

WIC Local Agency Conference Call

WEDNESDAY, DECEMBER 18, 2024, 8:30-9:30 AM

Agenda and Summary Notes

Agenda items:

- National updates - continuing resolution - Kate
- Redemption by race/ethnicity – Rachel
- Mobile App release – Tobì
- MN Benefits pilot – Kate

National updates- Kate

There is a Continuing Resolution (CR) in place through December 20, 2024.

We anticipate another CR to pass. MDH WIC has received first quarter funding through December. The proposed continuing resolution in Congress on 12/18/24 includes sufficient funding for WIC to meet its obligations to all current and anticipated participants for the next three months.

Other program updates-

Redemption by race/ethnicity – Rachel

Race/ethnicity redemption data is now available to request and will be available in the future on the local agency hub. When requesting redemption and utilization data, only household level data can be provided based on how redemptions come off the card. This means any household characteristics, like Race/Ethnicity, will be based on the oldest member of the household.

When talking about utilization, there are two ways it will be provided. The first is by benefit category, which will be what was redeemed versus issued. Overall utilization will be similar, but it will use a weighted utilization, to ensure categories issued at a high unit of measure are not skewing the percentage.

Current data available to request: Overall race/ethnicity utilization trends by clinic in your agency over select benefit month, outlays redemptions, race/ethnicity utilization by benefit food categories over select benefits months, and list of households in a specific benefit month with no redemptions. Local agencies may request other reports to be created as needed. Request data using the [Local Agency Reports & Data Request](#).

Mobile App release – Tobì

The Minnesota Department of Health WIC Program is modernizing its WIC app to enhance functionality and user experience. The new My Minnesota WIC app will introduce various features, including:

- The ability to switch between English and Spanish.
- Improved tools for participants to locate WIC-approved vendors by sorting through stores and pharmacies.

- A feature to view participant certifications.
- And much more to improve the participant experience.

The app is scheduled for release to participants on January 25, 2025.

Important to note: Participants will need to delete the old app and download the new My Minnesota WIC app from their app store, as it will not update automatically.

The demonstration video shown during the meeting, along with other training materials will be provided to local agencies and made available on our website ahead of the release. If you have any questions, please reach out to the MIS and Data team.

MN Benefits pilot – Kate

MN Benefits pilot launched on Oct. 24, 2024, in the following counties Aitkin, Anoka, Dodge, Isanti, Kanabec, Kandiyohi, Meeker, Sibley, Redwood, Rock. With the pilot, WIC program prompts are incorporated at the end of the MNbenefits application. There are other strategies that are being developed like website redesign to include WIC program information and post-application messaging, guiding potentially eligible households to WIC resources. MN benefits has started piloting some post-application messaging and will decide how to phase in and test.

Currently we are tracking metrics for the pilot of total WIC applications and online WIC applications. It is early in the process, and there is not much to see yet. We plan to expand to other counties in early 2025 and then statewide.

Questions & Answers

Are families that already have the app downloaded going to need to re-register?

Yes, they will need to download and re-register the modernized app. Information will be sent to participants prior to putting this release out.

How long does the missed appointment show up in the app?

A missed appointment message is sent if an appointment has not been kept within the past 3 months, no appointments have been scheduled since, and no benefits have been issued within the past 27 days.

Will the app be available in different languages?

Yes, it will be available in Spanish with this update.

Will there be new handouts to order explaining the new Mobile App?

Yes, we are in process of updating materials.

Will the App send an appointment reminder notification?

Yes, the App sends an appointment reminder currently and it will with the updated version as well.

How long will the old app work?

It is uncertain at this time.

Will the state send out a message to encourage participants to use the new app?

Yes.

Is there a way for the appointments tab to indicate to the participant if the appointment is virtual or in person? With that being right there on the main screen, I feel like we'll get an influx of people panicking that they're supposed to come in when it isn't required.

The only option to indicate that the appointment is virtual and not in person would be to use the Telewic Appointment Clinic to schedule all virtual appointments. There is not a way to indicate whether an appointment scheduled with a specific CPA is Virtual or In-Person.

Guidance is discussed in the [WIC Local Agency Conference Call](#) information.

If your agency would like to add a virtual clinic Appointment please complete the [Change Grantees, Agencies or Clinics in IS and/or on MDH Website](#). Under the Reason/Justification section note that you want access added for staff at your agency.

For the MNbenefits project, what total WIC applications amount is being used to calculate this?

The application date.

Can you explain the negative numbers in applications on the previous chart?

The negative number is a change in applications.

Reference – Complete Listing of Hyperlinks

[Local Agency Reports & Data Request](#)

(<https://redcap.health.state.mn.us/redcap/surveys/?s=PFX4JEF83F>)

[WIC Local Agency Conference Call](#)

(<https://www.health.state.mn.us/docs/people/wic/localagency/wu/2023/0419laconfcall.pdf>)

[Change Grantees, Agencies or Clinics in IS and/or on MDH Website](#)

(<https://redcap.health.state.mn.us/redcap/surveys/?s=TE4Y4AXDHR>)

Minnesota Department of Health - WIC Program, 625 Robert St N, PO BOX 64975, ST PAUL MN 55164-0975; 1-800-657-3942, health.wic@state.mn.us, www.health.state.mn.us; to obtain this information in a different format, call: 1-800-657-3942.

This institution is an equal opportunity provider.