

WIC Local Agency Conference Call

WEDNESDAY, APRIL 16, 2025, 8:30-9:30 AM

Agenda and summary notes

Agenda items:

- National Updates- Kate
- Participant Advisory – Tina
- SNAP texting outreach – Tina
- Evaporated milk reminder - Tami
- Participant Portal Demo - Tobi

National updates- Kate

National level and regional offices have seen some significant staff reductions, 12,000 USDA employees took deferred resignation options, which means they are on paid leave through September before terminating their employment. This marks a more than ten percent reduction in USDA staff. We lost three longtime dedicated USDA Midwest Regional Office (MWRO) staff including Nancy Ranieri, Tia Stovall, and Joyce Robertson. These staff losses will impact capacity at our regional office, and we will miss those staff that are leaving.

Other program updates

Participant Advisory - Tina

We received some funding to support the Participant Advisory Group. Thank you to Tina and Carole for leading the effort and the group. Six participant advisory group members were recruited from areas in Marshall, Beltrami, Steele, Mille Lacs, Ramsey and Dakota counties. The group is meeting for an hour each month through the year with various topics discussed like shopping, WIC services and providing feedback on questions presented to the group.

Thanks to staff and local agency coordinators that helped recruit this group. We will continue with this group for the rest of the year and will attempt to recruit and work with another group in 2026.

Supplemental Nutrition Assistance Program (SNAP) texting outreach - Tina

In addition to Medical Assistance quarterly texting outreach, we are adding a text outreach to SNAP recipients in May. This effort is to conduct outreach to individuals eligible for WIC, but not currently enrolled. We will cross check names from SNAP with Medicaid enrollees, so individuals don't receive more than one outreach text message. The message will be sent to newly enrolled SNAP recipients, since SNAP enrollment confirms automatic WIC income eligibility for categorically eligible individuals. A new data sharing agreement with SNAP allows WIC to conduct the outreach. The text is available in English, Spanish and Somali.

This is the text message: Stretch your monthly food budget. Use WIC & SNAP for your groceries, Apply for WIC (link to online application).

Evaporated milk reminder - Tami

Tami shared a follow up and reminder about the March 20 email and instructions shared [Evaporated Milk Follow-up – ACTION ITEM!](#) for changes beginning on June 7th. Use the FOOD & FORMULA ITEMS ISSUED BY PFDTU Infoview report (found in the INFOVIEW TEMPLATES >> Food & Formula folder) to identify participants receiving evaporated milk. Resolve the issue to have a last day to use with June 6th. By June 7th if changes are not made, a participant could get over 100 cans of evaporated milk on their food benefits.

Participant portal – Tobi

The participant portal is another communication tool for participants and local agencies. Tobi shares it is like a “mychart” and she shared a demo of the portal that is still under development. A participant can register for the portal by putting in their card number, zip code and date of birth. They will then need to create a username and password and can login after that. The dashboard currently has benefit information, appointments, household information, health information, documents, store and clinic locator. The portal is scheduled to roll out in September 2027.

Questions & answers

For FDTU of June 7th- they should have the regular milk item on their benefits, correct?

Yes, correct.

Will they be able to access the portal from the app?

We will likely create a link to it within the app.

Will more than one person be able to register for the portal in a household?

Yes, they will just need to use their own log in information like multiple people registering for the same household in the app.

Does the documents page share participant uploaded documents, or does it link to the WINNIE documents the WIC agency uploaded?

Yes, documents the participant uploaded.

Is there a way to opt out of certain information showing in the portal if the family chooses?

No, the information is their own and pulled directly from the system.

Are participants able to upload documents to that platform?

Yes, there is a document upload option.

When a proxy changes, will participants still have the same portal login and get access to info?

Yes, they will still have access.

When kids move to a new home (foster care), will it automatically deactivate the portal?

It won't deactivate, if no longer information or access is available, they will no longer see it in the portal.

Reference – complete listing of hyperlinks

Evaporated Milk Follow-up – ACTION

ITEM!(<https://www.health.state.mn.us/docs/people/wic/localagency/winnie/evaporatedmilk.pdf>)

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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