DEPARTMENT OF HEALTH

memo

DATE: September 25, 2019

TO: WIC Coordinators

FROM: WIC Nutrition and Clinic Services Unit

SUBJECT: Education Choice – Pilot Preliminary Data and InfoView Reports

This memo is one in a series of memos on Education Choice (EC). It shares preliminary data from pilot agencies, and offers a list of InfoView reports to help guide local agencies (LA) in managing resources, improving retention rates, and ensuring nutrition education documentation takes place. In general, response to Education Choice was positive from pilot agencies and most participants said they would choose the same method again.

Pilot Project

Fillmore, St. Louis and Washington counties collected EC data in spring/summer of 2018 through early 2019. (Other agencies piloted education choice, but did not collect data as part of the project.) The purpose of the pilot was to: 1) learn if WIC participants were open to EC; 2) assess participant satisfaction with EC; 3) evaluate LA experiences, barriers, and successes; and 4) determine how EC might impact drop-off rates. The pilot periods differed among participating LAs based on their readiness for EC and respective eWIC rollout schedule. As part of the project, pilot agencies offered EC at certification to low-risk participants who did not require an in-person follow-up. At subsequent nutrition education visits, WIC staff asked participants previously offered EC if they would choose the same EC method again. Agencies entered data through a Local Use Code in HuBERT. The data collection period ended prior to eWIC rollout.

Preliminary Data

Based on preliminary data, we learned that participants often selected the EC method promoted the most, and they would likely choose the same method at their next visit. For instance, St. Louis County promoted wichealth.org lessons and 90% of participants chose this option. Data shows 100% of respondents stated they would choose the same method again. In Fillmore, more than 80% of participants selected the Phone Call option, and 100% of the respondents stated they would likely choose the same method next time. In Washington, the most popular choice was the Phone Call option (>40%), followed by wichealth.org lessons (>30%) and then in-person visits (>20%); about 90% stated they were *likely* or *somewhat likely* to choose the same EC method again.

One pilot agency shared that nearly 75% of participants who chose a wichealth.org lesson forgot to do the lesson, and staff would then contact participants and complete phone education. Data also indicated that some participants who chose wichealth.org lessons completed more than one lesson while logged in to wichealth.org.

Next Steps
MN WIC plans to track and analyze agency-wide data on retention for those implementing EC. We also plan to use wichealth.org data to learn which lessons are most popular.

To learn more about popular wichealth lessons in your agency…
Log in to **wichealthsupport.org**, go to **Statistics**, select **Stats Completions per Lesson**, and query which lessons are most popular with your participants for a selected time frame.

InfoView Reports
The following InfoView reports can be helpful for LA in planning EC, scheduling appointments, and tracking show-rates. These reports are for agencies using specific appointment types, such as phone education or wichealth lesson, in the HuBERT scheduler.

Name of Report	Summary of Pertinent Information Provided by Report	Ideas for How to Use
Count of Appointment Types	Count of participants by appointment types and clinic	Assess staffing needs based on the number of a certain type of appointment that will occur.
Daily Appointments	List and count of participants with an appointment scheduled by appointment types	Provide list for reminder calls/texts. Identify participants requiring specific language services. Create labels for reminder letters.
Participants by Scheduled Appointment Types	List and count of participants with appointment scheduled by appointment type.	Provide list for reminder calls/texts. Provide list to perform chart audits to ensure education is being documented in notes or in Nutrition Education tab.
Missed Appointments	List of participants who missed an appointment on specified date by clinic	Identify and contact participants to improve retention.

If you have any questions about these reports, contact your State WIC Consultant. You can request assistance with reports using the Local Agency HuBERT Change Request from.