2,877	2,845
Cherokee Nation	7,435	7,159	7,432	7,332	6,996
Citizen Potawatomi Nation	1,275	1,122	1,135	1,181	1,211
Osage Tribal Council	2,637	2,807	3,152	2,894	2,555
Otoe-Missouria Tribe	596	512	539	561	492
Inter-Tribal Council	952	854	910	859	882
Wichita, Caddo & Delaware (WCD)	4,048	4,368	4,398	4,131	3,857
Oregon	114,140	111,534	111,648	107,859	103,227
Pennsylvania	262,269	257,908	253,011	253,258	248,761
Puerto Rico	192,084	194,615	193,314	187,850	173,510
Rhode Island	25,525	24,515	24,261	23,416	22,139
South Carolina	134,001	130,647	130,525	124,287	113,179
South Dakota	22,778	22,583	22,153	20,430	19,573
Dept. of Health	20,890	20,613	20,071	18,390	17,607
Cheyenne River Sioux	653	669	741	703	726
Rosebud Sioux	1,235	1,301	1,341	1,338	1,240
Tennessee	170,588	161,578	162,775	159,426	153,742
Texas	1,036,220	993,498	969,893	955,072	916,461
Utah	75,389	73,049	69,641	66,726	61,259
Vermont	16,804	15,913	15,471	14,836	14,227
Virginia	160,400	156,085	159,137	155,935	144,598
Virgin Islands	5,630	5,213	5,321	4,938	4,637
Washington	192,636	192,565	194,706	191,753	183,405
West Virginia	51,798	49,117	47,891	46,402	43,763
Wisconsin	126,535	121,516	118,585	113,763	108,901
Wyoming	13,687	12,997	12,602	11,980	11,629
Dept. of Health	13,010	12,385	11,924	11,256	11,016
Northern Arapahoe	496	417	488	535	453
Shoshone Tribe	181	195	190	190	160
Northern Marianas	4,781	4,790	4,428	4,179	3,795
TOTAL	**9,175,042**	**8,960,593**	**8,907,840**	**8,662,805**	**8,258,476**

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.**

Source: United States Department of Agriculture Food and Nutrition Service Annual State Level Participation
http://www.fns.usda.gov/pd/wic-program