

# Beyond the Traditional: Offering Education Choice

March 2017



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## Outline

- Describe Education Choice
- Participant Feedback
- Details of offering Education Choice
- Policy/Procedures/Training
- Communication



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## What is Education Choice?



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## Education Choice Options



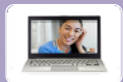
### Phone

- Educators can provide LR phone counseling
- Expand HR phone counseling to all agencies



### wichealth.org

- Open to all categories, not just children



### Video Chat (such as Skype)

- Can be used for LR or HR counseling



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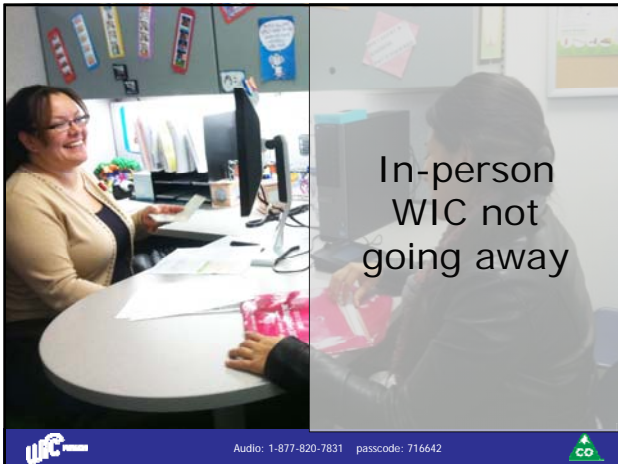
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## Why Offer Education Choice?



Reduce Barriers to Participation



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***Participant Feedback***



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***CO WIC Customer Satisfaction Survey***


*"We know there are different reasons why people do not return to WIC. Why have you not returned to WIC."*

Babysits other kids so it's too difficult to go to appointments.


Family super busy. 5 kids. Parents day and night jobs. Therapy for kids.

Job wouldn't let me leave or come into work late.

One child turned 5 and she didn't want to drive for only one kid.



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***Details of Offering Education Choice***



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# Appointment "Menu"

A tool you can use to inform clients about their appointment options.

**Make WIC work for YOU!**  
For your next WIC appointment, choose:

**Phone:** Schedule a follow-up call during a time that works for you.

**Online:** Use an online lesson (with health unit) anytime, 24/7, using your smartphone, computer or tablet.

**Clinic Visit:** Come see us in person.

**WIC YOU GOT THIS**

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# How does phone/video counseling work?

- Offer Option for the next follow up visit.
- Schedule phone/video call in Compass & let the client know who & what number WIC will be calling from or how to use video chat.
- Reminder texts are provided as normal.

During the call/video can offer handouts via email or mail.

Towards end of call/video, issue food benefits remotely. Schedule next in person visit.

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# New Appointment Type

- **Phone Follow- up** – for scheduled phone or video chat contacts
- **Benefit Pickup**- removed

Participants				
Name	WIC Appt. Type	Category	WIC Status	Cert. End Date
Duck, Dewey		Child	Active	06/30/2017
Duck, Daisy		Breastfeeding	Active	11/30/2017
Duck, Donald		Infant	Active	11/30/2017
	Certification Recertification Midcertification Follow-up <b>Phone Follow-up</b> ← Follow-up + Anthros Transfer Add Baby High Risk Breast Pump			

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**Phone Appt. Text**

- Sent 1 week and 1 day before.

*WIC looks forward to speaking with you. Your phone call with WIC is on <date> at <time>. Talk to you soon!*

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**What's in it for YOU?**

- Opportunity to practice new skills.
- Potential to work remotely.
- Adds variety.
- Overall, more options in how your clinic manages caseload.



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**High Risk Phone Counseling**

Phone/video call options can qualify as a high risk nutrition education contact.

Use professional discretion to determine the appropriateness of conducting a HR phone call vs. a clinic visit.

**In-person HR contact best practice.**

Treat the HR phone call as in-person high risk appointment.

- Document note
- Upon completion issue remaining benefits

What if the client doesn't answer the call?

- leave a message
- mark phone appt as "no show"
- if client makes new appt refer back to HRC.

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### Example

- During a recent Sandra is high-risk for **underweight (103B)**.
- The HR counselor (HRC) is not in the clinic & mom works M-F.
- Staff provide Sandra's mom the option to 1) come back to the clinic within 1 mo or, 2) schedule a phone call with the HRC within in 1 mo.
- Sandra's mom chooses phone option.
- Staff provide 1 mo of benefits, schedule the call & explain the expectations and procedures with a phone call.



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## How does wichealth work?


Staff offer wichealth for the next follow up visit.

Client goes online, creates an account, and completes a lesson.


During last month food benefits expire staff verify lesson completion.

Staff issue benefits remotely & schedule next in person visit.





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## wichealth flyer

appointment menu




wichealth flyer- front



Follow these easy steps:

1. Go to wichealth.org
2. Create an account and set up your profile
3. Complete the lesson
4. [unclear]

wichealth flyer- back



Popular lessons

- New and expecting parents
- A Recipe for a Healthy Pregnancy
- Food Safety for Home Use
- Understanding Your Baby's Sleep
- Preaching for a Healthy Pregnancy
- Get Into Yoga after Your Baby arrives

Infants

- Baby's First Crawl
- Getting Baby's Right on Vitamin D
- Starting Your Infant on Solid Foods
- Understanding Your Baby's Cries
- Sun Protection Before a Day for a Healthy Beach

Breastfeeding

- Breastfeeding: Getting a Head for a Healthy Baby

Children Ages 1-5


- Fruits and Vegetables Grow Healthy Kids
- Fun and Healthy Snacks for Kids
- Happy, Healthy, Active Children
- How to Measure and Track Weight
- Screen Time: Establishing Rules
- Your Child's Ear Exam

Healthy Families


- Get Your Screen Time Under Control
- Having Healthy Friends
- Remember: Health for Baby, Happiness for Mom
- Keep Your Family Safe From E. Coli

Call all of our services and information resources: [wichealth.org](http://wichealth.org)

Customize to fit your clinic's needs.



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*WIC Shopper App & wichealth*



Coming May 2017

Clients can access wichealth through the WIC Shopper mobile app.





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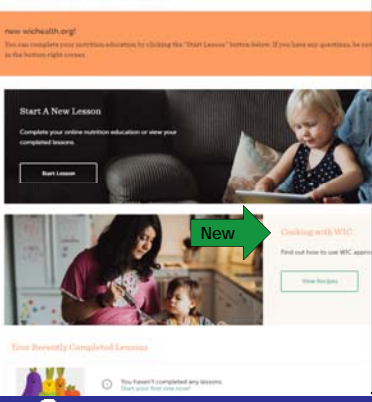
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Good Morning, Participant.

*wichealth*



- Expanded to include lessons for all WIC clients.
- One lesson can count for all eligible clients in household.

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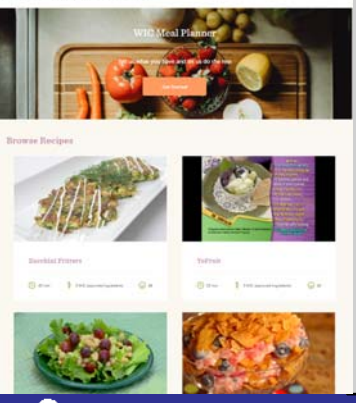
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Health eKitchen WIC Meal Planner

*Health eKitchen*



- Not a lesson.
- Healthy recipes that include WIC ingredients.
- Search for recipes with foods you have on hand.
- Clients find new ways to use their WIC foods to preparing meals.

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**Nutrition Education**  
Record Date: 10/26/2016

Copy  High Risk Follow Up Appointment

**Nutrition Education Covered**

- WICHealth.org
  - Internet
    - Meatless Meals for Busy Families
    - Offer Your Baby the Right Foods As He Grows
    - Trust Your Child To Eat Enough
    - Secrets for Feeding Picky Eaters
    - Choose Iron-Rich Foods
    - Happy, Healthy, Active Children
    - Keep Your Family Safe From F. Coll

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- wichealth lesson automatically populates in Compass.
- Completion of a *Care Plan* is not required.
- Goal set at the cert/recert/mid-cert followed-up at the next in-person nutrition education contact, if applicable.

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30	Calls
45	
9:00	Duck, Donald, (F)
15	
30	Mouse, Mickey, (CERT)
45	
10:00	
15	
30	
45	
11:00	Hook, (FUA)
15	
30	WICHealth.org Scheduled 3 of 5
45	
12:00 PM	WICHealth.org Scheduled 3 of 5
15	
30	
45	
1:00	Bell, Tinker, (F), Pan, Peter (MC)
15	
30	
45	
2:00	

**wichealth Benefit Issuance**

**Benefit Issuance "Class"**

- Create a "class" in Compass for wichealth. Add clients to class.
- Client completes a lesson by the "class date".
- On "class date" staff verify lesson then call all clients in class to issue benefits or remind to complete lesson.

**Client Calls Clinic**

- Client calls after completing a lesson during the last month benefits will end.

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**Customize the flyer**

Option 1: wichealth "class"

wichealth.org

Do your nutrition education

**ONLINE**

Follow these easy steps:

1. Go to wichealth.org.
2. Create an account and set up your profile.
3. Complete the lesson. *by Aug*
4. *WIC will call you Aug 28 to issue Sept- Nov benefits & schedule your next appt. in Nov.*

Option 2: client calls clinic

wichealth.org

Do your nutrition education

**ONLINE**

Follow these easy steps:

1. Go to wichealth.org.
2. Create an account and set up your profile.
3. Complete the lesson. *by Aug*
4. *Call WIC in Aug to get Sept- Nov benefits & schedule your next appt. in Nov.*

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**wichealth Site**  
wichealth.org

- Access to:
  - ✓ Reports
  - ✓ Client Search
- Staff can login as a client

[Log In as Client - English](#)

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**What's in it for YOU?**

- Saves you time. No note, no appointment.
- Able to offer options to clients who can't be seen in the clinic right away.
- Frees up time on the schedule to see other clients.



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**Equal Opportunity**

Once your agency/clinic begins promotion it should be equally offered to all eligible individuals by all staff.



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# Policies, Procedures, & Training

Oh my...



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## Who is Eligible?

- ✓ Low-risk clients
- ✓ Follow-up visits

### Consider the following:

- Is current growth/hemoglobin needed?
- Can the client access the internet?
- wichealth: understand English or Spanish?
- If HR, was the HR contact completed and is a subsequent HR contact needed?



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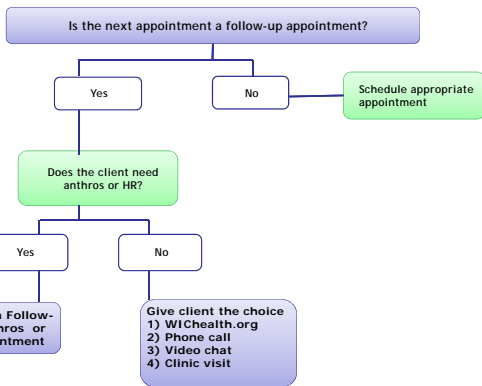
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**Pregnant ♀**

An Education Choice option may be provided:

- one time after the certification/recertification visit.

Allows one measurement to be excused.

Exception: if no prenatal health care provider a clinic visit must be scheduled and weight taken.

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**Eligibility Example Pregnant ♀**

- You've certified, Veronica, a low-risk pregnant mom and taken her weight.
- She has prenatal care.
- You offer her an Education Choice option once during her pregnancy.
- Veronica is interested in phone counseling, allowing you to excuse Veronica from providing a weight measurement during one PN visit.

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**3 & 9 Month Infant Follow-up Wt Checks**

- Agencies/clinics have different procedures.
- Best practice to check weight, but not required at these visits.
- Education Choice is a possible option at these visits depending on:
  - Agency procedures.
  - Professional discretion.

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### Policy Specific to Video Chat

- The local agency will provide for installation and maintenance of the equipment necessary for the video call contact.
- Video calls should occur in an environment that promotes effective communication between the WIC staff and the participant.



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### Phone/Video Counseling- Training

Before routinely providing, staff are required to complete training:

- an online learning module
- phone counseling observation
- recommended prerequisite: level III: Participant Centered Education



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### Phone/Video Counseling- Offering Handouts, Referrals

- Send by email or mail.
- Email template available to staff.
- Consider staff training and your agency email policies.

Example slide from training module →

Offering Referrals



**When Providing Referrals:**

- Ask permission to share - "If you're interested, I know of a program that provides help with quitting smoking. Would you like to hear more about it?"
- Provide detailed information - "You might try calling a food bank," have little chance of success.
- Listen for roadblocks.
- Send information by e-mail or mail.



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*Things to consider...*



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Phone/video counseling may have similar issues as in-person visits.




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*Create a WIC Clinic Email Account*



- Purpose: you use to send out emails with pamphlets/referrals to clients who completed a phone contact.
- Value: you do not have to manage your individual email communication with clients.



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Implement in Stages  
**vs.**  
All at Once



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**Take Action**  
Simple Steps to Success

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**wichealth**  
*4 Simple Steps to Success*

- 1 Create wichealth.org account
- 2 Explore wichealth.org
- 3 Decide: how to f/u with clients & start date
- 4 Use wichealth flyers

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### Phone Counseling

*4 Simple Steps to Success*

**1** Complete phone training

**2** Decide: how to manage emails

**3** -Decide start date  
-Use appt menu

**4** Complete phone observation

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### *Communication*

Weekly Digest Emails

We want to hear from you- success and challenges

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Ultimately the:

- What?
- When?
- How?

Is to be decided by your Director using policy/guidance presented.

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*Thank You*

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