

Education Choice for Participants

Introduction

Welcome to the module Education Choice for Participants presented by the Minnesota Department of Health WIC Program. This module will provide an overview of Education Choice and describe the resources available to local WIC agencies for implementing Education Choice. There are numerous links to webpages in this module. If you would like to check out any of the webpages, pause the module and select the link. When you are ready to continue viewing the module, select play.

Education Choice

Options for Education Choice

Good quality nutrition services is an important goal and expectation of the Minnesota WIC Program. Education Choice does not change that expectation. Rather Education Choice expands the methods for **providing** follow up nutrition education. Traditionally, follow up contacts (also known as additional education) have been provided in person, at the WIC clinic. Education Choice expands the opportunities for follow up nutrition education to include phone visits and on-line nutrition education.

WIC Policies Support Education Choice

Our current policies and guidance in the Minnesota Operations Manual (MOM) support offering Education Choice. Policy and procedures for phone and on-line nutrition education are included in MOM Section 6.7 Additional Education, MOM Section 6.6 High Risk Care Plans and in the April 26, 2017 Wednesday Update. Remember, if you would like to check out any of the webpages listed on these slides, pause the module and select the link. When you are ready to continue viewing the module, select play.

Education Choice for Low Risk Participants

CPAs will need to use their discretion as to when to offer Education Choice. Consider the individual nutrition education needs of the family before offering Education Choice. If all the participating family members are low risk, Education Choice is probably a good option. Use the Appointment Menu Card to show the family the options for their follow-up visit. Some participants will continue to choose in person visits.

Education Choice for High Risk Participants

With high risk participants, CPAs must use their professional discretion for determining the appropriate method for the follow up visit. The follow up visit may be in person or over the phone. If the high risk care plan includes follow up on anthropometric measures or hemoglobin, the visit must be in person to

accomplish those measures or hemoglobin test. Of course, if you receive the anthropometric measures or the hemoglobin data from the health care provider, you may do the high risk follow up over the phone!

If the participant doesn't require follow up anthropometric measurement and/or a hemoglobin test, then the CPA may offer to provide the high risk follow up via a phone call. A phone call is also appropriate if the participant is being followed by a health care provider for a condition which is beyond the scope of WIC expertise and education.

Since on line education is intended for low risk participants, it is not appropriate for high risk follow up. High risk participants are welcome to visit wichealth and view lessons as an adjunct to the high risk follow up provided by the High Risk CPA.

High Risk Policy

Please see the High Risk policy and procedures in MOM Section 6.6. The expectations for High Risk Follow up are the same, whether in person or by phone. Here is a quick overview of High Risk Follow up: It needs to address the status of the high risk condition and be individualized to the needs of the participant. High Risk follow up should be provided at least quarterly until the high risk condition is resolved or stable. If the participant is receiving care from a qualified health care provider for the high risk condition, document that the care is provided elsewhere. WIC follow up should assure that the participant is stable and continues to receive care by the health care provider as needed.

How Education Choice Works

Here is how Education Choice works in WIC clinic. A CPA completes a certification or midcertification. Based on the participant's needs for follow up, the CPA will determine if the participant is eligible for Education Choice. If the participant is low risk, the CPA can use the Appointment Menu Flyer, shown on the right on the screen, to offer the three choices. Schedule the participant for a follow-up visit by phone, on line or in person. We will discuss ideas for scheduling participants later in this module.

Option 1: Phone calls to Participants

Review the document **Guidelines for Phone Education** for suggested procedures for phone contacts. Phone contacts must be provided by CPAs. Here is a brief overview of best practices for providing nutrition education over the phone. First, review the participant's record before calling. On the call, follow up on the previous nutrition discussion for each member of the household. If a family member is high risk, assure follow up is provided for the high risk condition. Review the food package and schedule the next visit/appointment. Issue benefits. Document the education provided in each family member's record.

Option 1: Phone calls to Participants (continued)

Remember, you are unable to see and read a participant's body language over the phone. In person, we often pick up on unspoken communication from a participant's body language. It takes practice to

become comfortable with phone counseling. Check out the links to the resources listed on this slide to learn techniques for effective phone counseling.

Option 2: On-line Education

Here is quick overview of how on-line education works. The participant selects a wichealth.org lesson, and the participant completes a goal and an action step during the wichealth lesson. CPA follows up with discussion of the goal and/or action plan. Review the food package and schedule the next visit/appointment. Issue benefits. Document the education provided in member's record.

Option 2: On-line Education (continued)

Reminders:

Wichealth is for low risk participants only and does require followup as described in the previous slide.

To learn how to implement wichealth in your agency, see the document **wichealth procedures** on the website. This document includes detailed information on how wichealth.org works, how to obtain the Certificates of Completion for participants, how to document in participant's records. The **wichealth Procedures** document describes the many wichealth resources available to WIC staff.

Option 3: In-person Visits

In person nutrition education visits continue to be the best practice and are not going away. Many participants will still choose to come in person to the WIC clinic. And, in person visits are necessary for high risk participants that require follow up anthropometric measures or a hemoglobin test as a part of their care plan.

Quality Nutrition Services

Remember, Education Choice is about offering choices on how a participant receives their education. It does not change the expectation that quality nutrition services are provided for each participant. The Federal Regulations and State policies and procedures for nutrition education do not change. Quality nutrition services are still the expectation. WIC provides valuable services to a population at great nutrition need. For example, WIC staff provide anticipatory guidance for infants that families probably don't receive elsewhere. WIC helps pregnant women make behavior changes and refers women to other resources. It is critical that we do not let HOW we provide nutrition services impact the quality of our services.

Breastfeeding Education and Support with Education Choice

Along with maintaining good quality Nutrition Services, let's focus on Breastfeeding education and support with Education Choice.

- As you implement Education Choice, think about how you will continue to offer women opportunities to ask questions about breastfeeding

- Continue to provide breastfeeding education and promotion at all WIC visits for pregnant women whether by phone or in-person
- Provide breastfeeding education and support at early infant visits. Things to consider:

Will mom/baby benefit from an in-person visit for weight check?

Is a home visiting nurse seeing mom/baby?

Does she have a peer counselor?

Route phone calls from participants about breastfeeding or formula requests to CPAs with advanced breastfeeding training.

Also Maintain Baby Behavior Education. Consider how your agency will continue sharing Baby Behavior information with families. Here are some ideas:

Give a Baby Behavior DVD at certification and discuss key points on the phone

Give a Baby Behavior brochure and review it with participant on the phone

Point out Baby Behavior videos that are linked in some wichealth lessons

Scheduling

Let's talk about ways we can assure we don't lose any participants when using Education Choice.

First, we suggest using the HuBERT Scheduler to help track and maintain participants. See **Guidance for Scheduling**. This document will provide:

Guidance for agencies that schedule all of their follow up contacts, the document describes how to schedule phone and wichealth follow up.

The document provides guidance for agencies that don't schedule follow up contacts. It describes how to use the HuBERT scheduler to track participants.

It is important to track participants who have selected either phone or wichealth follow up to assure they obtain their educational contact and don't miss out on their benefits.

This document also provides suggestions for managing resources for Education Choices

Reminder Flyers

Next, to help retain participants, give participants a flyer to remind them of their education choice. The flyer on the left can be used to provide the participant with the date, time and contact method for their phone appointment. Check out the drop down box that currently says "Select Contact method". Choose your contact method before printing the flyer. The Options are "WIC will call you" OR "Call WIC". The second flyer is for participants that select wichealth.org. It directs the user to the website and how to

create an account. Write in the Household ID and County information for the participant. If you would like to modify the PDF templates, use Adobe Pro. These flyers are found on the website along with the other Education Choice materials. If the participant selected wichealth, encourage her to complete the lesson before the planned follow-up date.

Since you will be calling the participant for follow up, inform her of your phone number. Encourage her to put the number in her phone contact list. That helps her to know it is a safe number to answer!

App Reminder Notifications

If the participant is registered for the MY MN WIC App message notifications, they will receive notifications for any scheduled appointment, including scheduled appointments for follow up contacts. A notification is sent 2 days prior to the scheduled appointment. If the appointment is a phone visit, remind the participant that the appointment will be a phone call.

Follow Up Expectations

We have covered the importance of talking with participant to provide nutrition services. The follow up is also important for a number of other reasons.

Here are the other Follow up Expectations before providing benefits:

- ✓ Evaluate breastfeeding status and update benefit package
- ✓ Change and explain food package changes due to age categories
- ✓ Review medical formula Rx, amount, and if able to add infant foods
- ✓ Discuss follow up on a high risk condition
- ✓ Follow up on history or a possibility of program fraud and abuse

Things to Consider

Here are some things to consider before implementing Education Choice. Two documents are available to help with your planning – **Checklist – Phone Education** and **Checklist – wichealth**.

Decide how your agency will schedule the phone follow-up or online choice. See the ***Guidance in Scheduling*** document.

How much staff time might be needed to make phone calls?

What days and time will staff make phone calls?

Expectation = if participant doesn't answer, attempt again.

Promote the My MN WIC App along with Education Choice. Participants with scheduled appointments will receive reminders.

More Things to Consider....

And some more things to consider...

CPAs must make the follow-up phone calls.

Consider how to work with non-English speaking participants. Investigate using language line. Wichealth.org has English and Spanish lessons.

Participants/caregivers will need to come in-person during the 3 months that your agency rolls out to eWIC since participants need to sign for the new WIC card and receive instruction on how to use the card.

Before Implementation

Before implementing:

Discuss your plan with your state WIC consultant. You will need to submit the following items to your consultant:

Checklist for Phone Education

Checklist for wichealth.org

Any questions? Please contact your state WIC Consultant

Q and A

Q: Do we have to use all the methods available in Education Choice?

A: : No, you may choose to just use parts of Education Choice.

Here are a couple of examples:

Your agency might decide to only offer phone education and not offer the wichealth option, or vice versa.

Your agency may choose to offer Education choice to children 1 to 5 years of age and provide only in person education for all women and infants.

Your agency could decide to not offer phone education to high-risk participants.

Q and A (continued)

Q: A family with multiple family members, all low risk, would like to complete an on-line lesson. Are they required to complete a lesson for each family member?

A: The family may complete one lesson. However, as with in person educational contacts, education should be relevant and individualized to the category and needs of each family member. Follow up to

the on-line lesson should include discussion of any family member's nutrition/health in a category not covered by the on-line lesson. EXAMPLE: Family includes Breastfeeding mother, 5 month old infant and a 4 year old child. Mom completed an on-line lesson on snacking for children. On the follow up phone call, the CPA would check in on mom and infant's nutrition and health needs/concerns and provide education as needed. Remember to document education in each member's record.

Q and A (continued)

Q: Can the follow up to a wichealth lesson be provided by text and/or email?

A: There are a number of considerations for the use of text/email for follow-up. First, can all the expectations for follow-up be completed by text/email (see slide 18)? Secondly, consider whether the information you are providing is public or private data. Sending a nutrition education card is considered sending public data since the cards are available on the MN WIC website. Appointment information and personal/individualized nutrition or breastfeeding information is considered private data. The Minnesota Department of Health recommends obtaining written authorization prior to sharing any not public data via text or email. The consent form by which a WIC participant would grant permission to a WIC Program to send their own not public data to them via text or email should include a warning that sending information by email / text is not secure, and the participant assumes all risks the information sent by these media may be observed by persons other than the intended recipient. See MOM Section 1.7 Data Privacy for more information. Consult with your county attorney or data practices officer.

If you plan to use email or text, see the Education Choice website for additional resources including:

- Using Email or Text for wichealth
- Email template for Phone Follow-up
- Email template for wichealth
- SMS Gateway for wichealth

End

End

Thank you for viewing this module provided by the Minnesota Department of Health, WIC Program.