

LOUISIANA WIC UPDATES – OCTOBER 2023

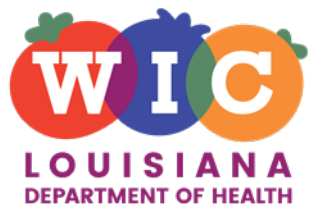
LOUISIANA ANTI HUNGER COALITION MEETING

KATE ANDRUS, LDH/ OPH/ BUREAU OF NUTRITION SERVICES (BONS)



LOUISIANA WIC BY THE NUMBERS

- Participation
 - LA WIC participation has been steadily increasing since March 2023 (SNAP benefits impacted by the end of the PHE)
 - 98,299 participation for September 2023 / 71,835 families served in September 2023
 - Highest participation since 2019
- Clinics are 100% in-person again (curbside services ended when PHE ended)



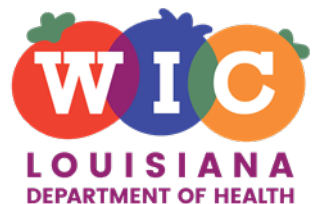
POLICY UPDATES

- Louisiana WIC has been working on updating policies to align with federal regulations and to provide more **flexibilities** and **reduce barriers** for our WIC families.
- Some examples include:
 - Proof of pregnancy no longer required (spring 2023)
 - Physical presence waiver for healthy children (October 2023)
 - Additional types of identification were added, including expired ID's and childhood immunization records
 - LA Wallet and the myIR (Immunization Records) are accepted as proof of ID
- In addition, if someone is on Louisiana Medicaid and/or SNAP, they automatically qualify for WIC (adjunctive eligibility)
 - For Medicaid Unwind, if a family loses MC coverage, they can still use income as WIC proof of income



MODERNIZING AND/OR USE OF TECHNOLOGY

- Continuing to modernize LA WIC
 - In January 2023 we piloted the myWIC app
 - Rolled out statewide in March 2023
 - >34,400 myWIC users in Louisiana (about 47% of our families)
 - Allows for appointment scheduling and rescheduling, document upload, completing health questions before appointment, scanning UPCs at the store, etc.



WIC AT THE GROCERY STORE (VENDOR)

- Received funding for a “Shopper Experience Grant” that includes:
 - Conducted focus groups with participants to inform/guide the work
 - WIC shopper kiosks at vendors around the state – 1 installed this week, 16 additional on the way
 - WIC In-Store Experts (WISE) Shoppers – WIC staff based at our busiest vendors around the state who can help our families with their WIC EBT redemption – 2 starting in the Greater Baton Rouge area (then will expand)
- Have worked to add >870 items to our Approved Product List (APL) since 1/1/2023
 - >600 are fresh fruits and vegetables
- 154 of WIC approved grocery stores offer self-checkout for WIC families

