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PLAN

Identify an opportunity and plan for improvement.

Area for Improvement

Many of the residents in our service area who are eligible for WIC (Women, Infants and Children Supplemental Food Program) are not taking advantage of this program. This is especially true in certain towns. Waitsfield is one of those towns.

Target Goal

By October 1 there will be a 15% increase in WIC participation from the town of Waitsfield.

Baseline Data

Looking at the WIC enrollment/Medicaid data for 3/2012, 50% of those eligible for WIC (based on Medicaid coverage alone) are currently enrolled in WIC from the town of Waitsfield.

What change ideas (theories) did you have before you started testing changes?

Not all Medicaid clients realize they may be eligible for WIC benefits, may not be aware of improved food packages and other WIC benefits such as Farm to Family coupons, COOP discounts, and nutrition education. There may be other barriers we are not aware of.

DO

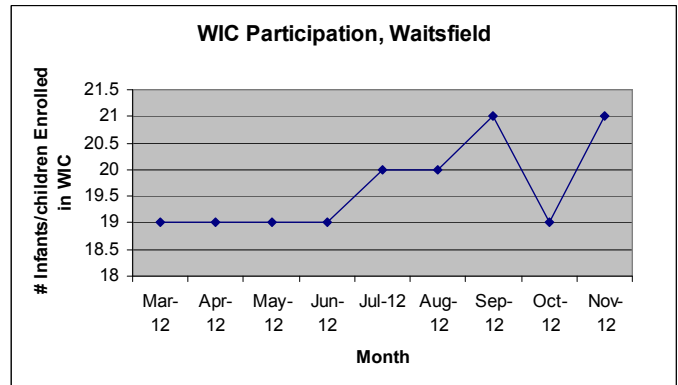
What ideas for improvement did you test?

We reviewed the monthly Medicaid list for the town of Waitsfield to identify those families that would be eligible for WIC and were not currently enrolled in the program. We did an outreach to these families, first by mail and then by phone, to inform them of WIC eligibility and benefits. We also provided a brief survey to determine other barriers, if any.



STUDY

What were the results of your test(s)? What is your final post-change data compared to the



We saw a ~ 5% increase in WIC participation for infants and children from the town of Waitsfield.

ACT

What lessons did you learn from the process? How will this change be sustained?

Although we did not reach our goal, we are not ready to abandon this project. Had we chosen a larger population to survey and outreach we may have seen greater improvements. It may take longer than 6 months to see a change using this plan.

We plan to use this process for another 4-6 months, outreaching to all of the underserved towns in our district. We will use all of our WIC staff to help with this project.

