

# Caseload Management

## Policy

### **USDA Policy Memorandum:**

The basic goal of caseload management in WIC is to deliver, within available resources, appropriately prescribed packages of benefits to a maximum number of persons in need.

## Authority

**USDA Policy Memorandum:** #97-7, Caseload Management, excerpt

## Procedures

Agencies' participation numbers are known as caseload. Funding is partially determined by the agency's past participation numbers. Contract performance measures and disincentives may be linked to enrollment vs. active participation numbers. This policy contains guidelines to increase caseload, maintain caseload, and close the gap between enrollment and active participation numbers.

Agencies must work to increase caseload and close the gap between enrollment and participation numbers. Agencies must:

- Maximize access for the eligible population by (See the Local Agency Procedure "WIC Service Delivery").
  - Providing an opportunity each month to certify all categories of WIC participants in every county
  - Being able to make WIC appointments during hours that the agency is open for business
  - Offering extended hours to better serve participant needs
  - Having regular and ongoing communication with participants and community partners about operating hours and locations
  - Coordinating appointments with other services delivered at the same time to the extent possible
  - Determining optimum clinic site location
- Provide outreach activities to specifically target persons eligible to receive WIC services, including new and current participants.
- Continue with successful methods of outreach (See Policy "Outreach")
- Review participant and enrollment numbers and monitor trends
- Review data system reports that provide information on participation and clinic activity to monitor trends
- Monitor and collect participant input, feedback and satisfaction

**Participant Input, Feedback, and Satisfaction**

Program participants must have opportunities to provide input and feedback. Collecting input helps the state and local agencies design more effective nutrition education and breastfeeding promotion programs. Participant input also helps staff develop services that meet participant needs.

Participant input, feedback, and satisfaction can be obtained and monitored by the following ways:

- Surveys administered by the contract agency or state WIC office
- Focus groups
- Comment boxes placed at clinic
- Individual participant input and feedback:
  - Utilize the participant-centered approach. This approach involves engaging the participant through talk, information exchange, listening, and feedback. This type of interaction helps build rapport, improves the quality of information the participant is provided, and allows feedback to flow smoothly between WIC staff and the participant
  - Discuss the participant's shopping experience
- Information observed from Internet based sites
- Written comment and evaluation of education materials as they are developed and tested

Consider these questions when trying to increase caseload and close the gap between enrollment and participation numbers:

- Why are participants not keeping appointments?
- Why do participants not sign up to receive services or return for services?
- Are clinic appointments convenient?
- Is the clinic location accessible?
- Is the cost of taking off work greater than the value of benefits to be received?
- Where do “new” participants hear about WIC?
- Is WIC accessible to working participants?

**Toolkits**

Two WIC services toolkits have been developed for the use in assessing clinics and staff. The two toolkits are as follows:

1. **Iowa WIC Services Clinic Assessment Tools** – This document has been developed to assess clinics. This assessment should be completed for the clinic that is scheduled for a clinic visit by State WIC office staff (see Policy “On-site Agency Reviews”).
2. **Iowa WIC Staff Observation and Assessment Toolkit** – This toolkit is available for WIC Coordinators and/or lead staff to observe and assess WIC staff with the purpose to strengthen the Participant-Centered Services Model.

Both of these toolkits can be found on the WIC Web Portal.

**Note:** These toolkits are modified versions of the Mid-Atlantic WIC Services Toolkit and the Western Region WIC PCE Assessment Tools for Participant-Centered Nutrition Education and Services created by Altarum Institute.

The State Office

- Reviews participation and enrollment numbers on a monthly basis and monitors trends.
- Regularly reviews data system reports that provide information on participation and clinic activity to monitor trends
- Completes outreach activities
- Reviews and discusses caseload, outreach activities, and data system reports during yearly State office agency reviews and as needed.