

# Deep Dive Agenda

## USDA's Special Supplemental Nutrition Program for Women, Infants and Children (WIC) & the Breastfeeding Peer Counselor Program

- Program Overview
- Target Population
- Staff Overview
- Funding Overview
- Activities & Services
- CORE Metrics & Performance Indicators
- Equity-Focused Efforts
- CHIP Alignment
- Looking Ahead

# Program Overview: What is WIC?

The Special Supplemental Nutrition Program for Women, Infants, and Children



One-on-One  
Tailored  
Nutrition  
Counseling



Nutritious  
Food



Breastfeeding  
Support



Referrals to  
Health &  
Community  
Services

= Healthy  
Outcomes

# Breastfeeding Peer Counselor Program

ACPH provides program services to Arapahoe and Douglas County WIC clients.

WIC breastfeeding peer counselors:

- Have specialized training to provide personalized breastfeeding support by text, phone, or email.
- Are available after hours, weekends, and holidays – 24/7 support.
- Can connect families with a breastfeeding expert or additional resources if needed.

2024 USDA WIC Premier Breastfeeding Award of Excellence!





# Staff Overview

- 37 Staff with over 500 years of combined experience!
  - 19 of the staff speak another language
  - 29 FTE in WIC and 2.15 FTE in BFPC
  - Other staff/FTE are PH, SNAP or grant funded



# Staff Roles

- WIC Director
- Nutrition Managers
- Special Projects Coordinator
- Administrative Coordinator
- WIC RD Supervisors
- Lead/Senior/WIC Educator
  - All See Caseload and Rotate on Reception
  - Serve other required roles of Breastfeeding Coordinator, Local Area Retail Coordinator, WIC Referral System
- Lead/Breastfeeding Peer Counselors

# Staff Overview: Client Ratios

Staff to Client Ratio	State Recommendation or Best Practice	ACPH Client/Educator* Client/BFPC**	Number of staff needed to meet recommendation
Educator 20.75 FTE	400 – 500 clients/Educator	782	4-10 Educators
Registered Dietitian 5.75 FTE	1500-1800	2136	1 – 2.5 RDs
Breastfeeding Peer Counselor	744-1488	1381	On high end of ratio
*This <u>takes into account</u> reception time of staff needed to answer call center			
**Lead BFPC also assists with administrative duties of the program			

# Funding Overview

- WIC is funded through CDPHE, USDA Federal Pass Thru Dollars; allocation determined by Congress every year
- CDPHE utilizes a funding formula to distribute funds; new with FY25
  - Base Grant 85% of Total: Average Monthly Enrollment by County
  - Cost Adjustment Factors 10% of Total
    - Population Density: 2.5%
    - % Non-English Speaking Clients: 3.5% (in excess of state average)
    - % High Risk Clients: 4% (in excess of state average)
  - Partnership Support 5% of Total
  - Churn Adjustment
- CDPHE did take on Language Line costs starting October 1 this year saving \$60,000+

# Priority Population

- Must meet income eligibility or be adjunctively eligible
  - Medicaid
  - SNAP
  - TANF
- Anyone living in Colorado can go to any WIC clinic of their choosing
- Serve over **12,000** clients per month
- 3 clinics and 2 co-location sites
- 45% of our caseload speaks a language other than English
  - Over 42 languages spoken by our clients



# Program Contract Requirements

- Provide nutrition services to COWIC enrolled participants
- Administer the program in defined service area
- Issue food benefits to eligible, enrolled participants
- Participate in Program Monitoring
- Provide local support for Vendor and Farmer Management
- Follow Standards and Requirements of the Program





# Activities and Services

- Partnerships and collaborations
  - Baby Café USA, Baby & Me Tobacco Free Program Advisory Board, Backpack Society Advisory Board, Children's Hospital of Colorado Dietetic Internship Program, Colorado Breastfeeding Coalition, COWIC Breastfeeding Advisory Committee, Hospital Networking Visits, Mother's Milk Bank, Precious Child, Sheridan Health, Warm Connections
- Community engagement efforts
  - Children's Health Clinic, Grant Writing, Jewish Family Services, NFP Events, Shots for Tots, Village Exchange Center

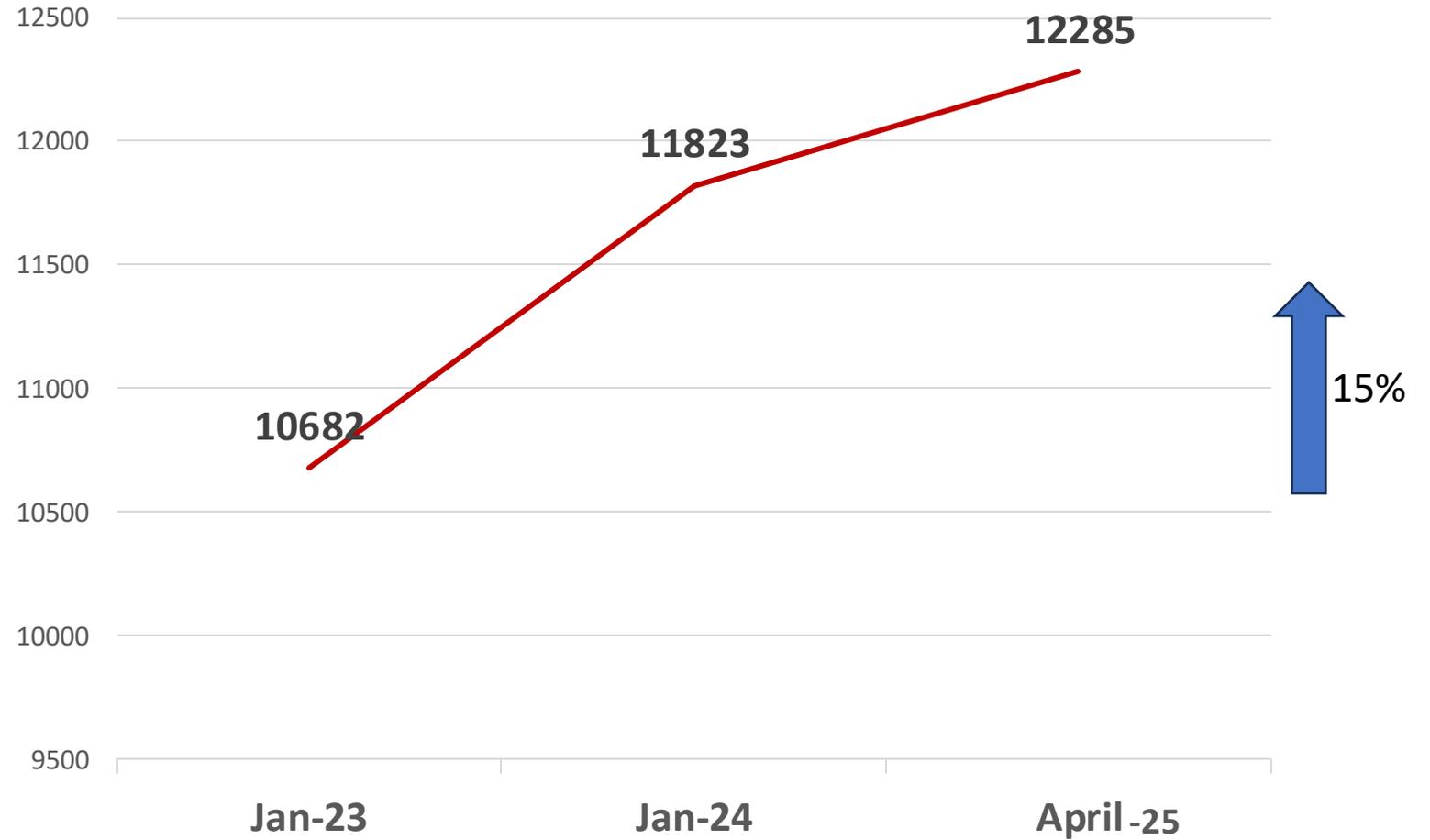


# CORE Metrics & Performance Indicators



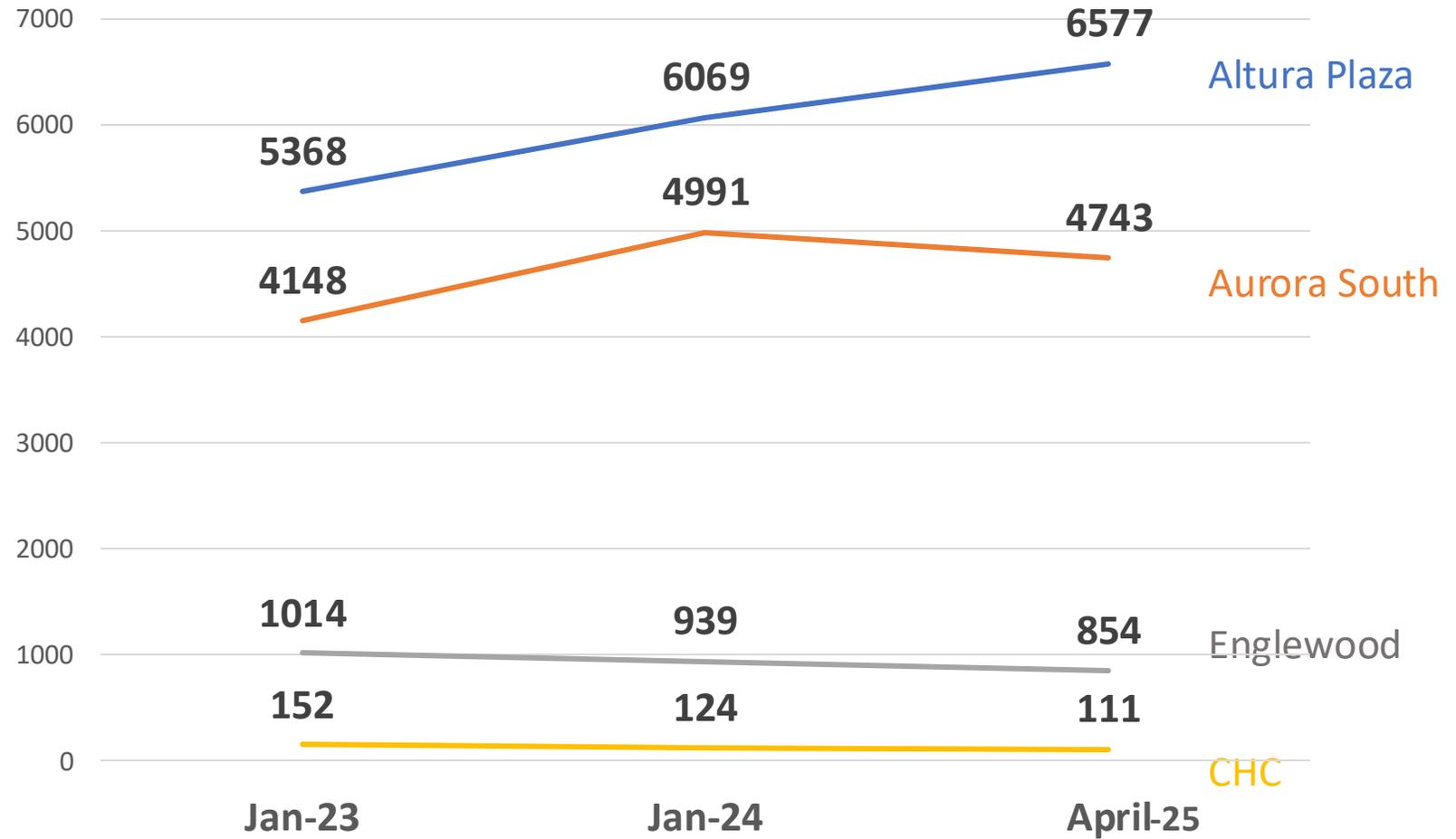


# Enrolled WIC Participants (Caseload)

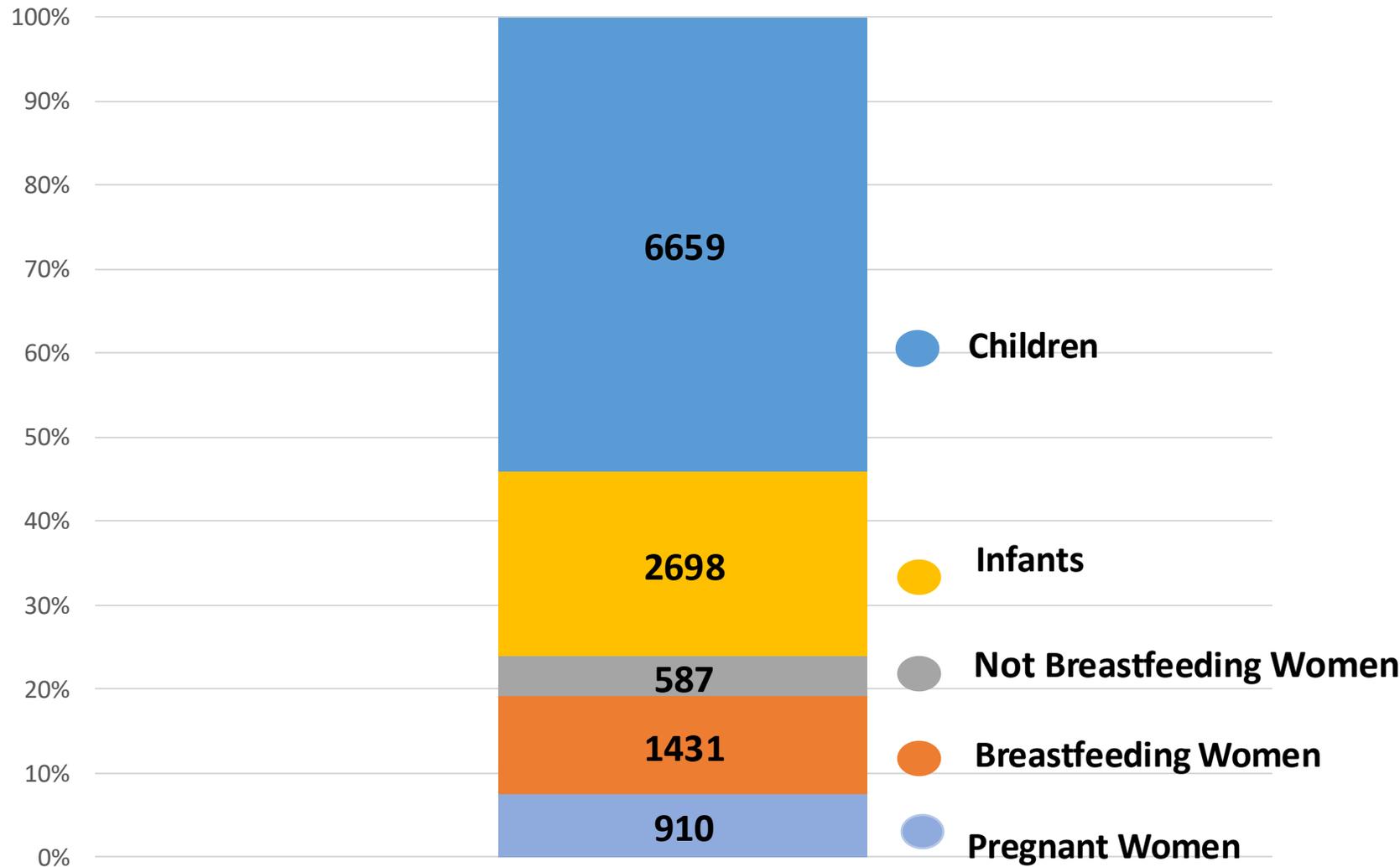




# Enrolled WIC Participants by Clinic



# Categories of Enrolled WIC Participants





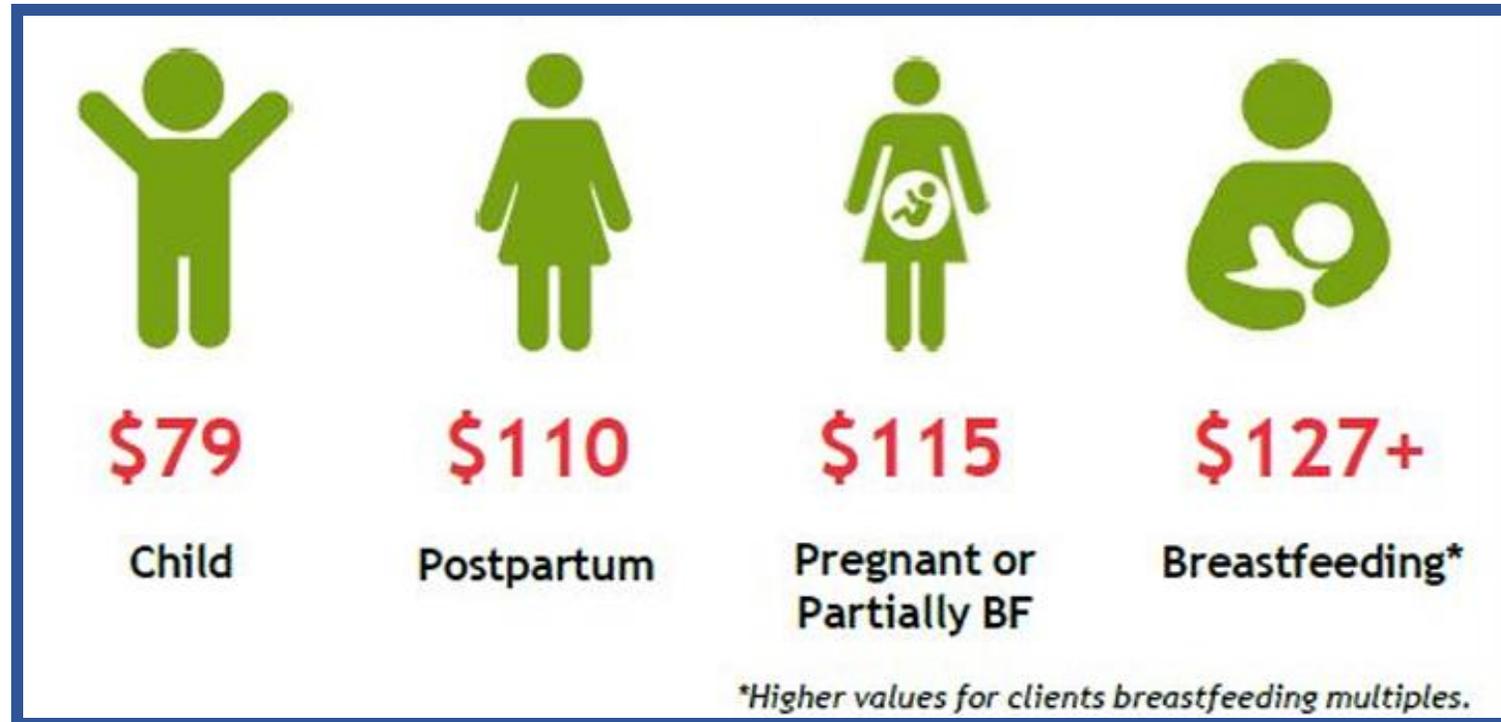
## 2024 Appointments and Calls

- WIC Appointments
  - **68,944** scheduled and **59,426** kept. Show Rate of **86%** (CO WIC Average is 83%)
  - Over **240** kept appointments per day
- Incoming Calls
  - **55,233** calls handled
  - **222** calls handled a day



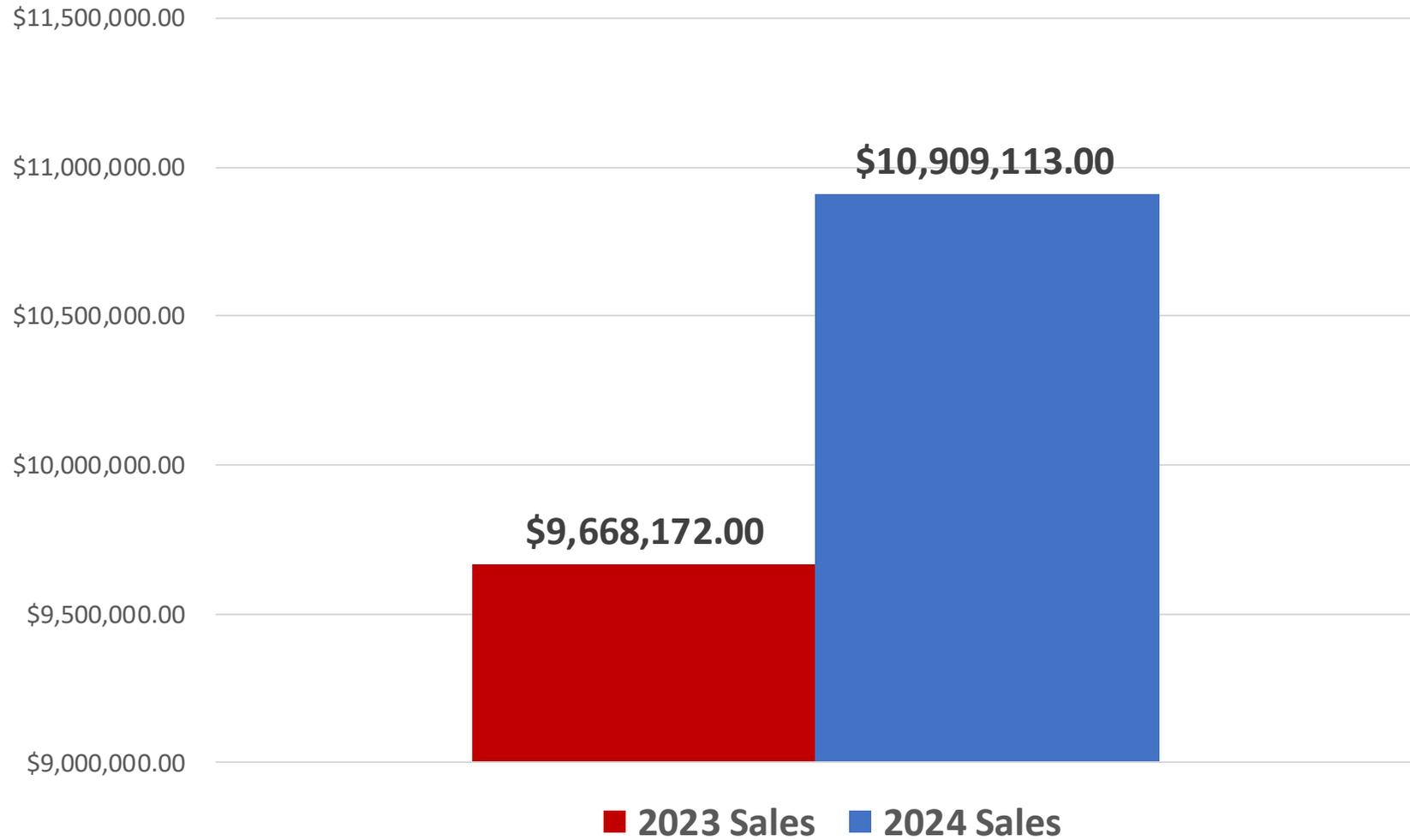
# WIC Food Package Monthly Value

- The average dollar value of a WIC food package varies by participant type.
- Benefits for WIC households add up, for example:
  - Breastfeeding Mom \$127
  - 2 Year old \$79
  - 4 Year old \$79
  - Total \$285/month





# Arapahoe County Authorized Grocery Store Sales



# Breastfeeding Metrics

## Breastfeeding Peer Counselor Program

- 2024 Total Contacts: **11,451**
- 2024 Average Monthly Caseload: **1,385**
  - 2024 Q4 Average: **1,459**

Increase in Initiation and Duration rates!

	2023	2024
Initiation	87%	87.5%
3-month Duration	59%	61.7%
6-month Duration	52%	54.7%
12-month Duration	37%	40%

# Equity Focused Efforts

- Culturally responsive approaches and adaptations
  - Client Newsletters in English and Spanish (high open rate)
  - Pocket Talk
- Addressing barriers to food access and WIC participation
  - In person/phone appointment options
  - Baby Café
  - CHC and VEC co-locations
  - CSA Produce Boxes
  - Grocery Shopping Tours
  - JFS Mobile Food Pantries
  - Regional Breastfeeding Classes
  - SNAP PEAS program
  - WIC Health.org and Classes
- Success stories and lessons learned
  - *"The staff is wonderful. I've gotten a lot of the help I needed regarding that, and having a person who's not pushy, who asks the right questions and offers the right kind of help, has been great."*



# Increasing Access: Cross Departmental Collaborations

- Human Services
  - Family Resource Navigators Referrals
  - SNAP Access
- Immunizations - Shots for Tots
- MOU with Nurse Liaison Program
  - Breast Pumps/Hand Pumps
- Nurse Family Partnership Advisory Board
- Nursing Division/Community Resources
  - RTD Bus Passes
- Sexual Health/NFP/NLP
  - Vitamin Angels





# Looking Ahead

- Continued Innovations and funding opportunities to support staff and capacity
- Grant opportunities to build capacity
- New MIS System – hope to help with efficiencies
- Health First Colorado Lactation Service Benefit – billing for breastfeeding support services

# Questions?

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