

# Cross Enrollment WIC Case Study

A Joint Project of MDHHS and Benefits Data  
Trust (BDT)

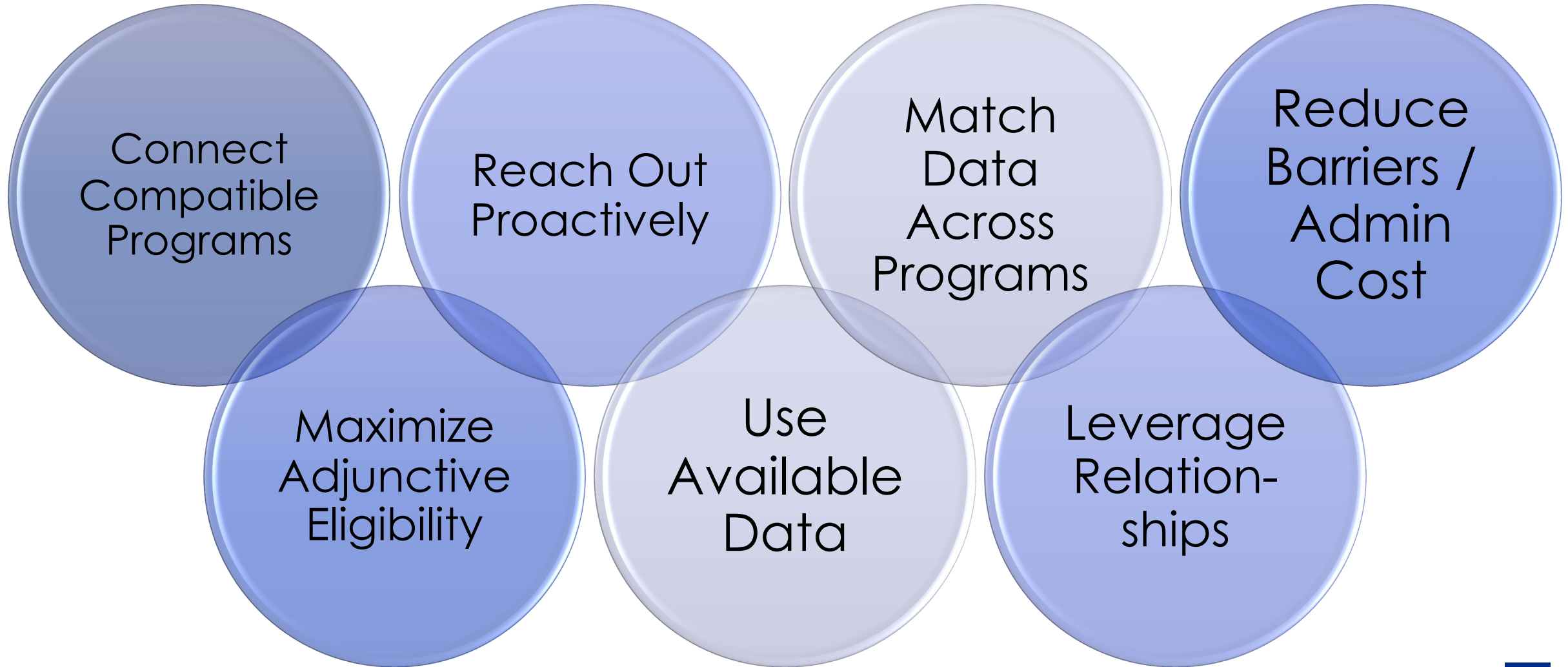
# What is Cross Enrollment

Practice of enrolling people in all programs for which they qualify

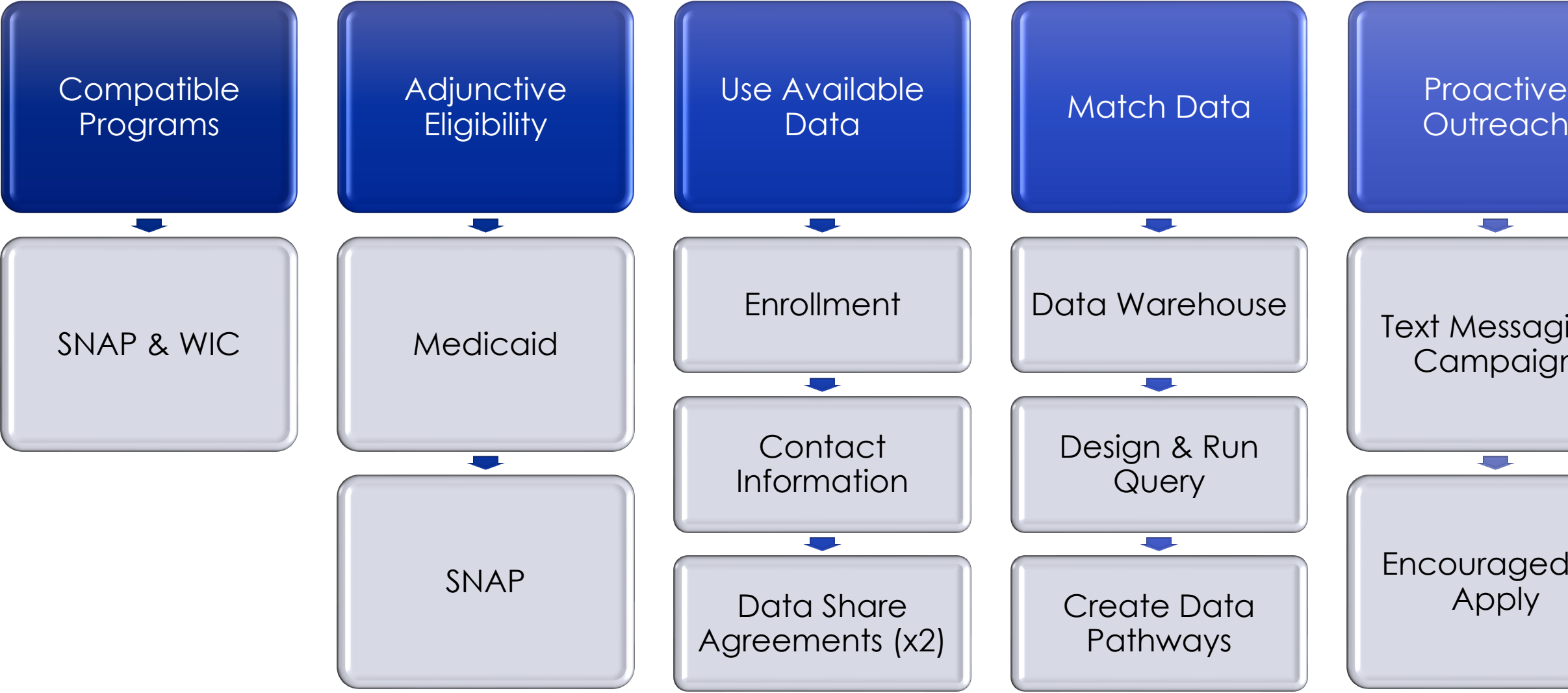
A way of approaching our work – similar to Human-Centered Design

A set of tools, practices and operating principles to achieve multiple goals

# Principles of Cross Enrollment



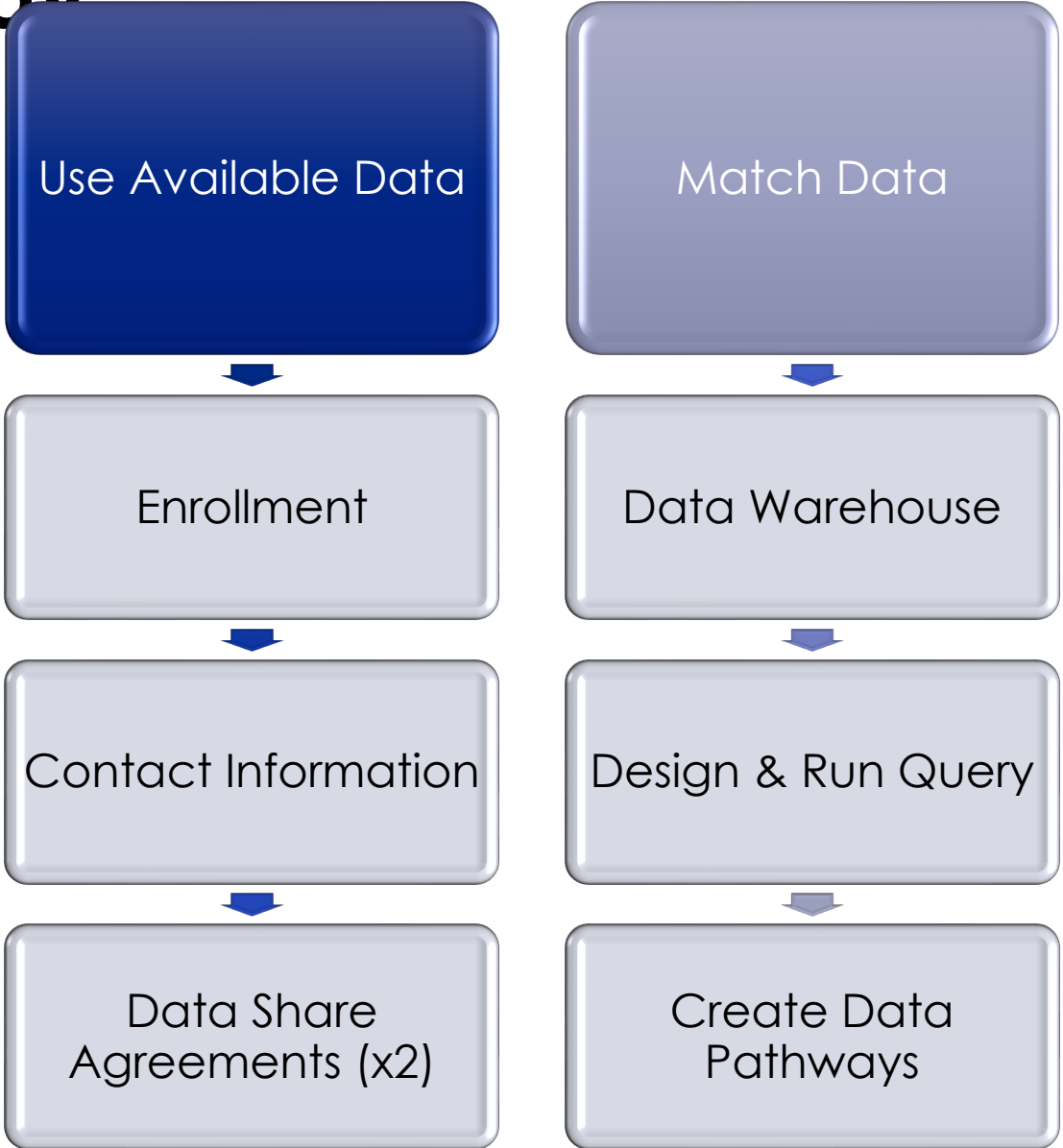
# WIC Case Study



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## DATA USE AND NON-DISCLOSURE AGREEMENT CONCERNING PROTECTED HEALTH INFORMATION OR OTHER CONFIDENTIAL INFORMATION

Michigan Department of Health and Human Services

DR# 202006-92

Parties who are interested in acquiring data from the Michigan Department of Health and Human Services (MDHHS) may be required to complete and submit this application to the Bureau of Information Management. Depending on the nature of the data being requested, third parties may be required to share their security protocols and guidelines with MDHHS for review. In addition, there may be a need to satisfy certain Department of Technology, Management and Budget's security requirements to ensure that the data will be securely maintained by the data recipient, and also to ensure that any potential risk of a breach is minimized.

### Instructions:

1. Use this form if the data recipient is an entity outside of the State of Michigan government and is requesting Michigan Department of Health and Human Services data.
2. Spell out all acronyms when initially referenced.
3. Complete and submit to [MDHHS-DataRequests@michigan.gov](mailto:MDHHS-DataRequests@michigan.gov) within the Bureau of Information Management.
4. After the application is logged by the Bureau of Information Management, a review will be conducted by the Compliance Office. Be prepared for additional follow-up questions related to privacy or security.
5. This application is not an agreement until authorized by the Chief Compliance Officer and all signatures have been affixed.

### Project Title

202006-92 Cross Enrollment

### Request Number (include number from MDHHS-5614, Request for Data)

202007-95

### Data Recipient

Benefits Data Trust (BDT)

### Organization

Benefits Data Trust

### Address

Center Square West 1500 Market St. Suite 2800

### City

Philadelphia

### State

PA

### Zip Code

19102

## Michigan Department of Health and Human Services Intra-Agency Agreement Between the Women, Infant, and Children (WIC) Program and The Michigan Department of Health and Human Services to Share Confidential WIC Information Under 7 CFR 246.26(d)(2) and (h).

### 1. Purpose

This agreement between WIC and the Michigan Department of Health and Human Service – ESA (FAP, MA, TANF eligibility) allows WIC to share applicant and participant information, including past participant information, with MDHHS for the purposes provided for in 7 CFR 246.26. The parties understand that all WIC information about an applicant or client is confidential and may only be shared as otherwise provided for in this agreement. 7 CFR 246.26(d)(1)(i).

### 2. Definitions

**Agreement:** means this external agency agreement.

**WIC Record(s):** means any past, present, or future, applicant or participant information regardless of the media or source, provided by WIC to external agency.

**Department:** means the Michigan Department of Health and Human Services.

**Incident:** A threat or event that compromises, damages, or causes a loss of confidential or protected information (e.g., unauthorized disclosure of information, failure to protect user ID's, theft of computer equipment or WIC records, etc.)

**WIC:** Michigan Department of Health and Human Service, Women, Infant, and Children's Division.

### 3. Scope of Agreement:

7 CFR 246.26(h)(3)(i)(A) allows for WIC data to be used for the non-WIC purpose of establishing eligibility of WIC applicants or participants for the programs that will assist in cross enrollment efforts. Applicants and recipients of MDHHS-ESA programs may be eligible for WIC. Outreach will be conducted to inform the applicants about the possibility of WIC eligibility.

7 CFR 246.26(h)(3)(i)(C) allows for WIC data to be used for the non-WIC purpose of enhancing the health, education, or well-being of WIC applicants or participants who are currently enrolled in such programs, including the reporting of known or suspected child

# WIC Case Study

- ✓ **Enrolled in MA**
- ✓ **Enrolled in SNAP**
- ✓ **Pregnancy**
- ✓ **Children < 5 yrs**
- ✓ **NOT on WIC**
- ✓ **Target County**
- ✓ **Mobile Phone #**

Data Share  
Agreements (x2)

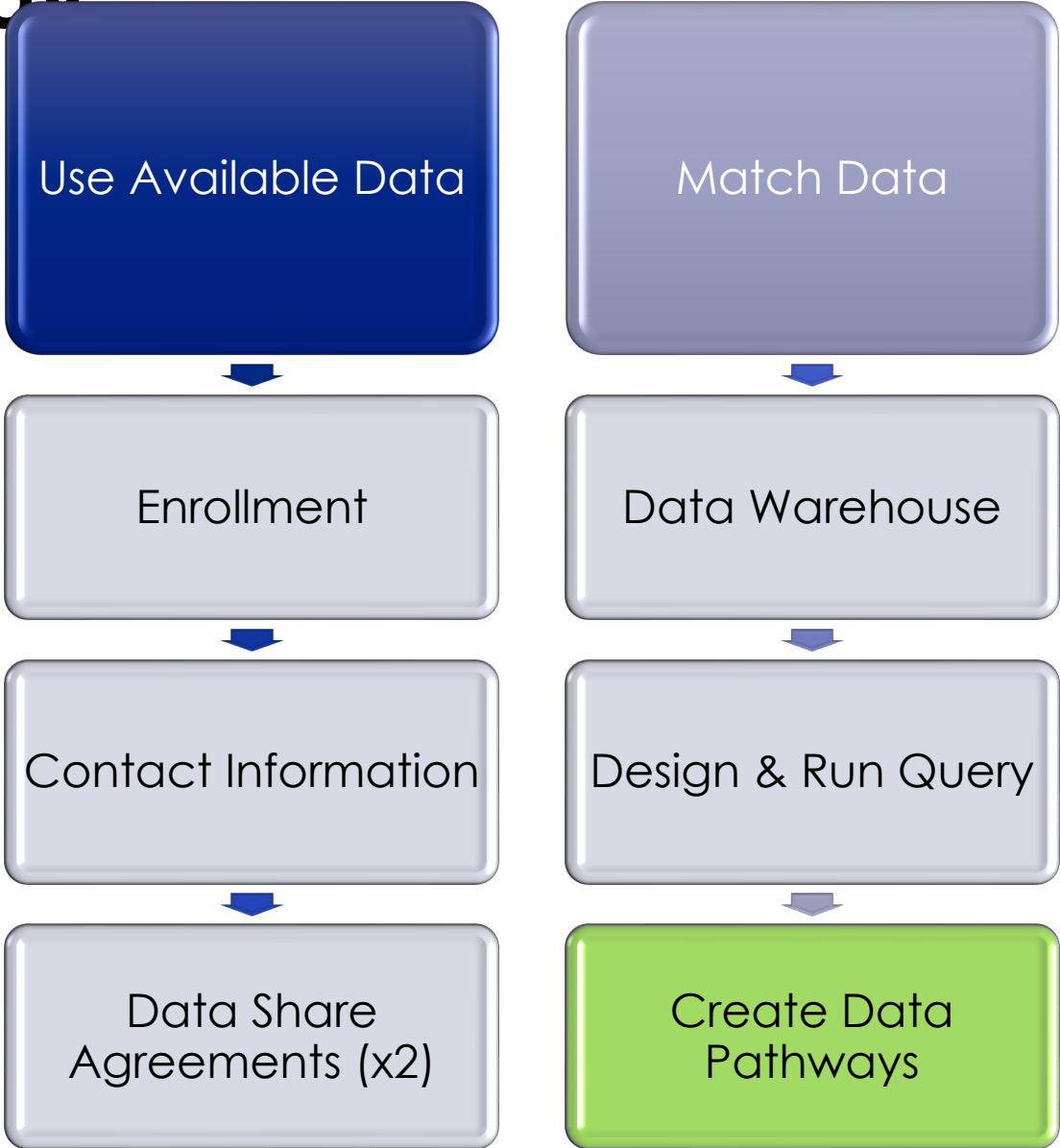
Match Data

Data Warehouse

Design & Run Query

Create Data  
Pathways

# WIC Case Study



# BDT's Text Campaign

- **Approximately 28,000 households** were identified as MA/SNAP, but not WIC enrolled in **seven pilot counties**.
- Clients were randomly split into **Intervention (75%)** and **Control (25%)** groups.
- **95% of all clients had a cell phone.**

Group	Total Clients	Clients with Cell (%)	Texting Period
Intervention	20,826	19,879 (95%)	May - August 2021
Control	6,942	6,651 (95%)	August - September 2021
Total	27,768	26,530 (95%)	May - September 2021

# BDT's Text Campaign

- Clients received a series of up to **four messages** (1/week) unless they:
  - Replied **STOP**
  - Replied 1 to **“Get started”**
- If client replied “1,” BDT would **add client info to “appointment requested” list**
  - Daily list sent to MI WIC offices

Got SNAP or Medicaid? Get WIC too!  
WIC can provide up to \$60 per child for healthy food, plus working families also qualify.

Reply 1 to receive a WIC call to get started

Reply 2 to learn more

Reply 3 if you don't think you qualify

Reply 4 for Spanish or Arabic

Reply STOP to stop Msg&data rates may apply

*Message 1*

# BDT's Key Findings

- The intervention was **successful in driving additional WIC certifications**.
  - We observe a **91% increase in WIC certifications** attributable to the texting intervention.
- Those who received but did not respond to text messages more often certified in WIC compared to those who received and responded to text messages, and those who received no text messages.
  - The certification rate for non-responders was **6.1%**, compared to **0.4%** for responders and **0.6%** for the control group.
- About **7%** of those that responded to the text messages requested an appointment, but participation in each certification step fell, most dramatically between requesting the appointment and successfully scheduling it.

# BDT's Key Findings

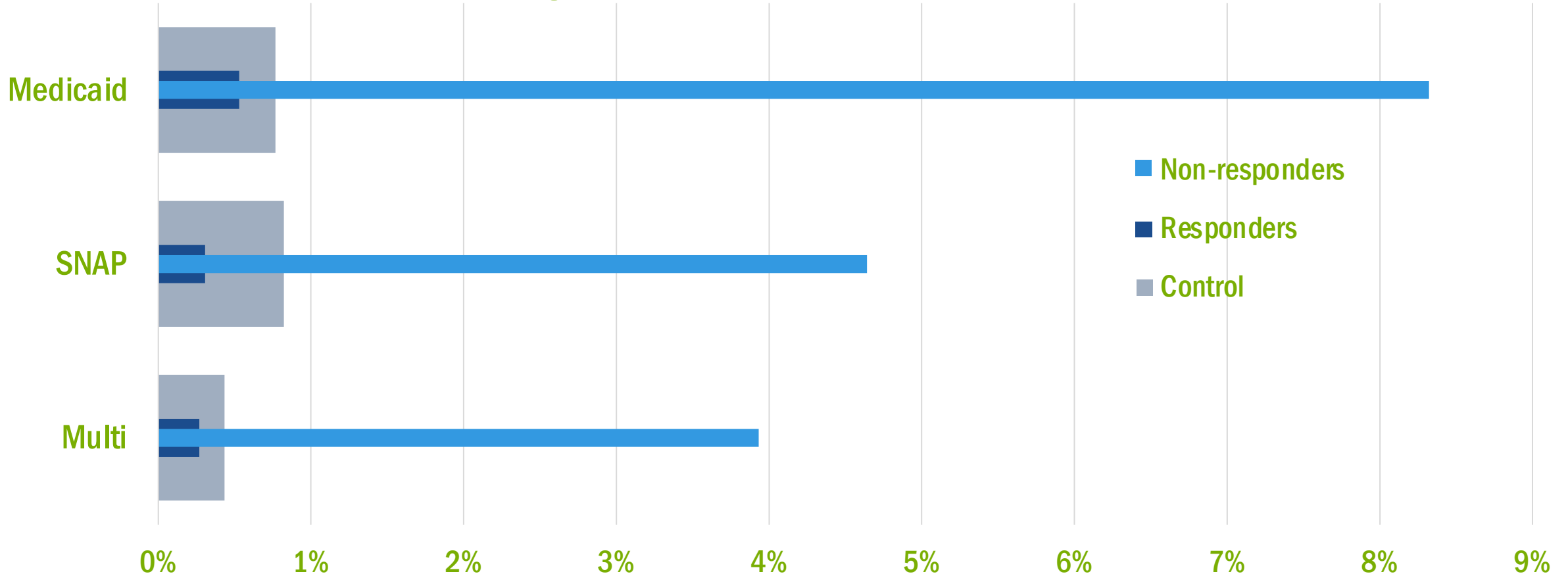
Overall, 1.2% of families in the intervention certified for WIC, a 91% increase in WIC certifications above the control group.

	Number and (percent) of households in the intervention group that certified		Number and (percent) of households in the control group that certified		Difference Attributable to Outreach
Medicaid	174	(1.7%)	27	(0.8%)	114%***
Multi	63	(0.8%)	12	(0.4%)	77%
SNAP	15	(1.0%)	4	(0.8%)	18%
<b>Total</b>	<b>252</b>	<b>(1.2%)</b>	<b>43</b>	<b>(0.6%)</b>	<b>91%***</b>

\*\*\* significant at p<.001 based on a chi-square test of independence

# BDT's Key Findings

Non-responders to the text messages certified for WIC more often than both responders and those in the control group across initial benefit.



# Tools for Cross Enrollment

## Leadership

## Data Sharing Agreements

- Benefits Data Trust Guide to Data Sharing

## Data Matching Pathways

- New technical processes
- Data flow pathways

## Proactive Outreach tools

- Text Messaging (<https://codeforamerica.org/programs/social-safety-net/texting-playbook/>)
- Mailings
- Phone calls
- Traditional & Social Media

# Questions / Discussion

