

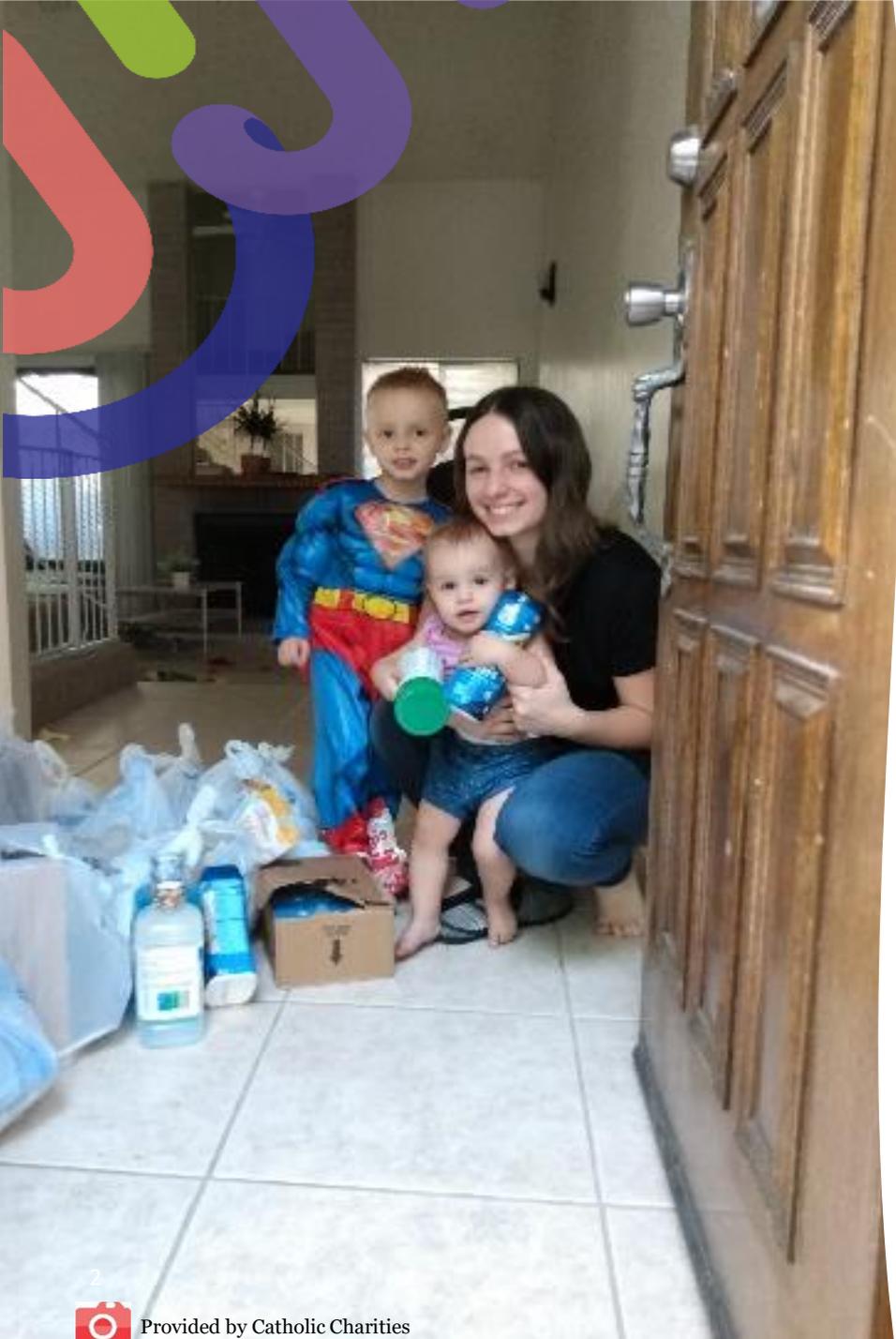


# Nevada Women, Infants, and Children CARES Shopping and Delivery Program

Division of Public and Behavioral Health

Sarah Metcalf, MPH, NDTR, CLC





# Agenda

- Nevada WIC Redemption During COVID
- CARES Funding
- Shopping Agencies
- Policies/Procedures
- Notable preparation steps
- Data
- Lessons learned
- Participant Stories/Feedback
- Conclusion
- Future of the Program

# Nevada WIC Food Redemption During COVID

- February-April 2020
  - Participation increased 1.3%, 2% of total population
  - Total benefit utilization dropped 5%
- May-July 2020
  - Participation remained steady
  - 2% drop in total benefit utilization

Sent to all Nevada WIC participants the first week of August 2020 to better understand WIC redemption trends since the beginning of the pandemic.

Open for one (1) week - both English and Spanish

Shared via text message.

4,304 responses

76% of respondents reported often experiencing a shortage in availability of WIC-approved foods

22% reported never or rarely experiencing a food shortage

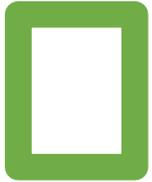
Reasons for not redeeming:

38.9% - limited food availability.

32.3% - avoided grocery shopping due to fear of contracting COVID-19.

Of the people that chose "other reasons," 33% reported they would have redeemed if foods were available via curbside pickup.

For more information on the Nevada WIC waivers, redemption and participation data during COVID-19, see the [2020 Nevada Food Security Report: Combating the Statewide Hunger Crisis](#).



## THE IMPACT OF COVID-19 ON NEVADA WIC REDEMPTION

4,304 Adult Nevada WIC participants responded to a survey regarding WIC redemption since beginning of COVID-19 pandemic, administered the week of August 3, 2020

### WIC FOOD REDEMPTION SINCE MARCH 2020

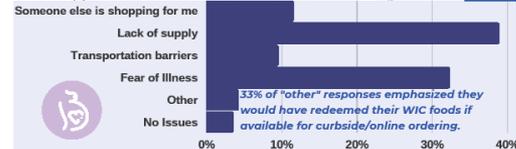
56% always redeemed their WIC benefits

32.9% Sometimes  
4.4% Rarely  
5.1% Never  
1.6% unsure

"It's been **harder to find all the foods** or milk products allowed for our family and we also do a lot of our grocery shopping online for pickup, due to us **not wanting to expose ourselves or children** too much (we have a son who is asthmatic) and we cannot apply the card when checking out."



### REASONS FOR NOT REDEEMING



33% of "other" responses emphasized they would have redeemed their WIC foods if available for curbside/online ordering.

"I have been doing online pick up for my shopping needs, but I cannot get my WIC items. I'm less likely to use WIC because I'd rather not risk going into a store. I'm 3 months pregnant, my son has a blood disorder, and my mother in law who lives with us has lymphoma."

### WIC FOOD SUPPLY CHAIN DURING PANDEMIC

"There has been a shortage of milk, cheese, and eggs. I hate going shopping because I'm so afraid of bringing the virus home to my two year old."



"It's been incredibly difficult to get what my baby needs when at the store due to shortage of formula or shortage of employees to open up cases."

### CONCERNS FROM WIC RECIPIENTS

"I have been doing online grocery pick up because I don't want to expose my kids, myself, or my husband."



"Family member has an auto immune disorder which makes us have a tough choice when stores do not allow WIC items to be redeemed through pick-up."

33% fear illness becoming sick from shopping

"I have nobody to take care of my baby so I can't go to the store with out risking his health."



The Nevada Division of Public and Behavioral Health is committed to combating the statewide hunger crisis.

Questions regarding WIC and survey results?

EMAIL: [WICGENERAL@HEALTH.NV.GOV](mailto:WICGENERAL@HEALTH.NV.GOV) | VISIT: [HTTPS://NEVADAWIC.ORG/](https://NEVADAWIC.ORG/)

Survey was available in both English and Spanish.



# CARES Funding



- Coronavirus Aid, Relief and Economic Security (CARES) Act
  - Nevada received the small state allocation of CARES funding at \$1.25 billion.
  - \$687,500,000 was available for the state to spend
  - Nevada WIC received \$3.1 million for shopping and delivery
- Department of Health leadership was key:
  - SNAP online ordering pilot rolled out, June 2020
  - Limitations of WIC EBT
  - Food insecurity and disparities identified as priority

# Shopping Agencies



## WIC Agencies

- Dignity Health St. Rose
  - 1 County
  - 3 campuses
- Carson City Health and Human Services
  - 1 independent city, 1 county

## Community Agencies

- Catholic Charities of Northern Nevada
  - 13 counties
  - Rural/frontier deliveries
- Three Square Food Bank
  - 1 county
  - 3 subcontractors
- Nye Community Coalitions
  - 3 frontier counties

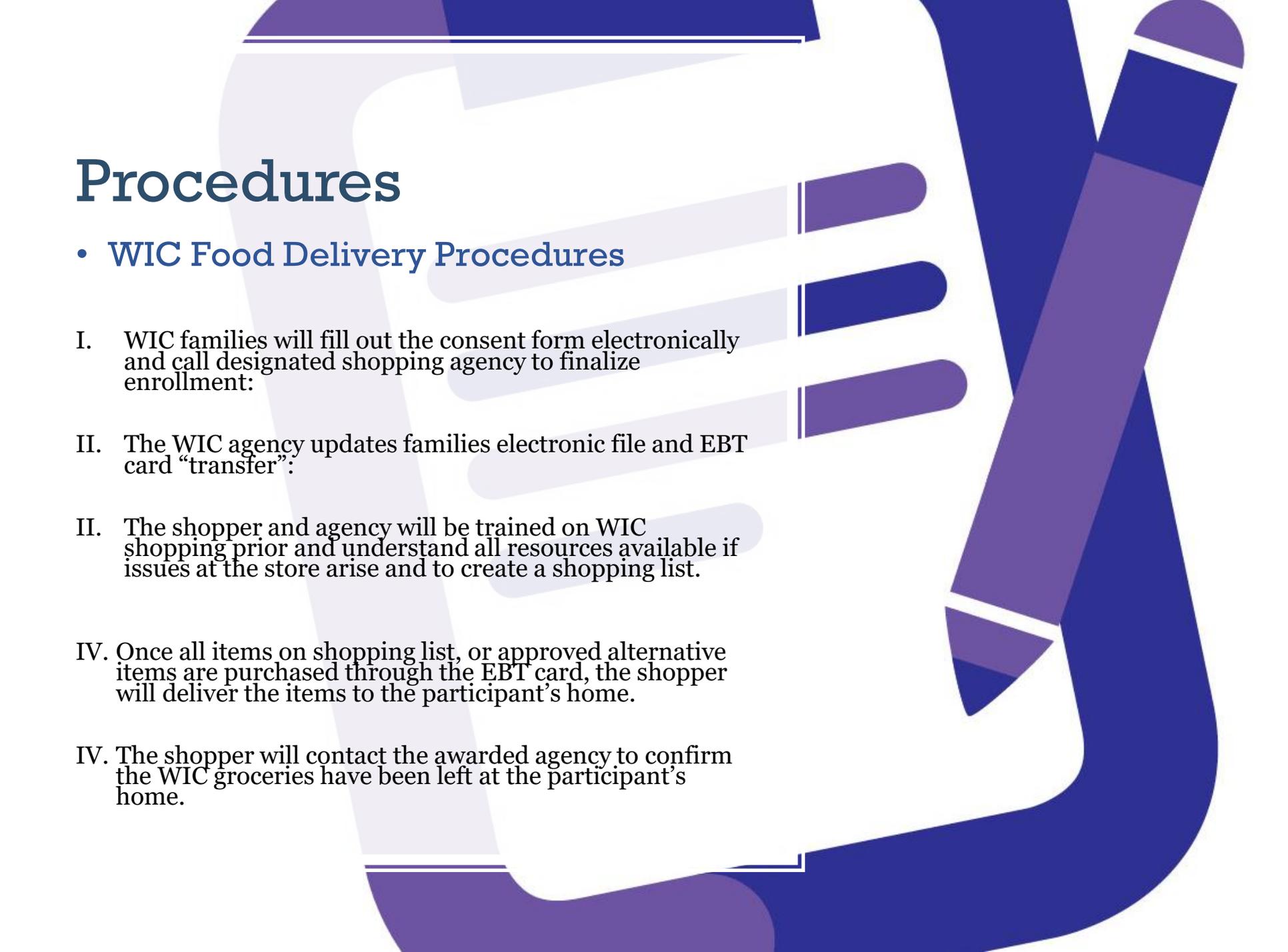


 Provided by Dignity Health and Catholic Charities

# Policies

- Applicable Federal WIC policies:
  - EBT Card Log
  - Deactivated EBT Card Log
  - Statement of Confidentiality
  - Conflict of Interest
  - WIC EBT Card Stock

# Procedures



- WIC Food Delivery Procedures

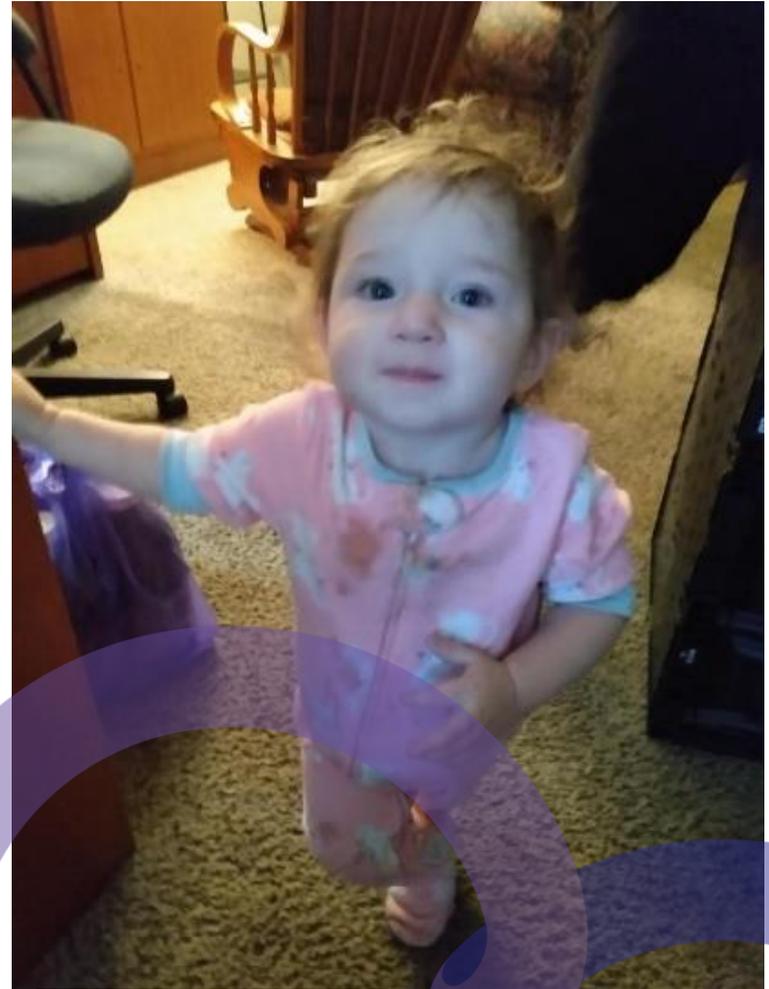
- I. WIC families will fill out the consent form electronically and call designated shopping agency to finalize enrollment:
- II. The WIC agency updates families electronic file and EBT card “transfer”:
- II. The shopper and agency will be trained on WIC shopping prior and understand all resources available if issues at the store arise and to create a shopping list.
- IV. Once all items on shopping list, or approved alternative items are purchased through the EBT card, the shopper will deliver the items to the participant’s home.
- IV. The shopper will contact the awarded agency to confirm the WIC groceries have been left at the participant’s home.

# Process Aid for WIC Staff

- Provided to all local WIC agencies:
  - Helped to reduce confusion
- Ensured process and documentation at WIC clinics was standardized

Participating Agencies and Coverage/ contact information:

- **Catholic Charities of Northern Nevada**
  - List clinic coverage
- **Nye County Coalition**
  - List of clinic coverage
- **Three Square Food Bank**
  - List of clinic coverage
- **Agencies doing their own participant's shopping:**
  - Carson City Health and Human Services
  - Dignity Health St. Rose WIC



Provided by Catholic Charities

# Process Aid- Continued

## Procedures for CARES Shopping:

Referrals - Family

Add Row

Remove Row

Signature

Print

Referred To - Family Referrals From WIC				
Date	Organization Type	Organization	Staff Member	
08/31/2020	CARES- WIC Shopping	Three Squares- CARES	Blanca Ayala	CARES Shopping

Comments/Alerts

Record Dates 08/31/2020

3 of 3

New Edit Delete

\*Staff Member Blanca Ayala

Display as Alert

\*Expiration Date 12/31/2020

\*Comment FAMILY IS PARTICPATING IN THE CARES WIC SHOPPING

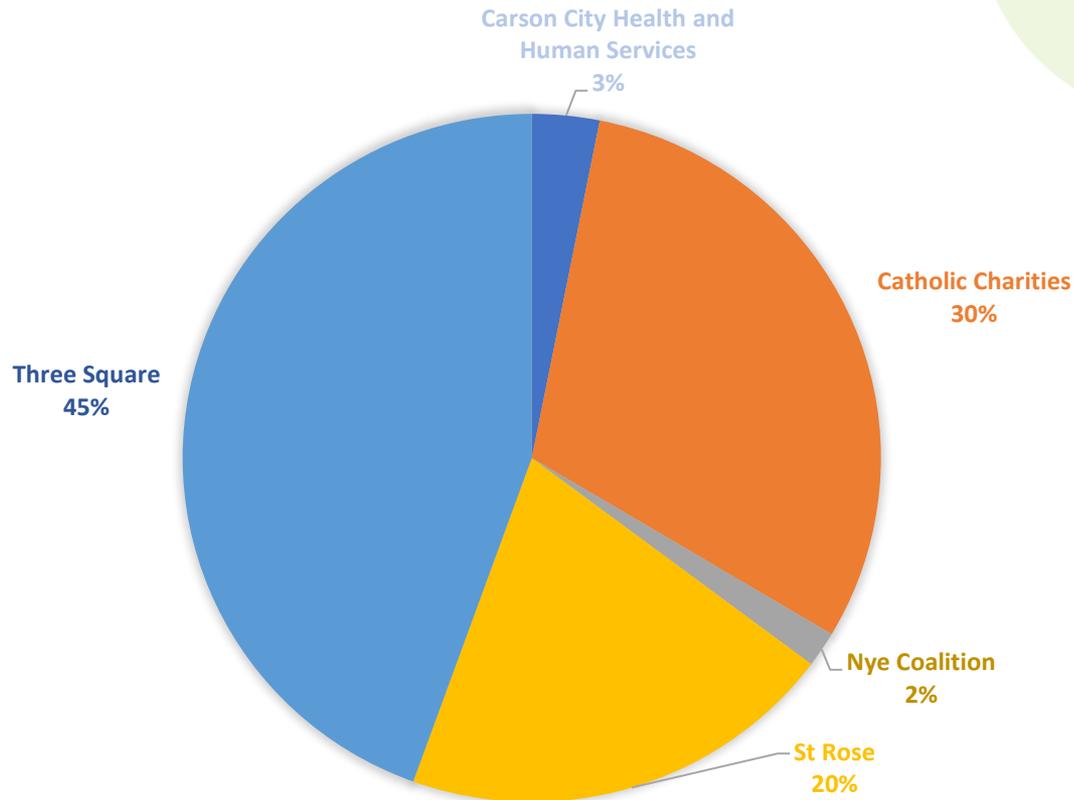


# Notable Preparation Steps

- Train-the-trainer shopping training
  - “WIC Shopping Experts”
  - WIC Shopper App
- Vendor communication
  - Verified WIC shopper letter
- Weekly meetings
  - WIC clinics
  - State
  - Shopping Agencies

# Data

## HOUSEHOLD DISTRIBUTION BY AGENCY

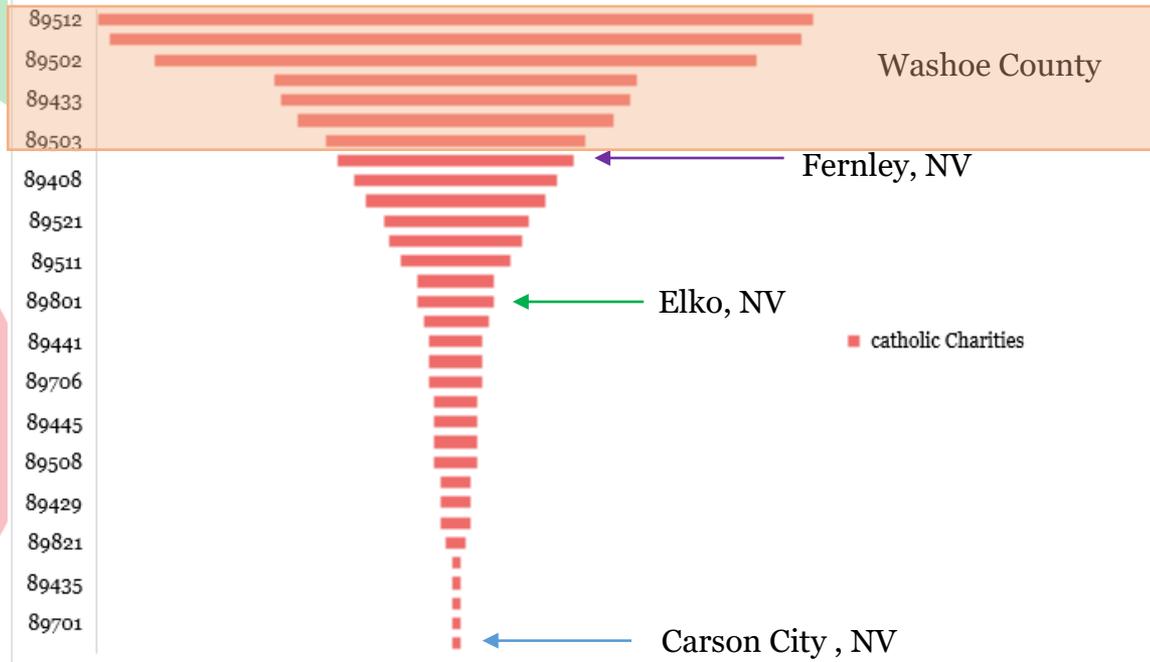


# Catholic Charities of Northern Nevada (CCNN)

**CCNN Participation Data**

Infants	Children	Women	Total
73	303	72	448

**CCNN Shopping Agency Services by Participation Zipcode**



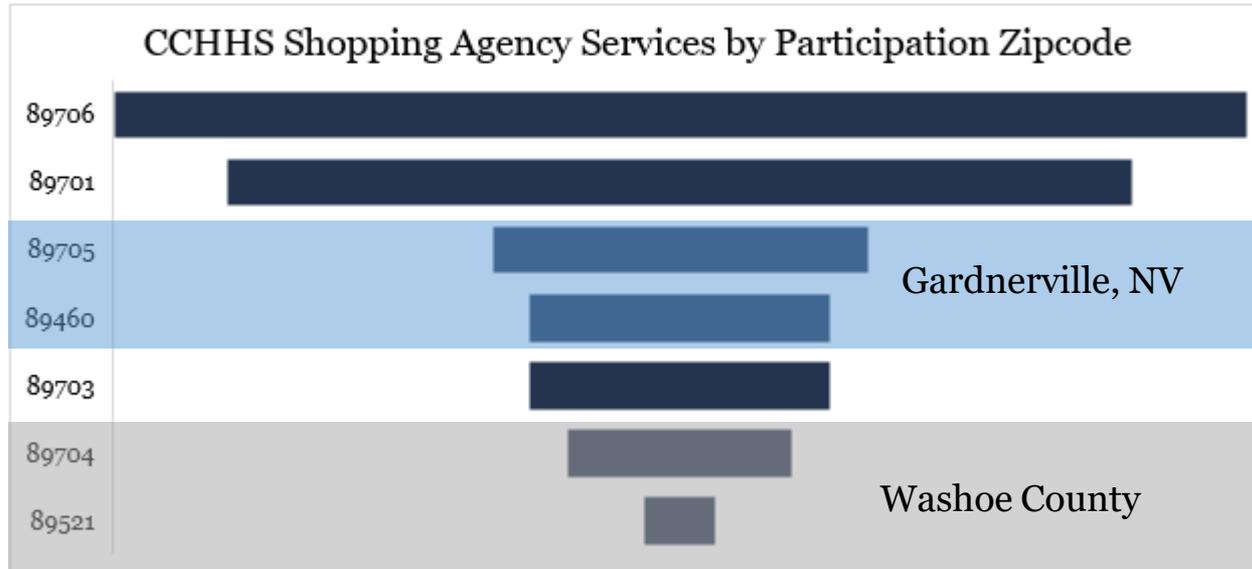
**Total Households: 273**

# Carson City Health and Human Services (CCHHS)

**CCHHS Participation Data**

Infants	Children	Women	Total
10	26	8	44

**CCHHS Shopping Agency Services by Participation Zipcode**



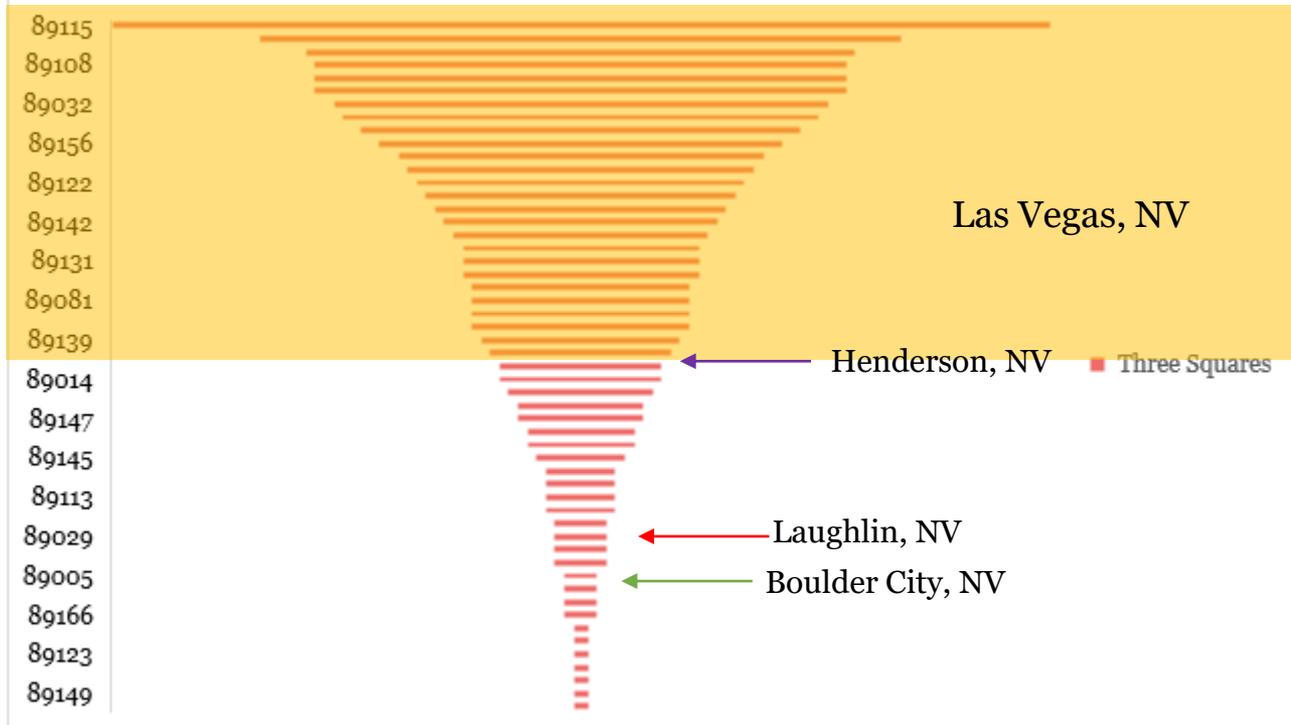
**Total Households: 28**

# Three Square Food Bank (TS)

**TS Participation Data**

Infants	Children	Women	Total
125	388	116	629

**TS Shopping Agency Services by Participation Zipcode**



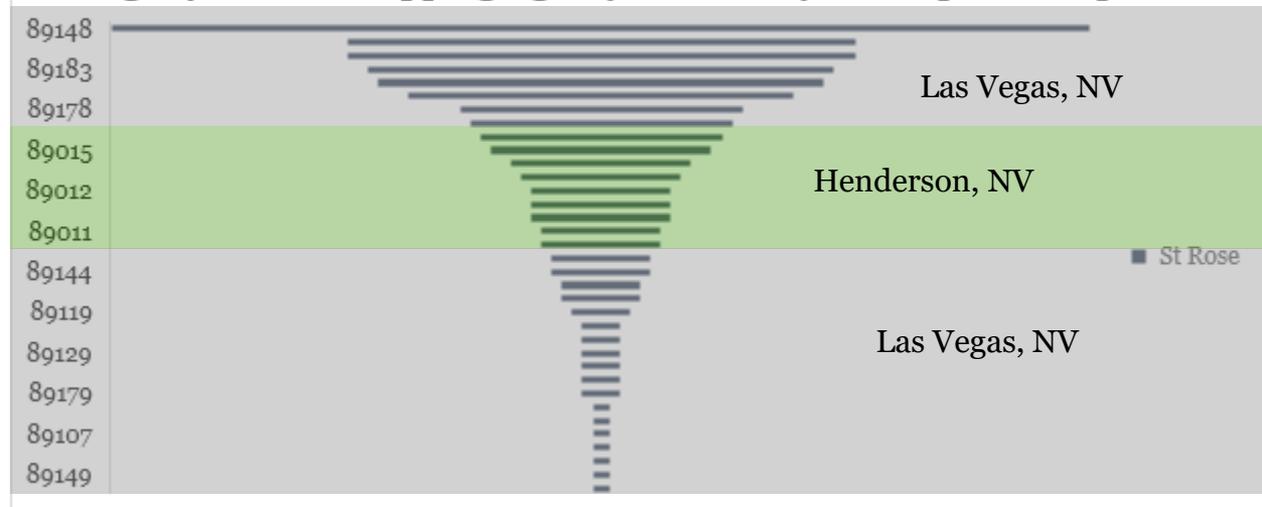
**Total Households: 399**

# Dignity Health St. Rose

**Dignity Health Participation Data**

Infants	Children	Women	Total
79	142	81	302

**Dignity Health Shopping Agency Services by Participation Zipcode**

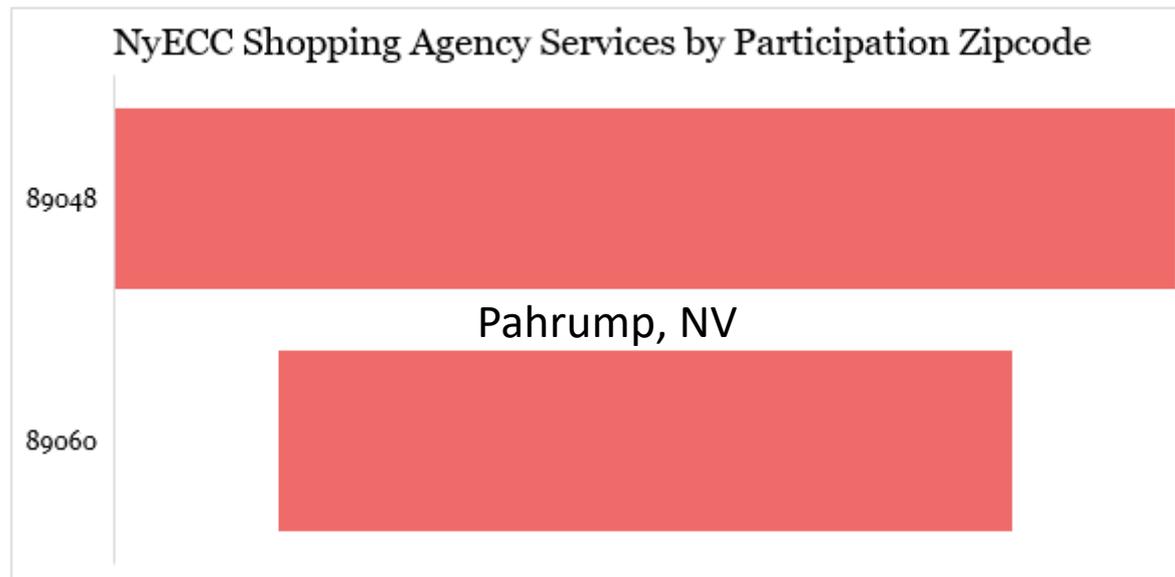


**Total Households: 182**

# Nye Community Coalitions (NyECC)

## NyECC Participant Data

Infants	Children	Women	Total
2	18	2	22



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**Total Households: 15**

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 Provided by Catholic Charities

Shopping Agency	Household Count	Participation Count
Carson City Health and Human Services	28	44
Catholic Charities	273	448
Nye Coalition	15	22
St Rose	182	302
Three Square	399	629
<b>Total</b>	<b>897</b>	<b>1445</b>

Race	Participation Count
American Indian or Alaskan Native	98
Asian	40
Black	268
Multiple	81
Pacific Islander	30
White	840
Unknown	88
<b>Total</b>	<b>1445</b>

# Statewide Data and Demographics

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# Lessons Learned



**Meetings**



**Promotion**



**Hesitancy**



**Communication**

# Participant Feedback

*“Pre-pandemic with eight foster children it was already difficult to run into a store and get WIC items.”*

“Fearful for my daughter who easily gets sick.”

“As the mother of two young children (one is asthmatic), grocery shopping was no longer a family task.”



# Participant Stories

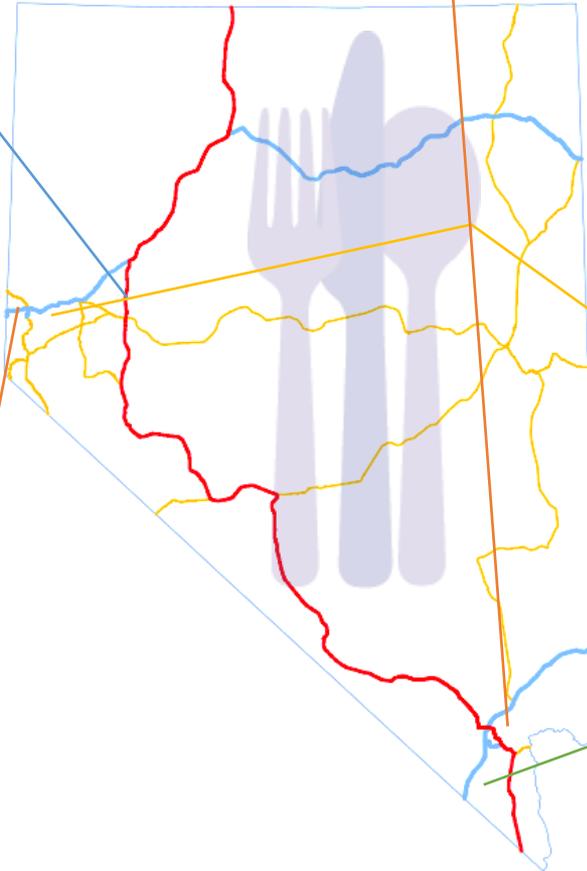
Single father living in a motel after losing job due to COVID

Single mother was unable to redeem WIC foods for months

Mom fleeing domestic violence situation

Mom unable to pickup her baby's special formula

Foster family with COVID





# Conclusion

- Short duration with a large reach
- Lag in take off
  - Participation more than doubled from Nov-Dec
  - Word of mouth
  - Need- COVID diagnosis then stayed on the program
  - Comfortability
  - Stay at home 2.0
- More than just help with WIC foods
- Taking matters into their own hands
  - CCNN
  - TS
  - Dignity Health





# Future of the Program

- December 21, 2020- CARES 2.0 announced
  - Leftover funds reverted to Governors Finance Office
  - Guidance on requesting 2.0 funds
    - Request to use remaining funds submitted 01/21/2021
- CCNN, TS and Dignity Health are continuing to serve high risk families and geographic areas
  - Duration varies and contingent on funding
  - No-dollar contracts executed with the State
    - Policy and Procedure adherence
- Committed to improving WIC shopping experience

# Final Report

[WIC CARES Final Report 2021](#)



# WIC in the News

- [Officials Encourage WIC Recipients to Schedule Deliveries](#)
- [Personalized Shopping Program Now Available for WIC Recipients](#)
- [Personal Shopping and Home Delivery Program for WIC in Nevada](#)
- [Nevada Implements Innovative Delivery Program](#)
- [Nevada to Launch Grocery Delivery Service for WIC Recipients](#)

# Resources



Catholic Charities  
of Northern Nevada





# Contact Information

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[nevadawic.org](http://nevadawic.org)

[dpbh.nv.gov](http://dpbh.nv.gov)

