



Quality Improvement Story Board

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PLAN

Problem Statement

The staff at the Breckinridge County Health Department recognizes that WIC families are not utilizing their full allotment of Farmers' Market vouchers thus jeopardizing the program.

Aim Statement

Starting May, 2013 and ending Sept., 2013 an effort to increase said vouchers was initiated. Through patient education, community collaboration, marketing strategies, etc., our goal is to improve voucher usage by 40%.

Process Outline & Relevant Data

Each years allotment of vouchers are based upon the previous years usage. Since the programs inception, Breckinridge Co. has seen a steady decline in the number allotted. 2012's number s showed that families only redeemed 31.76% of their vouchers. Currently they are handed out on a first come, first serve basis with patient education, however no follow-up or tracking of spent vouchers is being done.

Identify Potential Causes

- Our clients were unaware of the program
- Lack of marketing, strategies, promotion
- Lack of incentives
- Unaware of how to use fruits and veggies (canning, cooking, etc.)
- Clients forgot to use their vouchers
- Unaware of market availability (time, locations, etc.)

Identify Potential Solutions

- Improve client education
- Develop marketing strategies (radio, newspaper)
- Offer incentives
- Develop community collaboration
- Develop follow-up strategies

Improvement Theory

To formulate creative ways to entice families to use their vouchers thereby sustaining the programs longevity.

DO

Test the Theory

There were 300 WIC Food instruments issued to 41 families. Each family was given an insulated shopping bag filled with nutritional information , farmers market details and educational materials regarding healthy eating and food preparation. Marketing strategies such as radio and newspaper adds, mailings, telephone calls, yard signs, banners, etc. were used to encourage families to use their coupons. For our wrap up event we partnered with the Extension Services on food prep, storage and nutritional information as well as distributing food prep/ nutritional (grills, freezers, food processors, etc.) door prizes.

CHECK

Study the Results

As previously stated, 2012's data indicated a redemption rate of 31.76%. As of 10/01/13, the WIC report published by Ms. Beverly Salchli , which includes only July and August, showed the redemption rate to be 37.33%. Presently, the WIC data is incomplete. Our redemption rate % cannot be calculated until 10/31/13 because the Farmers Market will remain open until that time. However, based upon the July and August redemption rates we have seen a slightly marked increase in the usage of the vouchers thus far. Hopefully, with another two months of data will we see an even larger increase in the redemption rate.

ACT

Standardize or Develop New Theory

Even though the data is not complete, a slight increase in the redemption of vouchers is already indicated. Therefore, we will adopt some of the new practices to encourage families to use their vouchers. Some will include: continued education, reminders of Farmers Market season and availability, follow-up phone calls, display banners and yard signs as well as mailers and community collaboration. These practices helped families be cognizant of the benefits of receiving Farmers Market vouchers and may serve as a reminder in the future. At the same time this will continue to aid and support local farmers for years to come.

Future Plans

Staff suggestions include: limiting families to one set of vouchers each so more families could be served, utilize a compliance register, encourage families to take advantage of the entire market season and continue to use some of the marketing strategies of this grant campaign.