

# THE WIC OUTREACH PROJECT

A Partnership between Delaware WIC and the  
Food Bank of Delaware



DELAWARE HEALTH AND SOCIAL SERVICES  
Division of Public Health  
WIC Program



# The Special Supplemental Nutrition Program for Women, Infants and Children (WIC) Special Project Mini Grant Final Report

## Overview

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The WIC Outreach Project was intended to increase retention rates among eligible children in New Castle County, DE through a partnership between the State of Delaware WIC Program and the Food Bank of Delaware. Findings from previous research indicate that the major barriers to continued participation for WIC are lack of eligibility awareness as well as time and travel. This project was intended to address both these barriers by creating marketing materials to increase awareness of eligibility and conducting on-site certifications at child care facilities throughout New Castle County, Delaware.

According to the 2010 Census, the State of Delaware has a total population of 897,934 residents. Of those, 55,886 are children under 5 years of age.

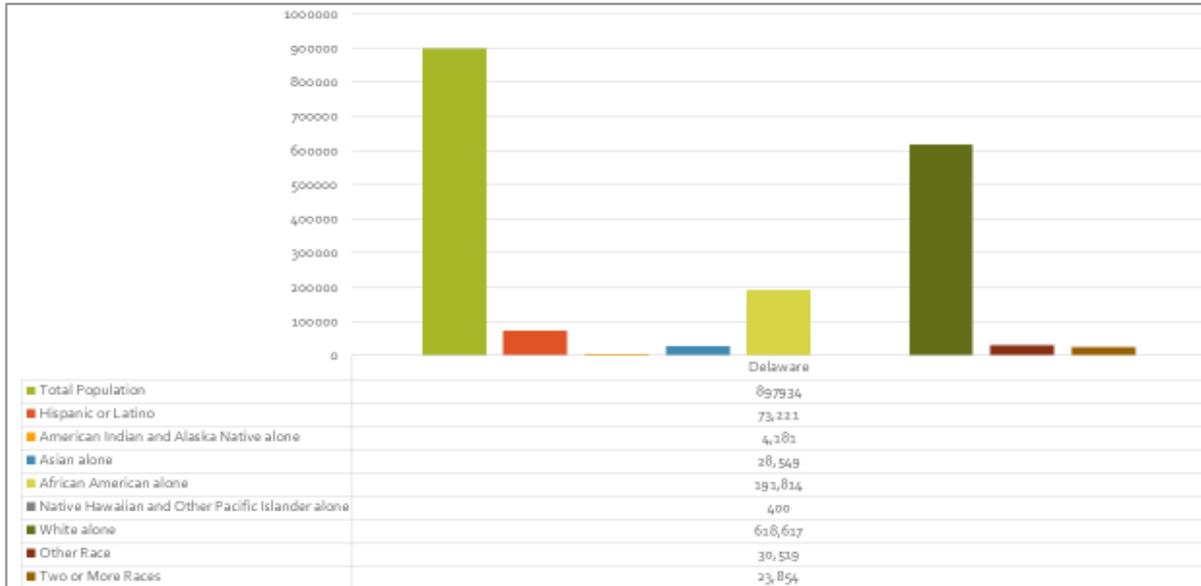
The State of Delaware is made up of three counties. The northernmost county in Delaware is New Castle County, where the city of Wilmington is located. According to the 2010 Census, New Castle County has a total population of 538,479 residents, including 33,249 children under the age of 5 years old. New Castle County is the most populous and has the highest population density of any Delaware county, even though it is the smallest. It is also the most economically developed of the three.

Kent County is centrally located and home to the state capital of Dover. According to the 2010 Census, Kent County has a total population of 162,310 residents. Of those, 11,150 are children under the age of 5 years old.

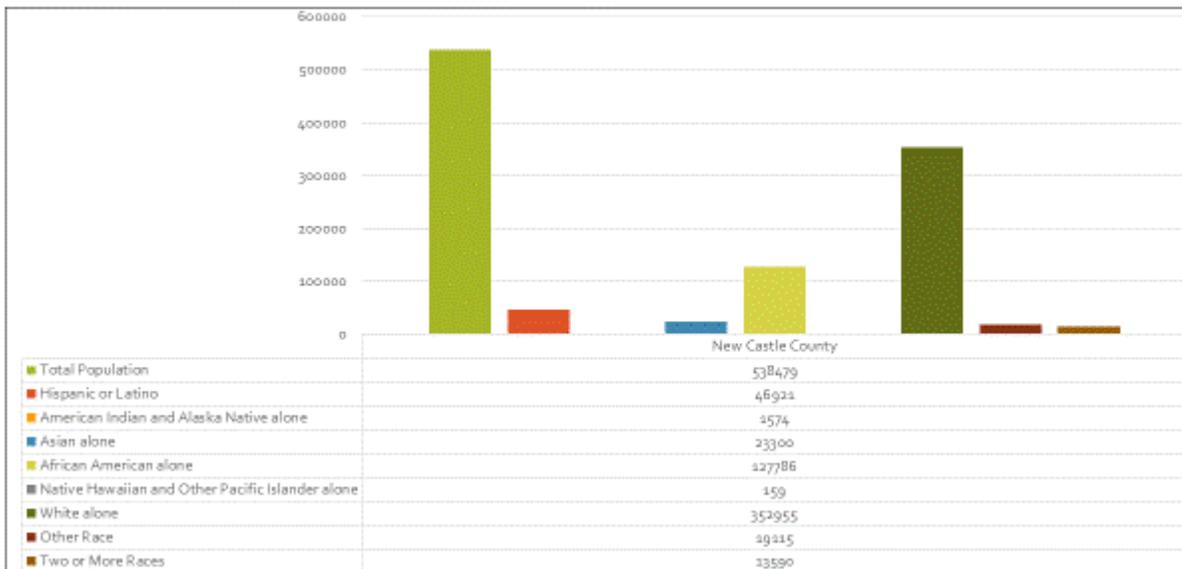
Sussex County is southernmost and Delaware's largest county by area. It is home to many of Delaware's beach resorts and the center of Delaware's agricultural activity. According to the 2010 Census, Sussex County has a total population of 197,145 residents, including 11,487 children under the age of 5 years old.

The following tables provide demographic information for Delaware and its three counties.

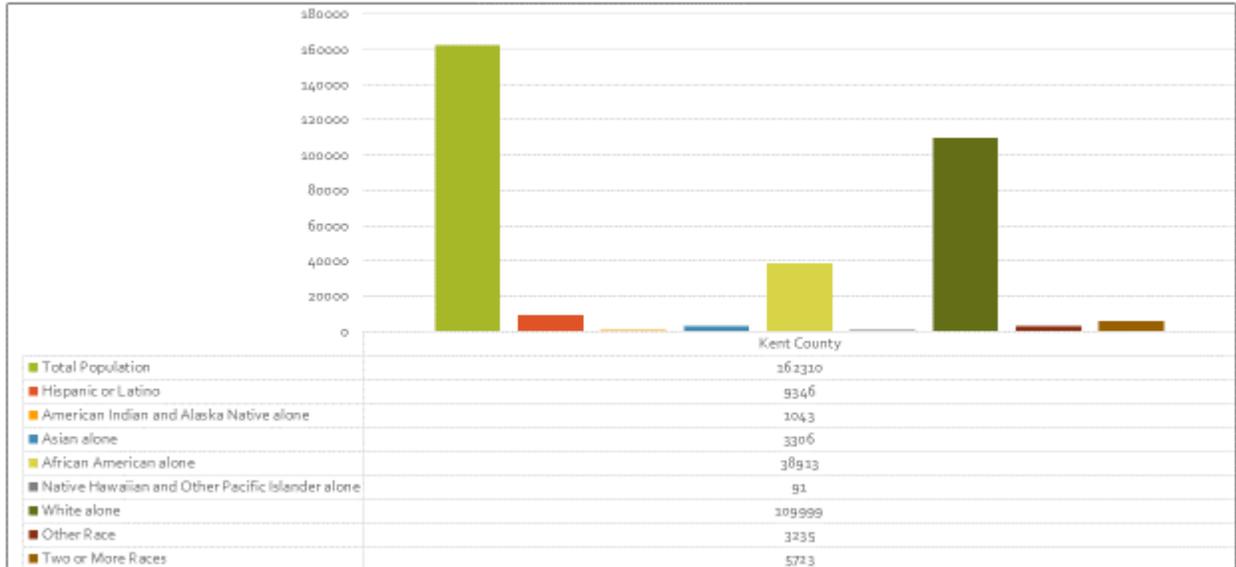
## DELAWARE POPULATION DEMOGRAPHICS ACCORDING TO 2010 CENSUS



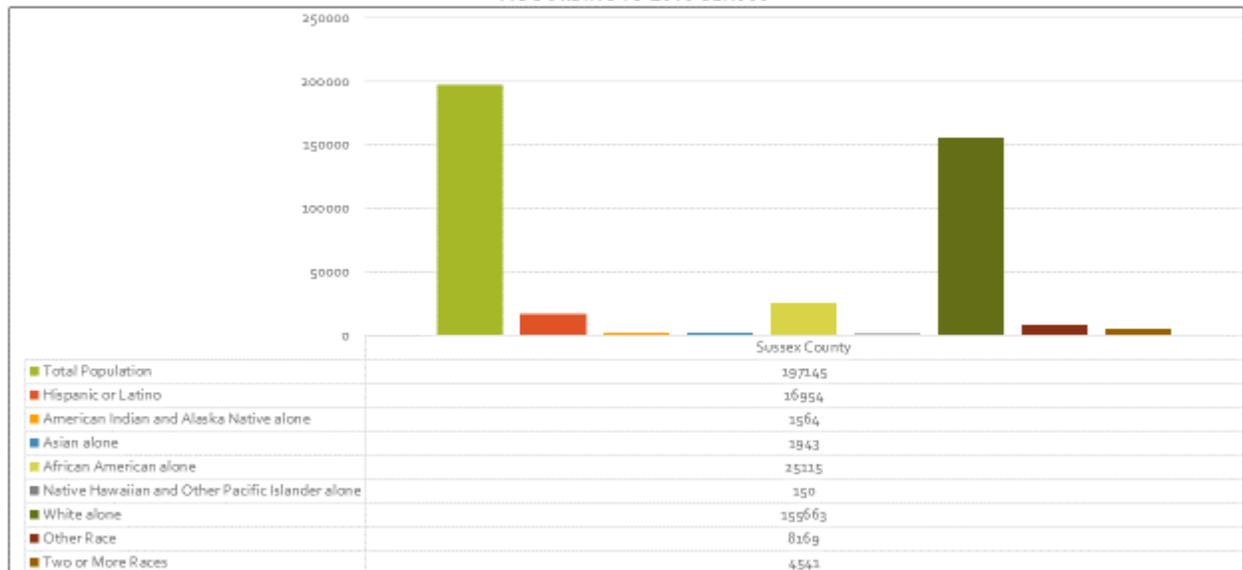
## NEW CASTLE COUNTY POPULATION DEMOGRAPHICS ACCORDING TO 2010 CENSUS



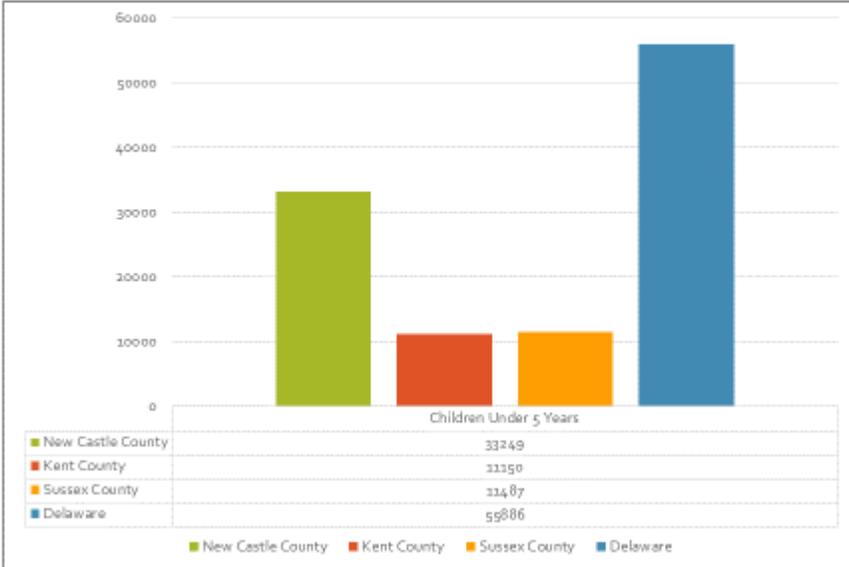
### KENT COUNTY POPULATION DEMOGRAPHICS ACCORDING TO 2010 CENSUS



### SUSSEX COUNTY POPULATION DEMOGRAPHICS ACCORDING TO 2010 CENSUS



# Children in Delaware Under 5 Years According to the 2010 Census



# Implementation

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The Delaware WIC office received notification of its funding award for the WIC Outreach Project on December 1, 2015. Once the funding award was made, the State of Delaware WIC Program and the Food Bank of Delaware outlined their respective responsibilities and signed a contract to formalize those responsibilities.

The Education Programs Director of the Food Bank of Delaware drafted a WIC Outreach Coordinator job description using the qualifications provided by Delaware WIC and posted the job opening for the WIC Outreach Coordinator. The Food Bank of Delaware reviewed resumes, interviewed and hired a WIC Outreach Coordinator in March of 2015. The tasks of the WIC Outreach Mini Project were delayed by challenges in hiring the WIC Outreach Coordinator. This delay was caused by concerns from candidates that the employment offered would potentially be short-term due to the nature of the funding.

The WIC Outreach Coordinator began training from the Delaware WIC Office in certification procedures, WIC policies and regulations and WIC on the Web (WOW). The Delaware WIC Office developed an intensive and thorough training schedule for the WIC Outreach Coordinator. Due to the nature of the WIC Outreach Coordinator's activities it was crucial that he be able to operate independently. The WIC Outreach Coordinator completed training from the Delaware WIC Office in certification procedures, WIC policies and regulations and WIC on the Web (WOW). This training was more time intensive than originally anticipated and was completed on April 30, 2015.

The WIC Outreach Coordinator researched, created, and distributed outreach materials to educate WIC eligible families about continued eligibility for WIC and the value of the WIC package. These included posters and flyers that would be distributed to the child care facilities, and postcards that would be sent to families' homes. The posters and flyers promoted awareness of continued eligibility until the age of five and information regarding the on-site WIC services. The postcards also indicated eligibility awareness as well as the value of the food package after the age of one.

During the course of the project, postcards were mailed to all children who turned 1 since March 1, 2015. By using Delaware's WOW (WIC on the Web) system, the WIC Outreach Coordinator was able to indicate which households had children turning one each month. Approximately 5,000 postcards were sent to WIC-eligible households throughout New Castle County, Delaware.

Sample posters, flyers and postcards are included in the "Materials" section at the end of this report.

In May 2015, The WIC Outreach Coordinator began to contact and recruit community partners who serve WIC eligible families. The WIC Outreach Coordinator determined

outreach strategies at each of the community partners. The WIC Outreach Coordinator continued to contact and recruit community partners who serve WIC eligible families throughout the project.

Initially, the WIC Outreach Coordinator focused outreach activities on Head Start programs and child care facilities that had a high purchase of care enrollment. During the project, he recruited twelve Head Start Programs and eight child care facilities. During the project he also conducted outreach activities at two community centers, two medical centers, two libraries and two farmers markets. In total, he did community outreach at 28 community partners. Information was also posted on the Food Bank of Delaware's social media sites and distributed at mobile pantry and summer feeding sites.

From May 2015 through February 2016, the WIC Outreach Coordinator made 65 visits to community partners to distribute marketing materials or to do outreach with WIC eligible families. As a result of those visits he made direct contact with 82 WIC-eligible families. Of those, 55 families were not enrolled in WIC. The WIC Outreach Coordinator conducted certifications and re-certifications for 40 of the families. Within those families, 51 family members were certified or recertified for the WIC program. Those family members included nine pregnant or postpartum women, five infants, and thirty-seven children between the ages of 1-4.

Of the other 42 families, 20 were already enrolled in WIC and 22 were not interested in enrolling in WIC. Surveys were given out to the families directly contacted to determine the reasons why WIC-eligible households were not receiving WIC benefits.

The Delaware WIC office provided the Food Bank of Delaware with an initial caseload report in order to provide a baseline to determine project efficacy. The WIC Outreach Coordinator and the Education Programs Director reviewed the enrollment and participation numbers throughout the project to review progress.

During the course of this project, existing programs were also in effect to encourage participation. For example, the Delaware WIC Program offers walk in clinics throughout the State and there is a media campaign to raise awareness of WIC throughout Delaware.

## Evaluation Approach

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The efficacy of the project was tracked using two methods. Monthly tracking of enrollment and participation numbers were reviewed monthly by the WIC Outreach Coordinator and Education Programs Director at the Food Bank of Delaware to evaluate the project's efficacy. These numbers were used to determine enrollment and participation rates in New Castle County and compared to Kent County and Sussex County.

The WIC Outreach Coordinator asked each of the families he contacted to complete a survey which asked whether they were enrolled in WIC. If they were not enrolled, it asked why they were not enrolled. The survey is included in the "Materials" section at the end of this report.

## Results of Evaluation

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Delaware's WIC enrollment and participation numbers were reviewed to evaluate the project's impact. During March of 2014 through February of 2015, enrollment among New Castle County children ages 1-4 in Delaware WIC dropped by 9.65%. The decline in enrollment in Kent County during the same period was 6.83%. In Sussex County, enrollment dropped by 6.12%. The total enrollment among children ages 1-4 declined statewide by 8.16%.

During March of 2014 through February of 2015, enrollment among New Castle County infants in Delaware WIC dropped by 6.50%. The decline in enrollment in Kent County during the same period was 4.18%. In Sussex County, enrollment decreased by .19%. The total enrollment among infants increased statewide by 4.39%.

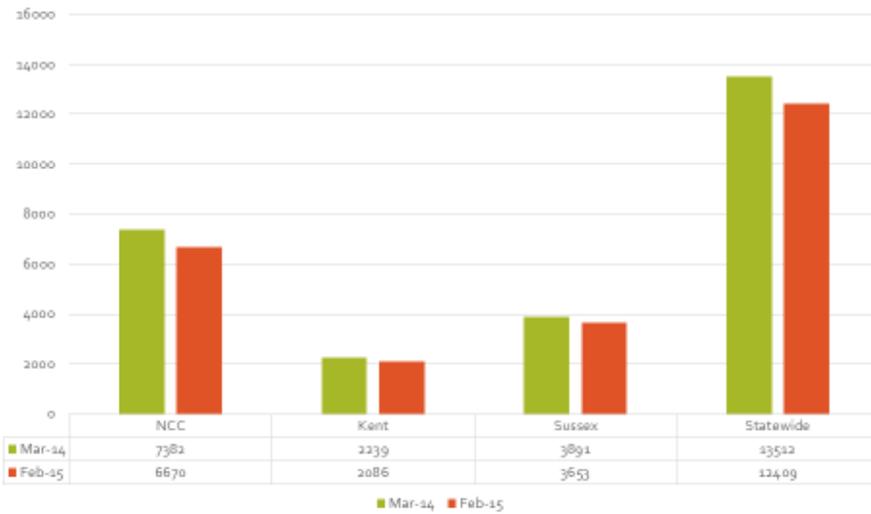
During March of 2015 through February of 2016, enrollment among New Castle County children ages 1-4 in Delaware WIC dropped by 7.00%. Enrollment decreased in Kent County during the same period by 2.26%. In Sussex County, enrollment dropped by 6.88%. The total enrollment among children ages 1-4 declined statewide by 6.16%.

During March of 2015 through February of 2016, enrollment among New Castle County infants in Delaware WIC decreased by 1.85%. Enrollment in Kent County during the same period decreased by 2.20%. In Sussex County, enrollment increased by 2.43%. The total enrollment among infants decreased statewide by .75%.

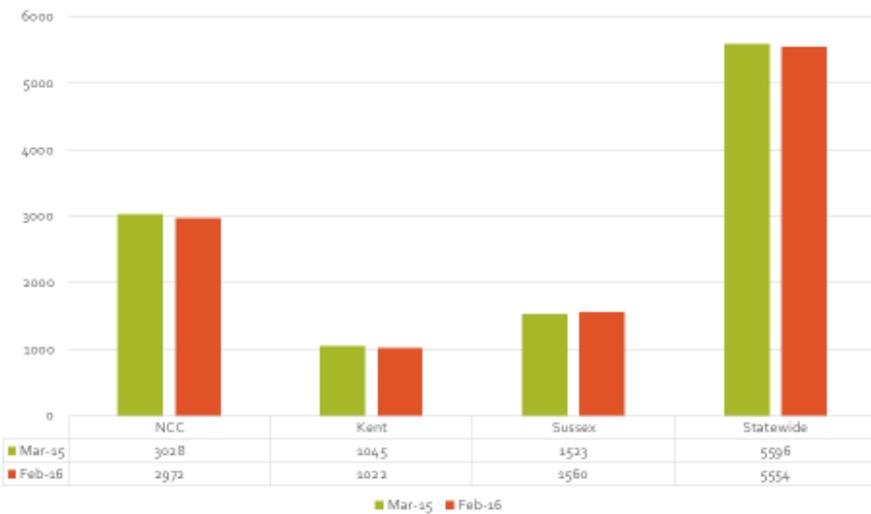
Comparing enrollment rates between the two periods, the decline in enrollment by New Castle County children ages 1-4 decreased by 2.64%. This is compared to a 4.58% decrease in decline in Kent County and a .76% increase in decline in enrollment in Sussex County. The overall statewide decline in enrollment decreased by 2%.

Looking at the same rates for infants, in New Castle County the decline in infant enrollment decreased by 4.65%, Kent County decreased by 1.98%, and Sussex County decreased by 2.62%. The decline in enrollment among infants statewide decreased by 3.63%.

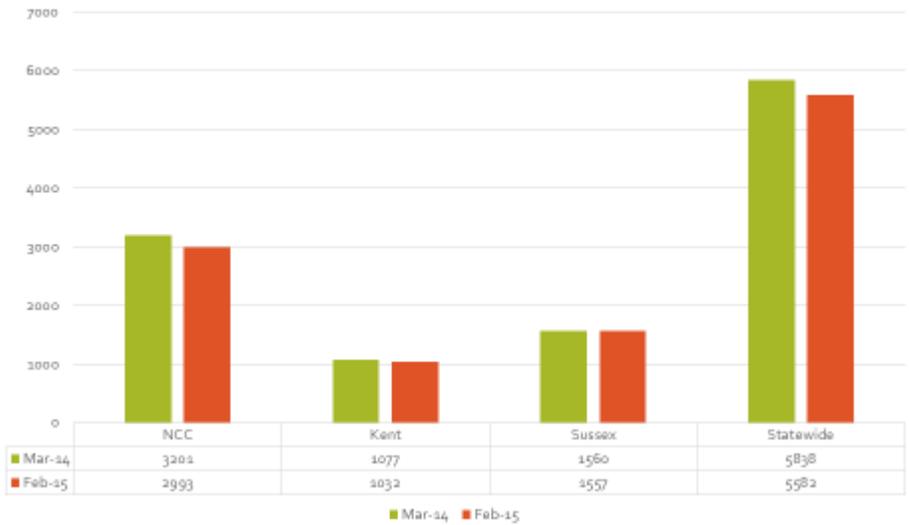
### Comparative Enrollment of Children 1-4 in Delaware WIC



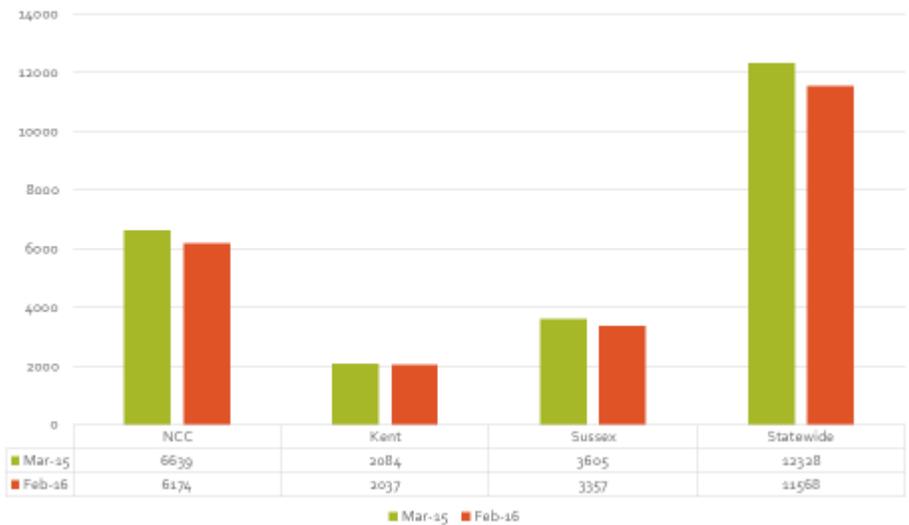
### Comparative Enrollment of Infants in Delaware WIC



### Comparative Enrollment of Infants in Delaware WIC



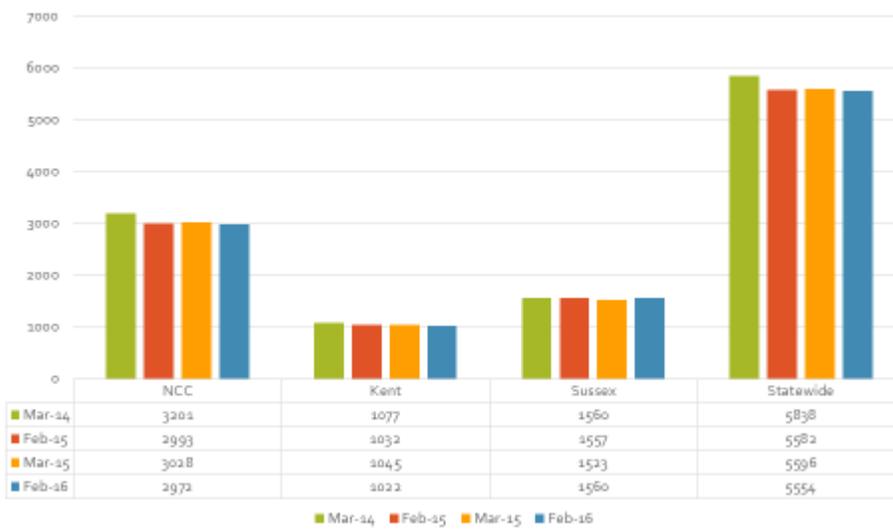
### Comparative Enrollment of Children 1-4 in Delaware WIC



### Comparative Enrollment of Children 1-4 in Delaware WIC



### Comparative Enrollment of Infants in Delaware WIC



During March of 2015 through February of 2016, participation among enrolled New Castle County children ages 1-4 in Delaware WIC averaged 77.59% compared to 79.08% during March 2014 to February 2015. This is an average decline in participation of 1.49%. Participation in Kent County during the same period neither declined nor increased. In Sussex County, participation dropped by 2.53%. The total participation among children ages 1-4 declined statewide was 1.54%.

During March of 2015 through February of 2016, participation among enrolled New Castle County infants in Delaware WIC averaged 89.23% compared to 89.49% during March 2014 to February 2015. This is an average decline in participation of .26%. There was an increase in participation in Kent County during the same period of .22%. In Sussex County, participation dropped by .01%. The total participation among infants declined statewide was .36%.

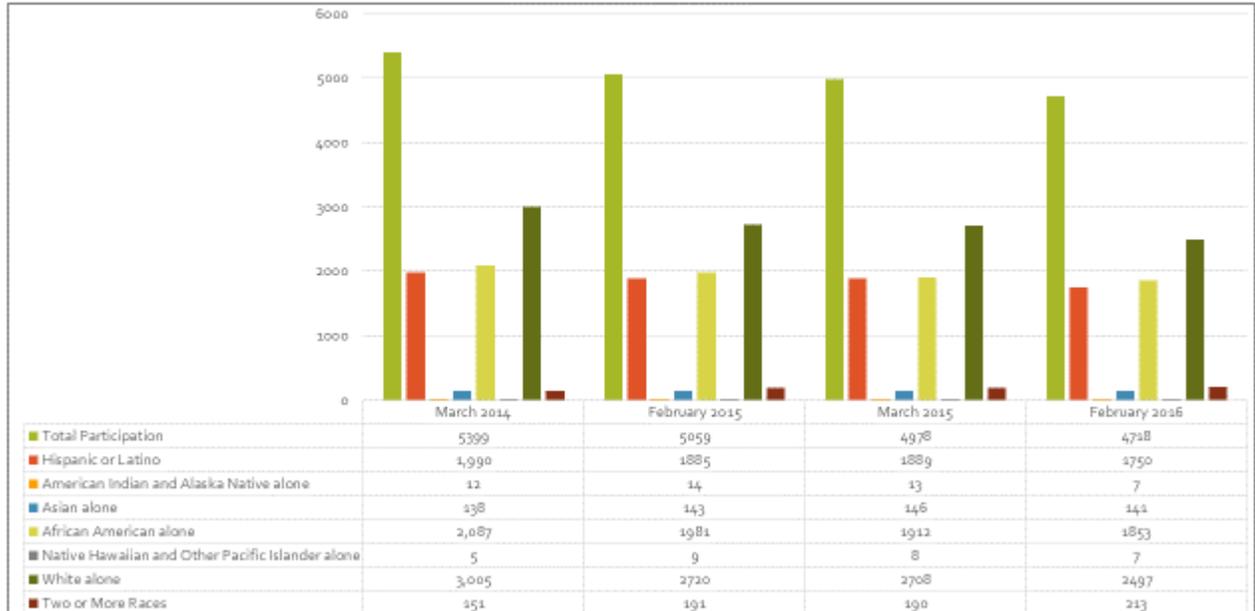
## Comparative Participation of Children 1-4 in Delaware WIC



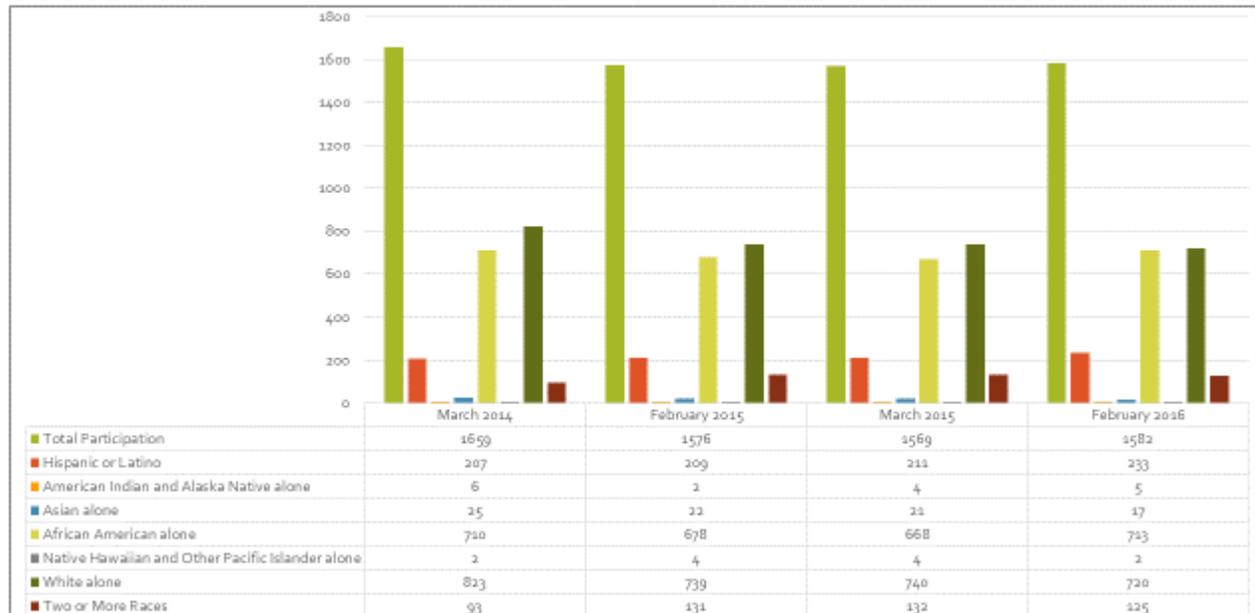
## Comparative Participation of Infants in Delaware WIC



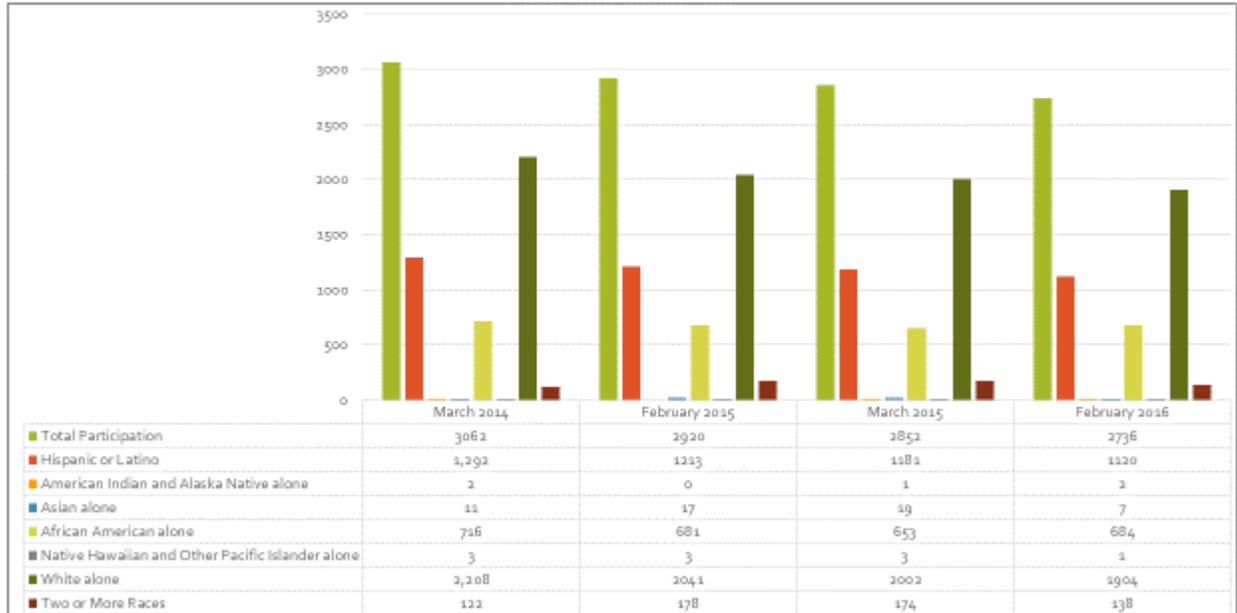
## NEW CASTLE COUNTY CHILD PARTICIPATION BY DEMOGRAPHIC



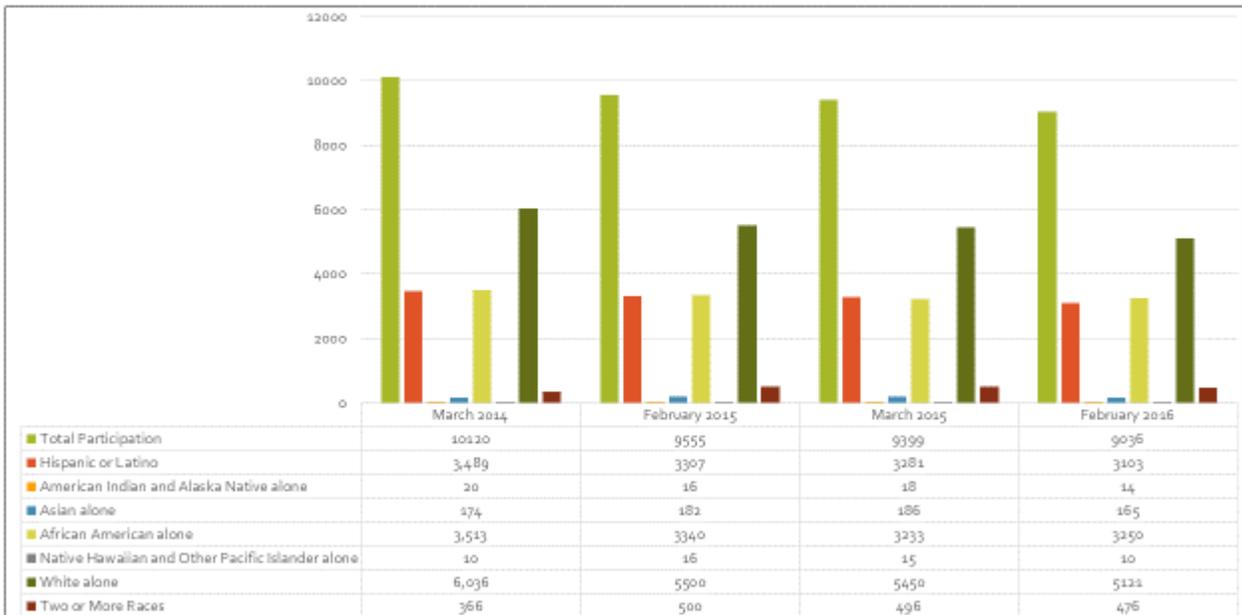
## KENT COUNTY CHILD PARTICIPATION BY DEMOGRAPHIC



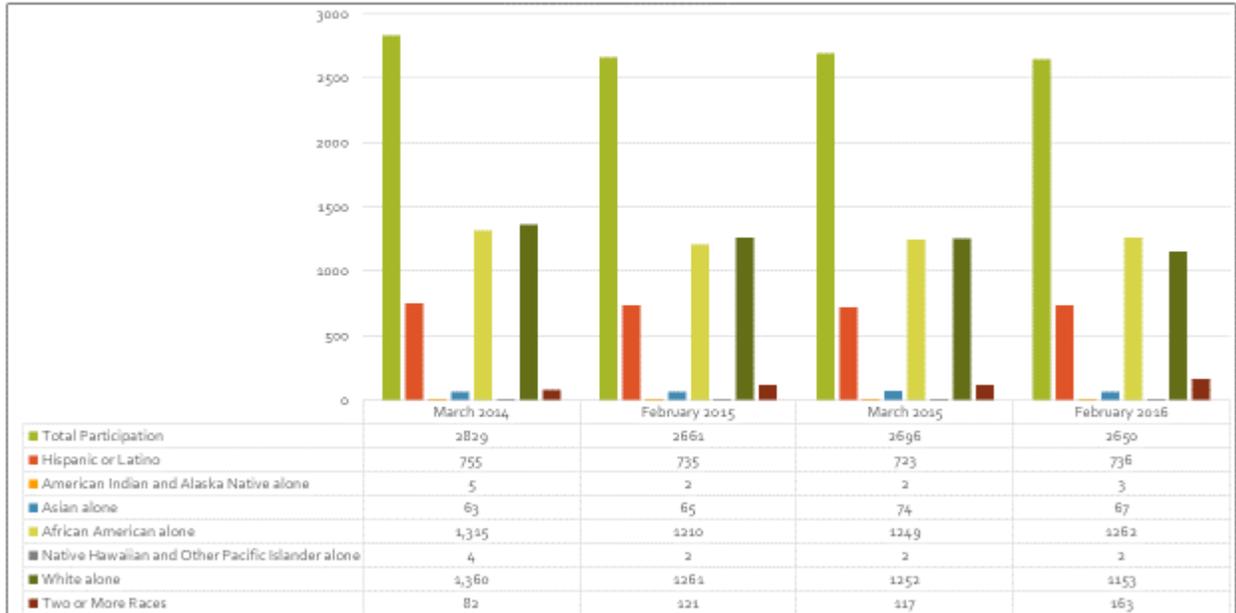
### SUSSEX COUNTY CHILD PARTICIPATION BY DEMOGRAPHIC



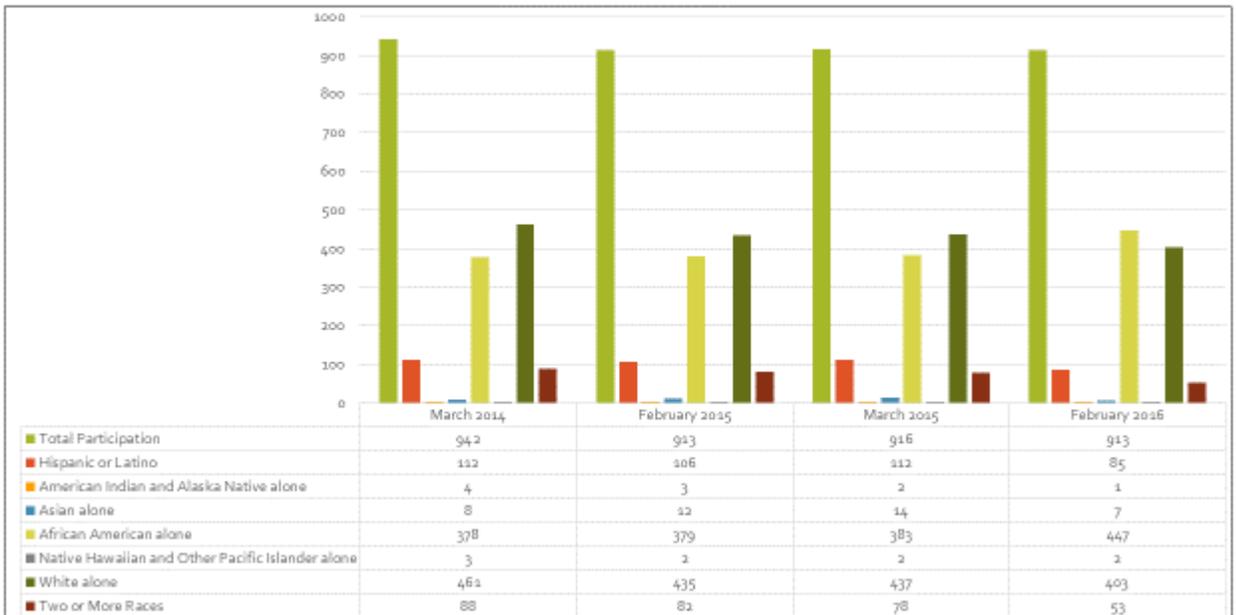
### DELAWARE CHILD PARTICIPATION BY DEMOGRAPHIC



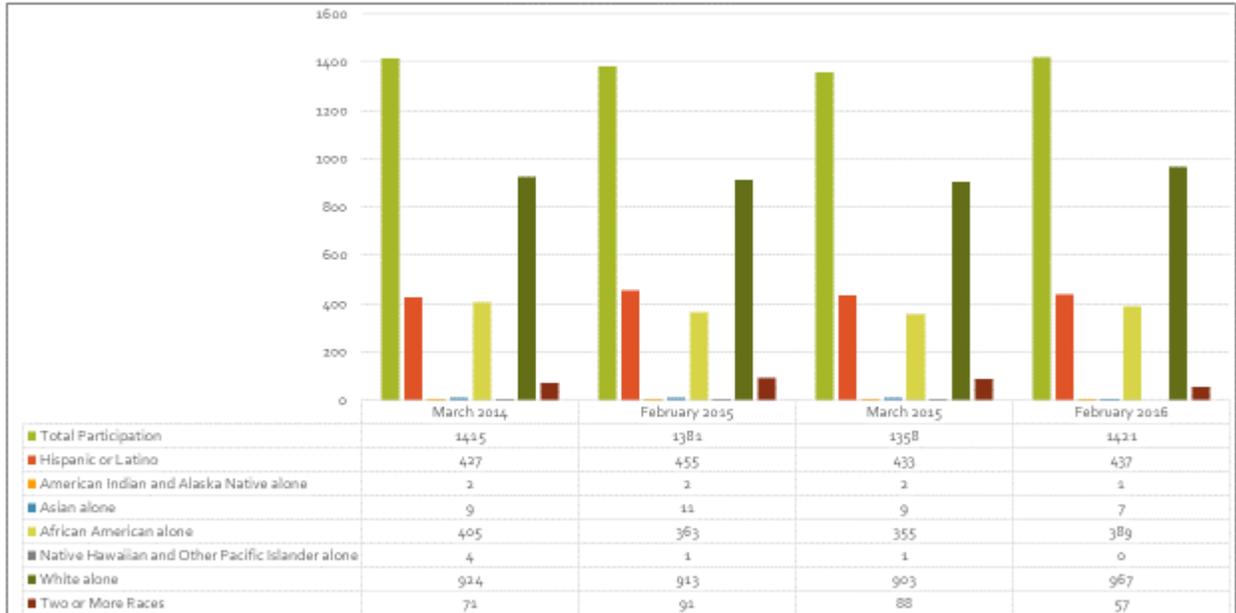
## NEW CASTLE COUNTY INFANT PARTICIPATION BY DEMOGRAPHIC



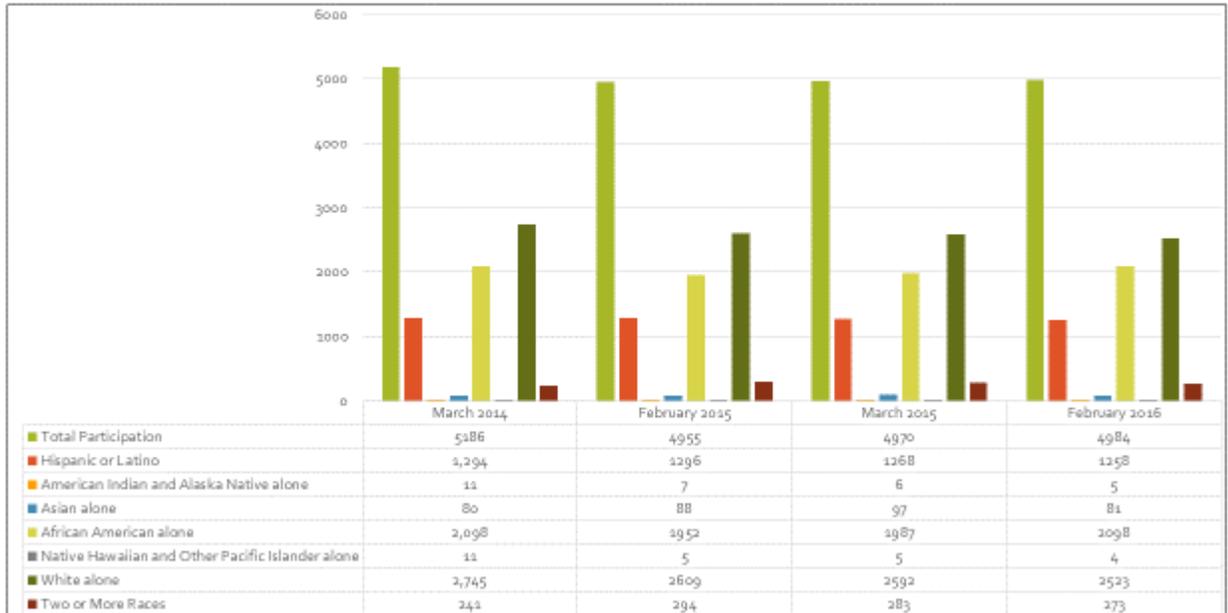
## KENT COUNTY INFANT PARTICIPATION BY DEMOGRAPHIC



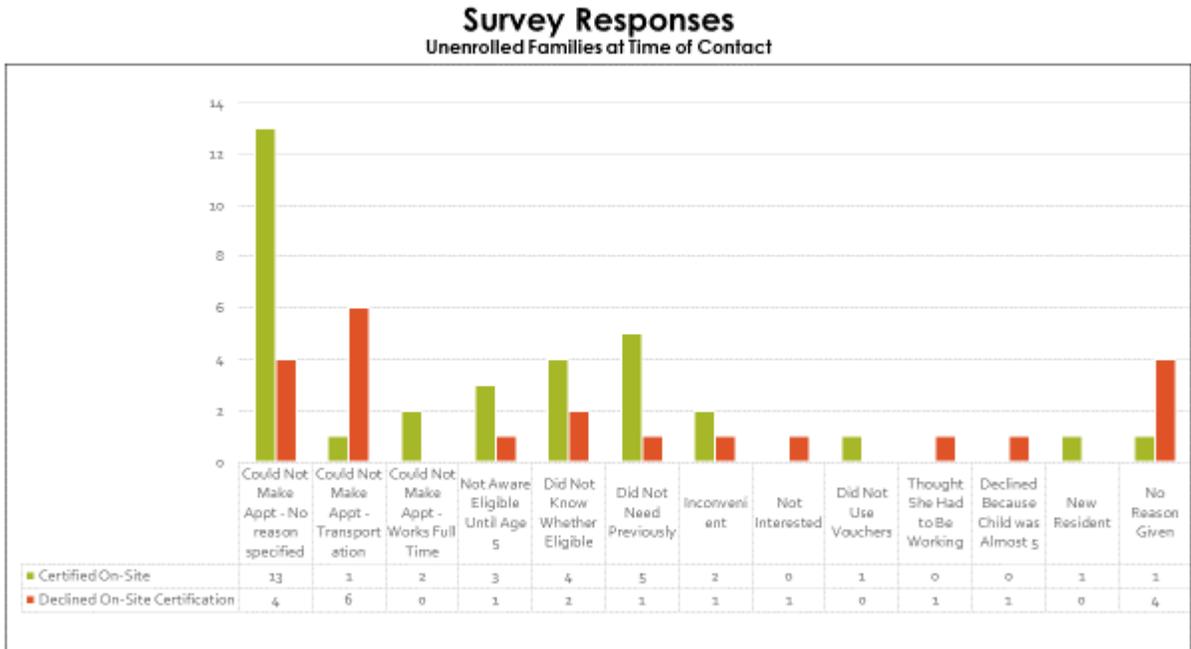
### SUSSEX COUNTY INFANT PARTICIPATION BY DEMOGRAPHIC



### DELAWARE INFANT PARTICIPATION BY DEMOGRAPHIC



The WIC Outreach Coordinator made direct contact with 82 WIC-eligible families. Of those, 55 families were not enrolled in WIC at the time of contact. Of those families, 50 provided responses to why they were not currently enrolled in WIC. Eleven of the families were not aware their children were eligible for WIC. Twenty-six families were not able to make it to appointments at the WIC clinics due to transportation or time constraints. Six were not interested for miscellaneous reasons. The most common reason stated was that it was “inconvenient.” The remaining seven families were newly eligible for WIC.



## Impact

The WIC Outreach Project had mixed success on the enrollment and participation numbers of children in New Castle County. There was a decrease in the decline in enrollment among children in New Castle County between the ages of 1-4 years during the course of the project which was greater than the decrease statewide. Of the other two counties in Delaware, Kent County saw a larger decrease in decline in enrollment and Sussex County saw an increased decline in enrollment among 1-4 year olds. Among infants, all three counties saw a decrease in the decline in enrollment with New Castle County having a greater decrease in decline than the other two counties.

There was also a decline in participation among 1-4 year olds in New Castle County that was also seen in Sussex County, where there was no change in the participation rate in Kent County. New Castle County's decline among 1-4 year olds was less than that seen in Sussex County and lower than the statewide average. Among infants, the

greatest decline in participation was in New Castle County. Kent County saw an increase in participation among infants and Sussex County saw almost no change in participation rates.

Overall, it is difficult to determine how much impact the project had on enrollment and participation numbers in New Castle County outside of the 82 families that were directly contacted by the WIC Outreach Coordinator. The WIC Outreach Coordinator conducted certifications and re-certifications for 40 of those families.

## Lessons Learned

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More than half of the surveys completed by the WIC eligible families indicated that time constraints and travel to clinics continue to present a barrier to families' enrollment and participation in WIC. Lack of awareness was the second most cited reason. While the WIC Outreach Coordinator was able to conduct onsite certifications, families were still required to travel to the WIC Clinics to pick up vouchers, which caused some families to decline certifications.

The majority of the certifications came as a result of direct contact with the WIC Outreach Coordinator, which further indicates that having to visit a clinic is a barrier to enrollment and participation. Recruiting sites to do outreach could present challenges. The most effective site partnerships were with sites where site personnel understood the benefits of the project and actively worked to support it.

Materials and surveys were provided in Spanish but the WIC Outreach Coordinator did not receive any Spanish surveys. This could indicate additional outreach into the Hispanic/Latino community is needed. Towards the end of the project, the WIC Outreach Coordinator did conduct outreach at a community center with a large Hispanic/Latino population. The site personnel provided a translator to facilitate certifications.

In order to try to reach as many families as possible, the WIC Outreach Coordinator tried to do outreach each day where he thought he would make the most contacts rather than developing a set schedule. One of the challenges in developing a schedule was that Head Start programs, which were anticipated to be a major access point, were closed during the summer months.

## Future Implications within the State Agency

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In order to make the project more effective, an additional staff member will accompany the WIC Outreach Coordinator in order to issue benefits as well as to conduct certifications on site which will eliminate the family's trip to the WIC Clinic. The State of Delaware WIC office began piloting E-WIC in New Castle County in June of 2016 and anticipates expansion to the entire state in Fall of 2016. This is also anticipated

to have a beneficial impact on families' enrollment and participation and will eliminate the need to print vouchers on site.

More effective site recruitment is an area of improvement for the upcoming year. Working to ensure that site personnel understand the benefits of WIC for the families they serve will help strengthen partnerships. By continuing to form an extensive partnership with Head Start and Early Head Start, a large population can be reached by setting a set schedule for each location. Early Head start serves children from birth to two years of age while Head Start serves children from three to five years of age. A partnership with Head Start allows the WIC Outreach staff to directly contact the target population. The WIC Outreach Coordinator will also continue to partner with child care centers, medical practices and other community organizations with high WIC-eligible populations.

After reviewing enrollment and participation statewide, Sussex County has seen a significant drop in participation. Expanding these WIC services to the entire state of Delaware can help to alleviate this decline.

## Information on how the project will be sustained

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The project will continue to be funded by WIC's Operational Adjustment (OA) Funding with two major changes. The first is the WIC Outreach Coordinator will travel with a clerk who could provide benefits on-site and eliminate the need for families to travel to a WIC clinic. The second is the project is being expanded to reach all the counties in Delaware, with a specific focus on Sussex County.

# Materials

The following materials were developed in support of the program:

- Flyers and posters advertising on-site certifications in English and Spanish

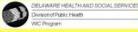
**Need help  
signing up your child  
for WIC?**

*We will be offering  
on-site WIC services to  
better serve you!*

**Join Us!**



If you have any questions call Anthony DiEleuterio at 302-292-1305 x262



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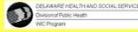
**Nesecitas ayuda  
registrando a tu hijo  
para WIC?**

*Estaremos ofresiendo  
servicios de WIC en este  
local para asestirles  
mejor!*

**Acompañanos!**

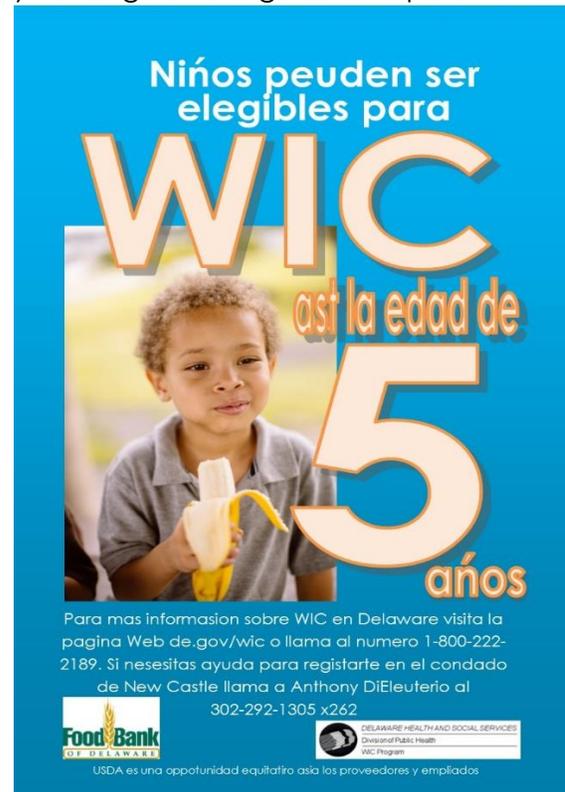
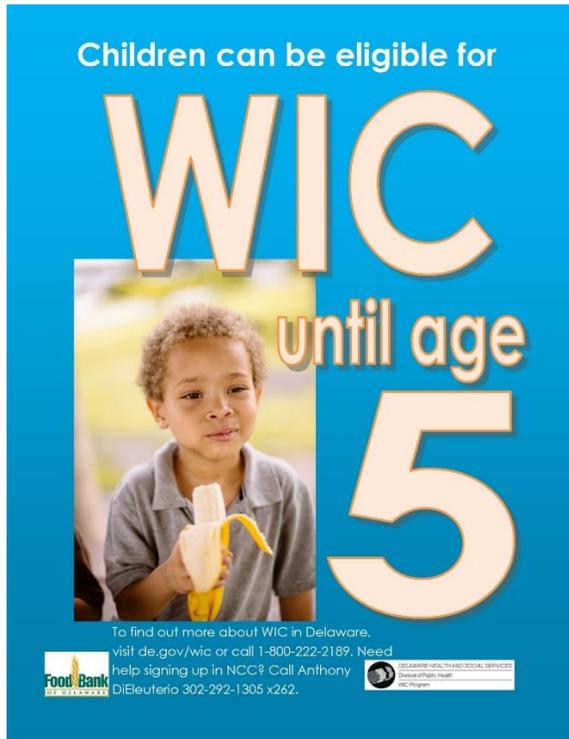


Si tienes preguntas llama a Anthony DiEleuterio a 302-292-1305 x262



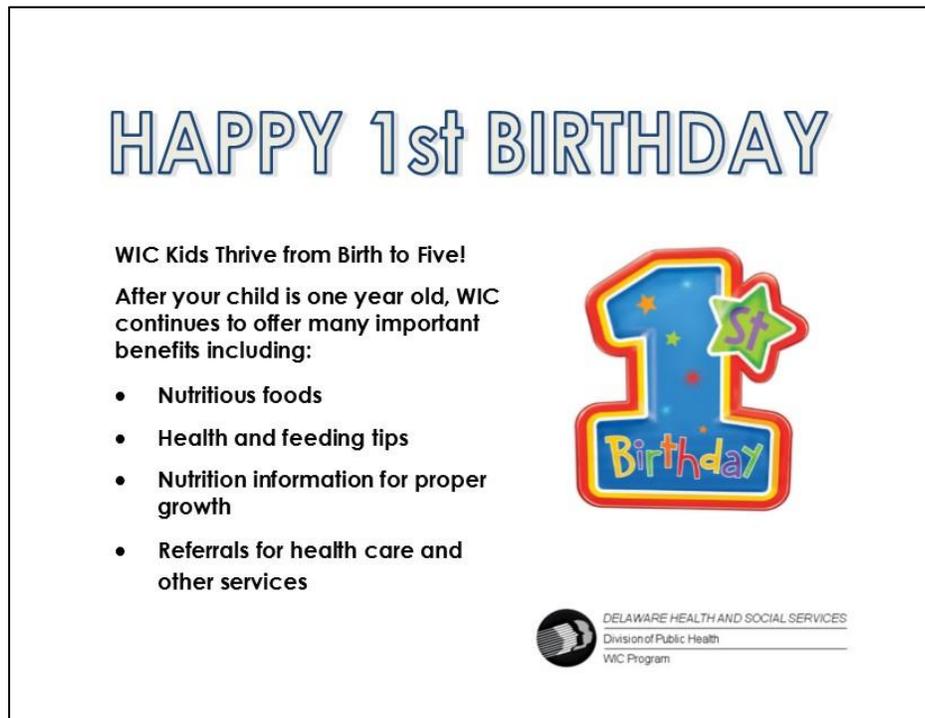
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- o Flyers and posters advertising WIC eligibility until age 5 in English and Spanish



- o Postcards advertising eligibility after age 1 and the value of the WIC package

FRONT



BACK

<p><b>Every month, your child's WIC check will buy:</b></p> <p>3 gallons, 1 quart <b>milk</b></p> <p>1 pound <b>cheese</b></p> <p>1 dozen <b>eggs</b></p> <p>2 16-ounce packages <b>100% whole wheat bread or tortillas</b></p> <p>36 ounces breakfast <b>cereal</b></p> <p>2 64-ounce containers <b>100% juice</b></p> <p>1 pound <b>dried beans</b> or 18-ounce jar <b>peanut butter</b></p> <p>\$8 voucher for <b>fresh fruits and vegetables</b></p> <p><i>(Packages may vary)</i></p>	<p>Food Bank of Delaware 14 Garfield Way Newark, DE 19713</p>  <p>To find out more about WIC in Delaware, visit the WIC website at <a href="http://de.gov/wic">de.gov/wic</a> or call 1-800-222-2189.</p> <p>Need help signing up? Call Lynaida Diaz 302-292-1305 ext.267.</p>
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- Surveys distributed to families directly contacted by the WIC Outreach Coordinator in English and Spanish

WIC On-site Services Survey

1. Are you currently enrolled in WIC?    Yes    No
2. Have you been enrolled in the past?        Yes    No
3. If not enrolled, what is the main reason why?    \_\_\_\_\_  
\_\_\_\_\_
4. How many children are in the household below age 5?  
Age 1 \_\_\_ Age 2 \_\_\_ Age 3 \_\_\_ Age 4 \_\_\_
5. Are you interested in receiving on-site WIC services?    Yes    No  
If yes, please provide contact information \_\_\_\_\_  
\_\_\_\_\_
6. Are the on-site services more convenient than going to a WIC clinic?  
Yes    No
7. Would you like to continue to receive these services in the future?  
Yes    No
8. Are there any improvements that could be made?    \_\_\_\_\_  
\_\_\_\_\_



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DELAWARE HEALTH AND SOCIAL SERVICES  
Division of Public Health  
WIC Program

WIC En Cita Cuestionario

1. Está usted inscrito en WIC? Si No
2. Ha recibido WIC servicios en el pasado? Si No
3. Si no estas inscrito en los servicios de WIC, que es la razon? \_\_\_\_\_  
\_\_\_\_\_
4. Cuantos ninos están en la casa debajo de la edad 5? \_\_\_\_\_  
Cuáles son las edades de estos niños? \_\_\_\_\_  
\_\_\_\_\_
5. Esta interesado en recibir los en cita servicios? Si No  
Si quieres los en cita servicios en lugar de ir a los clinicas de WIC, por favor  
deje su información de contacto? \_\_\_\_\_  
\_\_\_\_\_
6. Son los en cita servicios mas conveniente para usted, en lugar de ir a la  
WIC clinica? Si No
7. Le gustaria continuar a recibir estos servicios en el futuro?  
Si No
8. Hay una mejora que pudiera hacer? \_\_\_\_\_  
\_\_\_\_\_



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