

EBT Pilot

WIC EBT Online Pilot
Commonwealth of Kentucky



Grant

- Applied for Competitive Grant from FNS – summer of 2006
- Purpose was to develop, test and demonstrate that an on-line, real-time integrated EBT system works and is cost feasible
- Received \$2.2 million to pilot - September of 2006

Pilot Consideration

- Pilot area to included two counties – Barren and Warren Counties
- Participation was approximately – 4,000
- 29 retailers - mix of corporate stores, mid-size stores and mom and pops
- Knowledgeable and enthusiastic personnel with a supportive administrator
- Bowling Green area is a shopping hub
- 1 ½ hours from the state office

Pilot

- Began household module 5 month in advance
 - Issued food instruments
- Began eWIC pilot - Barren County in August 11, 2009
- Implementation date was coordinated with retailers and clinics
- Clinics
 - Clinic used posters and alerted participants approximately 60 days in advance

Pilot

Clinic cont.

- Approximately 3 weeks in advance trained clinic staff
- Provided clinic with cards, card inventory instructions, security forms, participant education pamphlet, user manuals, quick reference guide, telephone numbers
- Clinics did not close
- Maintained same level of appointments
- Installed equipment
- Trained staff onsite

Pilot

- Retailers
 - Integrated retailers trained own staff
 - Contractor installed and trained stand-beside stores
 - Implemented new peer groups
 - Implemented NTE's
- **Day of:**
 - State staff and contractor was onsite at both clinics and retailers to provide assistance
 - State Help Desk prepared

Pilot

- Participant
 - Trained to read receipt
 - Check balances at store
- Staff and State Office Readiness
 - First time some staff had seen eWIC in operation
- Warren County – added month later
 - Trained in same manner
 - Provided same materials
- Pilot lasted 6 months

Lessons Learned

Refined Training

- Advised agencies to visit agencies that had implemented
 - Clinic flow
 - Equipment placement
- Advanced 30 days prior prep training (inventory, clinic inventory guide)
- Did not close clinics
- Trained household/eWIC system together
- Trained offsite –classroom style
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Lessons learned

Refined Clinic Prep

- 1 week prior -Contractor reviewed:
 - Computer connections, computer settings
 - Connections to laser printers and POS
 - Installed balance inquiry
- Refined support levels
 - Support staff onsite day site went live
- Implement agency/shopping area

Lessons Learned

- Participants
 - Do not understand balances
 - Do not keep Shopping List
 - Do not carry Food List
 - Do not keep receipts (balances)

Retailers

- 2 Corporations were integrated
 - Integrated retailers allowed to expand statewide
- Watch transactions
 - Retailer not redeeming may mean wrong bank account
 - Shows APL problems
- Retailers did not understand NTE's
 - Engage retailer association in solutions
 - Listened to retailers
 - Went from calculating quarterly to weekly

Lessons Learned

- State and Pilot Staff
 - Field trip to show actual process
 - Refine processes based upon clinic feedback

Cost Analysis

- Paper system - \$1.72
- eWIC - \$1.62

Key Suggestions

- Visit other states
- Communicate early and often – state office, locals, retailers, retail association
- Listen – clinic, retailers, participants
- Contract with good quality assurance/project manager
- Don't be afraid to run own help desk
- Refine processes as rollout – nothing is set in stone!!!!!!



Contact

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