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**PLAN**

Identify an opportunity and plan for improvement.

**Area for Improvement**

The dollar redemption percentage for the WIC Fruit and Vegetable Card has been historically low in Bennington County. WIC staff thought this might be tied to the fact that many clients indicate that they do not use the card and client data available in ebtEDGE supports this. Many individual clients demonstrate multiple months of no activity on their fruit and vegetable card.

**Target Goal**

Demonstrate utilization of the fruit and vegetable card by 50% of our targeted population in the month following our intervention.

**Baseline Data**

Because our targeted population consisted of formula fed 12 month old children being recertified for benefits at 13 months, without siblings and without a pregnant mother receiving WIC benefits, there was 0% usage of the fruit and vegetable card in the previous 6 months.

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

The results of a December 2010 survey of our WIC clientele regarding usage trends and perceived barriers to usage of the card were reviewed and tabulated. The main reason cited was forgetting to use the card. Usage of a benefit card involves memory and developing a habit to use it. We thought that reminder phone calls to clients might influence the percent of clients who used the card at least once in the month following recertification.

**DO**

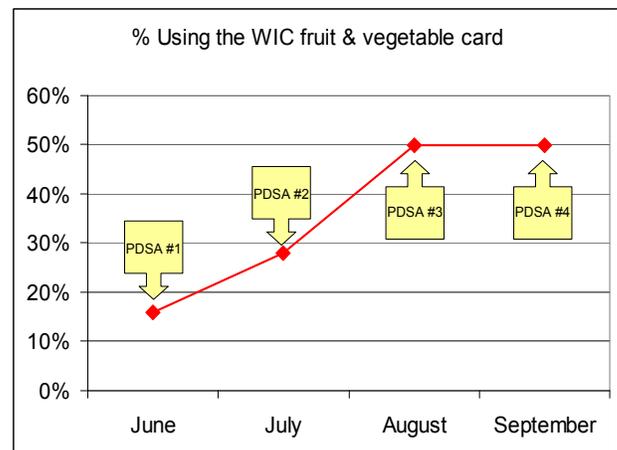
What ideas for improvement did you test?

The change team developed a script for a reminder phone call that addressed two possible scenarios: leaving a scripted message on an answering machine or voice mail; actually speaking with the client. We targeted

a final cohort of 15 to 20 clients, based on the number of recertifications expected between late June and September. We conducted 4 cycles: **1)** reminder calls placed 2 weeks post visit and card usage checked; **2)** reminder calls placed to all clients recertified from the beginning of the project to the end of the month of July; **3)** August clients were added and reminder calls placed to all clients at the end of August **4)** reminder calls placed to all clients in final cohort at the end of September.

**STUDY**

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



Our findings indicated that with recurrent reminder phone calls, the percentage of clients redeeming all or part of their fruit and vegetable card increased, reaching our goal of 50% usage.

**ACT**

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

Our project focused its effort on a segment of our WIC population that met very specific criteria and left us with questions. Can our results be replicated with clients who never use their card month after month? Does the timing of the phone call matter? We plan to continue the process, targeting various groups of 20 to 30 WIC clients. All office staff will help place the reminder calls.