

# Department of Public Health and Wellness

## The WIC Program

### *A Progress Report to Metro Council*



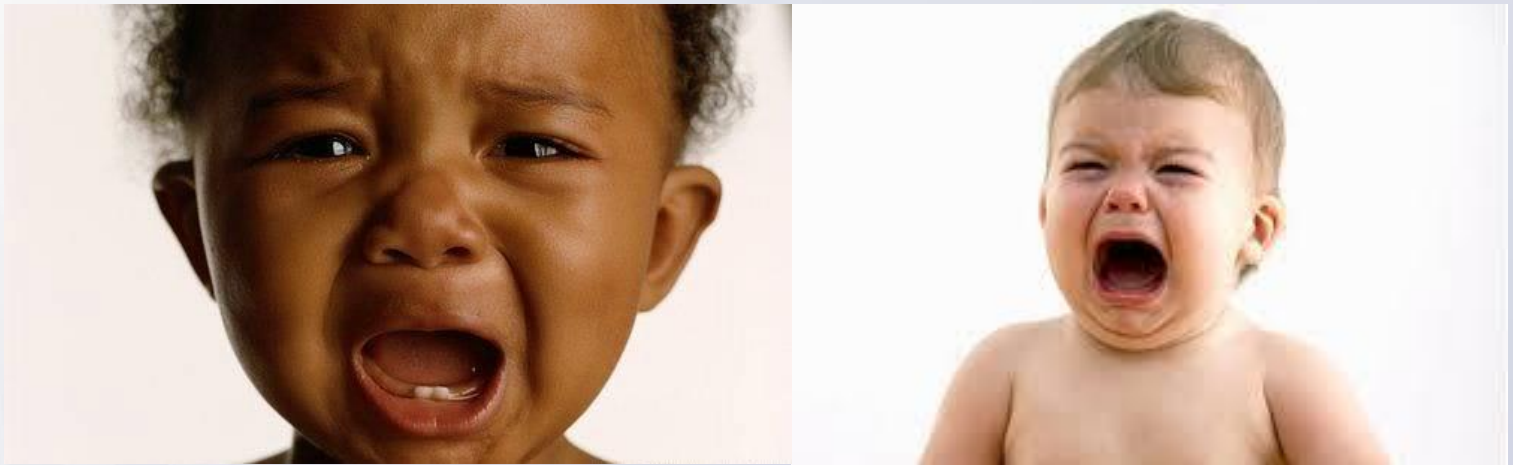
Sarah Moyer, MD, MPH

December 16, 2015

**WIC is a federally funded program.**

**Participation rates have been declining nationally since 2010.**

**Federal funding is based on participation.**



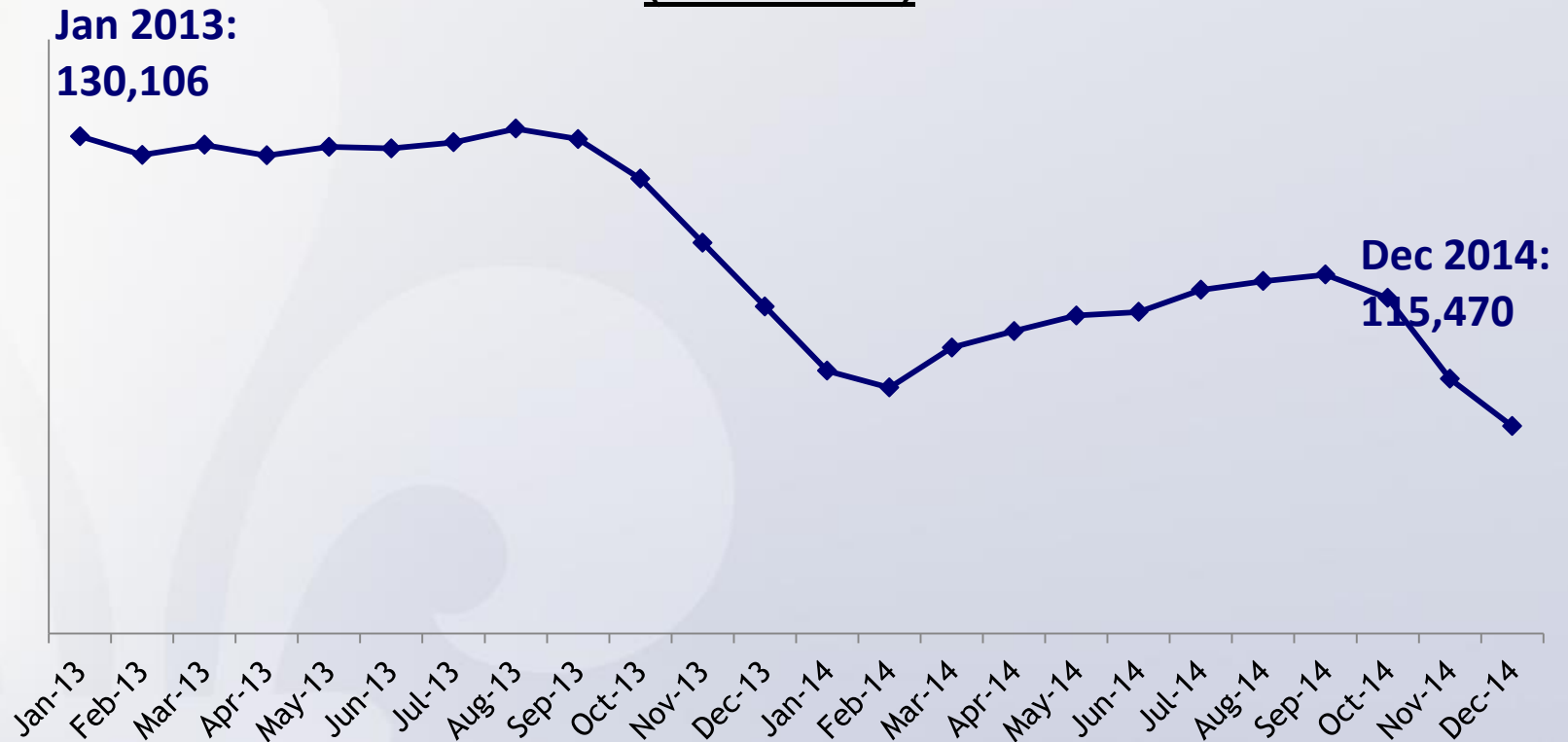
# From FY2010 to FY2014, national WIC participants have decreased by 10%

Annual National WIC Participants



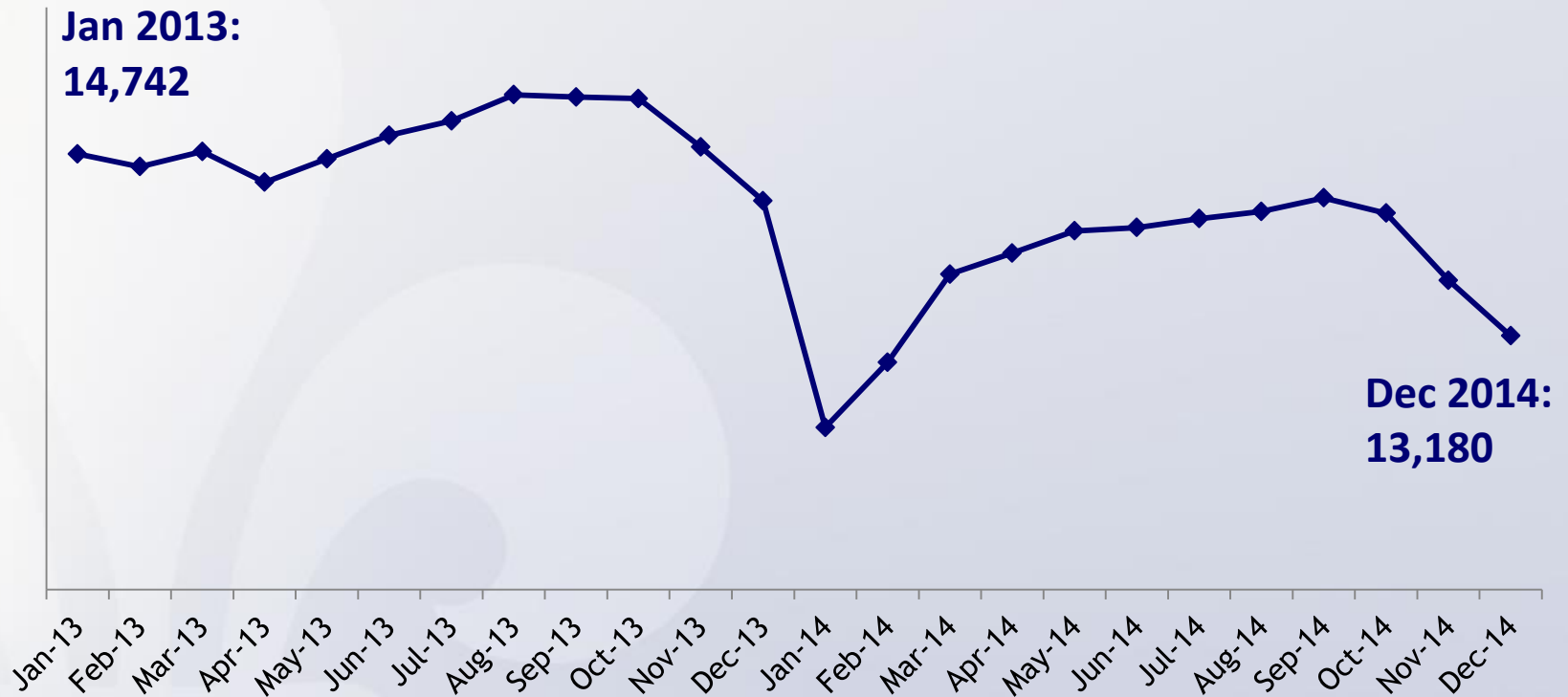
**From Jan '13 to Dec '14, state participants have decreased 11%**

**Monthly Kentucky WIC Participants**  
**(2013-2014)**



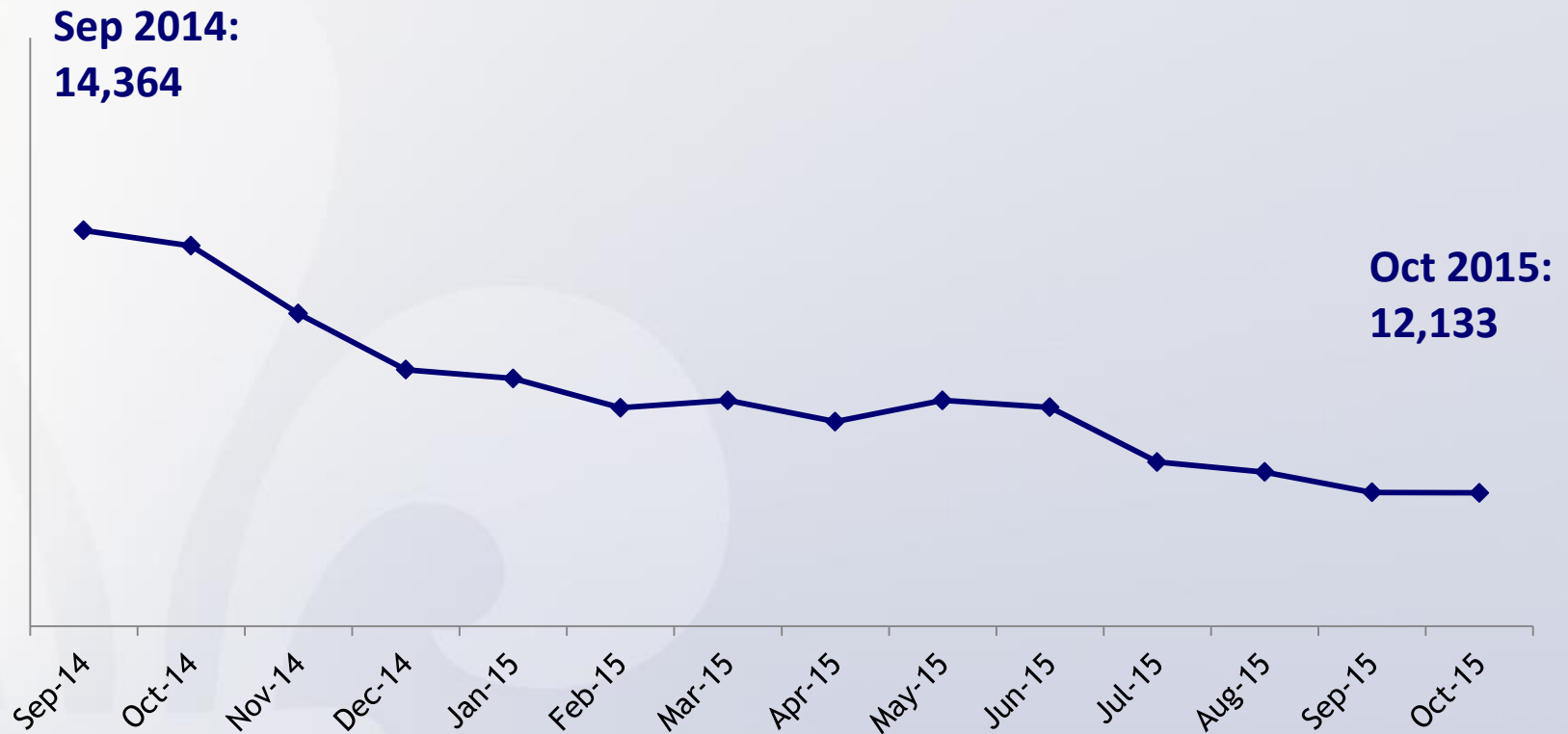
# From Jan '13 to Dec '14, LMPHW participants have decreased by 11%

Monthly LMPHW WIC Participants  
(2013-2014)

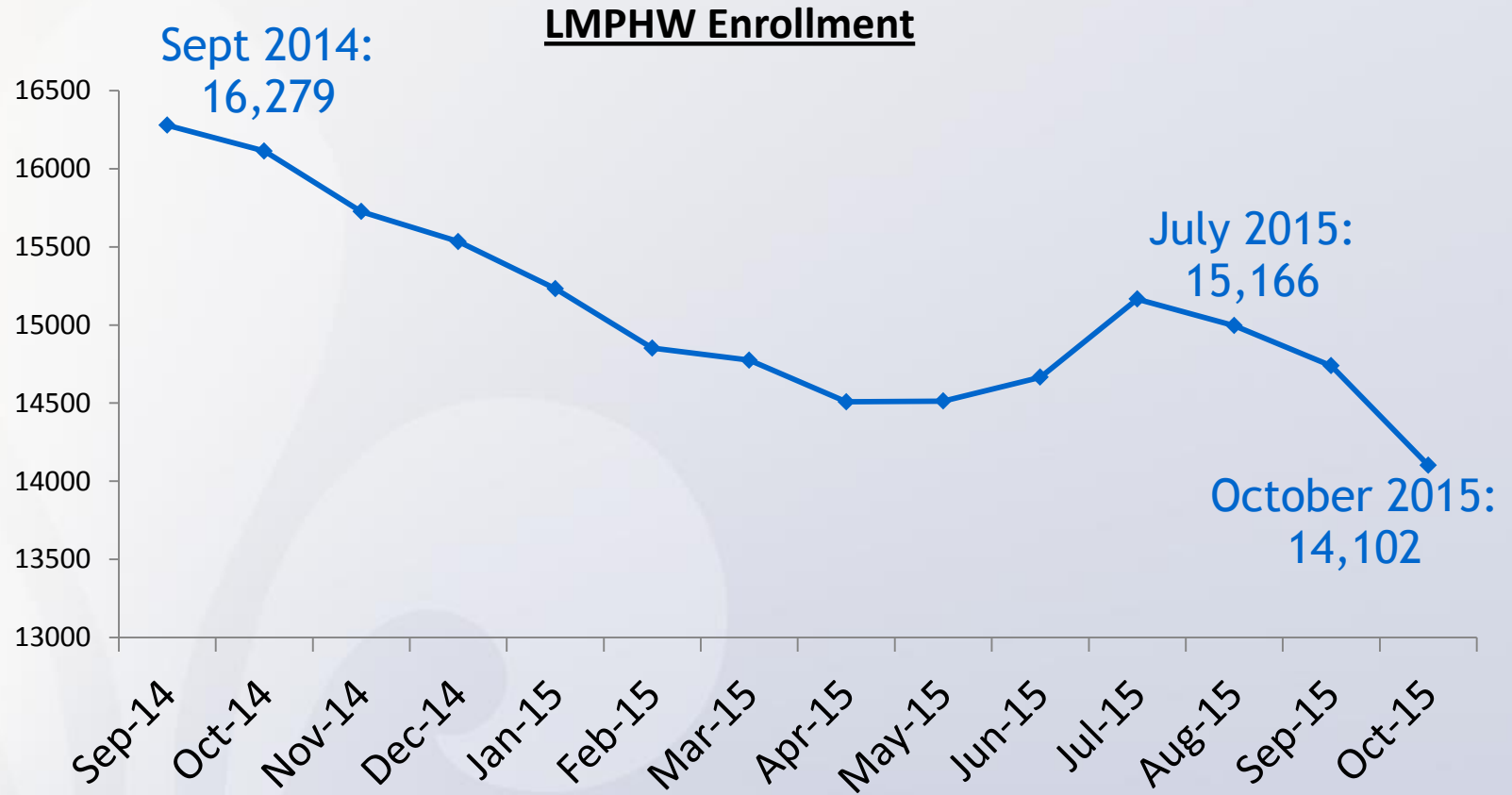


# From Sep '14 to Oct '15, LMPHW participation continues to decrease, but is stabilizing

Monthly LMPHW WIC Participants  
(2014-2015)



# Enrollment Trends



*\*Note: the State was not providing enrollment reports until September of 2014.*

# LMPHW WIC Improvements

- **Meeting mothers and babies where they are:**
  - ✓ Hospital Enrollment
  - ✓ TAPP School Services
- **Improving convenience with:**
  - ✓ Online Nutrition Education
  - ✓ Group Classes
- **Improving marketing and outreach**
- **Improving the efficiency of clinic processes**
- **Assessing customer satisfaction**

# WIC Hospital Enrollment



Began at U of L Hospital  
Center for Women and  
Infants late August 2015

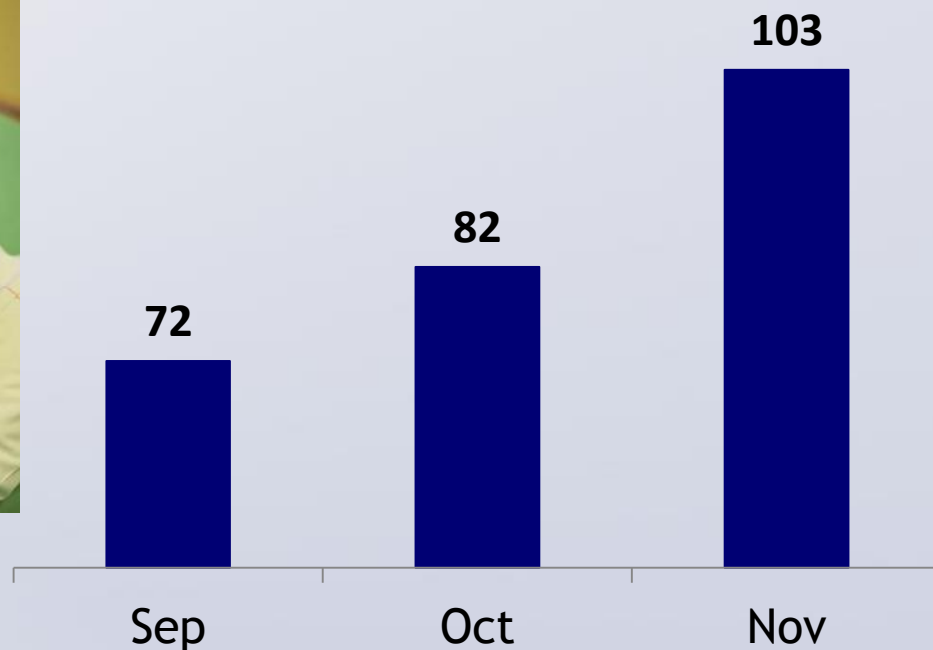
## Advantages:

- Much easier for mom to enroll
- Reaching moms that do not know they are eligible
- Saves mom from having to bring her week-old infant into the clinic to enroll

# 257 moms and babies enrolled to date at University of Louisville Hospital



Monthly Hospital Enrollment  
(2015)





11

# TAPP School Enrollment

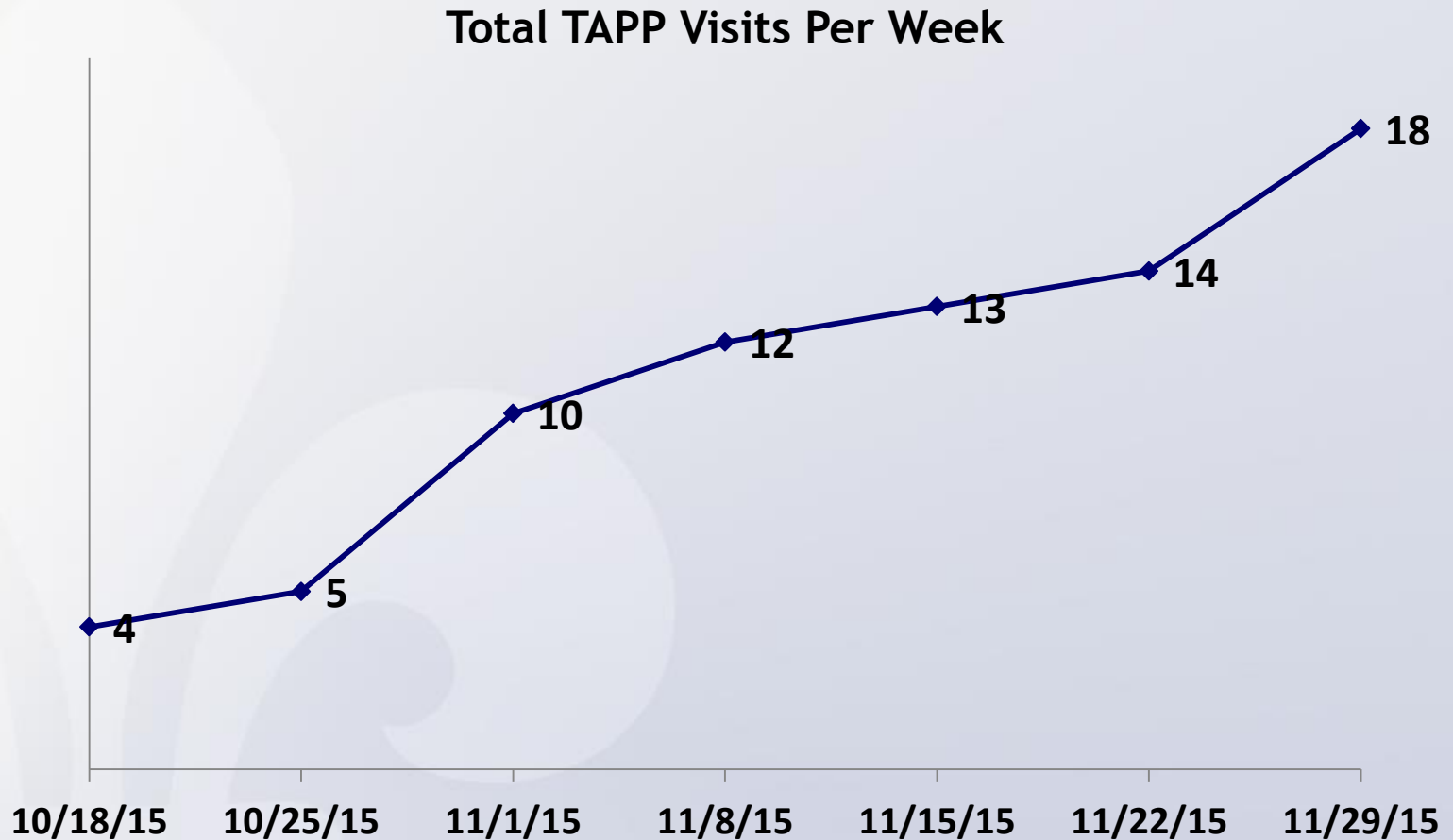


Teenage Parent Program (TAPP)  
Began in October at JCPS

## Advantages:

- Young moms are able to enroll and participate at school
- Coordinated with on-site clinic visits

# TAPP students are increasing their use of bi-weekly onsite WIC



# Online Nutrition Education



Louisville one of four pilot locations in Kentucky

Advantages:

- Eliminates one or two clinic visits
- More convenient
- Expected to raise retention and participation rates

# Promoting Online Nutrition

## Bookmarks distributed by Louisville Free Public Library

### wichealth.org Kentucky WIC Program Do your nutrition education ON THE INTERNET

Learn how to  
eat well and spend less, make  
nutritious meals and snacks,  
build a healthier family, and  
more, online!

Follow these simple instructions  
to get started

1. Go to [wichealth.org](http://wichealth.org).
2. Create an account and set up your profile.  
Select your:
  - State: Kentucky
  - Agency: Louisville Metro Public Health
  - Clinic: Newburg Health ClinicType in your household number:
  - Your household number is 056-\_\_\_\_\_(Household number can be found on your WIC shopping list, in the upper right hand corner. Staff at your WIC clinic can also help you with this information.)
3. Choose your lesson.
4. Complete the lesson.
5. Fill out the survey.
6. View your certificate.

This will count as your nutrition education  
Your wichealth ID will begin with: 056-\_\_\_\_\_



*\*Todas las lecciones disponibles en español*

### FREE COMPUTER & INTERNET ACCESS at the Library



The Louisville Free Public Library provides FREE access to the Internet on computer workstations and through WiFi\*, at all 18 library locations. To access the Internet using a library computer, you will need a library card.

#### Getting a Library Card is Easy!

Individuals who live, work, go to school, or own property in Metro Louisville qualify for a free library card. This library card is good at all Louisville Free Public Library locations.

To receive a card, simply bring a photo ID with proof of your current home address (this can be a driver's license, preprinted check, or a recent piece of mail). If you do not have proof of your current home address, the library will mail a postcard to the address you provide. Bring the postcard and your ID to the library for verification.

For more information, or to  
find a library location near you

visit [LFPL.org](http://LFPL.org)

or

call (502) 574-1611



\*Library card not required for WiFi access on personal devices.

# Improving Marketing Efforts

## Updated materials and graphics

**Motherhood is one big job. WIC can help.**

Another Mom  
Grocer  
Peer Counselor  
Pediatrician

Motherhood is one big job. Choosing healthy foods while pregnant, learning how to breastfeed, finding the right doctors for yourself and your children, and getting those kids ready to learn in school really does take a lot of time. For 40 years, WIC has provided all that support and more to mothers.

Let WIC help.  
Call (502) 574-6676 or  
visit [LouisvilleWIC.org](http://LouisvilleWIC.org).

USDA is an equal opportunity provider and employer.

**Louisville WIC**  
GROWING HEALTHY FAMILIES

**WIC helps the whole family eat better.**

A family of four earning less than \$44,864 a year qualifies for WIC. Call for more information.

At WIC, moms learn what to eat while pregnant or breastfeeding, and what to feed their growing kids. They also get WIC benefits that can be used at grocery stores to help them provide the right foods for their family.

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**Louisville WIC**  
GROWING HEALTHY FAMILIES

**WIC helps Moms stretch their food budget.**

Check Sugar  
Check Sodium

When it comes to keeping children healthy, often it's up to mom, her shopping list, and her imagination in the kitchen. With nutritionists and dietitians on hand to help, WIC helps the whole family eat better.

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**Louisville WIC**  
GROWING HEALTHY FAMILIES

**Provide the best nutrition for your baby with WIC.**

Breastfeeding may be natural and healthy for both mother and child, but it's not always easy. WIC's breastfeeding support helps mothers face this challenging time with lactation consultants, free classes, and peer support groups.

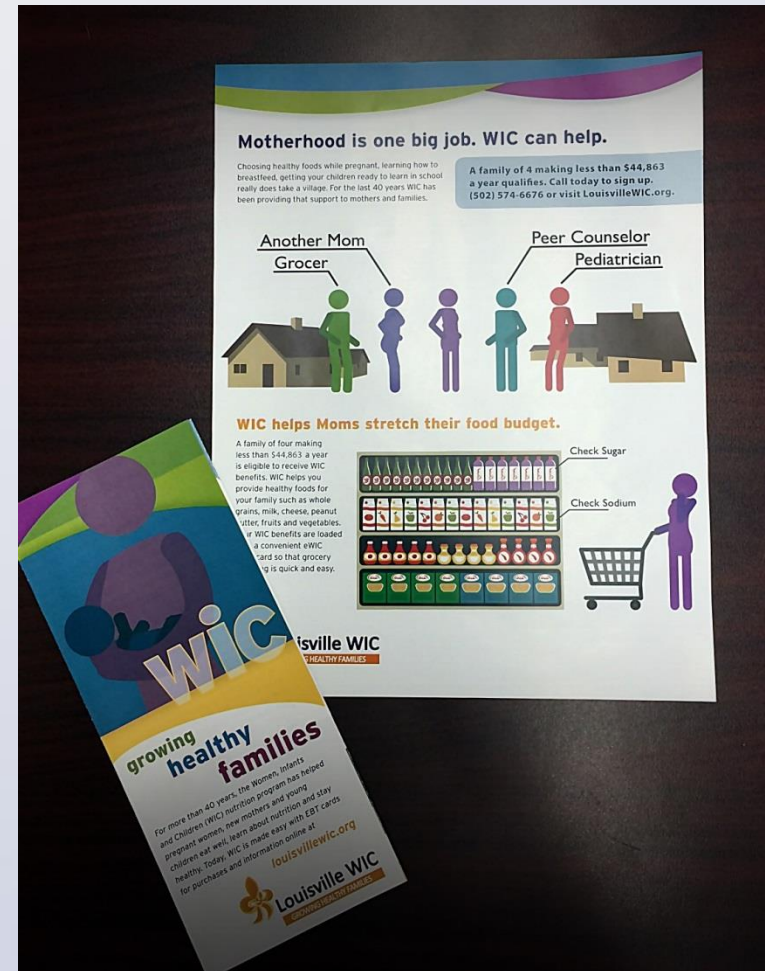
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GROWING HEALTHY FAMILIES

# Additional Marketing Efforts

- Hospital packets for new moms
- New material for outreach events
- Metro Council helping to promote through e-newsletters



# Additional Marketing Efforts

## April 2015:

- Health fair at Southern Baptist
- Courier Journal article
- WDRB TV
- WHAS Radio

## May 2015:

- Health fair/booths at Patchwork Community Festival, Charitable Campaign Fair, "The Father Effect" at Emmanuel Baptist Church, and Mayor's Hike & Bike
- Mailings to East Broadway Family Health Center and all approved WIC vendors
- Office distributions to Jefferson Community College, Catholic Charities, the office of Dr. Amin, the Kentucky Career Center/Unemployment office and the L&N building

## June 2015:

- Mailings to Kentucky One Health OB/GYN @ Preston Highway, DuPont Circle, and Dutchmans Lane Clinics
- Mailings to Norton OB/GYN @ Poplar Level Rd and U of L Physicians
- Office distributions at Wayside mission, Early Learning Camp, Family Scholar House, West end library, Main library, YMCA, Golden Arrow, West Louisville Ministries, N.P. Ujima, Seven Counties, VA Medical Center, West Chestnut Baptist Church, NP Southwest, YMCA, Humana Care Source, Passport, Wellcare, Mini Versity West, and Coventry

## July 2015:

- Health Fair/booths at Well Care Baby Shower @ Bridges of Hope,
- Bridges of Hope Back to School,
- America Urgent Care Back to School,
- South Central Back to School,
- 1<sup>st</sup> Neighborhood Place Back to School

## August 2015:

- Health fair/booths at LGE Back to School

## October 2015:

- Mailings to Family Scholar House and Necoles Place
- Health Fair/booths at YMCA (2<sup>nd</sup> & Chestnut), HANDS Program, U of L, and Quinn AME Chapter Church Conference

## November 2015:

- Mailings and Media: Dr. Moyer shared 4 themed WIC graphics with all metro council members which were subsequently shared in several newsletters
- Shared WIC themed graphics via Mayors Healthy Hometown Facebook page and listserv
- Shared WIC themed graphics via @LouMetroHealth Twitter account each week.
- WIC flyer shared with Office of Community Services and Revitalization, who placed copies on the client resource table, available when clients apply for heating assistance
- Provided 1,000 English and 500 Spanish bookmarks promoting WIC online and the library's free computer labs at each WIC clinic
- Metro HR shared graphics for 3 weeks on MetroNet
- Flyer shared with Norton Healthcare Office of Faith and Health Ministries to share with network of 200 nurses and churches and their newsletter
- Shared flyer with Kentucky One's Office of Healthy Actions to share with providers throughout the system
- Shared flyer with all managed care organizations (Passport, Wellcare, CareSource) and asked that they be shared in new member packets
- Office distributions to Lake Dreamland
- Health fair/booths at Kids Now, Family Scholar House, Family & Children's Place, and Freedom House.

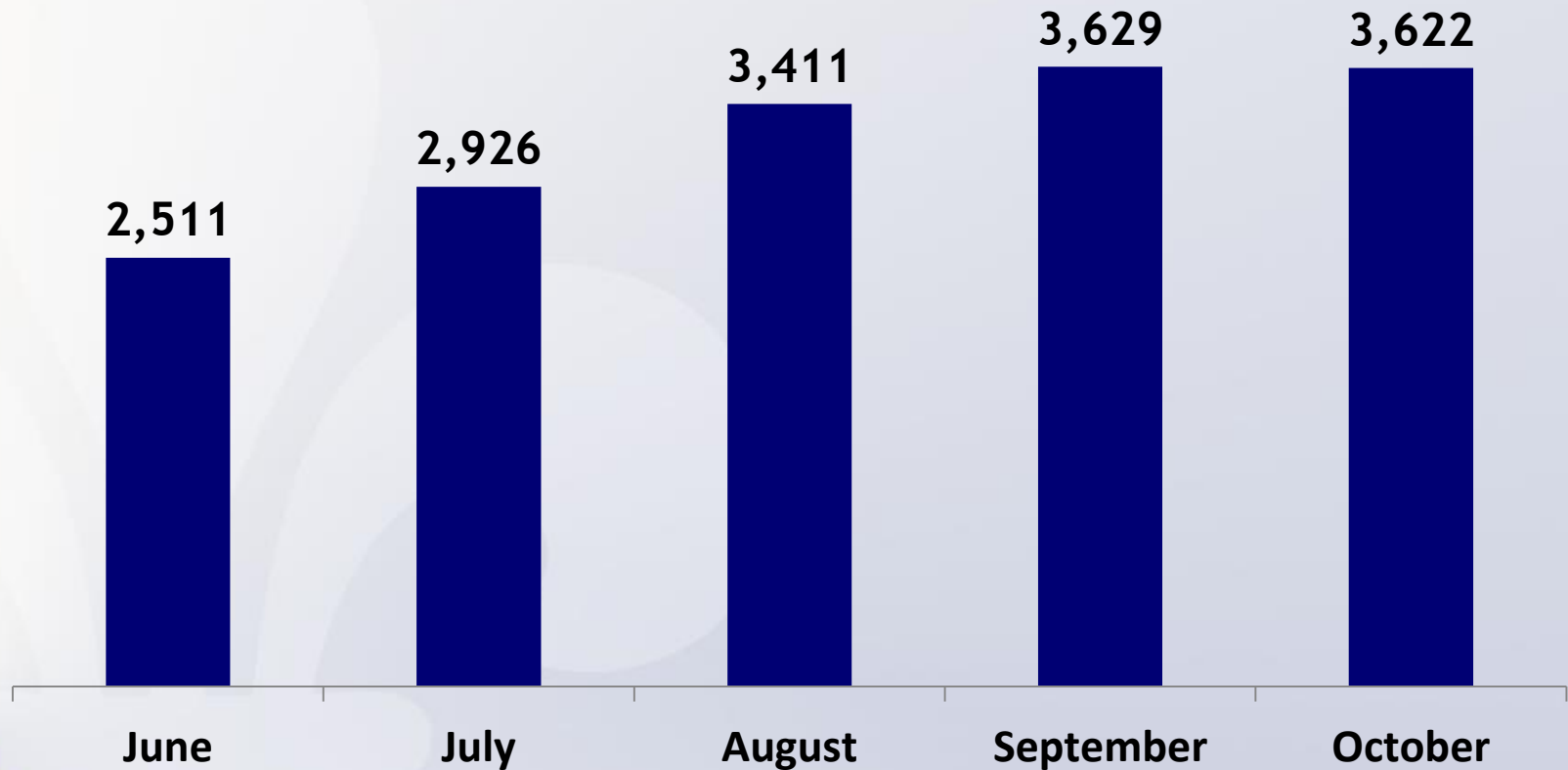
**We are making  
progress!**

# Participation has increased each month at each of the three WIC sites



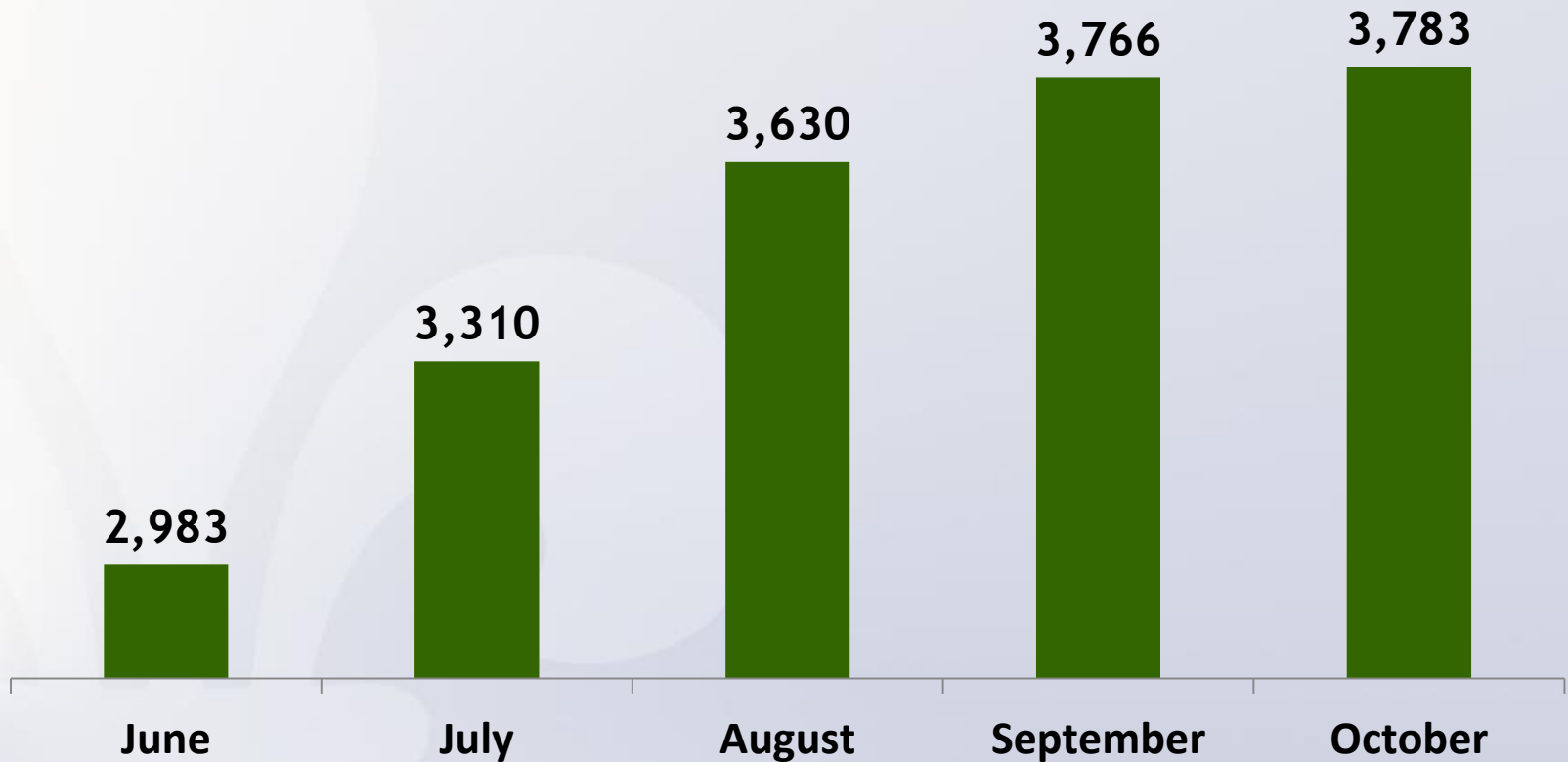
# Participation at the Dixie Clinic has risen from June to October

## Dixie Clinic Participants (2015)



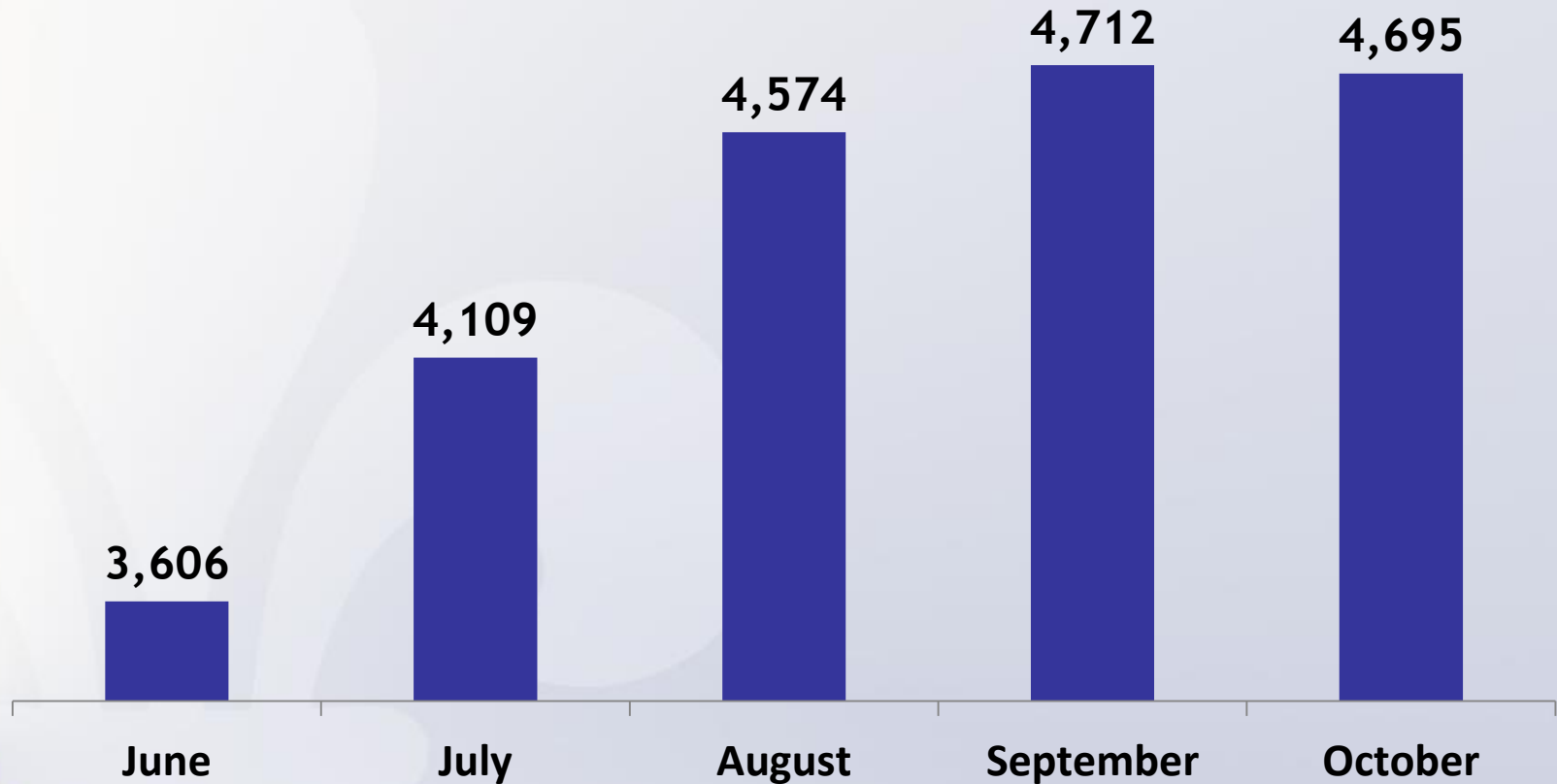
# Participation at the L&N Clinic has risen from June to October

## L&N Clinic Participants (2015)



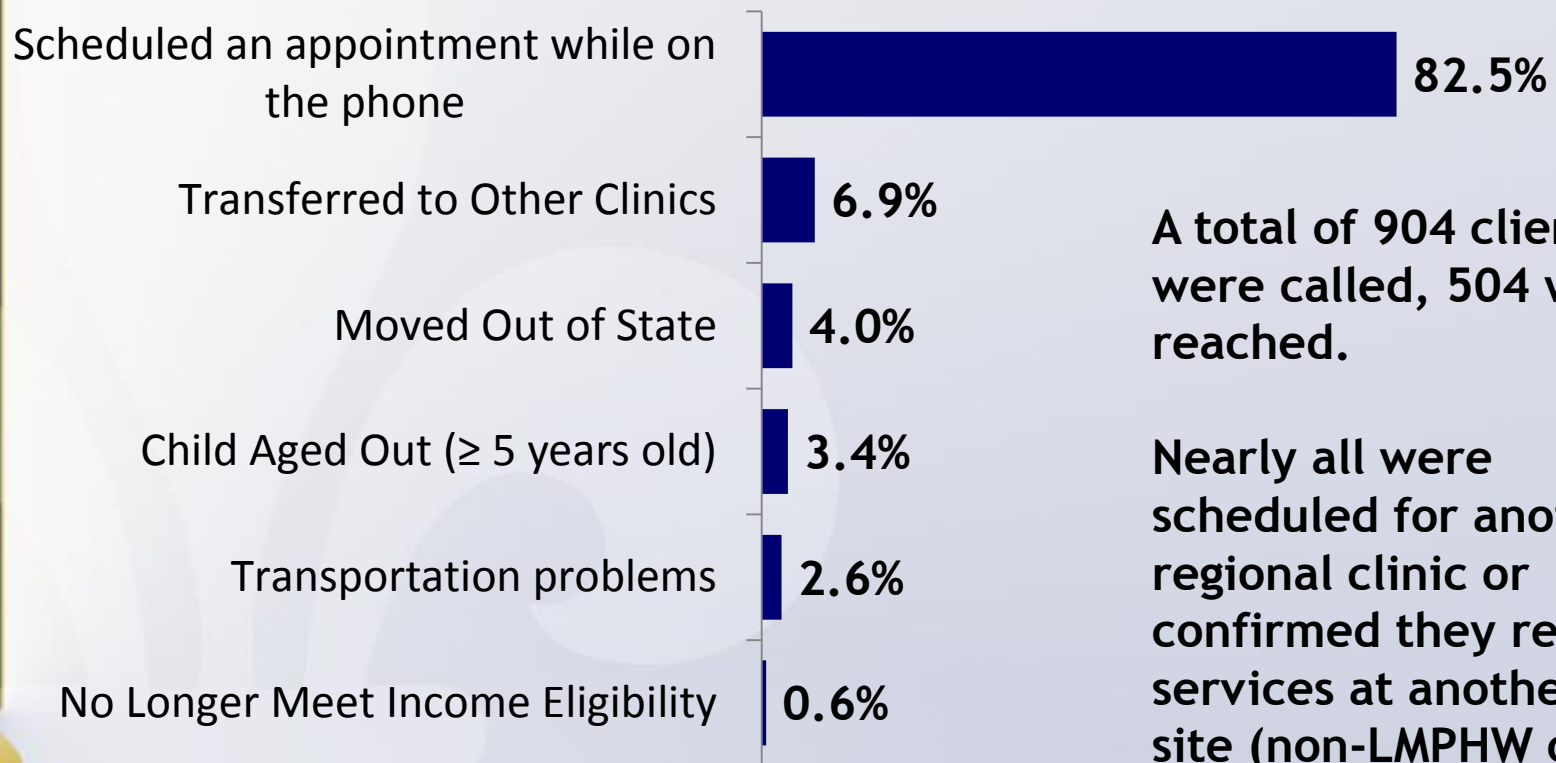
# Participation at the Newburg Clinic has risen from June to October

## Newburg Clinic Participants (2015)



# Clients that did not reschedule at a new clinic were called to follow-up and attempt to schedule them.

## Phone Survey Outcome: Clients Who Did Not Schedule at a New Regional Site (n=504)



A total of 904 clients were called, 504 were reached.

Nearly all were scheduled for another regional clinic or confirmed they received services at another clinic site (non-LMPHW or out of state).

# Optimizing WIC Processes

The LMPHW Office of Policy, Planning and Evaluation is working with WIC staff to meet the following goals:

- Maintain and/or add customer value
- Identify and eliminate wastes
- Create optimal clinic flow
- Empower staff

# WIC Customer Satisfaction Survey

Conducted in October 2015 at all 3 clinic sites.

## Key Findings:

- Clients had many positive comments about staff
- Wait times:  $\leq 30$  min  
(from scheduled time to actually seen)
- Key concerns for clients included appearance of clinics

**Continue the  
momentum...**

# How you can help

- Promote WIC at events and in newsletters
- Educate constituents about what WIC Participation means
- Promote WIC friendly practices in grocery stores

# Questions?

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