



Creating the Wave: WIC Innovations and Streamlining

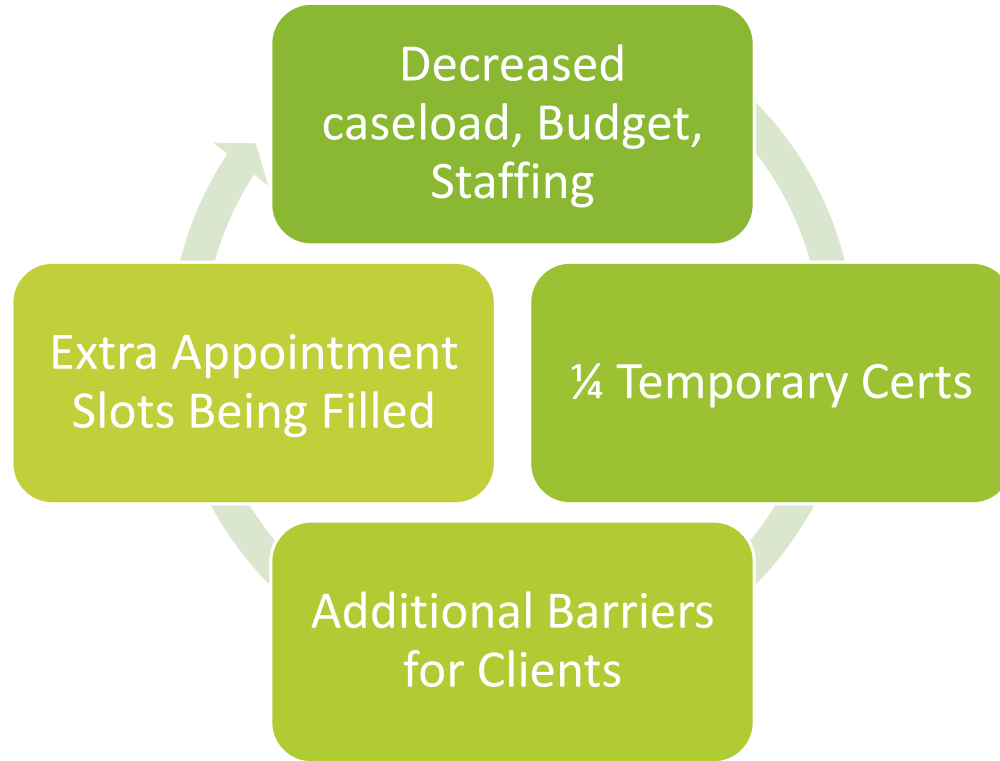
VIEWING DOCUMENTS
ELECTRONICALLY TO STREAMLINE
CERTIFICATIONS



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MCDPH – WIC Overview

- Caseload – 48,000 per month
- Primary urban, Phoenix Metro Area
- 17 clinics across the County
- 110 staff
- Clinic Flow for Certifications
 - WIC Intake Specialists complete demographics and income verification and documentation
 - Nutritionists complete nutrition assessment, education, food package prescription and load eWIC benefits



The Problem

Key Project
Goals

**Utilize technology to
decrease temporary
certifications**

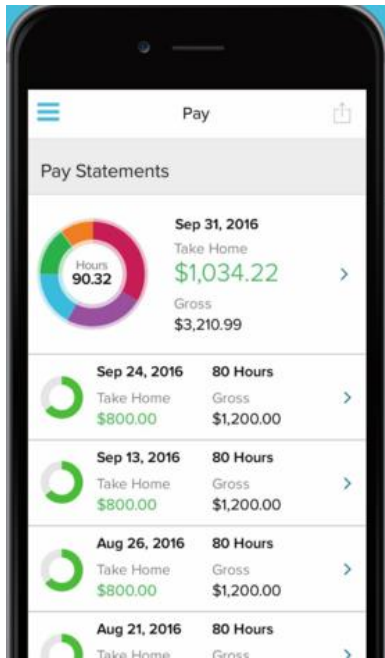
**Reduce barriers to
client participation**



Utilizing Technology
in the Clinic

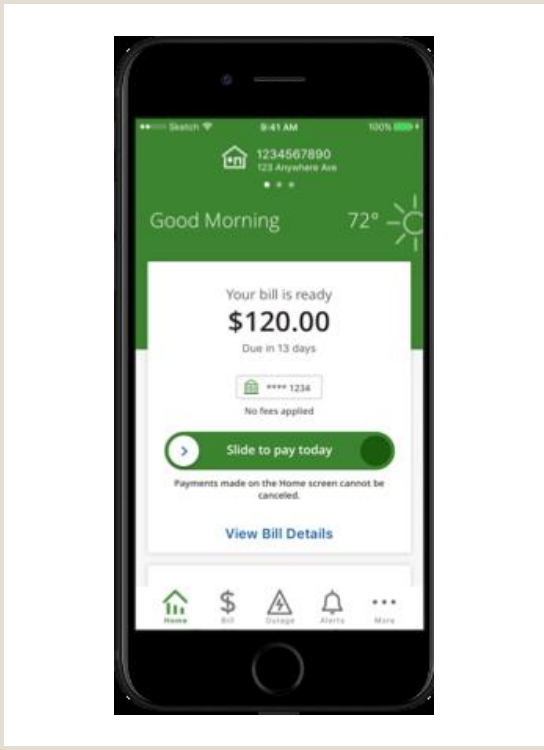
Utilizing Technology
outside the Clinic

Project Strategies



Obtaining Documentation in Clinic

- Policies & procedures updated
- Staff training and input
- Cheat Sheet created



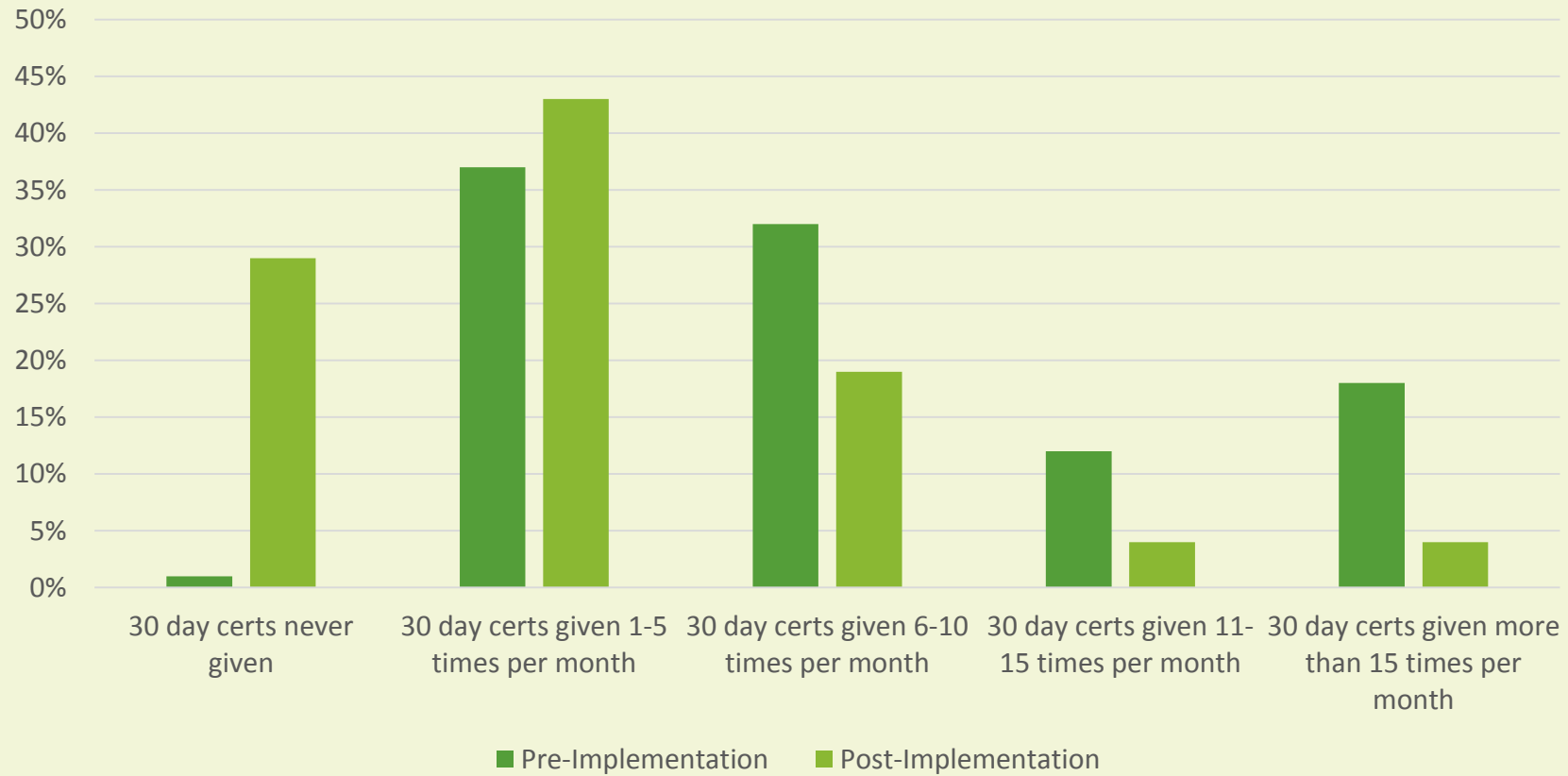


Obtaining Documentation outside of Clinic

- Policies & procedures updated
- Staff training and input
- Establish Clinic Email Addresses
- Quality Improvement Opportunity

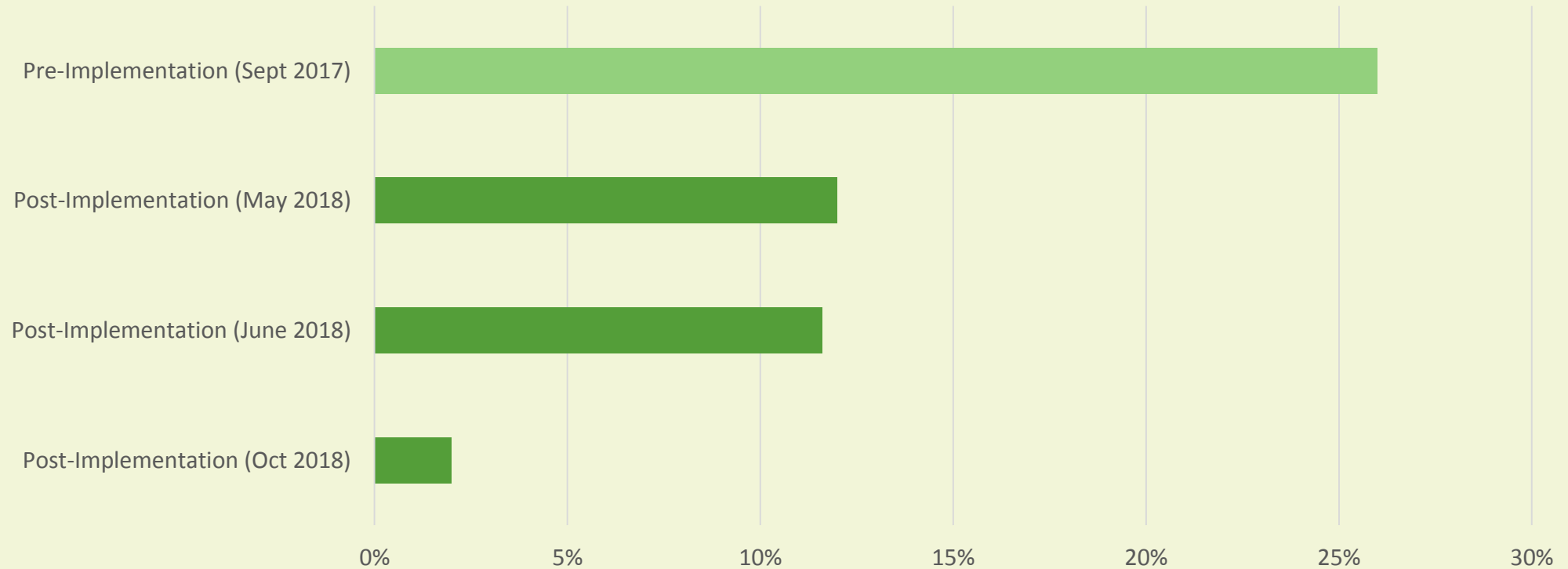
Results

Staff Perception of Utilizing Technology to Reduce 30-day Temporary Certs



Results

Percent of Total Certifications that were 30-day Temporary Certifications due to lack of Documentation

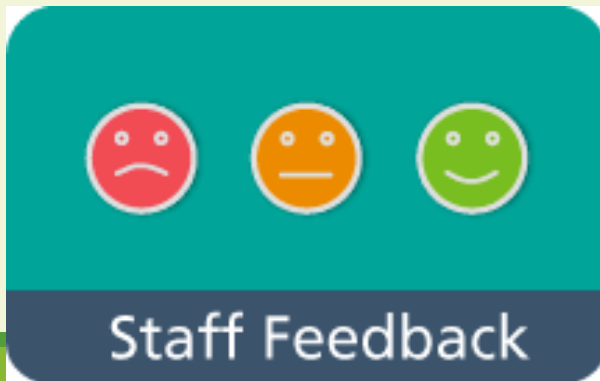


Staff and Client Feedback

*"I feel like we
are cutting
edge"*

*"frees up much
needed
appointment
slots"*

*"It is efficient
and
convenient for
employees
and clients"*



*"It's about
time!"*

Lessons Learned



Use of Client's Phone
Partnerships
Use of email



Use of Computer
Caseload
Use of email

Quality Improvement

The screenshot shows the Maricopa County WIC website. At the top, there is a navigation bar with the Maricopa County logo and menu items: "I Want to...", "Providers", "Schools", "Community", and "Individuals & Families". A search bar is located in the top right. The main content area is titled "Women, Infants & Children (WIC)" and includes a breadcrumb trail: "Public Health > Individuals & Families > Family Health Promotion > Women, Infants & Children (WIC)". The page features a large image of a woman with a baby. Below the image, there are sections for "What Does WIC Provide?" (listing breastfeeding support, healthy foods, nutrition information, and referrals) and "Who is WIC For?" (listing breastfeeding women, children under age 5, infants, postpartum women, and pregnant women). A "Now Offering WIC@Home!" section describes virtual appointments. A sidebar on the left contains navigation links like "Home", "How Do I Apply for WIC?", "Locations", "FAQs", and "En Español". At the bottom of the sidebar, there is a "Submit Documents" button circled in green, along with a Facebook link and a breastfeeding hotline number: "Breastfeeding questions? Call the 24-hour hotline at 800-833-".

WIC Eligibility Documentation

Welcome to the secure portal to upload your ID, address, income or prescription documents for WIC. Once we receive your information, we will load your benefits and contact you when they have been added to your eWIC card.

Name *

First Name

Last Name

Which clinic do you visit? *

Date of Birth *

Email

Confirm Email*

By providing an email address, we can use it to let you know when benefits have been added to your card.

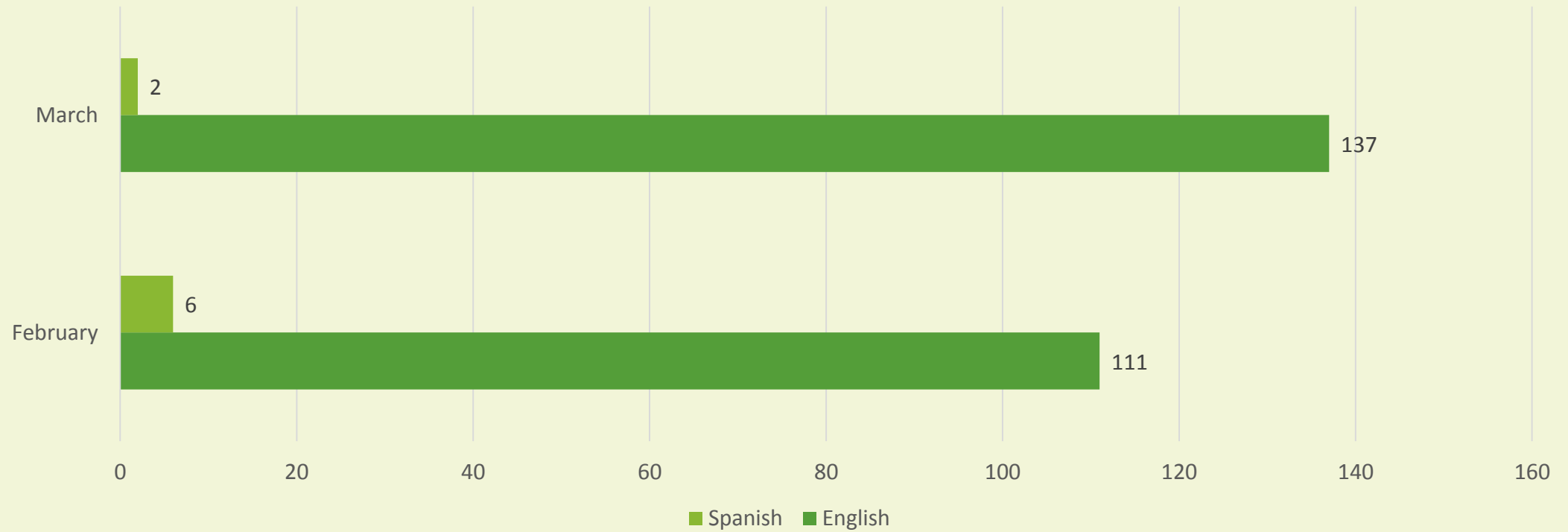
Types of Documents

Every time you enroll or re-enroll in WIC, we have to collect proof of address and income for the family and proof of ID for each person receiving WIC benefits. You may also use this website to upload a prescription form from your medical provider. Below is a list of documents that we can accept:

- **Proof of ID**
This can include: Driver's License, state issued ID, school ID, military ID, Approval letter for DES programs (AHCCCS, TANF, SNAP), crib card from hospital, immunization/shot record, birth certificate, passport, pay check stub.
- **Proof of Address**
This can include anything with your name and address such as: driver's license, state issued ID, approval letter for DES programs (AHCCCS, TANF, SNAP), lease agreement, rent receipt, pay check stub, utility bill.
- **Proof of Income**

Results

Number of Document Submissions



Thank you!

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