

## **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 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:

- Trunk and Treat Drive-thru; over 600 participants and outreach items distributed.
- Health Advisory Board Meetings; 18 virtual presentations about the WIC program and services; Followed up with mailing outreach materials.
- Partnered with DHHR to provide a "Foster Closet" for foster parents who need clothing items for foster children.
- Distributed "Books for Babies" and outreach materials; 50 participants and items distributed.
- Distributed WIC participant flyers/surveys; mailed over 650 flyers/surveys to participants.
- WIC-Virtual Read Aloud Book Tasting; Donated "Hungry Henry" to the group; 165 views.
- WIC Virtual Cooking Presentation for National Nutrition Month, "How to cook dried beans"; video reached 1,187 participants with 159 engagements and 15 shares by community partners.

- WIC led Halloween Drive thru; distributed total of 400 dental bags and outreach materials.
- WIC Christmas Ornament Giveaway, a collaboration with Birth to Three; 100 Christmas ornaments and outreach materials distributed during a Christmas drive-thru event.
- WIC led Baby Shower; distributed 35 bags with outreach materials and donated items.
- WIC led “Breakfast with Santa” Drive thru event; distributed gifts, pajamas, and stockings to WIC children; distributed care packages to WIC families and on the go breakfast in a bag.
- Partnered with United Way for “Success by Six”; distributed 1000 packets with calendars and outreach materials.
- Partnered with community agencies for “Mother’s Night Out”; distributed 50 bags with outreach materials and donated items.
- Partnered with Christian Fellowship Church; WIC presented nutrition information/lesson; 32 in attendance; outreach materials distributed.
- Partnered with Healthy Grand families; distributed outreach materials.
- Virtual Presentations completed with Healthy Connections, Early Head Start, and Birth to Three.

Challenges:

- Limited community events and opportunities to present to groups of people due to Covid-19 restrictions.
- Many agencies and offices were closed to the public making it difficult to build new partnerships within the community.
- Winter weather along with Covid-19 restrictions made it difficult to lead or participate in outdoor public events.

**This goal is ongoing for FY 2022.**

## VII (B). CASELOAD MANAGEMENT

**GOAL:** Utilize social media postings developed by the National WIC Association (NWA) to implement a consistent social medial 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:** Successes include:

- Facebook had higher impressions, engagements, reactions, shares, and comments than Twitter.
- Fifteen business pages shared WIC hosted or participated in events.
- 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.

<u>October 2020-June 2021</u>	<u>Facebook</u>	<u>Twitter</u>
Total Posts	34	41
Total Impressions	108,406; Ranged from 1,175-12,810	32,983; Ranged from 354-5,115
Total Reach/Potential Reach	106,301; Ranged from 1,134-12,672	281,577; Ranged from 6324-7,954
Total Engagements	1,836	259
Total Reactions	120	18

Total Shares/Retweets	119	19
Total Comments	4	0

Challenges include:

- Low engagement at times during Covid -19; people may have been looking for more information related to Covid-19, particularly testing events and vaccine information which could have affected the metrics in determining interest or engagement.

**This goal is ongoing for FY 2022.**

## VIII (C). CASELOAD MANAGEMENT

**GOAL:** Networking with Medicaid Managed Care Organizations (MCOs), MCO doctors and Office of Maternal Child, and Family Health's (OMCFH's) Early, Periodic, Screening, Testing and Diagnostic (EPSTD) program to create a WIC direct referral process.

**METHODOLOGY:** Collaborate with MCOs to create an internal direct referral form. SA Outreach Coordinator will utilize collaborative group for suggested revision of policy 7.05 to meet federal regulations and attachment #7.05 of WIC policy. SA Outreach Coordinator also will identify local outreach contacts to support local agency outreach coordinators in public events. SA will create or identify a pregnancy Medicaid advisory expansion group to increase enrollment of pregnant mothers.

**EVALUATION:** Evaluation will be conducted based on the number of Medicaid MCO referrals to each county, number of times physicians associated with MCO utilizes SA for meetings, conferences and other public forums to educate peer groups. Assessment will be evaluated on the number of sponsored MCO events.

**STATUS:** Successes:

- SA Outreach Coordinator position was filled in March 2021.
- SA Outreach Coordinator has met with the Office of Maternal Child and Family Health to strengthen partnership and increase referrals.
- SA Outreach Coordinator has met with WV Birth to Three to strengthen partnership and increase referrals; SA to present at upcoming event.
- SA Outreach Coordinator to attend upcoming events in the health field to create and maintain partnerships; strengthen the WIC direct referral process.

Challenges:

- Due to COVID-19 and remote services there are limited opportunities to network and create new partnerships; many offices and agencies closed to the public.
- SA Outreach Coordinator position was vacant until recently filled in March of 2021.

As a result of the declared public health emergency limiting face-to-face interaction during the COVID-19 pandemic. The MCO's continued to distribute WIC materials in the enrollment welcome packets. However, there was no mechanism to measure referrals. Since the current work environment would not support collaborative workgroup, **this goal is being discontinued for FY2022**. The SA will initiate revision of policy 7.05 per typical process of LA Coordinators and Directors review.

## **VII (D). 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 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:**

- May conduct a survey of participants through Survey Monkey concerning participant satisfaction, changes they would like to see for WIC, how they heard about WIC, etc. developed by the Local Outreach Coordinators with help as needed from the State Outreach Coordinator.
- 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:

- The new WIC Birthday Cards are a great way to let participants know that staff are thinking of them on their special day; this was also nice since COVID-19

restrictions closed many offices and staff have not been able to see participants in clinic.

- Positive feedback received from parents and children after receiving Birthday cards and “We Miss You” cards.
- Caseload has increased in the Shenandoah area by 4.4%; this occurred through an increase in child caseload; utilization of the expired participant list contributed to an increase of 29.6% in Berkeley County and 9.9% in Mineral County.

Challenges:

- Delay in receiving new outreach materials; LA was not able to start utilizing cards until the beginning of 2021.
- Delay in receiving the Medicaid report for pregnant women; LA started utilizing this report in April 2021.
- The number of pregnant women on WIC has continued to decrease; this could be due to lower birth rate or not seeing potentially eligible women early in their pregnancy.

The State Agency Outreach Coordinator has initiated discussions with the Division of Family Assistance for the development of an interface portal with the TANF, SNAP and Medicaid eligibility system. This would allow real time access to approved applications for these adjunctly eligible programs. WIC clinics would then have the opportunity to contact recipients for pre-certification and scheduling within a couple days of receiving these other benefits. This work will continue as methodology in FY 2022.

**This goal is ongoing for 2022.**