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.
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
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
Process Aid - Continued

Procedures for CARES Shopping:

Referrals - Family

<table>
<thead>
<tr>
<th>Date</th>
<th>Organization Type</th>
<th>Organization</th>
<th>Staff Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>08/31/2020</td>
<td>CARES-WIC Shopping</td>
<td>Three Squares - CARES</td>
<td>Blanca Ayala</td>
</tr>
</tbody>
</table>

Comments / Alerts

- Record Dates: 08/31/2020
- Staff Member: Blanca Ayala
- Display as Alert: 
- Expiration Date: 12/31/2020
- Comment: FAMILY IS PARTICIPATING 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

- Three Square: 45%
- Catholic Charities: 30%
- St Rose: 20%
- Carson City Health and Human Services: 3%
- Nye Coalition: 2%
Catholic Charities of Northern Nevada (CCNN)

**CCNN Participation Data**

<table>
<thead>
<tr>
<th>Infants</th>
<th>Children</th>
<th>Women</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>73</td>
<td>303</td>
<td>72</td>
<td>448</td>
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</tbody>
</table>

**CCNN Shopping Agency Services by Participation Zipcode**

- **Washoe County**
- **Fernley, NV**
- **Elko, NV**
- **Carson City, NV**

**Total Households:** 273
Carson City Health and Human Services (CCHHS)

### CCHHS Participation Data

<table>
<thead>
<tr>
<th></th>
<th>Infants</th>
<th>Children</th>
<th>Women</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>10</td>
<td>26</td>
<td>8</td>
<td>44</td>
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</table>

### CCHHS Shopping Agency Services by Participation Zipcode

- **89706**: Gardnerville, NV
- **89701**: Gardnerville, NV
- **89705**: Gardnerville, NV
- **89460**: Gardnerville, NV
- **89703**: Washoe County
- **89704**: Washoe County
- **89521**: Washoe County

**Total Households:** 28
Three Square Food Bank (TS)

### TS Participation Data

<table>
<thead>
<tr>
<th>Infants</th>
<th>Children</th>
<th>Women</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>125</td>
<td>388</td>
<td>116</td>
<td>629</td>
</tr>
</tbody>
</table>

### TS Shopping Agency Services by Participation Zipcode

- **Las Vegas, NV**
- **Henderson, NV**
- **Laughlin, NV**
- **Boulder City, NV**

**Total Households: 399**
Dignity Health Participation Data

<table>
<thead>
<tr>
<th></th>
<th>Infants</th>
<th>Children</th>
<th>Women</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>79</td>
<td>142</td>
<td>81</td>
<td>302</td>
</tr>
</tbody>
</table>

Dignity Health Shopping Agency Services by Participation Zipcode

- 89148
- 89183
- 89178
- 89015
- 89012
- 89011
- 89144
- 89119
- 89129
- 89179
- 89107
- 89149

Las Vegas, NV

Henderson, NV

Total Households: 182
Nye Community Coalitions (NyECC)

NyECC Participant Data

<table>
<thead>
<tr>
<th></th>
<th>Infants</th>
<th>Children</th>
<th>Women</th>
<th>Total</th>
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<tr>
<td></td>
<td>2</td>
<td>18</td>
<td>2</td>
<td>22</td>
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NyECC Shopping Agency Services by Participation Zipcode

- 89048
- 89060

Pahrump, NV

Total Households: 15
### Statewide Data and Demographics

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

<table>
<thead>
<tr>
<th>Race</th>
<th>Participation Count</th>
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<tbody>
<tr>
<td>American Indian or Alaskan Native</td>
<td>98</td>
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<tr>
<td>Asian</td>
<td>49</td>
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<tr>
<td>Black</td>
<td>268</td>
</tr>
<tr>
<td>Multiple</td>
<td>81</td>
</tr>
<tr>
<td>Pacific Islander</td>
<td>39</td>
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<tr>
<td>White</td>
<td>840</td>
</tr>
<tr>
<td>Unknown</td>
<td>88</td>
</tr>
<tr>
<td>Total</td>
<td>1445</td>
</tr>
</tbody>
</table>
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
- Foster family with 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
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
Contact Information

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