

# The “Techie” Side of WIC

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# Overview

- JPMA EBT-Assist Extantse kiosks
- Novo Dia Group Mobile Market +
- WICHealth.org (on-line Nutrition Education)
- Oregon's Automated Notification System for WIC Reminders (ANSWR)
- Using Text Messaging to Support Breastfeeding in WIC
- PA Online Vendor Application (WIC Vendor Assistant)
- WY WIC Food Package Access
- WIC Participant Online Technology Survey Report

## JPMA – “WIC Assist” Prescription Verification

- EBT-Assist *Extanse* kiosks located in the store or at the service desk
- System provides WIC shopper's with the ability to verify their WIC prescription from their card and print an itemized list of the quantities and unit sizes all the products that are available to them.
- If a customer is unsure if an item they wish to purchase matches the description printed on the receipt, they can scan the barcode on the printed receipt and then scan the item in question allowing the customer to:
  - Instantly verify eligibility of the item
  - View nutritional information, ingredients lists and other information about the item

# JPMA – “WIC Assist” Prescription Verification

WIC-Assist by *Extanse*

**Starting Balance**

1/1/2012 ~ 1/31/2012

Aisle	Quant.	Unit	Description
Dairy	3.0	Gal	2 % Milk Only
	9	2.00 Item	Peanut butter 18Oz
	4	3.00 Can	Tuna / Salmon 6 oz
	7	2.00 Item	Dry Beans – 1 # Pkg
Phar	12.00	Can	Similac Adv PWD
Prod	6.00	Value	Fruits & / or Veg



**GERBER MIXED DRY INFANT CEREAL**

**Item Image**



**View Item Image**

**Nutritional Information**

**Item Ingredients**



**WIC ALLOWED** 

You may purchase this item using your current WIC benefits.

**Back**

**Exit**




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**PEDIASURE VAN RTU 8OZ**

**Item Image**



**View Item Image**

**Nutritional Information**

**Item Ingredients**



**NOT ALLOWED** 

Sorry, this item may not be purchased using your current WIC benefits.

**Back**

**Exit**




## Novo Dia Group

- Specializes in solution specific products that provide documented ROI using the best suited technologies for current and future environment.
- **Mobile Market +**
  - The Mobile Market+ solution enables farmers markets to accept EBT cards
    - Enables participating vendors to accept several types of benefits cards, including SNAP, **(WIC)**, WIC EBT Cash Value Benefits, FMNP, and Summer EBT for Children (SEBTC)
  - 325 iPod touch devices with Mobile Market+ POS App were deployed at 26 farmer's markets in Michigan
  - Vendors can process debit and credit card transactions with the same device, providing even more sales opportunities with no extra hardware investment
  - Customers swipe their benefit cards, enter their personal pin codes, and are able to view the card balance and all approved items purchased directly on the screen

## Novo Dia Group

- The customer has the option of receiving the receipt by email, in a text message or an optional printed receipt.
- Market managers and vendors can access transaction reports directly from the iPod touch or through an internet portal.
- The Mobile Market+ solution is specifically developed for places with no access to phone lines, networks or electricity. The handheld device is battery operated and communicates wirelessly via Wi-Fi or the cellular network.
- Approved vendors can download the app directly from the App Store.

## WICHealth.org (on-line Nutrition Education)

- The wichealth.org website serves as an option for the second nutrition education contact in the certification period for a WIC client
- Allows clients to complete their nutrition education requirement whenever they want, anywhere they have Internet access
- Upon completion of an online learning module, clients can either print a certificate of completion to take to their next clinic visit, or have their certificate electronically submitted to their WIC office documenting fulfillment of their second nutrition education requirement.

## WICHealth.org

- Modules are designed for low-risk WIC clients with infants and children age newborn to five years. Some modules are available in Spanish and new modules are continually being added
- The wichealthstats.org website provides analyses and current statistical data for all states participating in wichealth.org.
  - Online specific state and agency statistics available with membership; evaluation reports available to public

FAQ and further explanation of program:

[http://learning.mihealth.org/mediasite/wichealth\\_resources/faq.pdf](http://learning.mihealth.org/mediasite/wichealth_resources/faq.pdf)

## Oregon's Automated Notification System for WIC Reminders (ANSWR)

- In 2010 the Oregon State WIC Program rolled out its Automated Notification System for WIC Reminders (ANSWR) to replace the state's autodialer system. ANSWR eliminates the need for local agencies to maintain special equipment or phone lines at their clinics and local agency staff no longer need to perform manual autodialer data extracts.
- Service is provided by US Netcom
- Offers voice, text message, and email appointment reminders in eight languages:
  - English, Russian, Chinese, Burmese, Spanish, Vietnamese, Somali, Arabic
- Early Results:
  - 50+ staff hours saved every month
  - No decrease in show rates during transition
  - 2% increase in statewide show rate 3 months after text message roll-out
  - ANSWR makes an average of 2000 calls per night

## Using Text Messaging to Support Breastfeeding in WIC

- American Red Cross WIC office in San Diego, California and Shasta County WIC office in Redding ,California began using text messaging within their Breastfeeding Peer Counselor (PC) programs.
- WIC offices used their federal grant funding to purchase mobile phones for their Peer counselors (PCs)
- Text messaging is used as a complementary communication method only after first establishing face-to-face or phone contact.
- Examples of message types include:
  - Prenatal contacts that involve inviting the mother to classes or scheduling/confirming appointments
  - Sharing tips about baby's development and checking in during pregnancy to help build rapport
  - Receiving texts from mother while she is in the hospital to learn about baby's arrival
  - Asking and answering simple breastfeeding questions or scheduling calls to follow-up on more complicated breastfeeding issues
  - Checking in on postpartum status and sending encourage messages
- Text messaging has grown from 7% of their non face-to-face contacts (phone, email or text) in July 2011, to almost 25% as of February 2012.

## PA Online Vendor Application (WIC Vendor Assistant)

- Online Vendor Application process
  - <https://wic.health.state.pa.us/vendorassistant/NonSecured/OVAStoreIdentifications.aspx>
  - Implemented in early 2010
  - Used by new stores to apply and for the reauthorization of already authorized stores
  - "Vendors may not accept WIC checks until all application requirements are met, including:
    - completing an application and submitting any required supporting documentation
    - passing an authorization review
    - completing a training program
    - receiving an authorization letter from the Pennsylvania WIC Program
      - Submission of false information will result in denial of application
- Application Materials:
  - PA WIC Retail Store Application
  - PA WIC Retail Store Handbook
  - PA WIC Food List
  - PA WIC Maximum Allowable Prices
  - Licensed Infant Formula Sellers
- Determination Period:
  - Applications are reviewed within 90 days of receipt of complete applications. If the application is not complete, a notice of incomplete items will be sent and the application will not be processed further.

## WY WIC Food Package Access

- Food package pamphlet has a barcode that can be scanned with a smart phone app
- Barcode takes user to the WY WIC website where a quick link provides the WY food package
- Once accessed it can be added to the smart phone favorites for future access
- Developed in-house by WY WIC staff

This food list can be viewed from a Smartphone or computer. Go to the following website address:

<http://www.health.wyo.gov/familyhealth/wic/FoodList.html>

OR

If you have downloaded a Bar Code Scanner/QR Code Scanning App on your Smartphone, scan below to view this food list.



## WIC Participant Online Technology Survey Report

- Enhancing WIC Services through Electronic Technologies Project, funded by USDA FNS WR WIC, administered by the Inter-Tribal Council of Arizona (ITCA), was managed by Barbara Longo and Claudia Desmangles (California WIC Program) in coordination with an advisory group representing WIC programs throughout the Western Region.
- Sample findings from the surveys
  - 92% of respondents own a cell phone, of these 58% own a Smartphone
  - 54% have an unlimited data plan on their phone, 78% have an unlimited text messaging plan
  - 93% who own a cell phone use it to send and receive text messages
- Links to the Report and Appendices
  - [Western Region WIC Participant Survey & Focus Groups Report](#)
  - [Appendix A-WIC Participant Online Technology Survey Report](#)
  - [Appendix B-WIC Participant Focus Groups Report](#)
  - [Appendix C-WIC Eligible Focus Group Report](#)
  - [Appendix D-State Level Reports for the WIC Participant Online Technology Survey](#)

# WIC Participant Online Technology Survey Report

- Technology and Percentage of Online Survey Respondents that Ranked this Technology as Very Useful (n=8,144)

Technology	Percentage Ranked as "Very Useful"
WIC EBT Card Balance	82%
Online WIC authorized food shopping guide	73%
UPC scanning app to check if food is authorized	71%
Appointment reminders via text message	67%
Online recipes and cooking demos	63%
Online authorized store locator	62%
Nutrition education via email or text	59%
Appointment reminders via email	57%

## WIC Participant Online Technology Survey Report

- Online Survey Respondents' Type of Cell Phone Owned (Weight-Adjusted Frequencies and Percentages,  $N=7518$ )

Type of Cell Phone	Frequency	Percent (%)
Android phone (HTC Evo, Motorola Droid, Samsung Galaxy, (etc)	2702	36
Basic cell phone without an internet or data plan	2016	27
iPhone	1111	15
Other type of cell phone	1187	16
Blackberry or Microsoft Windows Phone	486	6

# WIC Participant Online Technology Survey Report

- Online Survey Respondents' Type of Device Used for Various Technology Tasks (Weight-Adjusted Percentages, N=8144)

Task	Cell Phone	Computer, Laptop, or Tablet	None
	%	%	%
<b>Send/receive email messages</b>	<b>53</b>	<b>66</b>	<b>7</b>
Watch videos	31	60	22
Take photos	80	17	11
Send a photo or video to someone	69	43	11
Post a photo or video online	44	49	24
Play games	42	40	31
Download applications or apps	47	29	31
Participate in a video call or video chat	15	32	53
<b>Locate a store, business, restaurant, or residence</b>	<b>54</b>	<b>59</b>	<b>12</b>
<b>Schedule or cancel an appointment</b>	<b>58</b>	<b>29</b>	<b>24</b>
Scan a QR code to get more information	18	8	70

# “Techie” next steps for WIC

- Use research and participant feedback to help determine and develop effective and efficient ways to use existing and new technologies
- SAs need to share new technology methods with other SAs and Regional POCs so we can spread the good things that are happening, especially with the use of technology
- Benchmarking is great. If some other SA has done it; get it, tweak it, and use it



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