WIC Connect

Implementation in Ingham County WIC
Staff Education and Buy In

• Ongoing discussion during development
  – Demos during conferences generated buzz
• January 2018 – shared enotice with staff
  – Two staff/clients downloaded immediately and shared with other interested staff
• February – discussion at staff meeting. Two staff/clients offered to share experience with all
• Dietetic Intern created information board in our Nutrition Education Information Mall
Staff Education and Buy In cont.

- February Huddle Meeting – discussed again and encouraged staff to use board
- March – presented at home visitor team meeting of MIHP, NFP, FOS, Healthy Start and shared app. Two additional staff/clients downloaded at meeting and shared with others
March – National Nutrition Month

Shopped with Public Information Officer and client to promote WIC Connect and Stick with WIC

WIC is for toddlers and preschoolers too! In fact, kids who stay on WIC may be healthier and more prepared to start school than similar children who do not participate. Each child over age 1 on WIC receives approximately $500 worth of healthy food each year, so stick with WIC until age 5!

For more information, call (517) 887-4326.
Clinic Flow

• Flyer for WIC Connect at Centralized Registration - Check In

• Intake
  – MA introduces the app and reviews the functions
  – Encourages client to download and walks them through steps

• Waiting
  – If client needs to wait for CPA, they have time to explore the app
Clinic Flow cont

• Nutrition
  – Nutrition staff finish counseling session by having client log into app so they can show them their food package and next appointment in the app before the client leaves the WIC Clinic
  – Staff answers additional app questions as needed
Test app

- Staff are very excited to get the test app
- Some staff have requested this on their personal phones
- All county WIC phones will have the test app
- Shared home visiting staff have also requested the test app on their county phones