

## VII (A). CASELOAD MANAGEMENT

**GOAL:** Maintain a collaborative partner education component for healthcare providers, supportive health service organizations and non-traditional venues on how WIC nutritious foods support growth and development from birth to five to increase referrals of high-risk populations.

**METHODOLOGY:** WIC Local Agencies will complete presentations (in person, virtual, or by phone) with collaborative partner organizations. Local Outreach Coordinators must also organize two WIC lead open public events for families in one of each region's most populous counties. Follow-up with presentations and events with outreach materials; schedule possible future meeting dates or events, and distribute new branded WIC brochures, posters, and fliers to local agency community partners and non-traditional venues.

Caseload reports will be distributed to each LA to monitor caseload growth/decline. SA Outreach Coordinator will provide a state standard show rate per policy 1.13.

**EVALUATION:** Evaluation will be conducted by the SA Outreach Coordinator upon receipt of each LA's annual outreach plan which includes state outreach goals. This plan includes a mid-year report and final report outlining the outreach efforts conducted for each LA. The SA Outreach Coordinator will review the specific number of organizational contacts made and run reports to monitor referrals to targeted organizations.

Annual caseload change and category caseload change will be monitored with monthly and annual trends.

**STATUS:** Outreach activities that were accomplished:

- Valley Health attended 8 Community Events and led multiple WIC lead events with COVID vaccines being offered at local WIC sites, and dental items being given out for Halloween and Breakfast with Santa on the go events.
- Valley Health mailed out 59 packets of Outreach Materials to OB/GYN's and Pediatricians/Family Medicine Practices in Valley Health WIC service counties and continued partnerships with higher education in precepting students both for the Marshall University Dietetic Internship Program and St. Mary's School of Nursing Students.
- Shenandoah led a WIC event called the "Smoothie Slurp" in Berkeley County; 25 attended the event. The Smoothie Slurp event was open to the public during National Nutrition Month and was also attended by Parents As Teachers and Birth to Three. Families who attended received a free smoothie, books, and prizes.

- Monongalia completed 8 WIC led events - WVU Student Association of Nutrition and Dietetics, “ What does WIC do” ; Marion County Baby Shower, “Importance of Prenatal Nutrition and Benefits of WIC”; Marion County Head Start, “Healthy Eating”; WDTV Interview “Lead Testing in Harrison, Doddridge County, Mother’s Appreciation Day, and Benefits of WIC”; Harrison County Support Group, “Benefits of WIC”; Taylor County Support Group, “Benefits of WIC”; Harrison County Parents as Teachers, “Benefits of WIC”. Monongalia also attended 38 community events.
- MOV completed five WIC led events which increased community partnerships particularly in the outer counties, as evidenced by verbal feedback and a significant increase in invitations to community events and requests for partnerships.
- Randolph Elkins attended multiple events and meetings with community partners where WIC information and materials were shared - Barbour County FRN, Tobacco Free WV, Eastern Regional FRN meeting, Family Issues Task Force, PITAR, Hampshire, Hardy, and Pendleton FRN, Grant, Hardy, and Pendleton ON Track, Grant county FRN, BUMPS, English as a second language Advisory Council, Eastern College Outreach meeting, and Regional FRN meetings.
- Central attended 12 community events and distributed outreach materials at Braxton County DHHR, Braxton County Child Support Enforcement, DMV~ Braxton County Health Department, Care Express, Braxton Co. Memorial Hospital, Southern States, Kroger; Community Care, Clay County Health Department, Walmart, Braxton County Courthouse, Pediatrician offices in Lewisburg, Mt.Heart, Nicholas Health Dept, Nicholas DHHR, Summersville Pediatrics, Cardinal Pediatric, Nicholas BOE, Right from the Start, Birth to Three, Marvel Center.
- TSN completed WIC-led informational presentations to Logan and Mingo County DHHR staff, including Work Force. While three of these were virtual, one was held in-person. The virtual presentations were followed up by sending all DHHR Staff attending the event WIC OR materials; Three WIC-Led Presentations for regional Mt. Heart clerical Staff; 15 attendees; WIC-Led Presentation for Dr. Amanda Nichol’s social work class at Concord University; 30 attendees; Informational WIC presentation to other community partners present during Raleigh County’s Making Connections with Family Resources resource fair with Roxanne Chaney; impromptu WIC-led presentation; 20 attendees; Nutrition lessons for EHS programs in Fayette, Mercer. and Monroe counties in celebration of NNM 2023.

#### Challenges:

- Some COVID-19 protocols still remained in place for many organizations, therefore limited events being offered in the community.
- Staffing challenges due to COVID-19 quarantines made it difficult to attend events.

- Staffing issues and multiple job responsibilities limit the amount of outreach activities that can be done outside of WIC clinics.
- Limited health fairs or community events that target the WIC eligible population compared to pre-COVID.
- Staff engagement can be challenging - there are several factors that play into this - whether it be clinic scheduling, staffing issues; inability for staff to participate due to personal reasons, or understanding the importance of outreach.
- Participants of community events are either on the WIC program, are not income eligible, or their children have aged out (as reported by participants).
- Post-COVID, many of the community events were poorly attended.
- Winter months are difficult to do community activities due to weather and Covid19 protocols.

**This goal has been met and is not ongoing for FY 2024.**

## **VII (B). CASELOAD MANAGEMENT**

**GOAL:** Utilize social media postings developed by the National WIC Association (NWA) to implement a consistent social media presence statewide and promote WIC's branding

**METHODOLOGY:** LA Facebook pages and the West Virginia Department of Health and Human Resources Facebook page will be used to present NWA developed social media postings that coincide with national health observances such as National Nutrition Month, ect. Social Media and local WIC clinic webpages will be used to promote and publicize the new WIC branding that West Virginia is implementing.

**EVALUATION:** Evaluation will be conducted by the SA Outreach Coordinator upon receipt of each LA's annual outreach plan. LA Outreach Coordinators will be required to include an update regarding the use of NWA social media postings, including number of times that social media postings were shared and the number of new organizations that "like" a WIC clinic's social media page. They will be required to report any challenges they encountered using social media postings.

**STATUS:** (Top Posts)



**f** WV Department of Heal...

Thu 11/10/2022 4:30 pm EST

Today is World Immunization Day! Check vaccines your infant or child should receive the COVID vaccine, which is safe and effective.



Impressions 9,248

Reach 9,248

Engagements 31

Engagement Rate (per Impression) 0.3%



**f** WV Department of Heal...

Wed 11/23/2022 5:00 pm EST

Through referrals WIC can connect you with resources, including pediatricians, OBGYNs and dental services,...



<u>Impressions</u>	8,581
<u>Reach</u>	8,581
<u>Engagements</u>	25
<u>Engagement Rate (per Impression)</u>	0.3%



**t** @WV\_DHHR

Wed 11/23/2022 5:00 pm EST

Through referrals WIC can connect you with resources, including pediatricians, OBGYNs and dental services,...



<u>Impressions</u>	259
<u>Potential Reach</u>	14,941
<u>Engagements</u>	3
<u>Engagement Rate (per Impression)</u>	1.2%



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Impressions 259

Potential Reach 14,941

Engagements 3

Engagement Rate (per Impression) 1.2%

### Successes

- Facebook had higher impressions, engagements, reactions, shares, and comments than Twitter.
- Utilized Facebook to share information concerning announcements such as updated income guidelines and increase to CVB benefits.
- Press releases performed well when comparing posts; posts linked to press releases had high overall metrics.
- Created a consistent, saturated message and brand recognition by providing an annual social media post schedule which has been implemented by all Facebook pages affiliated with the WV WIC program.

Challenges:

- Engagement is limited; staff do not have the time or resources to respond and engage with viewers.
- Instagram and TikTok are more widely utilized by the younger population; reels have more views and shares than posts.

**This goal has been met and is not ongoing for FY 2024.**

## **VII (C). CASELOAD MANAGEMENT**

**GOAL:** Local Agency Outreach Coordinators will utilize State Agency (SA) provided materials available through the outreach materials order form, Crossroad reports, & other reports provided by the SA (i.e. Medicaid, Potentially Eligible), etc. to reach out to current and potential WIC participants to maintain and increase WIC participation/caseload.

### **METHODOLOGY:**

- Order materials from Warehouse through use of appropriate order form (available on local shared drive).
- Utilize the 1-year-old report from Crossroads and modify it to obtain the other ages and send out birthday cards on a weekly, monthly, or quarterly basis.
- Utilize the generic “blank” note to provide specific information about upcoming events for participants, a thank you to a community partner, or a note to reach out to encourage redemption of WIC foods as determined by the Local Outreach Coordinator.
- Utilize the “We Miss You” notecard to reach out to recently termed participants or expired participants using a Crossroads report (Expired Client Report).
- Local outreach coordinators must also utilize the Medicaid match report to increase the number of pregnant women on WIC and work with providers on increasing referrals for pregnant women.

### **EVALUATION:**

- Track the number of notes sent out to potential participants who have dropped off and compare to those who return to WIC, if possible, or

utilize caseload reports to determine possible increases due to outreach efforts related to this goal.

- Monthly basis, track the number of notes and the type of notecard sent to the recently termed participants or expired participants using a Crossroads report (Expired Client Report).

**STATUS:** Successes:

- Valley Health mailed out Birthday cards monthly; a total of 3023 Birthday Cards were mailed to WIC Participants and 81 cards were returned. Attempted to contact 100% all returned card participants and remailed some cards to new addresses that were provided.
- Shenandoah mailed 1,222 Birthday Cards; 13 returned. Utilizing the Expired Client Report October 2022-March 2023 the agency contacted 898 people; 69 appointments made. Utilizing the Medicaid List, 3127 families contacted. Number of families who made an appointment is unknown. Four planning meetings were conducted with community partners in the first half of the fiscal year. One led to planning a community baby shower in June, and the other a nutrition training for Head Start staff in May. One event was canceled due to lack of RSV. Shenandoah focused on sending birthday cards during office down time as a result total caseload increased 1.97% over the first six months with the majority of the increase coming from Berkeley and Mineral county. Most of the increase over the past two years has been as a result of higher retention of children. Over the past six months Hampshire, Jefferson, and Morgan counties have not increased in child caseload. However, Berkeley and Mineral counties continue to see a smaller rate of increase in child caseload.
- Monongalia sent out a survey to expired clients to see why they are no longer on WIC. The survey was sent to 475 expired participants; the agency received 13 responses. While this was only a 2% response rate the agency was able to gain some insight on what is hindering people from continuing with WIC and connect with participants and get them back on the program. The general consensus from the survey was that people prefer remote appointments over in-person.
- Mid Ohio Valley mailed a total of 1,860 birthday cards, sent out to all nine counties; 144 returned. Out of the 144 cards returned, the agency attempted to contact 100% of the 144 cards returned. Mailed 20 thank you cards and/or emailed numerous thank you's to all community events partners/collaborations.
- Randolph Elkins mailed out 1,254 birthday cards; 45 cards returned. The agency was able to get updated information on 36.
- Central mailed out 959 Birthday cards. The agency reports that the birthday cards have always been a success - "I love when a mom tells me how much her child enjoyed getting a birthday card. One child even thinks of us, at our clinic, as the "girls who sent me a card". It's such a sweet, simple way of saying we care".



- Wheeling Ohio mailed 681 Birthday cards.

Challenges:

- It is challenging to track how many people made an appointment as a result of doing the expired client report or the Medicaid List.
- Medicaid reports are time consuming at larger agencies making it difficult to complete within 30 days of receiving.
- Staff felt that the Google spreadsheet for tracking outreach correspondence was cumbersome, thus the data was skewed and inconsistent.
- The Birthday Card process is time-consuming and postage for the local agencies is not cost effective. Frequent residential and phone number changes result in futility.

**This goal has been met and is not ongoing for 2024.**