

Education Choice: What it Means to You and Your Staff

January 25, 2017



Your Speakers



Outline


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




What is Education Choice?



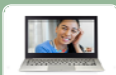
Education Choice Options

 **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





In-person WIC
not going away

A photograph of a woman in a yellow top sitting at a desk with a computer monitor, smiling. The image is split vertically, with the right side being a faded version of the same scene. The text "In-person WIC not going away" is overlaid on the right side.

Why Offer Education Choice?



Reduce Barriers to Participation

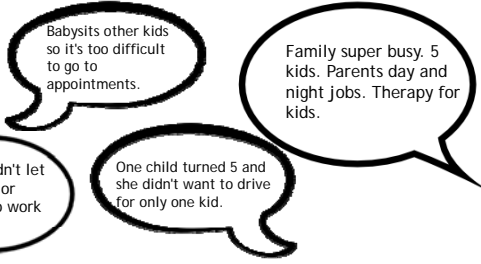


Participant & Staff Feedback



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."



wichealth.org Survey




What feedback have you heard from clients about wichealth?

It's easy once it's set up, they forgot to login to do it when they're due for checks.

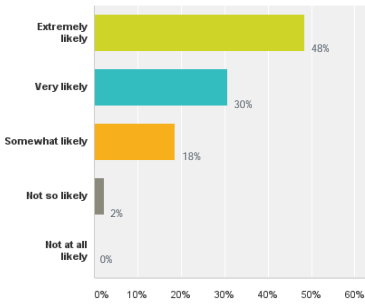
Save so much time and I feel this is keeping my number from dropping.

Some like in office visit & some like wichealth, especially for working moms.




How likely will you be to promote wichealth once eWIC rolls out?

Answered: 91 Skipped: 9



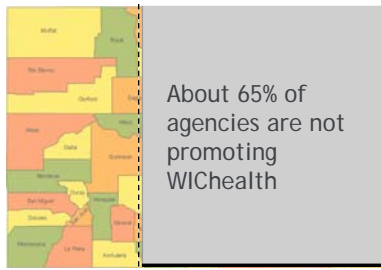
Likelihood	Percentage
Extremely likely	48%
Very likely	30%
Somewhat likely	18%
Not so likely	2%
Not at all likely	0%



WIChealth Usage

of Accounts
Created for all
Agencies
Oct to Dec 2016

631
Accounts



Nothing Can Sell Itself

You need to create demand



Staff Phone Interviews



Thoughts about Education Choice



Feedback mainly positive

- Convenient
- Solve transportation issues
- Suits needs of millennials
- Good to have options
- Can select what they want to learn on wichealth
- Gives more incentive to enroll, help caseload



Thoughts about Education Choice

- Fear clients won't pay attention to wichealth
- Don't want to lose in-person
- Miss out on body language
- Too many phone/tech issues
- Lose out on personal relationships
- Internet service poor in rural communities





Wichealth: Clients interested but forget, staff don't promote, staff prefer in-person, clients prefer in-person/not interested

LA Tip:

" We text them who we are & when we are calling- they are more likely to answer."



Statewide Texting Appointment Reminders

- " WIC looks forward to speaking with you. Your phone call with WIC is on <date> at <time>. Talk to you soon!"
- Sent 1 week and 1 day prior to phone appointment



Details of Offering Education Choice



Appointment "Menu"

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

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

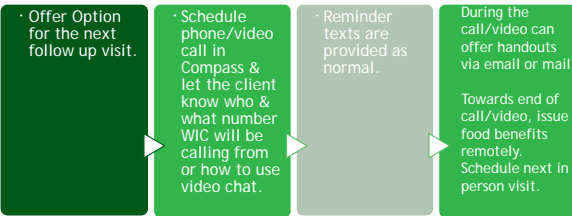
Phone: Schedule a follow-up call during a time that works for you.

Online: Take an online lesson (wichealth.org) anytime, 24/7, using your smartphone, computer, or tablet.

Clinic Visit: Come see us in person.



How does phone/video counseling work?



New Appointment Type

- Phone Follow-up - for scheduled phone or video chat contacts
 - ✓ Text/Phone Appt. Reminder- sent 1 week and 1 day before
- Benefit Pickup- removed

Participants

Name	WIC Appt. Type	Category	WIC Status	Cert. End Date
Duck, Daffy		Child	Active	10/31/2016
Duck, Donald		Not Breastfeeding	Terminated	02/28/2015

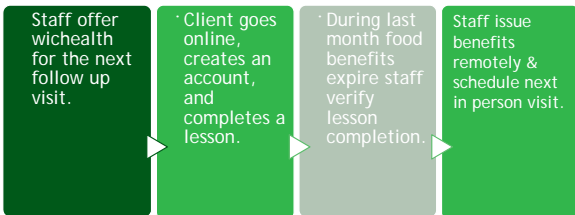
Certification
 Recertification
 Midcertification
 Follow-up
 Phone Follow-up ←
 Follow-up + Anthros
 Transfer
 Add Baby
 High Risk
 Breast Pump



How do Staff Benefit?

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

How does wichealth work?



wichealth flyer

appointment menu

wichealth flyer- front

wichealth flyer- back

wichealth

Will be expanded to include lessons for all WIC participants.

One lesson can count for all eligible clients in household.

Health eKitchen (now available)

- not a lesson

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 E. Coli

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.

30	Call
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	WICHealth.org Scheduled 3 of 5
12 PM	Call
15	
30	
45	
1 00	Bell, Tinker, (F), Pan, Peter (MC)
15	
30	
45	

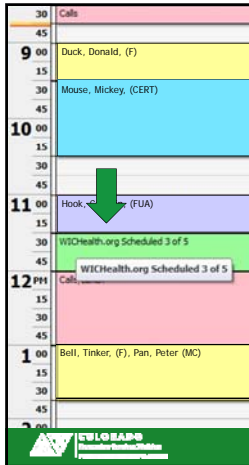
wichealth Benefit Issuance

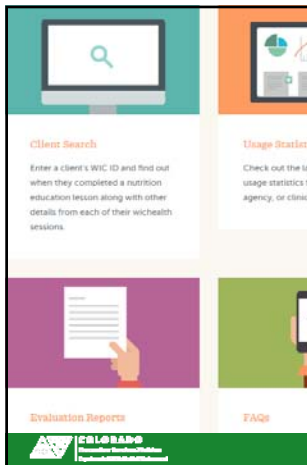
Benefit Issuance "Class"

- Create a "class" in Compass for wichealth. Add clients to class.
- Client completes a lesson by the "class date".
- 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.





wichealth Site
wichealth.org

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

[Log In as Client - English](#)

How do Staff Benefit?

- Saves staff time. No note, no appointment.
- Access to reports
- Able to offer options to clients who can't be seen in the clinic right away.



Policies, Procedures, & Training

Oh my...





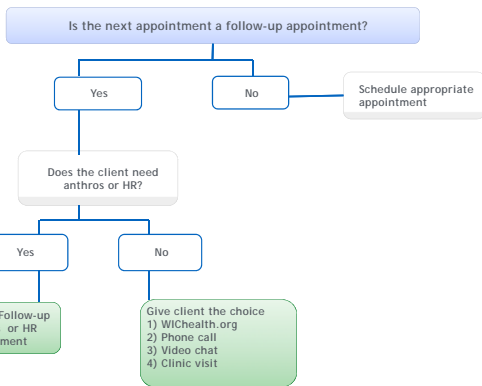
Who is Eligible?


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

Consider the following:

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








Pregnant ♀


An Education Choice option may be provided:

- one time after the certification/recertification visit.

Allows one measurement to be excused.


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





Eligibility Example Pregnant ♀

- You've certified, Veronica, a low-risk pregnant mom and taken her weight.
- She has PN 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.



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.




Phone/Video Counseling- Staff Training

Before routinely providing, staff are required to complete training:

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



Phone/Video Counseling- Offering Handouts, Referrals

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

Offering Referrals

Example slide from training module →



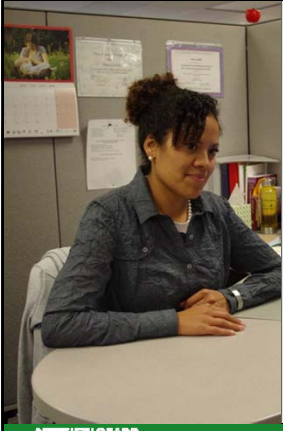
When Providing Referrals:

- 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.



Other Policies






Proxy, Education Choice & Remote Issuance

Follow up visits: offer endorser/participants an Education Choice option in lieu of using a proxy.


Recerts & midcerts: once a proxy provides proofs and/or brought the child in for measurements, offer the endorser a return appointment or Education Choice option, if applicable, to fulfill the nutrition education requirement.



Fulfilling Provisional Certification & Remote Issuance

- Proof of address or income may be submitted electronically.
- Staff record documentation, remote issue benefits.
- Work within your organization to determine how best to limit issues with confidentiality.

Issues: matching proof to specific client, proof not legible/missing info, proof gets lost or not to right person.



Implementation Considerations




Implementation Considerations


Phone/video counseling similar challenges with in-person visits.



Implementation Considerations



WIC clinic email account 

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



Implementation Considerations

Implement in Stages vs. All at Once



Envisioning What To Do Now...

- Information is power
- Begin open dialogue with your staff
- Gauge interest level.
- Encourage all staff to try wichealth.
- Contact Brigitte, Erin or Vanessa with questions.



Getting Started with Nutrition
LESSON SELECTION

I'm glad to see you're ready to start your WIC nutrition education. I found this site to be really helpful in learning new skills that will help you and your family.

Choose a topic to view related lessons.

Children Ages 1-5

Health

Getting Started Now

- Educate staff/Get staff accounts or clinic account
- Visit CO WIC webpage under: Local agencies>Ed & Outreach>wichealth
 - ✓ Training video
 - ✓ Implementation tools
 - ✓ Promotion materials



State Office Communication

Webinars

- 3 live repeat webinars- attendance mandatory
- Tuesday, March 14, 21 and 28 2017, 1:15 - 2:30 p.m.


Emails

"How to" videos



Discussion:

When this topic is presented in March to all staff what do you want to be sure we cover or emphasize?



Thank You

Questions?

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