

Mobile Management - Available July 3!

JUNE 21, 2023

Mobile Management Portal

The MIS & Data Team is happy to announce that Local Agency Coordinators will soon be able to request access to the Minnesota WIC Mobile Management Portal. Mobile Management is a browser-based application that can be used by WIC Local Agency staff to manage direct communication with WIC participants via text and obtain documentation required for appointments.

Participants can ask questions and submit documents directly to their Local Agency via the My MN WIC Mobile App.

The Contact Us feature in the My MN WIC App provides registered users, who have opted in for texting, to be able to:

- Communicate directly with WIC Staff via Contact Us and subsequently text back and forth with them.
- Send documents (as images) directly to their WIC Clinic.

Mobile Management requires a username. Beginning in July, WIC Coordinators can request access using the WIC Information System User Requests Form

For information on how to use the Mobile Management Portal, please review the [Mobile Management & Contact Us Overview](#) training document. (NOTE: the URL for this document is different from the draft version. If you had the draft version of this training document, "My MN WIC App Contact Us & Mobile Management Overview – DRAFT" bookmarked, please update the bookmark.)

Custom Messages

Local Agency Coordinators will be able to request to send custom messages directly to the participants that belong to their agency and are registered for the app. Upon approval by the State Office, a Custom Message, including a notification, can be sent directly to the messages section of the My MN WIC Mobile App. Coordinators can also customize the audience by choosing to send directly to all registered participants that belong to:

- Their agency.
- A specific clinic within their agency.
- Multiple clinics within their agency.
- Specific WIC categories (i.e. children, infants, children and infants, etc.).

Sending a Custom Message

- The request to send a message must be a minimum of 10 business days from the date requested. Exceptions can be made for emergency requests like a closed clinic.
- Local Agencies may send one (1) message quarterly.
- The message is available in the Messages section of the app immediately on the effective date.
- The notification for the message will be sent at 10:00 AM on the effective date.
- Participants that register for the app after the date sent will receive the message the day they register.

Guidance for Custom Messages

- You **CANNOT** provide any information about Vendors (Ex: You cannot direct participants to a specific store to shop.)
- You should not duplicate messages sent by the State for additional awareness.
- Examples of when you could send a Custom Message include:
 - Closed clinic location – if an emergency, you can contact the MIS & Data Unit.
 - Reminder to use Farmers’ Market benefits.
 - Send a survey for agency participants.

Requesting to Send a Custom Message

To request to submit a Custom Message Local Agency Coordinators can use the [Minnesota WIC Message Request Form](#) available on the MDH WIC website (navigation: Local Agencies webpage >> WIC Forms for Local Agencies section >> Information System dropdown).

Reference – Complete Listing of Hyperlinks

[Mobile Management & Contact Us Overview](#)

(<https://www.health.state.mn.us/docs/people/wic/localagency/mbm.pdf>)

[Minnesota WIC Message Request Form](#)

(<https://redcap.health.state.mn.us/redcap/surveys/?s=CMXHDC8CN34KEF9Y>)

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.

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