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
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?"

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.
wichealth.org Survey

What feedback have you heard from clients about wichealth?

- It’s easy once it’s set up, they forgot to log in 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?

- Extremely likely: 48%
- Very likely: 30%
- Somewhat likely: 18%
- Not very likely: 2%
- Not at all likely: 0%
WIChealth Usage

*# of Accounts Created for all Agencies Oct to Dec 2016*

- 631 Accounts

About 65% of agencies are not promoting WIChealth

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
- Gives more incentive to enroll, help caseload

Thoughts about Education Choice

- Fear clients won’t pay attention to
- 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.

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 is 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.
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

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<tr>
<th>Participants</th>
<th>WIC Status</th>
<th>Cert End Date</th>
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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?

- 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.
The WIC program is being expanded to include lessons for all WIC participants.

- One lesson can count for all eligible clients in the household.
- Health eKitchen (now available) - not a lesson

- 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.
**wiehealth Benefit Issuance**

**Benefit Issuance “Class”**
- Create a “class” in Compass for wiehealth. 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.

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**wiehealth Site**  
[www.wiehealth.org](http://www.wiehealth.org)

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

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**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?
- WIC health: understand English or Spanish?
- If HR, was the HR contact completed and is a subsequent HR contact needed?

Is the next appointment a follow-up appointment?
- Yes
- No

Does the client need anthros or HR?
- Yes
- No

Schedule a follow-up + Anthros or HR appointment

One client the choice:
1) WICHealth.org
2) Phone call
3) Video chat
4) Clinic visit

Schedule appropriate appointment
**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.

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**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.

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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.
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.

Other Policies
Proxy, Education Choice & Remote Issuance

Follow up visits: offer endorsers/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 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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