



Week ending issue: August 2, 2013 – Issue #180

Policy

From the WIC Certification Policy Manual – 215.19 Income Screening Over the Telephone.

Due to long travel distances to some WIC clinics, some applicants may ask WIC staff to screen their income eligibility over the phone before scheduling an appointment.

This screening is not the same as eligibility determination because it is completed without review of income documents. Advise applicants to make an appointment if they would like to have a final eligibility determination.

When a potential participant calls, follow the steps in the table below.

Step	Action						
1	Ask whether the applicant lives in Iowa.						
2	Ask questions to determine adjunctive income eligibility including: <ul style="list-style-type: none"> • Do you receive Medicaid? • Do you participate in the Iowa Food Assistance Program or receive FIP payments? <table border="1"> <thead> <tr> <th>IF the applicant says ...</th> <th>THEN ...</th> </tr> </thead> <tbody> <tr> <td>Yes to any question</td> <td> <ul style="list-style-type: none"> • They are income eligible for WIC. Make an appointment for the family. </td> </tr> <tr> <td>No to all questions</td> <td> <ul style="list-style-type: none"> • Continue to step 3 below. </td> </tr> </tbody> </table>	IF the applicant says ...	THEN ...	Yes to any question	<ul style="list-style-type: none"> • They are income eligible for WIC. Make an appointment for the family. 	No to all questions	<ul style="list-style-type: none"> • Continue to step 3 below.
IF the applicant says ...	THEN ...						
Yes to any question	<ul style="list-style-type: none"> • They are income eligible for WIC. Make an appointment for the family. 						
No to all questions	<ul style="list-style-type: none"> • Continue to step 3 below. 						
3	Determine household gross income to the best of your ability.						
4	Screen for eligibility by comparing household size and income to the current income guidelines or by using the income screening function in the WIC data system. <table border="1"> <thead> <tr> <th>IF reported income ...</th> <th>THEN ...</th> </tr> </thead> <tbody> <tr> <td>Exceeds the guidelines</td> <td> <ul style="list-style-type: none"> • Share the income guidelines with the applicant, • Tell them they don't appear to be eligible, and • Offer the option to make an appointment for review of their income documents. </td> </tr> <tr> <td>Meets the guidelines</td> <td> <ul style="list-style-type: none"> • Share the income guidelines with the applicant, • Tell them they appear to be eligible, and • Encourage them to make an appointment for a final eligibility determination. </td> </tr> </tbody> </table>	IF reported income ...	THEN ...	Exceeds the guidelines	<ul style="list-style-type: none"> • Share the income guidelines with the applicant, • Tell them they don't appear to be eligible, and • Offer the option to make an appointment for review of their income documents. 	Meets the guidelines	<ul style="list-style-type: none"> • Share the income guidelines with the applicant, • Tell them they appear to be eligible, and • Encourage them to make an appointment for a final eligibility determination.
IF reported income ...	THEN ...						
Exceeds the guidelines	<ul style="list-style-type: none"> • Share the income guidelines with the applicant, • Tell them they don't appear to be eligible, and • Offer the option to make an appointment for review of their income documents. 						
Meets the guidelines	<ul style="list-style-type: none"> • Share the income guidelines with the applicant, • Tell them they appear to be eligible, and • Encourage them to make an appointment for a final eligibility determination. 						

Resources

Agriculture Secretary Vilsack Announces Results of Healthy Incentives Pilot; Discusses Additional USDA Efforts to Encourage Healthier SNAP Purchases; Small Investment Leads to Increased Fruit and Vegetable Consumption among SNAP Recipients.

WASHINGTON, July 24, 2013 – Agriculture Secretary Tom Vilsack today announced the results of USDA's Healthy Incentives Pilot (HIP) and discussed additional steps USDA and its partners are taking to encourage recipients to purchase healthy foods using SNAP benefits. Authorized by Congress through the 2008 Farm Bill, HIP tested the impact of incentivizing fruit and vegetable purchases among a small group of SNAP recipients in Hampden, Mass. The pilot determined that an ongoing investment of less than 15 cents per person per day may result in a 25 percent increase in fruit and vegetable consumption among adults. Adults receiving the HIP incentive consumed, on average, an ounce more fruits and vegetables per day than non-participants. "Although healthy foods aren't necessarily more expensive, many low income people face time and resource challenges when it comes to putting healthy food on the table that can make less healthy options seem more appealing," said Vilsack. "The results of the Healthy Incentives Pilot demonstrate the clear impact that promoting nutritious food choices can have on improving the healthfulness of SNAP purchases." Vilsack also highlighted ongoing public-private efforts that provide support and incentives to SNAP participants to purchase more healthy foods. He cited a pilot project in Minnesota that offers \$5 coupons to SNAP households for the purchase of fresh fruits and vegetables and a pilot project in Michigan to make locally sourced produce available in corner grocery stores in metropolitan Detroit. "Research to date shows that incentives can work, but we know that no single solution can solve the problems of poor diet and obesity among American children and families," said Vilsack. "That is why we are supporting a broad spectrum of SNAP-focused strategies that empower low-income families to purchase more healthy foods."

The USDA FNS Healthy Incentives Pilot (HIP) Interim Report is posted at http://www.fns.usda.gov/ORA/menu/Published/SNAP/FILES/ProgramDesign/HIP_Interim.pdf .

A Report Summary is posted at http://www.fns.usda.gov/ora/menu/Published/SNAP/FILES/ProgramDesign/HIP_Interim_Summary.pdf.

Health Insurance Marketplace Video

CMS has posted a video that covers Health Insurance Marketplace information that was covered in their webinars. You can visit the Training Resources page on the Health Insurance Marketplace site - <http://marketplace.cms.gov/> to view the video. The video is approximately 45 minutes long and includes the basic information that might be useful as questions come up. The direct link to the video is: http://www.youtube.com/watch?v=zsqU_Ce8qec&feature=youtu.be

This website also contains an article titled "Ten Ways your WIC Program Can Publicize New Health Insurance Opportunities". This article can be found at the end of the Friday Facts.

Dates to Remember

2013

- Contractor's Meeting – August 20, 2013
- Infant and Child Core Workshop – August 29, 2013
- Communication and Rapport Building Workshop – October 29, 2013

New Employee Training Go-to-Meeting

- NETC Go-To-Meeting (All new staff) – August 8, 2013 from 8:30-11:30
- NETC Go-To-Meeting (Health Professional) – August 15, 2013 from 8:30-11:30
- NETC Go-To-Meeting (Support Staff) – August 22, 2013 from 8:30-11:30
- NETC Go-To-Meeting (All new staff) – October 10, 2013 from 8:30-11:30
- NETC Go-To-Meeting (Health Professional) – October 17, 2013 from 8:30-11:30
- NETC Go-To-Meeting (Support Staff) – October 24 from 8:30-11:30

Available Formula

Product	Quantity	Expiration Date	Agency	Contact
EleCare Jr. Unflavored	1 containers – 14.1 oz	8/2013	New Opportunities	Brenda Densmore 712-830-1329
Portagen	5 containers – 16 oz	8/2013		
EleCare Jr Vanilla	3 cans	8/2013	Upper DsM Opportunity	Janet DeLoughery 712-580-4269
Peptamen, Jr. (vanilla)	76 – 8.45 oz cartons	8/22/13	Webster County Health Dept.	Kathy Josten 515-573-4107
KetoCal 4:1 ratio Powder	6 containers	8/29/13	Webster County Health Dept.	Kathy Josten 515-573-4107
Pediasure Peptide 1.0 cal, Vanilla	4 ½ cases of 8 oz containers	9/1/13	American Home Finding Assoc.	Cindy Canaday-Meiners 641-682-8784
Enfaport	87 – 8 fl oz cans	11/1/13	North Iowa Community Action	Carla Miller 641-423-5044
Neosure RTU	2 cases (6-1Q) plus 3 bottles	1/2014	Mid Sioux Opportunity	Glenda Heyderhoff 712-786-3488
Peptamen Jr.	8 cases of 24 15 cans	6/2014 5/2014	Mid-Sioux Opportunity	Glenda Heyderhoff 712-786-3488
Elecare Junior Unflavored powder	3 cans 6 cans	7/2014 12/2014	Broadlawns	Rose Logan 515-282-6717
Duocal	1 can – 14 oz	April 2016	Mid-Sioux Opportunity	Glenda Heyderhoff 712-786-3417

Ten Ways your WIC Program Can Publicize New Health Insurance Opportunities

As millions of Americans become eligible for health insurance in 2014, WIC programs can play a vital role by sharing resources that will help people learn how to get coverage and how to get help applying. Linking WIC participants to the health care they need is a fundamental WIC goal. Local WIC programs are actively engaged in linking pregnant and post-partum women and young children to Medicaid.

Beginning in 2014, other family members — including mothers who are not pregnant, fathers, older siblings, and grandparents, if they are under age 65 — who do not have health insurance will be able to get it and many may be able to qualify for help that makes coverage easier to afford. The new Health Insurance Marketplace is the place to find information about how to apply for coverage, including Medicaid and the Children's Health Insurance Program (CHIP). Open enrollment begins October 1, 2013; as always, individuals may apply for Medicaid or CHIP at any time.

Here's how state and local WIC Programs can contribute to the outreach effort:

Spread the Word

1. Offer information about health insurance opportunities in WIC clinics and on WIC program websites.

Display consumer materials from **HealthCare.gov** explaining the basics of coverage through the Health Insurance Marketplace, including Medicaid and CHIP. Place them in clinic waiting rooms. Post the **Health Insurance Marketplace** widget on the WIC program website.

2. Build on the WIC intake process.

WIC programs routinely take steps to refer pregnant and post-partum women, infants and children to Medicaid, and making those connections is more important than ever, given the new coverage opportunities. In addition, the WIC intake process provides a chance to reinforce information about the availability of new health coverage for other family members.

3. Provide health coverage information when WIC vouchers are distributed.

Put the Health Insurance Marketplace Call Center toll-free number and **HealthCare.gov** website address on WIC vouchers and on other materials that WIC participants get when they visit a WIC clinic. Include information about where to get help applying in the community.

4. Invite trained speakers to inform WIC staff and participants.

Invite staff from state health care agencies and health care organizations to give reliable information on eligibility and how to get help applying. Talk about health insurance during WIC nutrition education sessions. Nutrition education sessions provide an opportunity to share basic information and answer questions.

5. Put information where WIC participants shop for food.

Work with grocery stores and farmers markets that accept WIC vouchers to make basic health insurance flyers and brochures available to shoppers.

Help WIC Participants Apply for Health Coverage

6. Connect WIC participants with enrollment opportunities.

WIC clinics operating out of community health centers, local health departments and community action agencies may be able to arrange for trained staff to help WIC participants apply for health insurance.

7. Let WIC participants know they can apply online.

All states will have online health insurance applications, and people will also be able to apply by phone, by mail or in person.

8. Bring application assistance on site.

Set up a time for trained helpers to provide assistance at the WIC clinic. Trained helpers may have laptops or the WIC clinic may be able to make a computer station available.

9. Link the WIC application to the online health insurance application.

In states with online WIC applications, make it easy for applicants to access the health insurance application electronically.

Promote Promising Practices

10. Share successful ideas among WIC programs throughout the state and the nation.

Collect strategies WIC programs are using to inform participants and their families about health insurance and to help them apply. Include successful approaches in state administrative manuals. Use state, regional and national meetings to share how your WIC site is helping participants link to this important resource.

For more information about the Marketplace

Visit **HealthCare.gov**, or call the Health Insurance Marketplace Call Center at **1-800-318-2596**. TTY users should call 1-855-889-4325.

Visit **Marketplace.cms.gov** for Marketplace widgets and badges and other partner materials.