



Department of Public Health and Human Services

Montana WIC Program ♦ 1400 Broadway, Cogswell Bldg. C305♦ Helena, MT 59602-2951

Phone: 800-433-4298 ♦ Fax: 406-444-0239

Steve Bullock, Governor

Sheila Hogan, Director

Dear Montana WIC Agencies,

To address decreasing WIC participation in our State, we are launching a SNAP/WIC data matching pilot project in partnership with the Center on Budget and Policy Priorities (CBPP) and Benefits Data Trust (BDT).

The State Office will match SNAP and WIC data to identify children under age 5 that have SNAP but are not participating in WIC. A text message will be sent to these families to see if they are interested in WIC. If so, pilot WIC agencies will contact the families to set up a certification appointment.

The State WIC Office will submit data from the pilot WIC agencies to CBPP and BDT for analysis regarding effectiveness in increasing WIC participation and the sustainability of this as an outreach strategy. If the results are positive, we hope to expand and sustain SNAP and WIC data-matching as a state-wide outreach strategy.

We need your help. We are looking for 3 to 5 WIC agencies representing our various clinic sizes to participate as pilot WIC agencies. The project will start in late March or early April with an initial state-wide data match to narrow down our list of potential pilot WIC agencies to those with the greatest potential for growth. If your WIC agency wishes to be considered for this pilot project, please complete the attached application and submit to the State Office by March 15th.

Thank you for your consideration.

Sincerely,

Kevin Moore (for Kate Girard)

Enclosure:

Pilot WIC Agency Application

Pilot WIC Agency Application

Montana SNAP/WIC Data Matching Project

Length of pilot project: April 1, 2019-August 31, 2019

Expectations of Pilot WIC Agency. Specific details of how this will look in application have yet to be determined. However, the following outlines our minimum expectations of the pilot WIC agency:

- Attend conference calls with the State Office as needed.
- Check Teletask frequently for families interested in participating in WIC.
- Contact interested families within time frame established (est. within 1-2 business days of receiving their text) to schedule certification appointments.
- Document requested information from the State Office to facilitate accurate analysis of data and assess if project is sustainable.

Applicant Information	
WIC Agency	
Briefly describe how your agency would ensure expectations outlined above are met.	
Point of Contact for this project	Name: Job Title: Email: Phone Number:
Size of WIC Agency Check the one that applies	<input type="checkbox"/> Small <input type="checkbox"/> Medium <input type="checkbox"/> Large
Number of Staff (indicate # of Full-time, Part-time, etc.)	
Does your agency use Teletask? Check the one that applies	<input type="checkbox"/> Yes <input type="checkbox"/> No If no, would your agency be willing to do so for this project?

Submit Application to Jill Griffin by March 15, 2019

Email: Jill.griffin@mt.gov OR

Mail: Montana WIC Program
Attn: Jill Griffin
1400 Broadway, Cogswell Bldg. C 305
PO Box 202951
Helena, MT 59620

If you have questions, please contact Jill Griffin at jill.griffin@mt.gov or 406-444-0909.

