

# Win with WIC!

## Physicians and Healthcare Providers Connect Families to WIC

October 26th, 2023 | 1:00 PM



TENNESSEE  
Immigrant  
& Refugee  
Rights  
COALITION



TENNESSEE  
JUSTICE  
CENTER





# TJC and the Nutrition Team

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**Signe Anderson**

*Senior Director of Nutrition Advocacy*

**Crys Riles**

*Anti-Hunger Advocate*

**Geraldine Hernandez-Marin**

*King Nutrition Fellow*

**Anna Grace Breedlove**

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*WIC Partnership & Outreach Coordinator*

**Kate Goodin**

*Child Anti-Hunger Advocate*

# TJC Anti-Hunger Advocacy

**End hunger in Tennessee by protecting and strengthening the federal nutrition programs: SNAP, WIC, Child Nutrition Programs**

- Improve access and remove barriers to programs
- Advocate for solutions to systemic issues
- Educate and inform
- Provide policy expertise
- Direct client work



# Child Hunger and Poverty



- **18.1% Tennessee children live in poverty**

Census data

- **197,490 TN children face hunger (1 in 8)**

Feeding America data



# WIC participation



**37%** of eligible population participate in WIC <sup>NWICA</sup>

**15.1%** increase in participation from 2022-2023 <sup>FRAC</sup>



**53%**

of infants born in Tennessee participate in WIC

**156,119**

WIC PARTICIPANTS

WHO PARTICIPATES IN WIC IN TENNESSEE?

Pregnant women	<b>16,126</b>
Breastfeeding women	<b>10,848</b>
Postpartum women	<b>13,790</b>
Infants	<b>42,884</b>
Children	<b>72,471</b>

# About WIC



## Special Supplemental Nutrition Program for Women, Infants & Children

Provides health support and food benefits to pregnant, postpartum women, infants, children up to age 5

- Resident of TN
- 185% of FPL or lower (Family of 4 income < \$55,500)
- Breastfeeding support
- Benefits via EBT cards used like debit cards
- Money for specific foods at authorized food retailers

USDA United States Department of Agriculture  
Food and Nutrition Service

English

USDA | FNS | FNS WIC | WIC Works | WIC Farmers' Market Nutrition Program | WIC State Agencies

### WIC PreScreening Tool

Special Supplemental Nutrition Program for Women, Infants and Children (WIC)

The WIC PreScreening Tool assists applicants in determining whether or not they are potentially eligible to receive WIC benefits. **This PreScreening Tool is not an application for WIC benefits.** To apply for WIC benefits, you must make an appointment at a WIC local agency in the State or area where you live.

The WIC PreScreening Tool takes approximately 15 minutes to complete.

Check to see if you may be eligible for WIC benefits

Get started

English | Español | 中文 | 한국의 | русский | Somali | Việt | العربية | Kreòl Ayisen

# WIC

## Special Supplemental Nutrition Program for Women, Infants & Children

### THE WIC PROGRAM:



Reduces food insecurity



Alleviates poverty



Supports economic stability



Improves dietary intake



Supports healthy growth



Improves birth outcomes



Improves health outcomes



Supports learning and development



Reduces health care and other costs



Improves retail food environments

# WIC CIAO Project in TN

Increase WIC awareness and participation/36 projects across USA

## TENNESSEE/ WIC Focus

- Increase WIC awareness in TN
- Improve access for Black, Latino, Immigrant, LEP communities, ages 1-5
- Strengthen Pediatric/WIC connections & referrals
- Improve benefit redemption-WIC grocery store experience
- Surveys and Focus Groups – learn from TN families





# WIC CIAO Goals

## 01

Increase Awareness and  
Reduce Disparities

- Consistent outreach to underserved communities (Black, Hispanic, Latinx, Arabic, immigrant/refugee)
- Discuss with clients, partners, and shoppers their personal experiences with WIC
- Identify barriers to applying for or using benefits

## 02

Increase Participation by  
Improving Access

- Increase awareness among healthcare providers of their role in the referral process
- Work with providers to determine the best practical and realistic ways to conduct nutrition screenings
- Provide resources to help establish a consistent referral system

## 03

Improve Redemption of  
WIC Benefits

- Connecting grocers with information about connecting families to WIC
- Collaborate with TGCSA on establishing best practices to encourage shoppers to use benefits

# Why refer to WIC?

- Credibility
- Trust
- Effectiveness
- Positive Determinants of Health
- Reduces medical fatigue

# Connect Patients to WIC

## For Health Care Providers



Do you care for pregnant, nursing, or post-partum parents, and children? Connect your patients to nutritious food and health resources through WIC.

Physicians and healthcare providers are trusted messengers. Your referral and education regarding WIC can help families.

## Who Qualifies?

- **Pregnant, post-partum, and breastfeeding individuals**
- **Infants and children up to age 5**
- **Residents of TN**
- **Meet income requirements (below 185% of FPL)**
- **Participate in SNAP or TennCare**

## Help Connect Patients to WIC

- Display WIC information in your offices
- Make referrals
- Tell patients about WIC
- Coordinate with your local WIC agency to share information

All paperwork and other information, including a list of local county WIC offices, can be found by visiting [tn.gov/wic](http://tn.gov/wic)

## What Next?

Stay informed and connected about your role as a provider by joining TJC's WIC Champions group! To join, visit [tnjustice.org/wic](http://tnjustice.org/wic) or scan this QR code:



[Find this flyer on our website!](#)



Rosemary Hunter, MD

Associate Professor of Pediatrics

Vanderbilt University Medical Center

Nashville, TN 37232

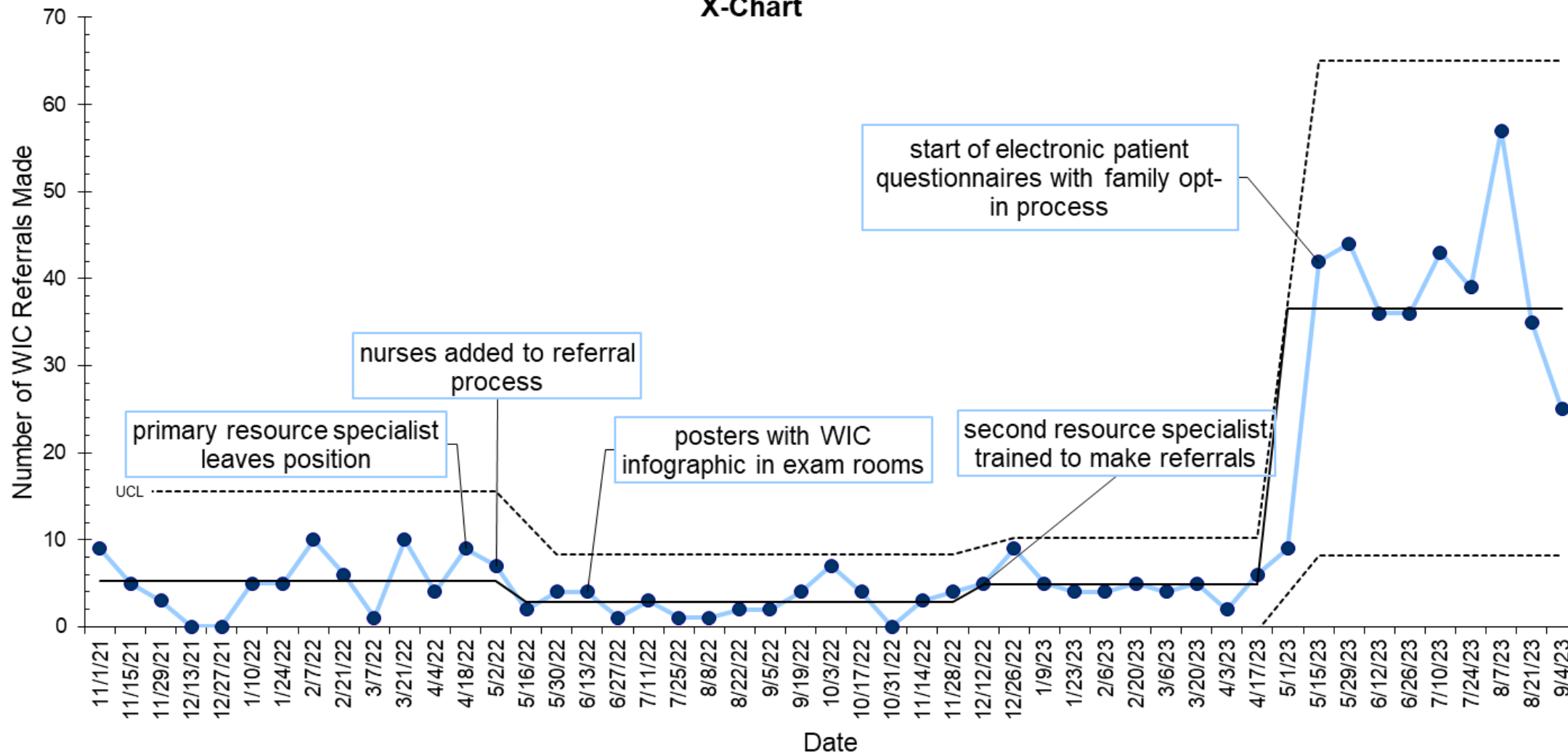
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# Our experience at Vanderbilt Primary Care clinic

- Beginning in 2021, we gathered a taskforce to begin offering WIC referrals to patients using a QI approach.
- Initially we used community resources specialists (2) SW in clinic. They were meeting with families who were new to the clinic, at the 2 month visit and those who screened positive for food insecurity.
- Initial pilot data suggested that about 50-60% of our patients were already connected to WIC by self-report.
- Of those who were not connected, about half wanted a referral.

Measure

### Number of WIC Referrals Made (Every 2 Weeks) X-Chart



# Our experience at Vanderbilt Primary Care clinic

- Since the start we have referred over 436 people
- We have garnered 100 "spillover" siblings and mothers of index referral.
- The electronic opt in process coincided with facility initiative to incorporate more paperless processes. Our referrals increased nine-fold/week in May 2023.
- Keeping clinic partners and staff involved was key in making progress.
- Davidson County WIC office has been instrumental in this process.
- More referrals being shared with other TN counties.
- Outlying Vanderbilt clinics in Smyrna and Lebanon are now offering referrals.

# Quality Improvement Approach

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- Build support
- Who
- What
- When
- How







## WELCOME TO DAVIDSON COUNTY WIC!

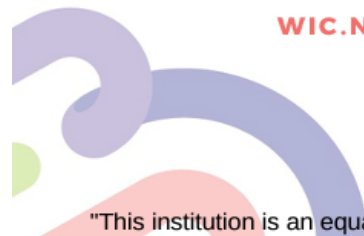
WIC helps families by providing nutrition education, breastfeeding support, supplemental foods, and referrals to community services.

**To qualify for WIC, you must meet income guidelines and be in any of the categories below:**

- o Pregnant woman
- o Woman who has had a baby within the last six months
- o Breastfeeding woman (up to a year post-partum)
- o Infant
- o Child up to age five

**WIC is available to a wide range of income levels. If you participate in Medicaid, SNAP, or Families First, you meet the income guidelines for WIC. If you do not qualify for one of these programs, you may still be eligible for WIC!**

**FOR MORE INFORMATION OR TO SET UP  
AN APPOINTMENT, CALL 615-340-7788  
OR VISIT  
WIC.NASHVILLE.GOV**



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# WIC Flyer from Davidson County

# The Process of Referrals

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Low touch vs. High touch methods



## Tennessee WIC Program Referral

To receive WIC Program benefits, applicants must be determined to have a medical or nutritional risk. The WIC assessment includes current anthropometric measures and periodic blood screening. To refer a patient to WIC, please complete this form and send it to the patient's local health department or WIC clinic.

### WIC offers families:

- ✓ Tips for eating well to improve health
- ✓ An EBT card to buy healthy foods
- ✓ Breastfeeding promotion and support
- ✓ Health and Social Service referral

The WIC program is for pregnant women, breastfeeding women, postpartum women, infants, and children up to the age of 5.

Please fill out this referral, and fax or email a copy to your local WIC office.

Find WIC office contact information at [tn.gov/wic-clinics](https://www.tn.gov/wic-clinics).

WIC Phone #: \_\_\_\_\_ WIC Fax #: \_\_\_\_\_  
WIC Email: \_\_\_\_\_

### WIC APPLICANT/PATIENT INFORMATION (to be completed by HCP)

NAME: \_\_\_\_\_ DOB: \_\_\_\_\_

PATIENT PHONE #: \_\_\_\_\_ PRIMARY LANGUAGE: \_\_\_\_\_

HEIGHT/LENGTH: \_\_\_\_\_ in/cm (Date: \_\_\_\_\_) WEIGHT: \_\_\_\_\_ lb/kg (Date: \_\_\_\_\_)

HCT OR HGB: \_\_\_\_\_ (Date: \_\_\_\_\_)

ESTIMATED DATE OF DELIVERY (if pregnant): \_\_\_\_\_

NUTRITION & HEALTH CONCERNS (if applicable): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### HEALTHCARE PROVIDER INFORMATION

OFFICE/CLINIC NAME: \_\_\_\_\_

PHONE #: \_\_\_\_\_ FAX #: \_\_\_\_\_

EMAIL (if available): \_\_\_\_\_

PHYSICIAN'S (or designee) SIGNATURE: \_\_\_\_\_

PH-3151 (Rev 4/2023)  
RDA 150

Visit [tn.gov/wic](https://www.tn.gov/wic)  
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<https://www.tn.gov/health/health-program-areas/fhw/wic.html>

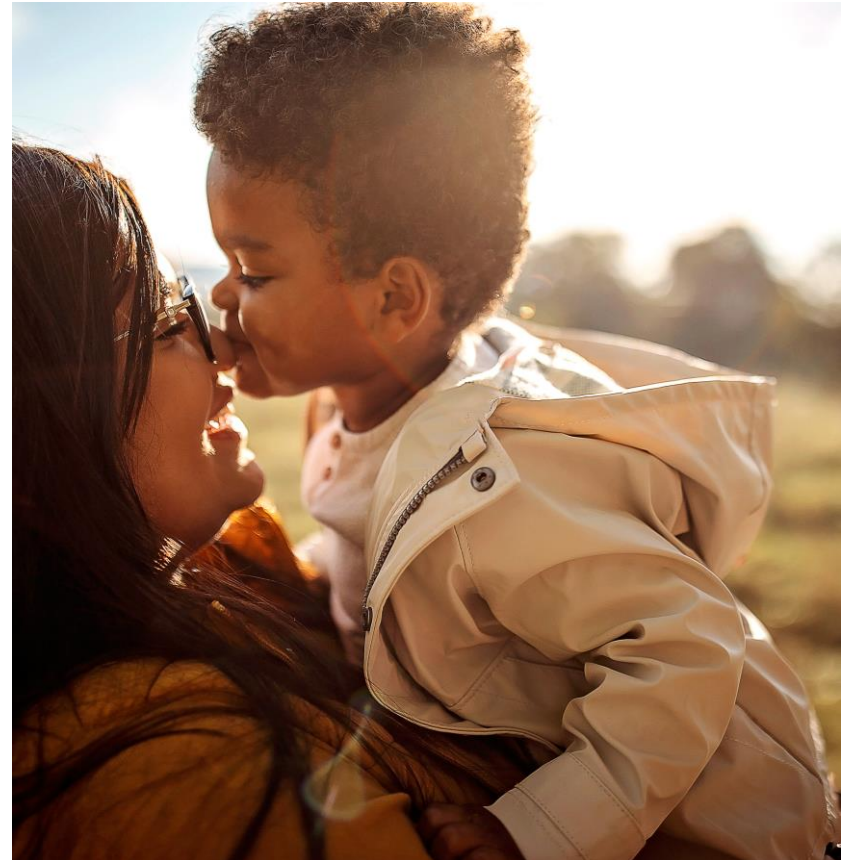
# Case Studies

- Sylvia went to her 28-week prenatal appointment. She was checked in and vitals were taken by the MA.
- She has been struggling with eating healthy and had gained 5 pounds from her last visit.
- The MA inquired if she was on WIC.
- She stated she had not had time to enroll due to work limitations but asked for help in contacting them.
- What are options?



# Case Studies

- Andre was brought to the Pediatrician by his grandmother for his 2-year-old checkup.
- He was staying with her due to his mother's hospitalization for complications from a chronic medical condition.
- Grandmother is having trouble affording food due to a limited income and she is undocumented.
- She sees a poster for the WIC program but isn't sure if Andre can receive benefits. How could we help her?



# What could I do?

- Have WIC information available in your clinic including contact information
- Encourage patient participation in WIC program by providers.
- Contact the WIC director for your county office.
- Determine best starting point to make referrals (fax or electronic).
- WIC personnel could do staff education for the office.
- Contact TJC for more information and support.

Questions  
for Dr.  
Hunter?





## TN WIC Referral Form

Lisa M. Fisher, Nutrition Services Coordinator, WIC



# Purpose of the Referral Form

- Reduce the barrier of participants coming into the WIC clinics for measures, if taken at a medical visit
- Serve as a communication tool between the Health Care Provider and WIC staff
- Outreach Tool

# Location of the TN WIC Referral Form

- [For Healthcare Providers \(tn.gov\)](#)



The screenshot displays the Tennessee Department of Health website. The header includes the TN Department of Health logo, a search bar, and navigation links such as Contact Us, Program Areas, News, Health Professionals, Parents, Individuals, Statistical Data, and Career Opportunities. The main content area is titled "For Healthcare Providers" and features a list of links on the left, including Women Infants and Children, WICShopper, WIC and COVID-19, TNWIC, For Participants, For Vendors, For Healthcare Providers (highlighted), Income Guidelines, WIC Clinics, National Nutrition Month, Recipes, WIC Data and Statistics, and About WIC. The right side of the page contains a photo of a smiling healthcare provider and text explaining the referral process, with links to the TN WIC Referral Form (PH-3151), Tennessee's Nutrition Related Qualifying Conditions, Fillable Request for WIC Eligible Therapeutics (PH-4077), and Tennessee WIC Program Formulary. A note at the bottom states that WIC supplemental foods are aligned with the Dietary Guidelines for Americans and the American Academy of Pediatrics' infant feeding guidance.

# TN Referral Form

- Click on the first link
  - [TN WIC Referral Form \(PH-3151\)](#)
- Download the Fillable PDF form
- Complete the Fillable form

# Steps to completing the TN WIC Referral Form: 1<sup>st</sup> Section

The WIC program is for pregnant women, breastfeeding women, postpartum women, infants, and children up to the age of 5.

Please fill out this referral, and fax or email a copy to your local WIC office.

Find WIC office contact information at [tn.gov/wic-clinics](https://tn.gov/wic-clinics).

WIC Phone #:  WIC Fax #:   
WIC Email:

The screenshot shows the website's navigation menu with the following items: Contact Us, Program Areas, News, Health Professionals, Parents, Individuals, Statistical Data, and Career Opportunities. The main content area is titled "WIC Clinics" and includes a search prompt: "Do you need a WIC appointment? You can find your clinic's number by scrolling down and using the list below." Below this, it instructs users to find the nearest WIC clinic by selecting a county or city from a dropdown or using a search box. A list of search criteria is provided: County, Health Department of Clinic Name, Address, City, and Zip Code. A search box labeled "Search all data" is also visible. A note for Shelby County residents provides contact information for the Shelby County Call Center at (901) 222-9980 or via email at schd.callcenter@shelbycountyp.gov.

1. If you are trying to locate a WIC Clinic site, click on [tn.gov/wic-clinics](https://tn.gov/wic-clinics).
2. Type in the county or city in TN.
3. Record the clinic telephone number, WIC Fax number, and WIC email, if applicable

# First Section: TN WIC Referral form

The WIC program is for pregnant women, breastfeeding women, postpartum women, infants, and children up to the age of 5.

Please fill out this referral, and fax or email a copy to your local WIC office.

Find WIC office contact information at [tn.gov/wic-clinics](http://tn.gov/wic-clinics).

WIC Phone #: (999)999-9999

WIC Fax #: (999)999-9990

WIC Email: N/A

## 2<sup>nd</sup> section: WIC Applicant/Patient Information (completed by HCP)

- This second section is very important.
- Please encourage your staff to complete this section and include as much information as possible.

### WIC APPLICANT/PATIENT INFORMATION *(to be completed by HCP)*

NAME: Jane Doe DOB: 10/20/2023

PATIENT PHONE #: (123) 999-9999 PRIMARY LANGUAGE: English

HEIGHT/LENGTH: 19 in/cm (Date: 10/20/23 ) WEIGHT: 7 lbs lb/kg (Date: 10/20/23 )

HCT OR HGB: N/A (Date: )

ESTIMATED DATE OF DELIVERY (if pregnant):

NUTRITION & HEALTH CONCERNS (if applicable): No health concerns.

Caregiver requested a WIC referral.

# 3<sup>rd</sup> Section: Healthcare Provider Information

- Please complete every line in this section, that applies
- Signature is required, and it verifies that the information on this form is correct.

## HEALTHCARE PROVIDER INFORMATION

OFFICE/CLINIC NAME: Health Clinic

PHONE #: (123)555-5555

FAX #: (123) 555-5551

EMAIL (if available):

PHYSICIAN'S (or designee) SIGNATURE: Lisa M. Fisher

Digitally signed by Lisa M. Fisher  
Date: 2023.10.20 13:36:41 -05'00'

Visit [tn.gov/wic](https://www.tn.gov/wic)

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RDA 150

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# Completed Referral

## Tennessee WIC Program Referral

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PHYSICIAN'S (or designee) SIGNATURE: Lisa M. Fisher

Digitally signed by Lisa M. Fisher  
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Visit [tn.gov/wic](https://tn.gov/wic)

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# Completed Referral form

- Emailed
- Faxed
- Mailed

# Questions



# Contact information

- Lisa M Fisher, MS, RDN, CLC
  - Nutrition Services Coordinator, WIC
  - [Lisa.M.Fisher@tn.gov](mailto:Lisa.M.Fisher@tn.gov)
  - (615) 532-8187



Special Supplemental Nutrition  
Program for Women, Infants and  
Children (WIC)

**October 26, 2023**

**Sarah Griswold, Knox County WIC Nutrition Manager**

# Goals for this presentation

- 1. Benefits of WIC participation**
- 2. Partnering with local WIC office**
- 3. Contacting Knox County's WIC office**
- 4. Answer questions**

# Tennessee WIC serves

- Women who are pregnant, New moms (up to 6 months after delivery), and Breastfeeding moms (up to 1 year after delivery)
- Infants and Children (up to age 5)
- Who meet income (185% FPL) and residency guidelines
  - As of July 1, approximately \$55,000 for a family of 4
  - Adjunctive (automatic) eligibility extended to clients receiving Medicaid (TennCare) or SNAP
  - Can reside anywhere in Tennessee, although it is customary to participate in the county of residence
  - Citizenship is not a requirement
- Statewide: 134,229 participants with benefits as of September 2023
- Knox County: 10,498 participants with benefits as of September 2023
  - Pre-pandemic: 6,517 in March 2020

# Fundamentally, WIC provides

- Nutrition Education
  - Includes breastfeeding support
- Healthy Foods
  - USDA determines the items
  - USDA sets maximum amounts
  - Foods are purchased at authorized WIC vendor locations throughout the state
- Healthcare Referrals
  - [Knox Co Referral List](#)



# Partnering with WIC

Tennessee WIC Website: [tn.gov/wic](https://tn.gov/wic)

Follow link: “For Healthcare Providers”

- Referral Form →
- Qualifying Conditions for therapeutic formula
- Request for WIC Eligible Therapeutics
- TN WIC Program Formulary

## Tennessee WIC Program Referral

To receive WIC Program benefits, applicants must be determined to have a medical or nutritional risk. The WIC assessment includes current anthropometric measures and periodic blood screening. To refer a patient to WIC, please complete this form and send it to the patient's local health department or WIC clinic.

### WIC offers families:

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HCT OR HGB: \_\_\_\_\_ (Date: \_\_\_\_\_)

ESTIMATED DATE OF DELIVERY (if pregnant): \_\_\_\_\_

NUTRITION & HEALTH CONCERNS (if applicable): \_\_\_\_\_

### HEALTHCARE PROVIDER INFORMATION

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PHONE #: \_\_\_\_\_ FAX #: \_\_\_\_\_

EMAIL (if available): \_\_\_\_\_

PHYSICIAN'S (or designee) SIGNATURE: \_\_\_\_\_

PH-3151 (Rev 4/2023)  
RDA 150

Visit [tn.gov/wic](https://tn.gov/wic)  
This institution is an equal opportunity provider.





Questions or Concerns  
please contact us:

Lori Emond

Knox County WIC Division Director

865.215.5048

[Lorna.Emond@knoxcounty.org](mailto:Lorna.Emond@knoxcounty.org)

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WIC Nutrition Program Manager

865.215.5052

[Sarah.Griswold@knoxcounty.org](mailto:Sarah.Griswold@knoxcounty.org)

**YOU GOT THIS.  
AND WE'RE HERE  
WHEN YOU DON'T.**



HEALTHY FOOD.  
HEALTHY KID.  
HAPPY MOM.



What  
questions do  
you have for  
me?



**wic** WOMEN, INFANTS,  
& CHILDREN

This has been a presentation of

 **KNOX COUNTY  
TENNESSEE**  
HEALTH DEPARTMENT

# WIC ACTION OPPORTUNITIES



Click Here to  
[Register for WIC Champions  
Work Group](#)

**You can improve access to WIC in Tennessee!**  
We will share information, discuss barriers and best practices, strategize and learn from community partners across the state. Sign up to participate and receive updates about the WIC program.

Every 2<sup>nd</sup> Thursday @ 9:00a CT

# FUND WIC!



- WIC funding is under attack
- 133,000 women, infants, and children are at risk of losing or seeing benefits cut
- Use [this link](#) to send a letter to your representatives
- Tell us your WIC story [HERE](#)



# Other Ways to Help

- **Sharing Information** with your patients and the community
  - Help people understand WIC and the referral process to help improve participation.
- **Be in the know** – [WIC for Providers Flyer](#)
- **Legislation Page** [HERE](#)
- **Contact TJC!**



# Additional Information & Resources

- [Income Eligibility Guidelines](#)
- [WIC for Providers Flyer](#)
- [FRAC WIC Resource Page](#)
- [WIC Prescreening Tool](#)
- [TN WIC Shopper Guide](#)
- [Tennessee WIC Clinics](#)
- [WICShopper App Information](#)
- [TJC WIC Fact Sheet](#)
- [USDA Program Participant Data](#)
- [USDA WIC Eligibility & Reach Statistics](#)
- [Understanding Barriers to Access WIC](#)
- [USDA Hunger Statistics](#)
- [State of WIC Report 2023](#)
- [FRAC WIC Report](#)
- [TJC Legislation Page](#)
- [March of Dimes Maternal Health Data](#)





# QUESTIONS?

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*King Nutrition Fellow*

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**Anna Grace Breedlove**

*WIC Referral & Data Specialist*

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