

# Olmsted County WIC

## Where We Are And Where We Are Going

October 2022



*Building the foundation of a vibrant community*

# WIC Program

- Provides supplemental nutritious foods.
- Provides information on healthy eating and breastfeeding.
- Provides screenings and referrals to health care and other social services.

*"I appreciate all their help, feedback, and quick assistance. My questions are always answered, and they are always willing to give tricks/ideas if I need them. My family is very thankful for the WIC Staff and the Assistance it provides us."* WIC client





## WIC Works – Healthier Children

- ❑ WIC plays an important role in a mother's decision to initiate and continue breastfeeding.
- ❑ Infants and children who participate in WIC are linked to the health care system and are much more likely to receive preventive care and immunizations.
- ❑ WIC improves infant feeding practices and the quality of children's diet.
- ❑ WIC participation is associated with improved diets, including increased iron density, fewer added sugars and a greater variety of foods.



## WIC Works – Healthier Babies

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- ❑ Fewer premature births and infant deaths
- ❑ Reduced rates of low birth weight
- ❑ Greater likelihood of receiving prenatal care

# WIC Dashboard

- Caseload
- Breastfeeding

Women, Infants & Children



# Breastfeeding Peer Counselor Program

- Peer counselors serve as role models for breastfeeding, providing mother-to-mother encouragement and support.
- Recruited from the communities they serve and often speak the same language.
- Trained to provide basic breastfeeding education and support

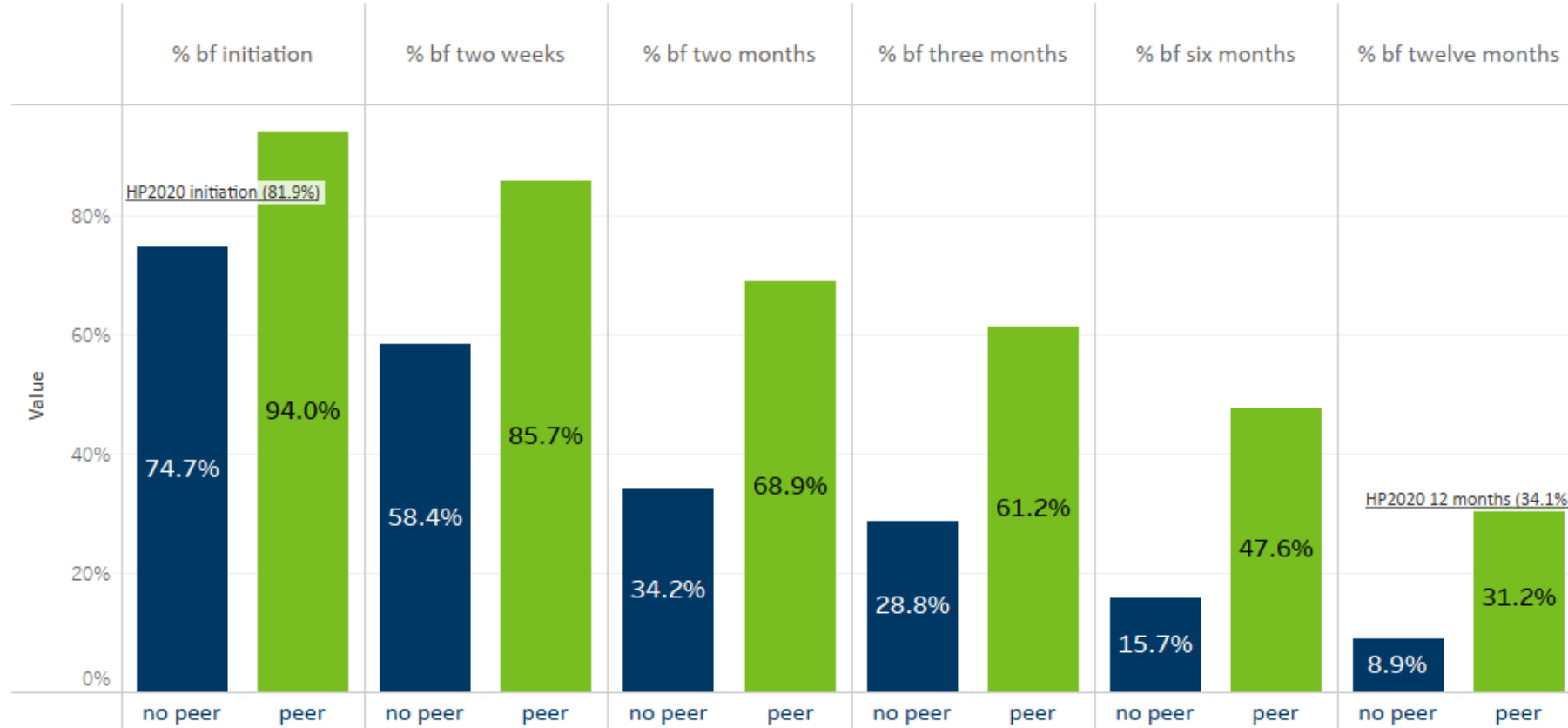
*"Moms need to be uplifting moms, and I feel that is exactly what we strive to do here with our program."* Liz, Breastfeeding peer Counselor

*"...there are days you need to talk with someone, you need encouragement - we don't know everything!"* WIC client



# Breastfeeding initiation and duration

## Olmsted Peer Program 2019



2019 Data

# Current Services

- WIC Waivers
  - Tied to Public Health Emergency Declaration
  - Current end date mid-January
- Hybrid clinic
  - WIC clinic is open for in-person appointments
  - Continue with option for virtual appointments

*"Thank you for your service, knowledge, sharing of resources, open mindedness, willingness to adapt during the pandemic so things stayed operational for families, for listening with compassion and great phone calls!!!!" WIC client*





# Meeting client needs

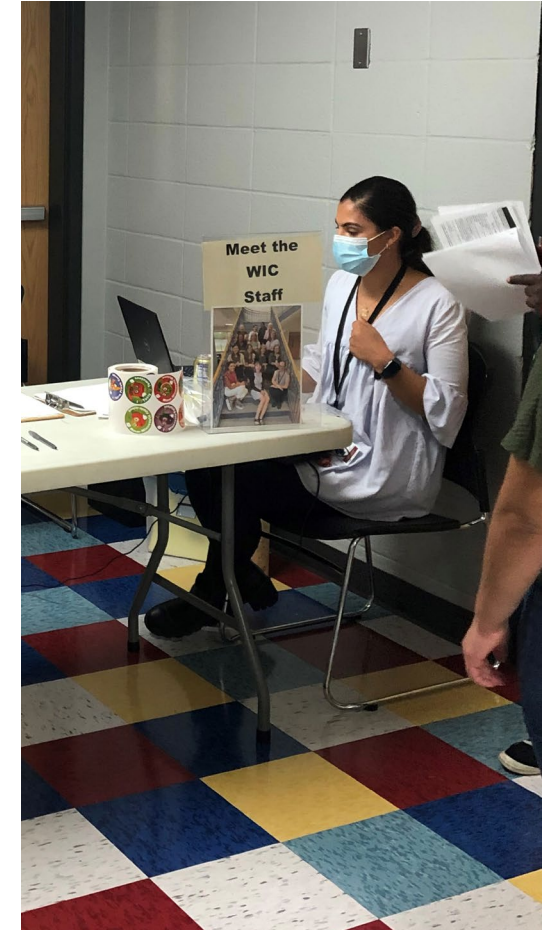
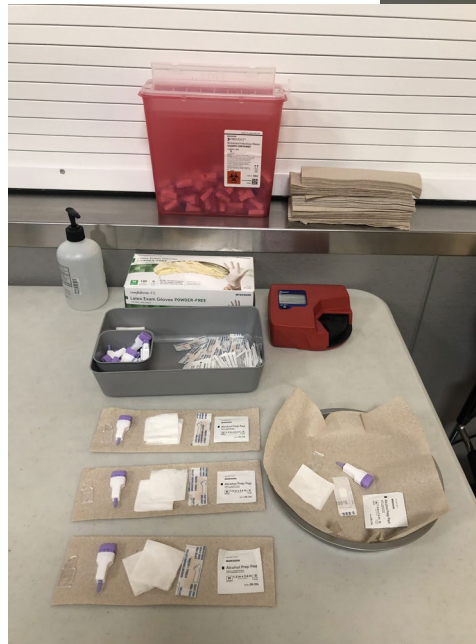
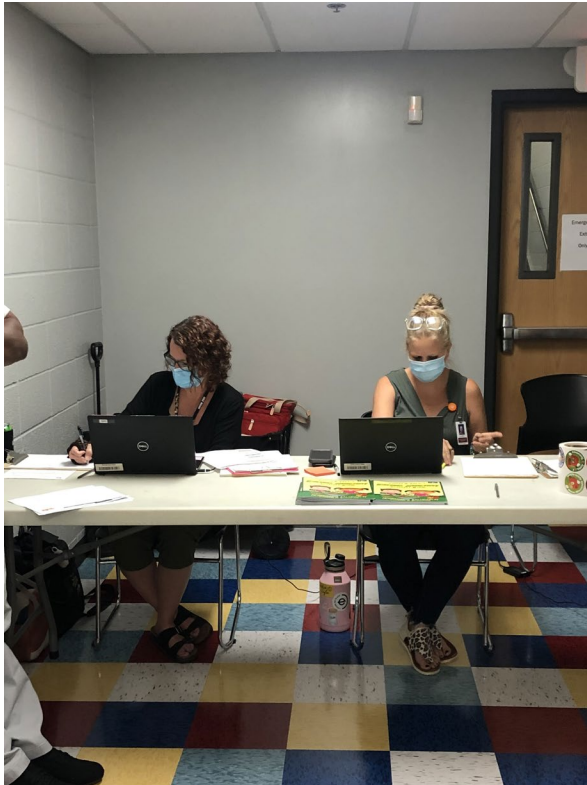
- Extended Hours and lunch hour appointments
- Peer hours 24/7
- Online application
- Pop-Up Clinic

*"Every visit, every call, with WIC staff is always filled with helpful information regarding nutrition and my child's health. Amazing staff who are always so very kind!"* WIC client



# Pop-Up WIC Clinic

- Mobile WIC Services
- Head Start Orientation 2022



# WIC Benefit Impacts in 2022

- Fruit and Vegetable Benefit Increase
  - Part of WIC Benefit Flexibility During COVID-19 Act
  - Currently ends September 30, 2022
- Formula Recall and Shortage
  - Recall Feb. 18, 2022
  - Client concerns and hesitancy
  - MDH WIC expanded types and sizes of formula for WIC
  - Some medical formula availability continues to be a concern



# What's Next for WIC

- "WIC your Way"
- Expand WIC Pop-up Clinic



An infographic titled "WIC YOUR WAY" with a light blue background and various food illustrations. The title is in large, bold, dark teal letters. Below it, a light blue box contains the text: "You now have three ways to get your benefits. Choose the best option for you!". Three numbered steps are listed in the center, each preceded by a teal circle with a white number. The steps are: 1. Schedule an office appointment. Come to the WIC office for measurements and to complete your appointment in-person. 2. Schedule a virtual appointment by phone or video. Two weeks before your appointment, drop-in when the WIC office is open for measurements. 3. Schedule a virtual appointment. Provide recent measurements from child's doctor to WIC staff before your scheduled appointment. At the bottom, it says "Questions? Call or text WIC at (507) 328-7555". Below that is the Minnesota WIC logo, which includes the word "MINNESOTA" in small letters above a stylized "WIC" where the letters are colored like a rainbow. Underneath the logo is the text "Women, Infants &amp; Children Nutrition Program". At the very bottom, it says "This institution is an equal opportunity provider." The infographic is decorated with illustrations of various foods: a slice of pizza, a pile of orange chips, a half of an avocado, a purple eggplant, a red tomato, a yellow banana, a carton of milk labeled "MILK", an orange, and a head of green lettuce.

# What's on the horizon

- State
  - New Data System in 2023
  - Grant to pilot online WIC shopping
- National Proposals
  - WIC to Six, Extend postpartum eligibility
  - Transparency in Infant Formula bidding process/Ensure program can swiftly respond to product recalls and supply disruptions
  - Modernization and Flexibility in WIC services
  - Permanent increase in fruit and vegetable benefits
  - Increased funding for breastfeeding supplies and support





*"We have participated in this program with both kids. In the spring, we will age out and it will be sad. This program has helped us immensely stay on our tight budget as we have one child with medical needs. We are forever grateful for this program and all it does for the community."* WIC client



It's all about the families and meeting their needs.

