

## Vermont WIC MIS/EBT Implementation

Readiness Coordinator Network  
Kick-Off Meeting

### Agenda

- Overview of the Project
  - Management Information System – MIS
  - Electronic Benefits Transfer – EBT
- Readyng Stakeholders for Change – ADKAR
- Building Awareness
- The Readiness Coordinator Network
  - Roles and responsibilities
  - Plans for 2013

## What is a WIC MIS?

- Not what we have now! What we have is:
  - Multiple, unconnected databases to manage all WIC processes
  - Paper forms plus data entry for participant files
  - 32 year old database program, ancient programming language
  - Double entry
  - Can't talk to other systems and databases

## What is a WIC MIS?

- A state-of-the-art WIC MIS is paperless
- It integrates all processes from setting up appointments to issuing benefits and managing vendors
- It provides “decision support” – e.g. enter the data and it offers possible nutrition risk identifiers and counseling cues
- It allows more time for counseling and education
- Frees up staff from data entry for more useful, participant-centered activity
- Allows migration from home to retail delivery of WIC foods

## Vermont's WIC MIS Choice

- Two-year planning process to
  - Identify Vermont requirements
  - Identify USDA/FNS requirements
  - Evaluate options: Build our own or Transfer operational system from another state
- Selected the Mountain Plains States Consortium MIS
  - In operation in CO, UT, WY
  - High levels of staff satisfaction
  - Matches our requirements
  - Configurable to VT certification processes

*More details on WIC  
MIS in a future  
webinar!*

## What is WIC EBT?

- Congress set 2020 deadline for all states to implement WIC EBT – no vouchers, no home delivery
- VT WIC will leapfrog vouchers and go directly to EBT
- Build on our learnings from the fruit and veggie Cash Value Benefit
- But WIC EBT is not cash value --- full WIC EBT means specific quantities of specific foods
- Requires a separate EBT system from SNAP

## Vermont's WIC EBT Choice

- Online EBT – will use the same electronic networks as debit and credit cards.
- Certifier creates a household file, stored on WIC EBT host
- Participant leaves DO with an active card
- When card is swiped, communication between retailer and host
- Live transactions – immediate record of WIC eligibility for grocer, and purchases for participant and WIC program
- All household benefits on one card

*More details on WIC  
EBT in a future  
webinar!*

## Readying Stakeholders for Change

- VT WIC's approach to "Change Management" : how to facilitate change for every person affected by the move to WIC MIS and EBT
- Stakeholders – "front end"
  - State and District Office WIC personnel
  - WIC Participants
  - Home Delivery and Retail Vendors
- Stakeholders – "back end"
  - State IT personnel: DII, AHS, VDH
  - Other State Agency personnel: AHS, VDH

## Readying Stakeholders for Change

- The **ADKAR** model
  - **Awareness** of the need for change
  - **Desire** to participate and support the change
  - **Knowledge** on how to change
  - **Ability** to implement the required skills and behaviors
  - **Reinforcement** to sustain the change

## Why start with Awareness?

- “When people do not understand the reasons for change or do not agree with those reasons, they can create formidable resistance and barriers to change within an organization.” (Prosci Research)
- **Awareness of:** the reasons for the change, the nature of the change, and the risk of not changing.....
  - What is changing?
  - What is going to happen?
  - Why are we doing this?
  - What’s wrong with what we have now?
  - **What’s in it for me???** (WIIFM)

## **Awareness – success depends on:**

- **A person's view of the current state**
  - Does she support or deny/discredit change?
- **How a person perceives the problems**
  - Is change a threat or an opportunity?
- **Credibility of the messenger**
  - Why **you** are a member of the RCN!
- **Avoiding (and quashing) misinformation and rumors**
  - Defeat resistance.
- **Contestability of the reasons for change**
  - Build a strong, fact-based case early

## Awareness

- Current Problems:
  - Current MIS is outdated and inefficient.
  - Current MIS cannot support EBT.
  - Current WIC clinic flow is hampered by current MIS limits.
  - Currently use multiple databases to manage program and produce reports
  - Errors and paperwork from home delivery create problems
  - ....*Your problem list?*

## Awareness

- Change means:
  - WIC can be paperless.
  - EBT allows larger Approved Foods List and more choices for participants
  - More efficient certification, eliminate busy work, more time for more meaningful services
  - *Your list of positive impacts?*

## Readiness Coordinator Network

- **Role and Responsibilities**
  - Help design the messages
  - Help communicate about MIS and EBT implementation
  - Gather feedback
  - Identify rumors and resistance – help with Rapid Response
- **Plan for 2013**
  - Monthly webinar
  - Learn about MPSC MIS and WIC EBT
  - Help prepare and launch the Awareness campaign
  - “Name the new WIC MIS” contest

What's ahead....

## NEXT MONTH'S AGENDA

### April 2013

- Your reports from the field to focus the Awareness message:
  - *Why are we doing this?*
  - *What's wrong with what we have now?*
  - *What's in it for me??? (WIIFM)*
- Overview of the Mountain Plains States Consortium (MPSC) WIC MIS
- Brainstorm for the Name the New WIC MIS contest
  
- *Any requests from you?*