Steps to Retaining Clients and Recruiting NEW Clients

Washtenaw County WIC
Gayathri Akella, MS, RD, IBCLC
SNAPSHOT: What did Washtenaw County WIC participation look like in 2016? ¹

Actual/Estimated Participation, FY 2016

January 2016-June 2016: Actual participation; *July 2016-September 2016: Estimated participation

Research and Slide (2-6) prepared by: Phoebe Harpainter (U of M DI)
SNAPSHOT: Washtenaw County WIC participation, 2016

Percent of Base Caseload

- % of projected caseload
- Projected Caseload met (97th percentile)
Washtenaw County WIC Coverage: 2009 – 2016

Actual Participation (Caseload)

# of Participants

<table>
<thead>
<tr>
<th>Year</th>
<th># of Participants</th>
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<tbody>
<tr>
<td>2009</td>
<td>~4600</td>
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<tr>
<td>2010</td>
<td>~5400</td>
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<tr>
<td>2011</td>
<td>~5200</td>
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<tr>
<td>2012</td>
<td>~4800</td>
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<tr>
<td>2013</td>
<td>~5000</td>
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<td>2014</td>
<td>~5300</td>
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<td>2015</td>
<td>~5000</td>
</tr>
<tr>
<td>2016</td>
<td>~4600</td>
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• What trends can we identify here?
  – Recession in 2008 \(\rightarrow\) Increased participation 2009
Looking Closer: Economic Climate in Washtenaw County 2007-2014

Pfizer closure, Jan 2007

Great Recession, 2008-2009

Job Growth in County SLOWS

Job Growth in County

REPERCUSSIONS
Going forward: How can we **find** WIC-eligible residents of Washtenaw County?

*We want to build relationships with key partners so we can meet our goal to support more women, infants and children.*

- Schools
- Healthcare Providers
- Community Partners
Flowchart Depicting WIC Retention and Recruitment of Clients

WIC OUTREACH

Existing & FTR

NEW

Retaining

Reports

Recruiting

Exemplary Internal Customer Service

Exceptional External Customer Service

Staff Retreats

Holiday Time

Summer

Special Days

Halloween

WBB

Staff Kudos

Staff Awards

Surveys

Clinic Beautif.

Toys/Murals

Books

Story Time

Kroger Kids

Graduation Celebrations

Partnerships

Partner Appreciation Day

Incentives

WIC Website

DHHS (Barrier Busters), FLS, Hospitals, Physicians, Child care Centers, CHC, MIHP, MCRC, BCC, FIA, Food Banks, Food Gatherers

Clients eligible for benefits, Clients by cert end date, Expiring short certs, IEVAL/CEVAL visit due, Pregnant women EDD, Show rate report, BF client call back, PC client contacts, BBF initiation rates & pre-defined reports
Maintaining Harmony between:

Internal Customer Service &
External Customer Service
Internal Customer Service

- Recognizing staff:
  - Kudos
  - Awards
  - Retreats – Holidays, Summer
  - Celebrate Special Days – Halloween, WBW

- Involving staff:
  - Reviewing Case Load Summaries
  - Reviewing NSP Progress Report
  - Reviewing Breastfeeding Statistics
  - Brainstorming ways to increase caseload
Halloween Celebrations!
Alone we can do so little; together we can do so much!
STAFF RETREAT... GUESS WHERE??
External Customer Service

- Surveys:
  - ✓ Customer Satisfaction
- Clinic Beautification:
  - ✓ Child Friendly
- Toys, Wall Murals, Decals
- Books
- Story Time/Library Involvement
- Kroger Kids Fresh Friends Program
- WIC Graduation Celebrations
Attractive Displays!
Staff treating clients with Dignity and respect!
ELEGANT WALL MURALS!
Fun Wall Decals!
KIDS LOVE SEEING ELSA!

WIC signs in windows!
Every one can SPOT our WIC office!
Electronic sign in the Courtyard that DHHS Shares!
Family/Child Friendly Lobby!
Rooms denoted by fruits & Veggies!
Story Time/Library Involvement

- Partnership with Ypsilanti District Library
  - WIC materials in library
  - Link to WIC on library website
- Early Literacy Outreach Program:
  - Drop-in story times in WIC lobby for ~2 hours from November – May
  - Enrollment of children under 5 in library programs
    - Free book, puppets, prize coupon
- Library Card Sign-up
- Literacy Brochures
Who: Children under age 18
What: Receive a free card each month from a produce associate for a free featured fruit or vegetable
Where: All 127 Michigan Kroger stores
When: Year-round, once per month
Why: To promote healthy eating
WIC Graduation Celebrations

Certificate of Graduation
awarded to

for Graduating from WIC

Date WIC Registered Dietitian
allows families feel accomplished!
- makes families feel ready for their kids next step (elementary school)!
- children feel empowered.
CREATE A BULLETIN BOARD

Congratulations WIC Graduates!

Post kids pictures with graduation hats!
• Partnerships
• Partner Appreciation Day
• Incentives
• WIC Website
Partnerships

- Relationships/Agreements with over 30 community agencies and organizations:
  - ✓ Referrals
  - ✓ WIC Materials
  - ✓ WIC Clinics

- Overall goal of recruiting new WIC clients
Affordable apartment community in Ann Arbor
Section 8 Federal Housing Program
Manageable rent for lower-income tenants
WIC drops off information/materials twice a year or as needed
Ann Arbor Housing Commission

 ✓ Seeks to provide desirable housing options for low-income individuals/families
 ✓ WIC working on building stronger partnership
Bryant Community Center

- Community of 260+ households
- 75% low-income families
- Monthly community meetings
- Bi-weekly food distributions, AA meetings, other activities
- Hosts WIC clinics twice per month
- Emails referrals to WIC Outreach Coordinator
Catholic Social Services of Washtenaw County

✓ Counseling
✓ Food/health services
✓ Parenting, family, and senior programs
✓ Adoption and foster care processing
✓ Emergency Food Program – monthly food distributions
✓ Faxes referrals to WIC and email referrals to the WIC Outreach Coordinator
Michigan Department of Health & Human Services (MDHHS)

- Child Protective Services, Refugee Assistance, Food Stamps, Foster Care, Medicaid
- WIC attends MITEAM* meetings
- WIC provides presentations to MDHHS case workers
- Provides referrals to WIC via fax and email
MiTEAM is about well-being of children and their families!
MiTEAM incorporates the practice skills:

- Teaming
- Engagement
- Assessment
- Monitoring.
Barrier Busters is a group of over 80 social service provider agencies that are committed to increasing communication and coordination between its member agencies, and improving services for Washtenaw County residents in need.

WIC joined Barrier Busters in June 2016!
How does Barrier Busters work?

Barrier Busters meet monthly and utilize an e-mail listserv to:

- Share program and agency information,
- Consult their peers on shared and/or difficult cases, and
- Educate one another about best practices and new strategies for addressing common barriers to service.

This often results in residents accessing multiple services – not just financial assistance – more quickly.
Early On

- Early intervention for children with developmental delays or health concerns
- Home visits, speech/language therapy, OT/PT, community resource referrals
- Provides referrals to WIC via fax and email
Faith in Action

- Dexter and Chelsea School Districts
- Helps alleviate effects of hunger and poverty
- Mutual referrals
Pregnancy help center in Washtenaw County
Helps young mothers with unplanned pregnancies acquire information and receive support
Faxes and emails referrals to WIC
Food Gatherers

Food rescue and food bank program serving Washtenaw County
Exists to alleviate hunger and eliminate its causes in the community
Hosts food distribution at WIC once per month
Working to open a pantry with refrigeration
Promotes WIC on its website
Non-profit child-placing agency
Committed to providing the best services to children/families in the foster care system
Mutual referrals
Friends in Deed

- Fills in gaps of other community assistance programs
- Helps prevent utility shut off, arrange car repairs, obtain prescriptions, and provide basic-needs furniture
- WIC working on building stronger partnership
Great Start Readiness Program (GSRP) & Head Start (HS)

- GSRP: Preschool programs for 4-year-olds at risk of school failure
- HS: Federal preschool program for low-income children
- Written partnership agreement for mutual outreach
- Share rosters of preschool children
- Host WIC clinics in Ann Arbor, Ypsilanti locations
- WIC present at preschool orientations, open enrollment days, and Curriculum Nights
Hope Medical Clinic

✓ Free primary care for patients in Ypsilanti unable to cover their healthcare costs
✓ Food pantry, produce distribution, weekend meals
✓ WIC provides presentations to the clinic
✓ Faxes referrals to WIC
House by the Side of the Road

✓ Provides the less fortunate with adequate clothing and small household appliances at no charge
✓ Mutual Referrals
JFS Food Pantry and Clothing Programs

- Provides non-perishable food items, fresh produce, specialty food items, and clothing to households in need
- WIC working on building stronger partnership
Manchester Community Resource Center

- Serves individuals/families in need by providing effective programs that improve lives, promote volunteerism, and enhance the welfare of the Manchester community
- Hosts WIC clinic once per month
- Emails referrals to WIC
Maternal Infant Health Program (MIHP)

- Home visits and care coordination for pregnant women and infants on Medicaid
- 3 main locations in Washtenaw County:
  - Corner Health Center’s Sweet Pea – Hosts WIC clinic once per week, faxes referrals to WIC
  - UMHS – Faxes referrals to WIC, promotes “Get in quick if you have WIC”
  - Washtenaw County Public Health – Housed in same building as WIC, mutual referrals
Neighborhood Family Center

- Primary care health center affiliated with St. Joseph Mercy Health System
- Welcomes all patients, regardless of their ability to pay
- WIC drops off information/materials
Ozone House

- Free, confidential, and voluntary shelter/support services for homeless youth, including runaway and high-risk youth
- For youth ages 10-20 and their families
- WIC working on building stronger partnership
Packard Community Clinic

- Non-profit primary care medical practice
- Patient-centered medical home
- Provides care regardless of patients’ ability to pay
- 3 Washtenaw County locations
- WIC drops off information/materials
Planned Parenthood

- Full access to reproductive health services
- Medical services, education, advocacy
- Accepts all patients
- 2 Washtenaw County locations
- WIC drops off information/materials
- Faxes referrals to WIC
Regional Alliance for Healthy Schools

✓ Provides school-based health programs and clinical services that improve the well-being of students, their families, and communities

✓ WIC working on building stronger partnership
Safehouse Center

✓ Provides safety, support, advocacy, and resources for survivors of sexual assault/domestic violence and their children
✓ WIC drops off information/materials
Saline Area Social Service

✓ Non-profit organization dedicated to providing food, paper products, and other resources to those struggling within the Saline Area School District

✓ WIC working on building stronger partnership
Salvation Army

✓ Provides food, clothes, comfort, and care to those in need
✓ National evangelical program with local shelters
✓ Ann Arbor and Ypsilanti locations
✓ Food distribution, disaster relief, rehabilitation, children’s programs
✓ WIC working on building stronger partnership
Shelter Association of Washtenaw County

☑ Provides housing assistance to those who are homeless, looking for a shelter, or are in a housing crisis
☑ WIC working on building stronger partnership
Non-profit dedicated to preventing and ending family homelessness in Washtenaw County
Promotes housing stability and family self-sufficiency
Faxes referrals to WIC
Partnership with Birthing Hospitals

St. Joseph Mercy Hospital:
Family Birth Center
-Completed Building Bridges & partnered for Cofficeve

University of Michigan:
Von Voigtlander Women's Hospital
-Building Bridges in 2017/2018?
Continuing Education for St. Joe’s Staff

• Conduct continuing educational presentations for Hospital staff about WIC eligibility and services.
  – Can be WIC eligible even without having Medicaid
  – Promote benefits of using Breastfeeding Peer Counselor
  – Explain the efficacy of WIC
    • Nutrition
    • Breastfeeding
Free Continuing Education

WIC: GOOD Food, GOOD Health

July 10th, 12th : 2:00 PM – 3: 00 PM
July 16th, July 24th: 7:30 – 8:30 AM
Place: 3 N, Mother Baby Classroom

Presenter
Gayathri Akella, MS, RD, CLE, IBCLC
WIC Service Coordinator
Washtenaw County

Objective: Identify those things that the WIC Program is doing that contributes to increased breastfeeding success for our clients.

Planning Committee: Ruby Shapiro, MSN
Rita Ferguson MSN

The Overall Goal of this Presentation is to Foster Collaboration to Support the Work of the Washtenaw County WIC Program

Intended Audience: RNs who care for childbearing women and young children

SAINT JOSEPH MERCY HEALTH SYSTEM is an approved provider of continuing nursing education by the Wisconsin Nurses Association, an accredited approver by the American Nurses Credentialing Center’s Commission on Accreditation.
Partner Appreciation Day

❖ An event to celebrate the collaboration between WIC and community partners

❖ Event activities will include:
   ✓ Providing partners with certificates of appreciation
   ✓ Presentation on the impact of WIC in the community
   ✓ Providing local data/evaluation on caseloads of WC WIC
   ✓ Serving ice cream sundaes with fruit/healthy toppings

❖ Tentative date: March 22, 2017
   ✓ During National Nutrition Month
Incentives

- Tangible items to promote/boost WIC client recruitment:
  - Books
  - Tooth Brushes
  - Baby Tooth Brushes
  - Annual Ice Cream Social
Dietitian from Food gatherers demonstrating cooked recipes and handing out printed recipes!

Families & kids enjoying picking fresh produce, whole grain foods, eggs and dairy products!
WIC Website

- Link newly updated WIC website with community partner agency websites:
  - To encourage mutual referrals
  - To better promote WIC services

- Food Gatherers example
THANK YOU