



Increasing Caseload Rates in the WIC Program

What's The Issue?

Caseload rates for Winnebago County was 80% of the assigned caseload of 6,961 below the state goal of 90%, indicating that 20% of eligible clients were not receiving WIC services.

The decrease in caseload potentially impacts future funding. For FY2025, the assigned caseload was reduced to 6,760.

Why It's Important

- Maternal and child health has been a top concern for Winnebago County, and we continue to experience adverse outcomes such as maternal morbidity and mortality, and infant mortality.
- When the WIC caseload increases, more moms and babies gain access to healthier food choices and vital nutritional education. Increasing the WIC caseload not only advances our ability to address these long-standing maternal and child health priorities, but also supports greater sustainability of the WIC program, ensuring that these essential services remain available to the families who need them most.

What We Did

- Completed a **Force Field Analysis** to identify factors that influence low caseload to help improve rates.
- Monitored the monthly updated caseload numbers through the IWIC system. A **Run Chart** was used to keep track of the numbers each month.
- Increased attendance in outreach events to increase our scope of clients we are able to reach to join the WIC program.
- Increased collaboration with community partners to work with their organizations better. The organizations are; Headstart, YWCA, Salvation Army, and SNAP-ed.
- Revised how we assign weekly IWIC reports. Staff were assigned reports each week to call any missed/terminated appointments to reschedule them.
- Provided flyers/ outreach materials to community partners to hand out to potential clients.

Lessons Learned

- Need to increase staffs communication to clients reminding them that WIC is until age 5.
- Several factors effect caseload rates. Clients change their phone numbers often, which causes a gap in communication about future appointments.
- The use of teletask to communicate next appointment times with clients is the most effective form of communication.
- Having the relationship with two of the area hospitals helps increase caseload by getting referrals.

Results

- Caseload rates have increased monthly to 89.0%.
- Staff's completion in weekly IWIC reports have shown an increase in rescheduling appointments, which results in improving overall caseload.

Next Steps

WIC is in the Act phase, and in the coming year, WIC staff will assess expanded outreach strategies, enhance client communication methods, and increase collaboration with community partners. WIC will also focus on increasing enrollment in children over the age of 1 years old.

Team Members

Katie Chilton, Charlene Wong, Karen Richards, Danielle Cooper, Patrick Ngum, The WIC staff.

