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Massachusetts Department of Public Health

MASSACHUSETTS WIC NUTRITION PROGRAM UPDATE

September 17, 2020

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What Does WIC Offer Families?

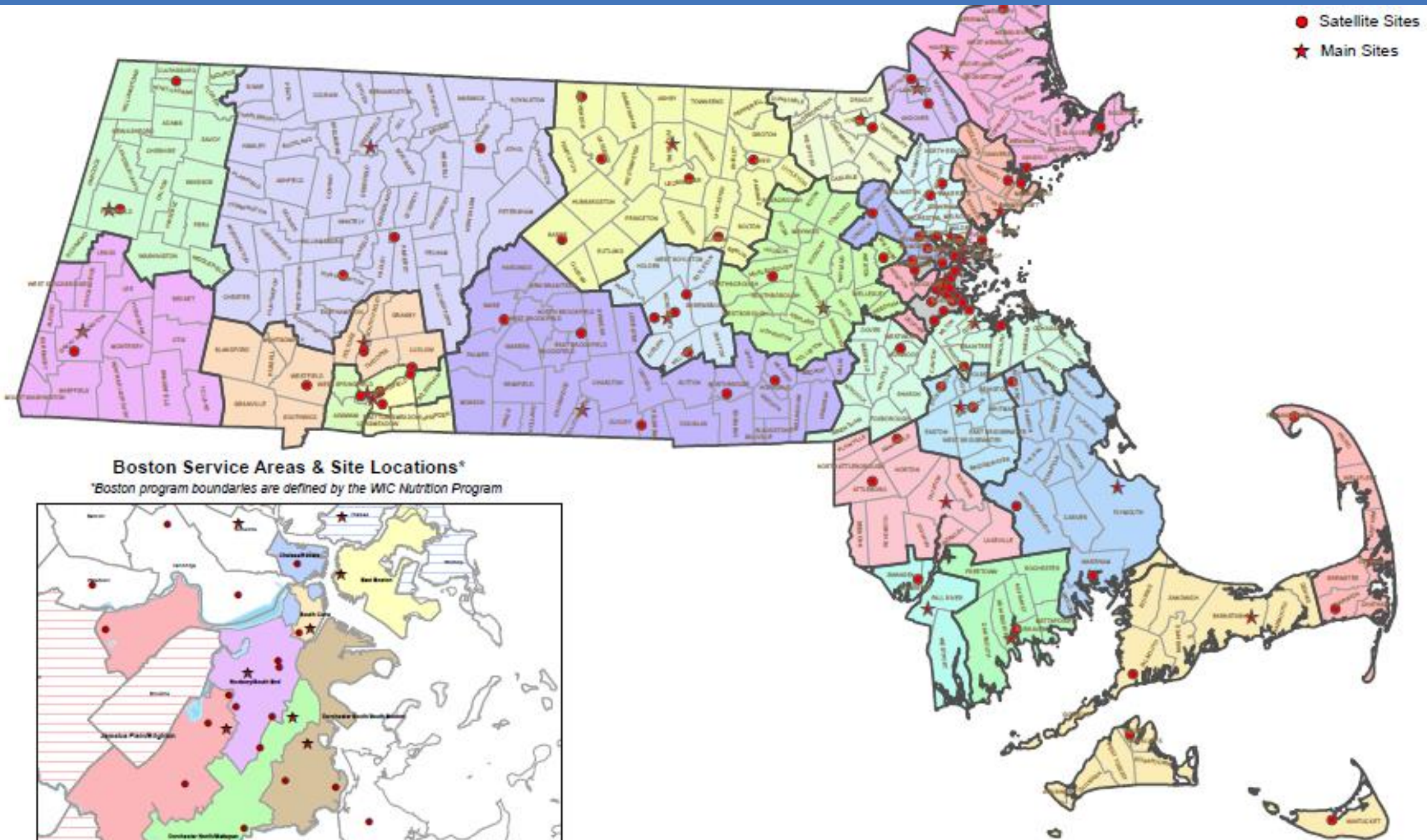
- Nutrition and health **screening** and **assessment**
- **Nutrition and breastfeeding education and counseling**, including breastfeeding peer counseling
- **Referrals** to related health and social services
- **Monthly benefits** to purchase specific nutrient-dense foods (\$50 - \$80 per month per participant)
- Checks to spend at **farmers' markets**



WIC Reach

- Nationally, approximately 6.3 million women, infants and children receive WIC services each month
- Approximately half of all babies born in the US participate in WIC during the first year of life; about 43% of babies born in Massachusetts accessed the program in 2018
- In FY20, nearly 185,000 unique individuals accessed WIC in MA
- 31 local programs operate over 114 sites statewide

WIC Clinic Locations



What Happens at a WIC Certification Appointment?

- Eligibility Determination
- Food Security Screening
- Weight and Height Evaluation
- Blood Test for Iron (Hgb/Hct)
- Immunization Screening
- Health Screening
- Nutrition/Breastfeeding Assessment and Counseling
- Explanation and Issuance of Benefits
- Referrals

WIC Food Benefits

**Shopping with WIC
saves you money!**

Foods for Pregnant Women

Average value \$66 per month



Fruits and vegetables
Fresh, frozen and/or canned



Whole grain options
Whole grain breads
Corn/whole wheat tortillas
Brown rice
Whole grain pasta
Oatmeal



Dairy options
Milk
Yogurt
Cheese



Protein options
Canned beans
Dry beans
Peanut butter



1-800-WIC-1007

This institution is an equal opportunity provider.

**GOOD FOOD and
A WHOLE LOT MORE!**

www.mass.gov/wic

Form # 345

MASSACHUSETTS WIC APPROVED FOOD GUIDE



WIC

**GOOD FOOD and
A WHOLE LOT MORE!**

July 2019

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For Fully Breastfeeding Moms and Babies Only
(Infant Meats, Canned Fish)

WIC Technology



GOOD FOOD *and*
A WHOLE LOT MORE!



COVID-19 Waivers Granted by USDA – 3/2020

Physical presence at certification – allows all WIC certification/recertification appointments to be conducted by phone

Remote benefits issuance – allows staff to issue foods to participants' WIC Card accounts remotely

Medical documentation – allows staff to issue special formula to existing participants without renewal documentation and allows staff to collect medical approval from providers by phone

Separation of duties – allows a single staff person to conduct all components of the WIC certification and benefit issuance without requiring reporting or additional quality assurance activities

COVID-19 Waivers Granted by USDA – 3/2020, cont.

Whole grains/whole wheat bread – allows MA WIC to issue loaves of bread larger (20 ounce loaves) than the amount allowed in WIC regulations (16 ounce loaves)

Mandatory minimum requirements – allows MA WIC to relax mandatory minimum requirements at the retailer to deal with potential food shortages; not implementing this as we did not see any single WIC food categories with consistent shortages. We did stop our inventory audits because of social distancing and are instead monitoring redemptions and dealing with individual store issues as they arise

Local agency monitoring – allows MA WIC to conduct all required audits of local programs remotely

Additional MA WIC Flexibilities/Strategies

Expanded WIC food package with changes allowed by current regulations - added additional sizes of eggs to minimize challenges with stocking shortages and additional breakfast cereals and yogurt to maximize options for participants

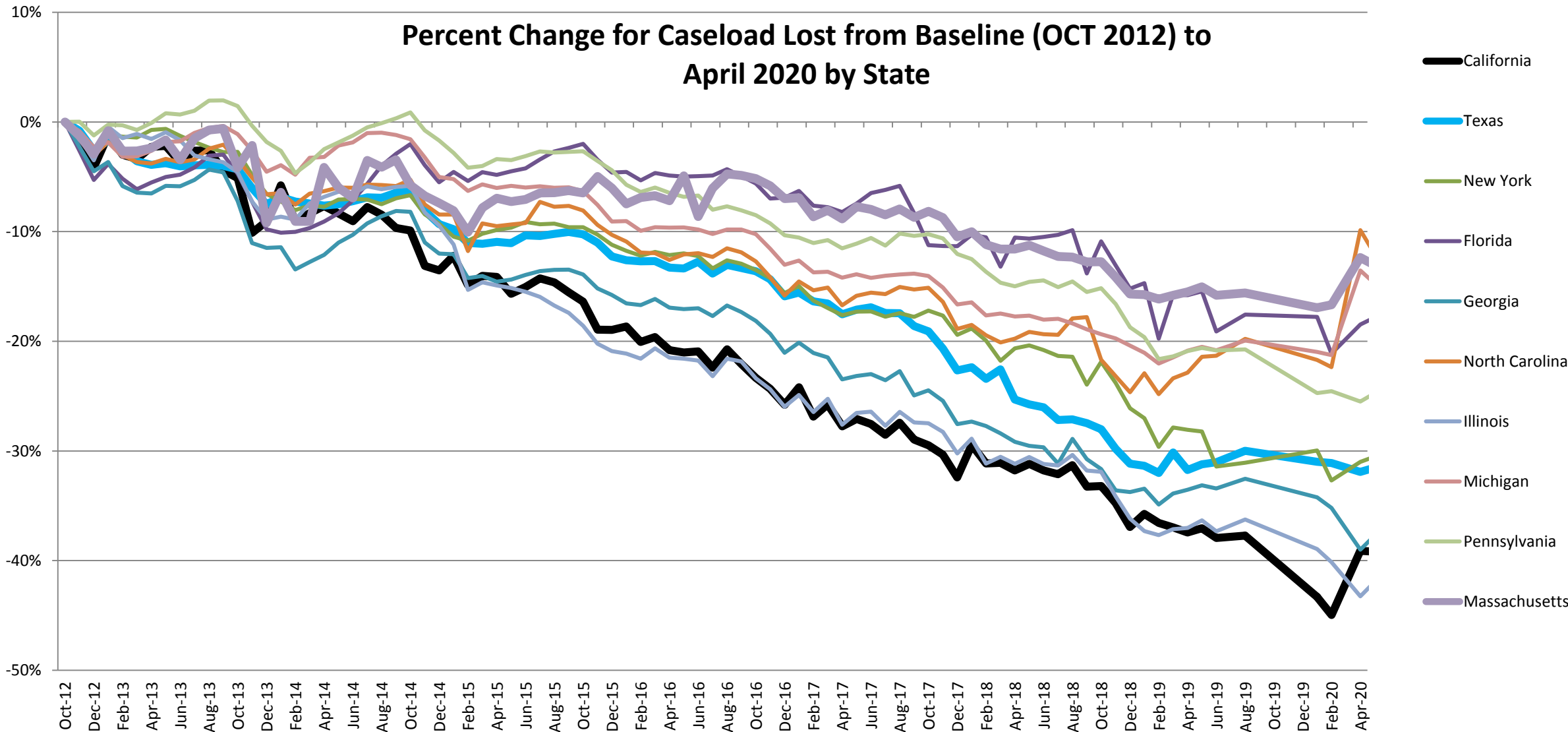
Authorized self-checkout lanes at Walmart, Shaw's, Star Market, and Price Rite

Increased nutrition education material availability on website and WICShopper app

Expansion of WICSmart online education

Update of data sharing agreement with DTA/SNAP

WIC Participation Trends 2012 - 2020



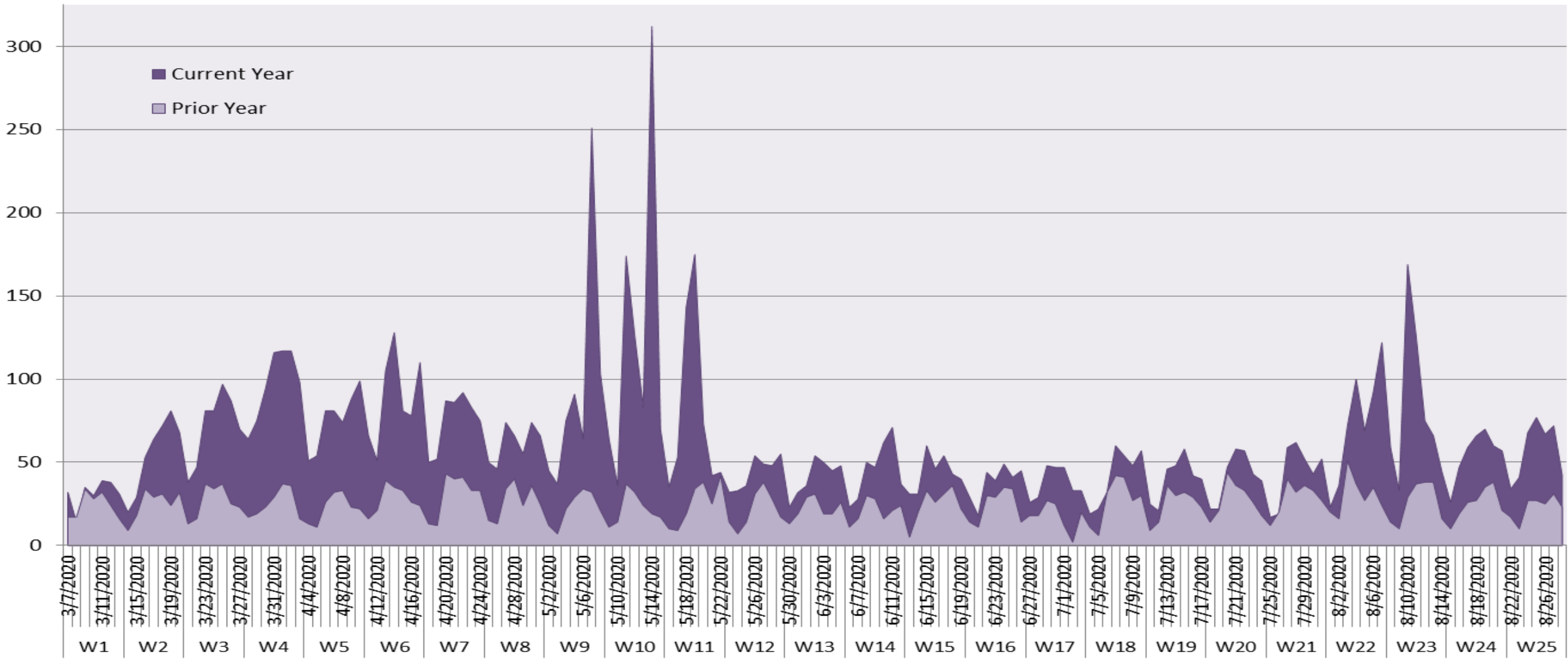
MA WIC Digital Marketing Campaigns



<https://www.youtube.com/watch?v=O4nnmXBu6is>

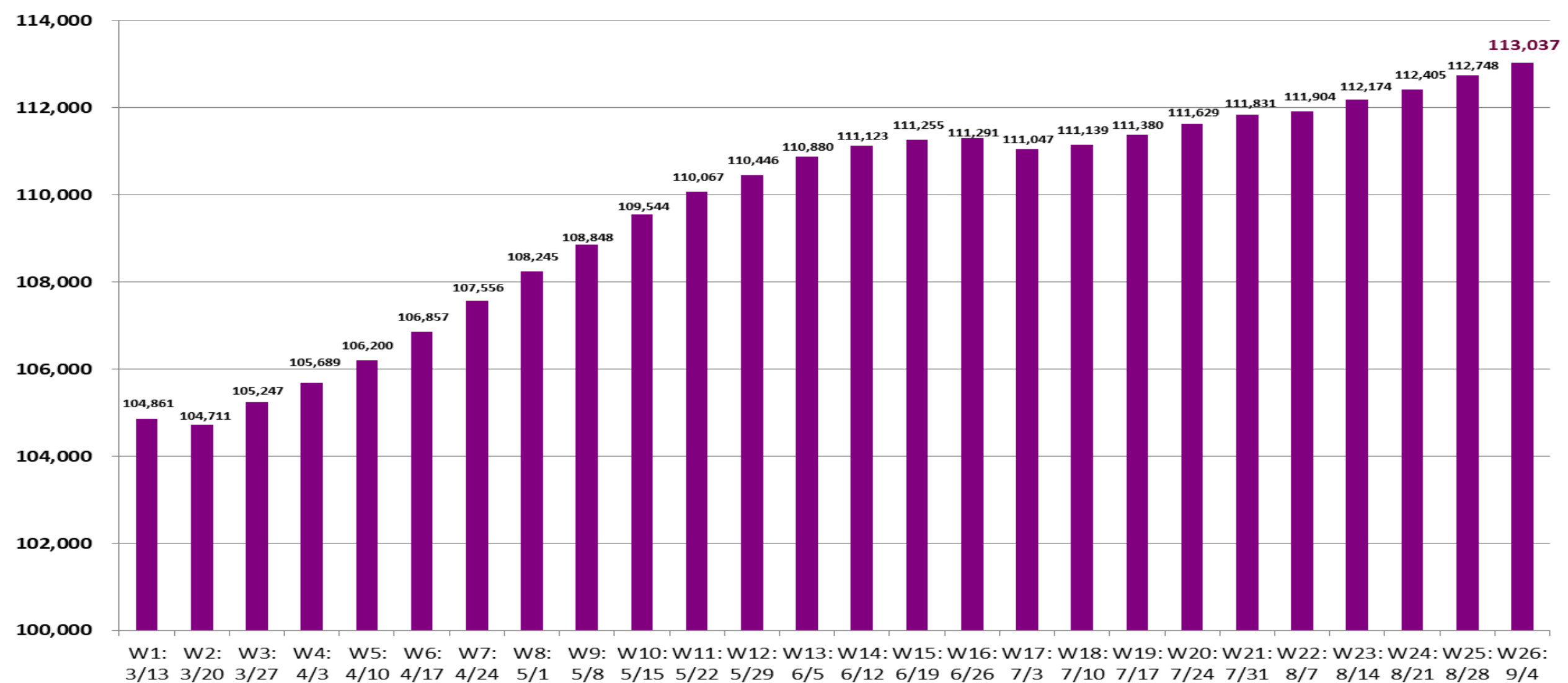


WIC Program Daily Online Applications



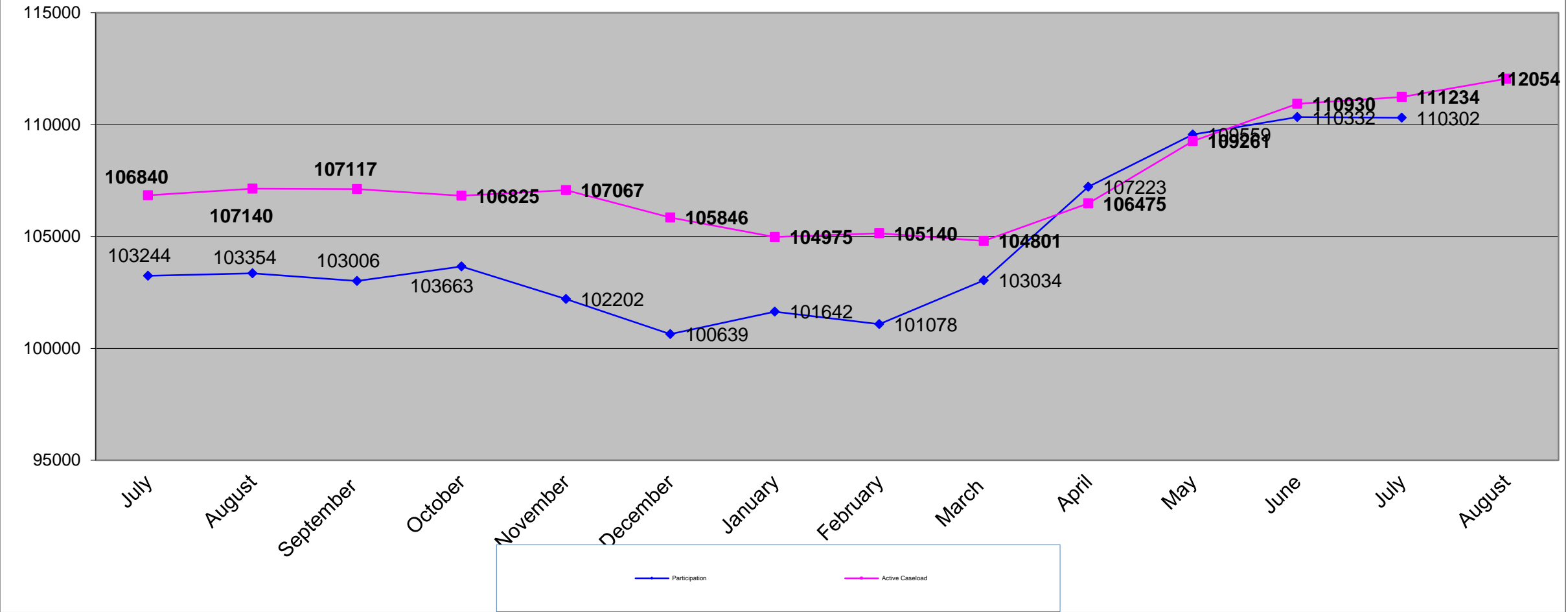
The spikes from 5/7 to 5/20 and 8/7 to 8/11 are due to MassHealth texting campaigns

WIC Program Weekly Caseload



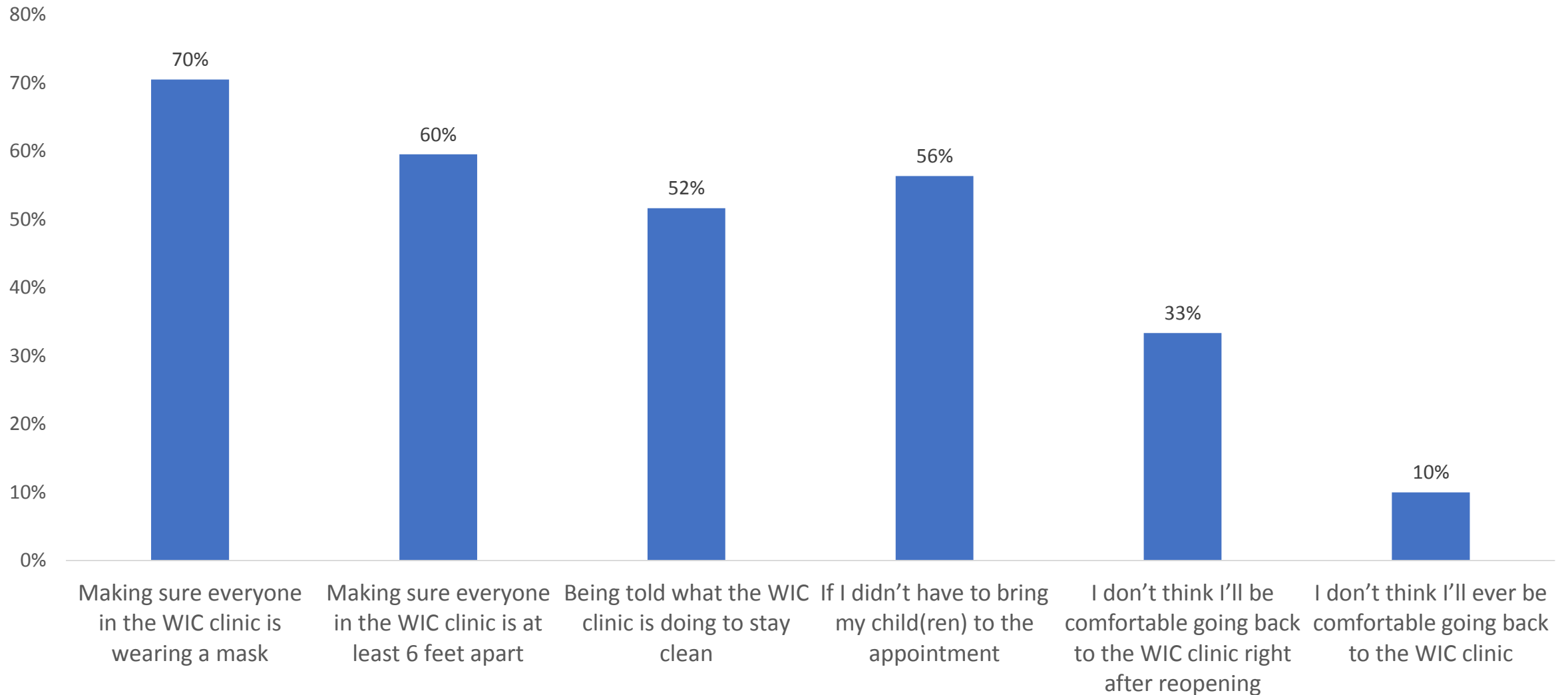
MA WIC Caseload and Participation Trends

Participation & Active Caseload - July 2019 – August 2020



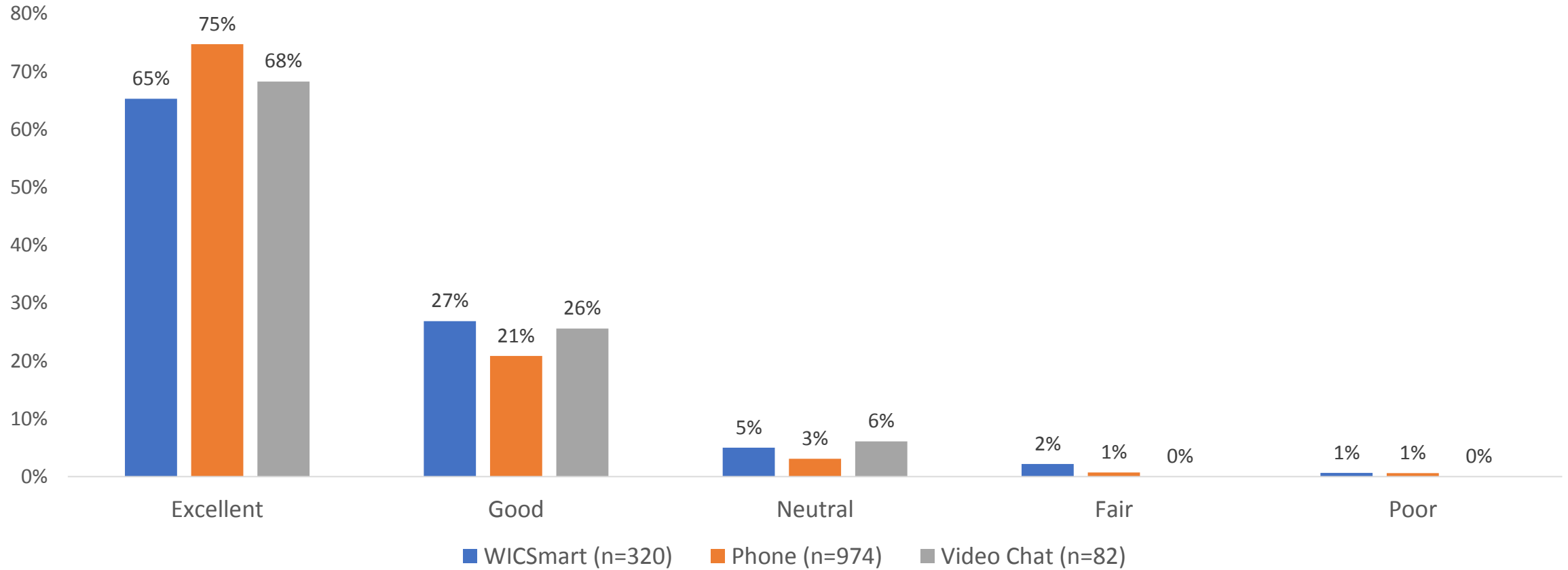
Participant Satisfaction Survey – July 2020

Comfort Returning to WIC Clinics (n=1,131)



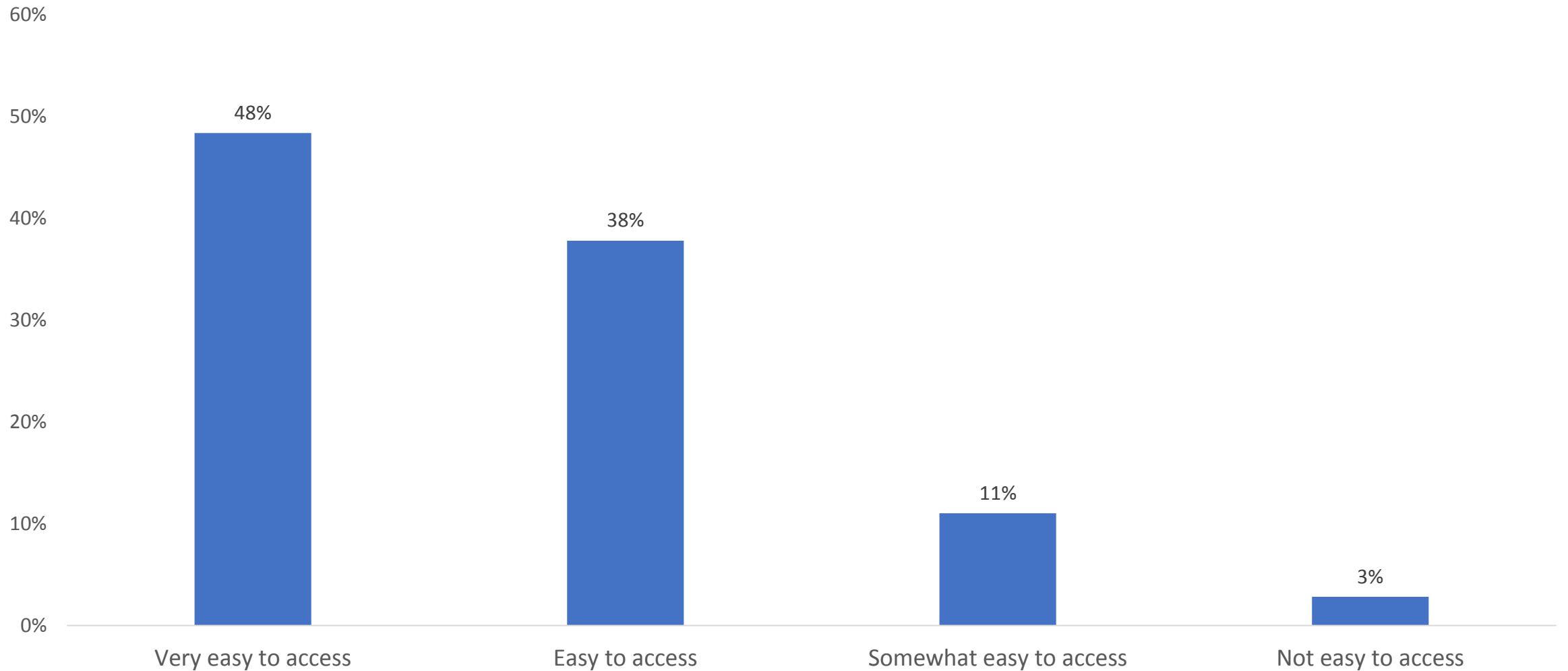
Participant Satisfaction Survey – July 2020

WIC Telehealth Services Experience



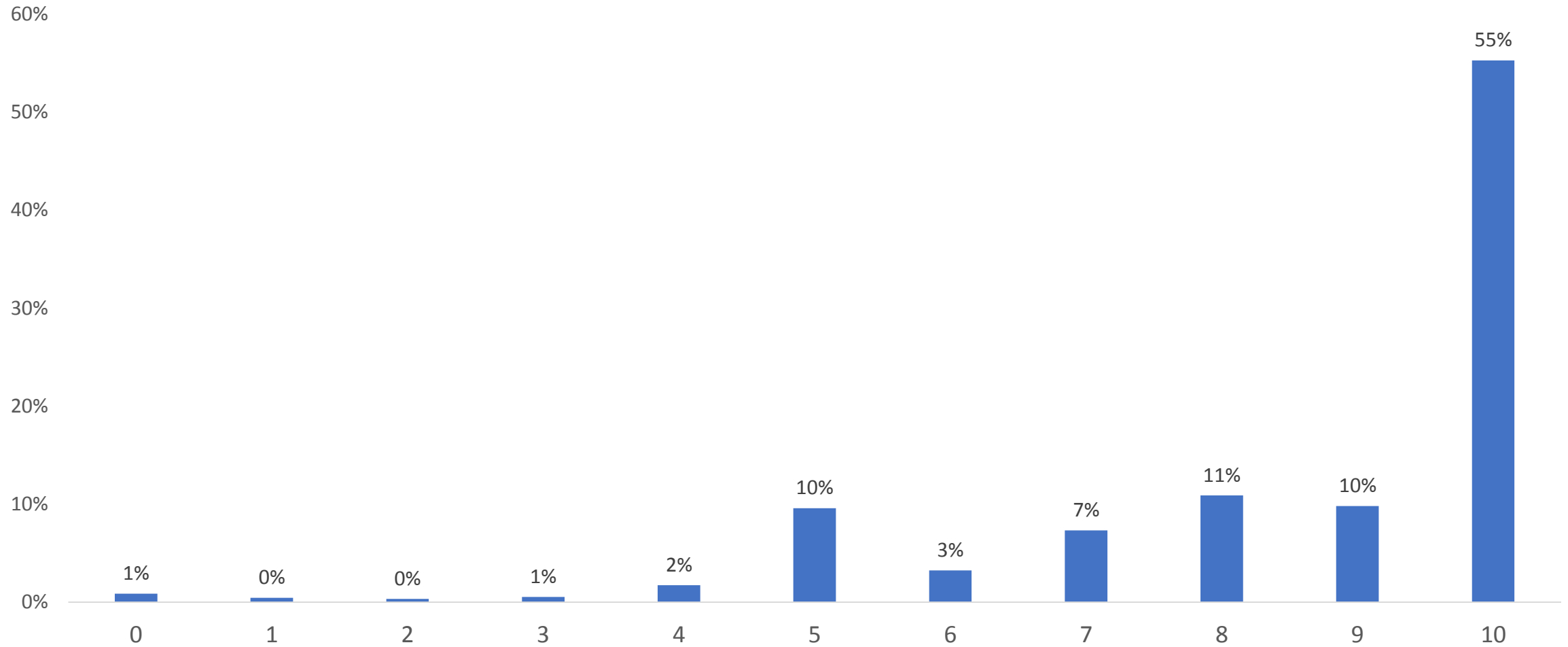
Participant Satisfaction Survey – July 2020

Experience Accessing WIC Services (n=926)



Participant Satisfaction Survey – July 2020

Overall Satisfaction with WIC (n=928)





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Thank You!