

State Updates: Part 3

Data and Systems Management

Bagya Kodur, MS
Michigan WIC Program

October 29, 2025

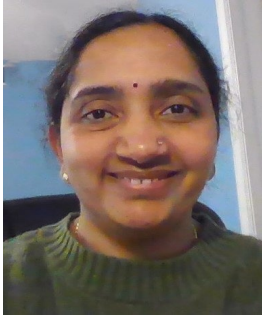


Outline

- **WIC Modernization Grant**
- **WIC Connect**
- **Collaboration with other programs**
- **Data Dashboard Reports**
- **Evaluation and Analysis**



The Data and Systems Management Team



Bagya Kodur –
Section Manager



Lucas Keomany -
MI-WIC Systems
Support Analyst



Amy Neloms –
WIC Data Coordinator



Amber Argersinger –
Section Secretary



Juhee Prakash -
MI-WIC
Requirements
Coordinator



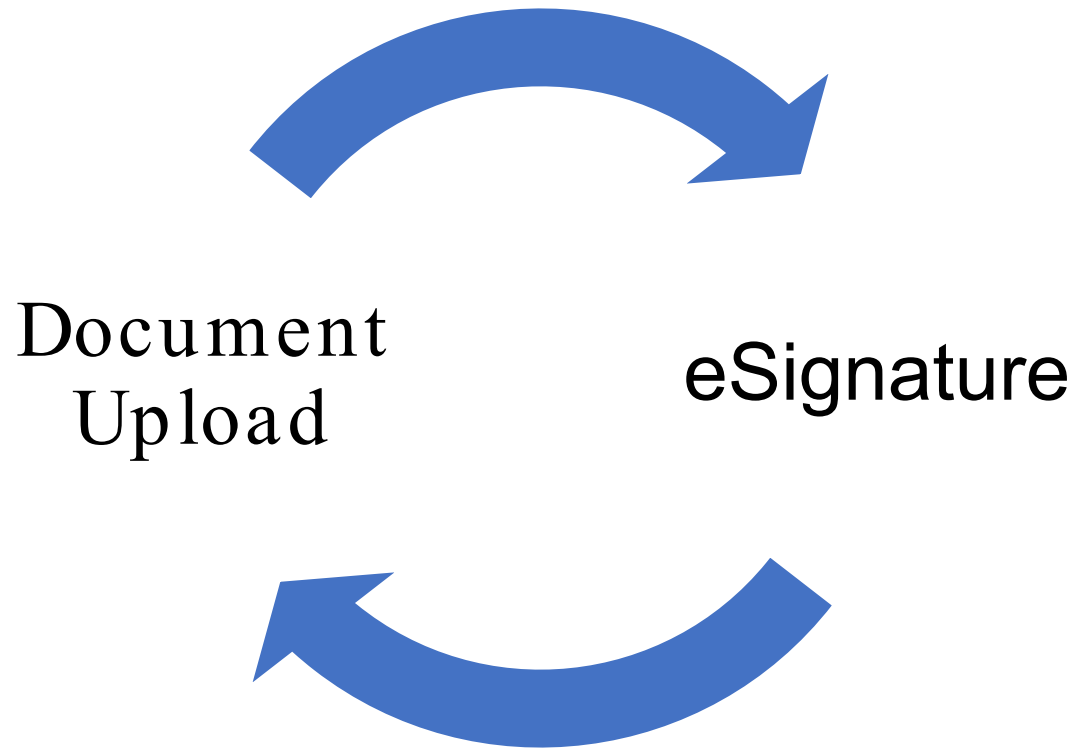
Madhur
Chandra – WIC
Epidemiologist



Eric Johnson -
WIC Reports
Analyst



Enhancing the WIC Digital Experience



- Summer 2024
 - Evaluate Solutions
 - Two – way texting - descoped
- Fall 2025
 - Determine direction forward
- Summer – Fall 2026
 - Start implementing solutions

WIC Connect

- WCC port conversion
 - Updates to WIC Connect infrastructure
 - From Jan –Jun 2026
- Updates related to ADA compliance
 - Jan – Apr 2026
- Digital experience improvement
 - Jul – Dec 2026

Next WIC Connect Training -
Dec 2nd
[WIC Connect Platform Training](#)
– [MI WIC Events](#)

On-Going Data Sharing Agreements

(Implemented prior to 2021)

- **Fetal Infant Mortality Review (FIMR)**
- **Early Hearing Detection & Intervention Program (EHDI)**
- **MI Maternal Mortality Surveillance Program (MMMS)**
- **Maternal Infant Health Program (MIHP)**
- **Macomb Nurse Family Partnership (Macomb NFP)**



***NEW* Data Sharing Agreements**

- Arab American Chaldean Council (ACC)
- Saginaw Nurse Family Partnership (Saginaw NFP)
- U of M Special Delivery Project
- Indiana, Ohio, Wisconsin Dual Participation Agreements
- Great Lakes Inter-Tribal Epidemiology Center (GLITEC)
- Rx Kids
- Michigan Public Health Institute – To improve outreach efforts



What is the purpose of data sharing agreements?



To protect WIC data from being used inappropriately



To protect WIC client information from being used or shared without guidelines



To help keep WIC clients aware of who their data is being shared with

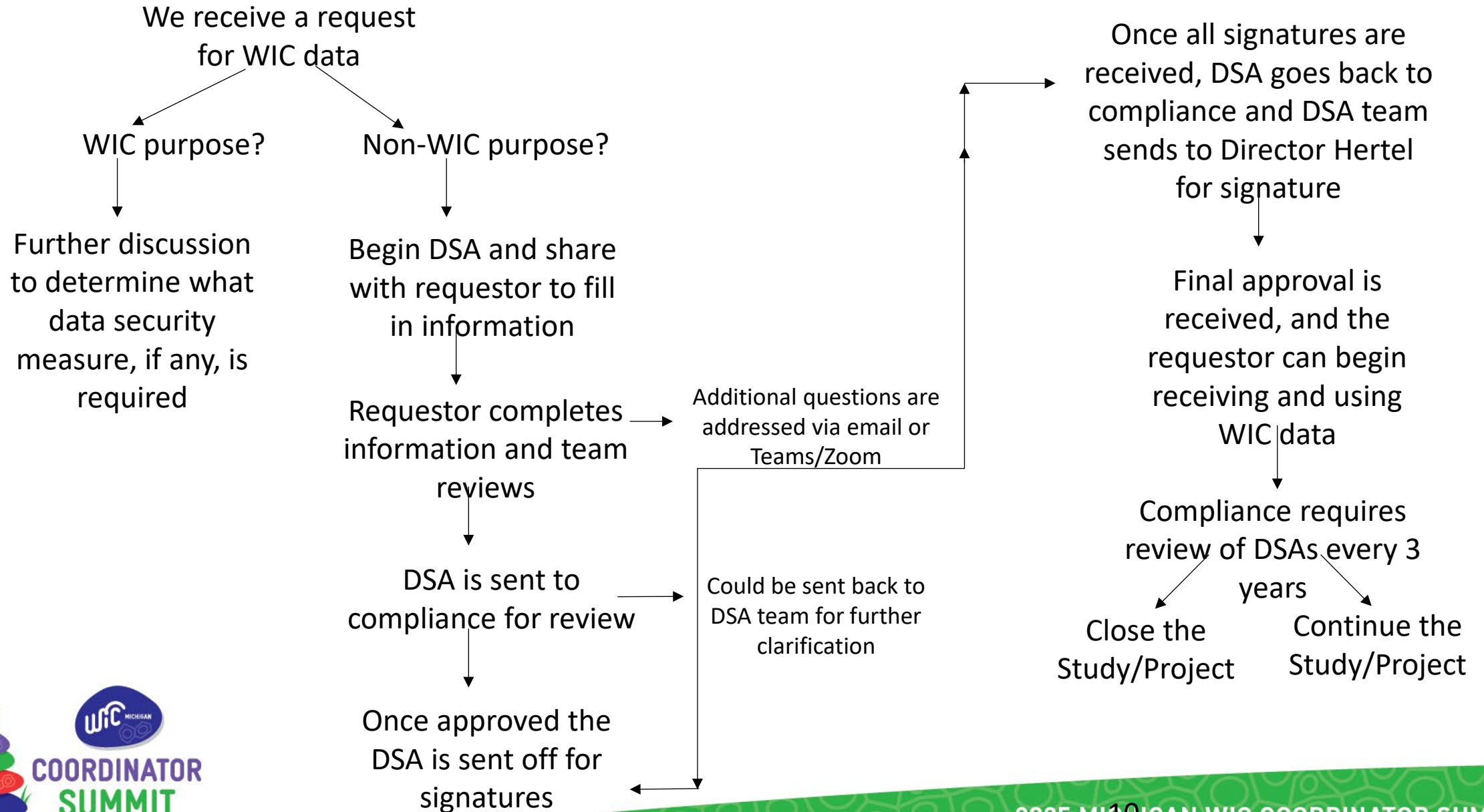
When are data sharing agreements necessary?

When WIC data is going to be used for a non-WIC purpose, which includes:

- **Establishing eligibility of WIC applicants or participants for said program**
- **Conducting outreach to WIC applicants and participants for said program**
- **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 abuse or neglect that is otherwise required by state law**
- **Streamlining administrative procedures to minimize burdens on staff, applicants, or participants in said program.**
- **Assessing and evaluating the responsiveness of Michigan's health system to participants' health care needs and health care outcomes.**

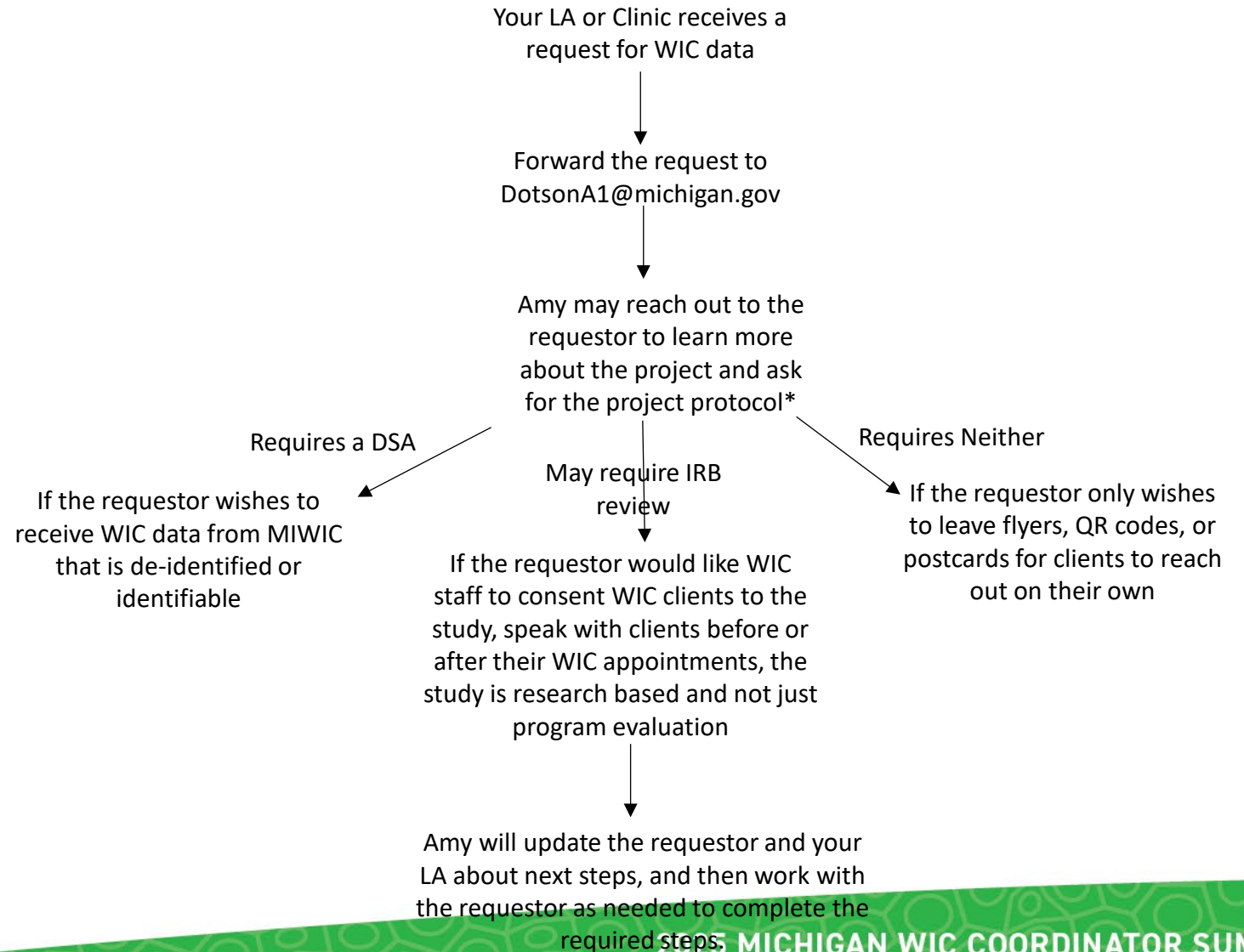


How are data sharing agreements handled at the state level?



How do I manage data requests at my local agency/clinic?

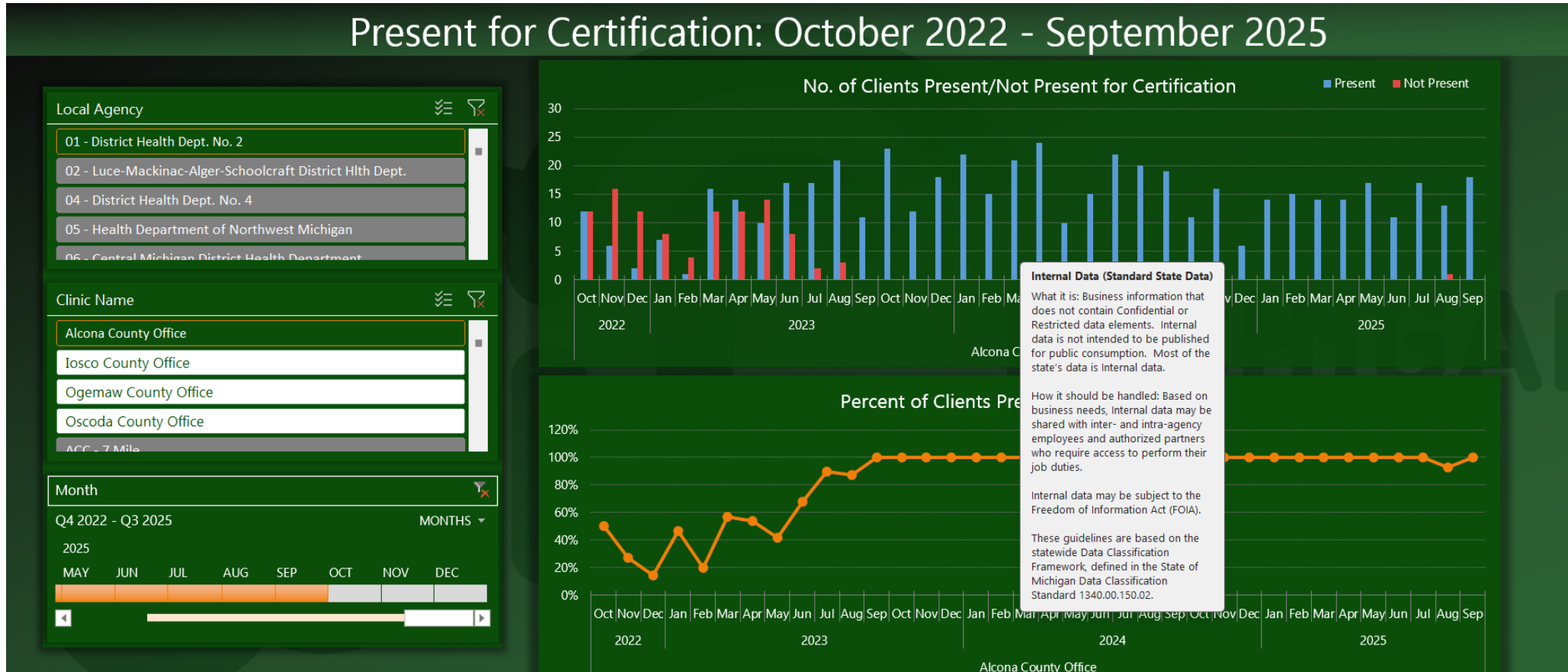
- *There will be times where we choose not to move forward with the project because the goals do not align with or the study team does not understand the goals of the WIC program.



Present for Certification by Agency

Distributed monthly

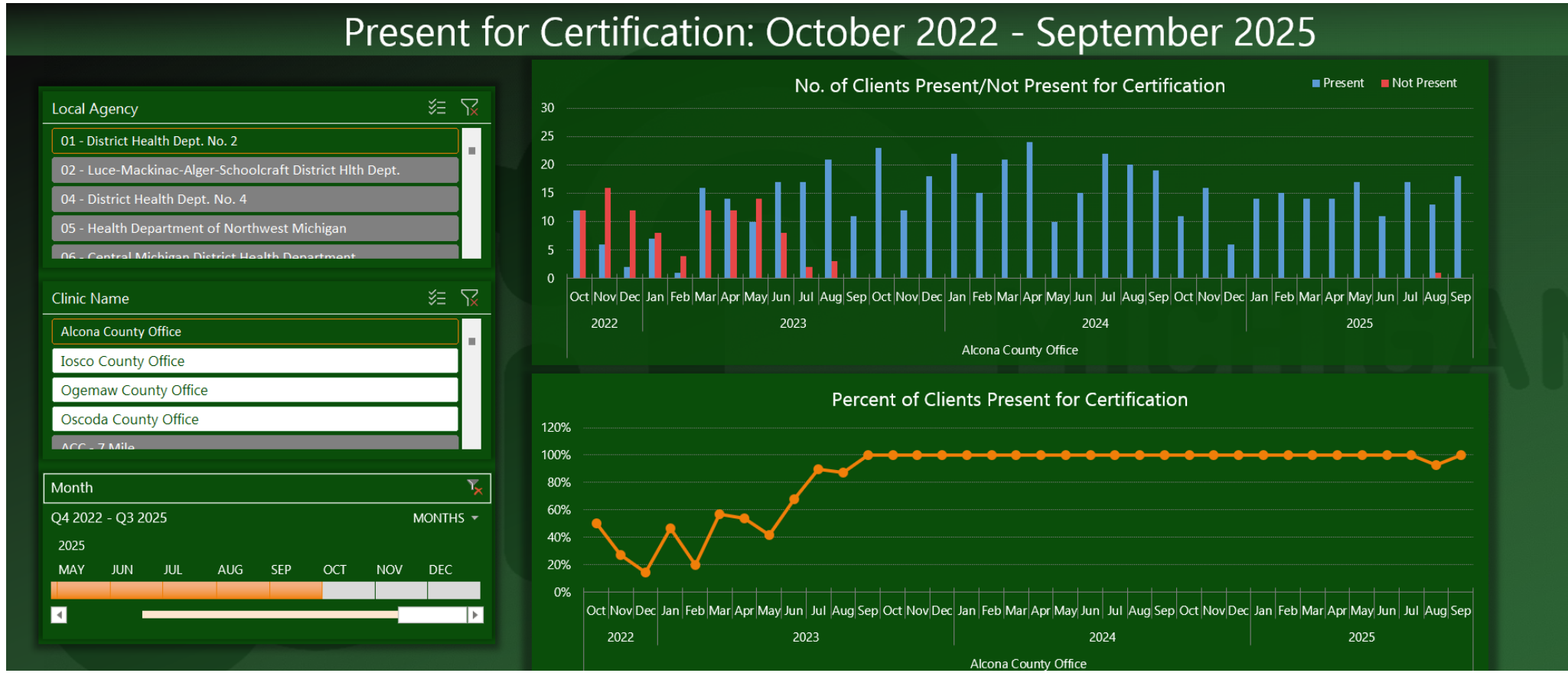
Present for Certification: October 2022 - September 2025



Present for Certification by Clinic

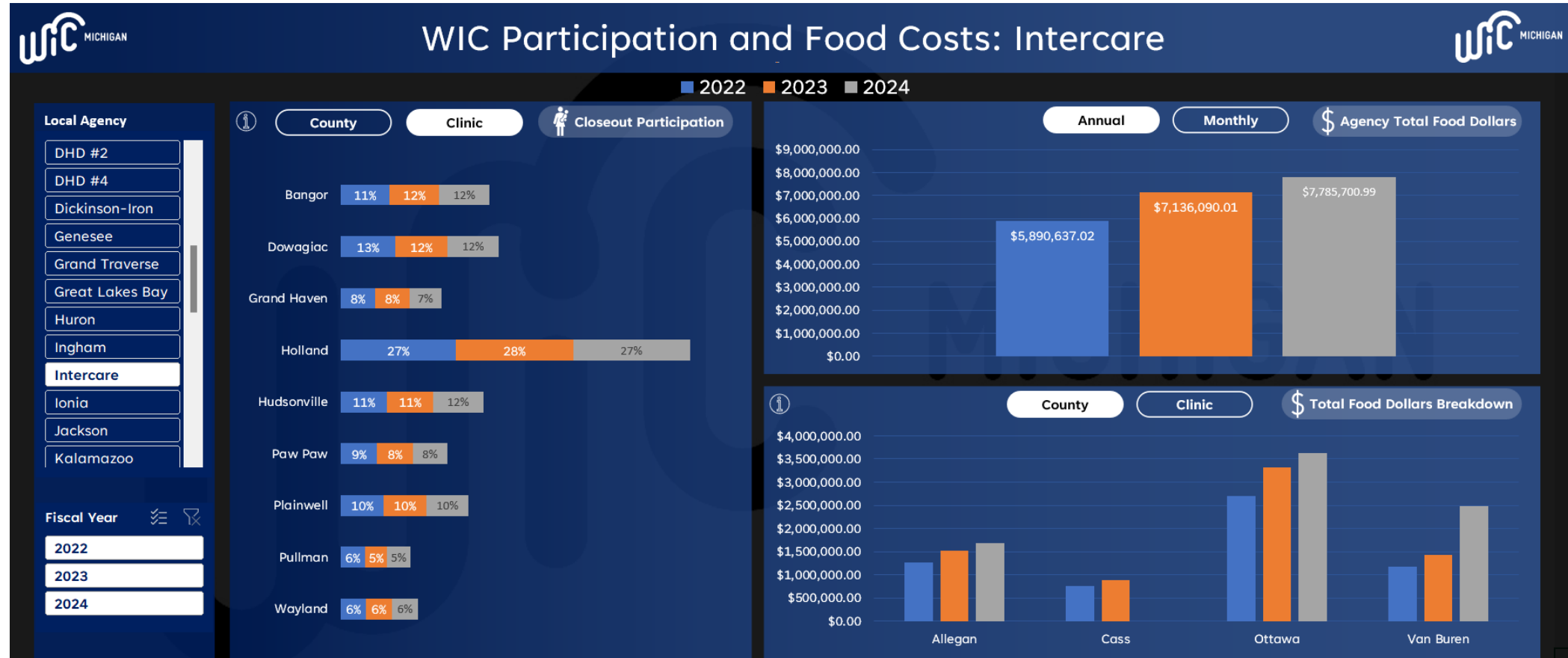
Distributed monthly

Present for Certification: October 2022 - September 2025



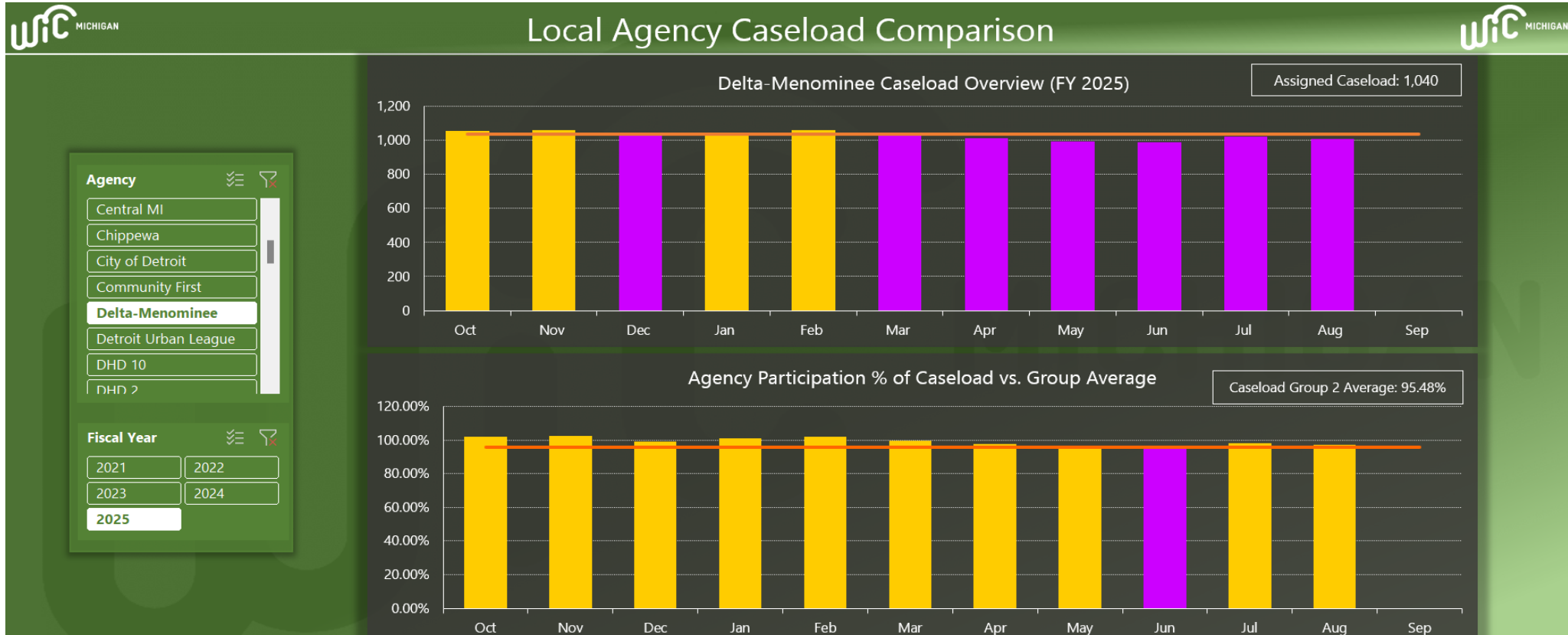
Total Food Costs

Distributed annually



Local Agency Caseload & Expenditures

Distributed biannually



Local Agency Caseload & Expenditures

Distributed biannually



Local Agency Caseload Financial Reporting Comparison



Agency

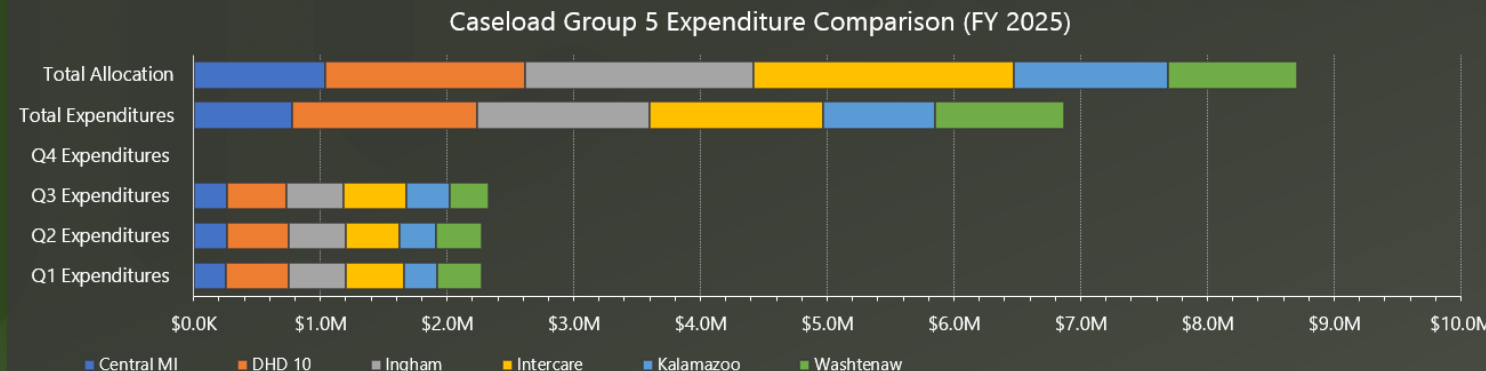
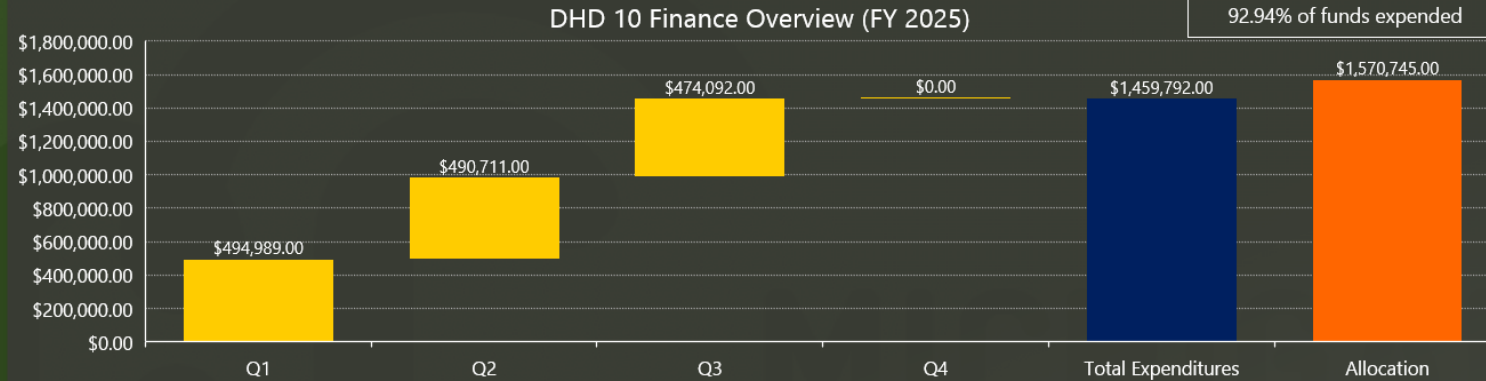
- City of Detroit
- Community First
- Delta-Menominee
- Detroit Urban League
- DHD 10**
- DHD 2
- DHD 4
- Dickinson-Iron

Fiscal Year

- 2021
- 2022
- 2023
- 2024
- 2025**

Caseload Group

- 1
- 2
- 3
- 4
- 5**
- 6



2024 Breastfeeding Report by LA/Race

Breastfeeding Indicators by Local Agency and Race-ethnicity
Michigan Pediatric Nutrition Surveillance System (PedNSS), 2024

Local Agency	Breastfeeding						Exclusive Breastfeeding			
	Total	% Ever Breastfed	Total	% Breastfed at least 6 months	Total	% Breastfed at least 12 months	Total	% Breastfed at least 3 months	Total	% Breastfed at least 6 months
01 DHD#2										
White, Not Hispanic	232	66.8	170	41.8	221	29.9	87	36.8	117	32.5
Black, Not Hispanic	0	.	1	*	2	*	0	.	1	*
Hispanic	22	*	12	*	11	*	7	*	9	*
Asian	0	.	0	.	0	.	0	.	0	.
American Indian / Alaska Native	0	.	1	.	0	.	1	.	1	.
Multiple Races	20	*	13	*	17	*	4	*	7	*
Native Hawaiian / Pacific Islander	0	.	0	.	0	.	0	.	0	.
Unknown	0	.	0	.	0	.	0	.	0	.

Data:

The 2024 Breastfeeding Addendum Report shows breastfeeding indicators in Michigan WIC for the year 2024. The data source is the 2024 Michigan Pediatric Nutrition Surveillance System. The data are disaggregated by local agency and race-ethnicity for the following breastfeeding metrics:

- a) Percent ever breastfed
- b) Percent breastfed at least 6 months
- c) Percent breastfed at least 12 months
- d) Percent exclusively breastfed at least 3 months
- e) Percent exclusively breastfed at least 6 months

Questions? Contact Madhur Chandra
ChandraM1@michigan.gov



WIC Community Innovation and Outreach Project

- Grant award from Food Research Action Committee (FRAC) and USDA - March 2025-September 2026.
- Counties Participating – Newago, Berrien, Calhoun, Oakland, Genessee.
- Focus: WIC Client Ambassadors will engage in outreach activities to increase child retention in participating counties.
- Data will be used for 2 evaluations:
 - Subgrant project evaluation
 - Overarching evaluation across 60+ subgrantees



WIC CIAO Evaluation Components

- WIC CIAO focuses on WIC Awareness, Engagement, Enrollment, Participation, and Retention.
- Data will be collected across all five key performance indicators (KPIs) through activities like surveys, reach metrics, WIC administrative data, and interviews with key personnel.
- KPI surveys:
 1. WIC CIAO Awareness & Engagement Survey (Pre & Post)
 2. WIC CIAO Partner Survey (Pre & Post)
 3. WIC CIAO Supplementary Survey (Pre & Post)



Understanding Redemption Patterns of WIC Participants in Michigan.

❑ Objective 1:

- To identify what percentage of WIC shoppers in Michigan are failing to redeem their benefits

❑ Objective 2:

- To identify what percent of WIC shoppers in Michigan rely on each vendor type when redeeming benefits

❑ Objective 3:

- To shed light on variations in WIC benefit redemptions based on demographic characteristics and vendor type

Demographic Characteristics of Families [July-Sep, 2024]

Caseload	Avg. (Jul-Sep)
Participating Families	93.6%
Non-Participating Families	6.4%
Race	
White	60.4%
Black or African-American	27.1%
American Indian or Alaska Native	0.6%
Asian	3.0%
Native Hawaiian or Other Pacific Islander	0.1%
Other	8.9%

Ethnicity	Avg. (Jul-Sep)
Hispanic	15.7%
Non-Hispanic	83.8%
Language	
English	89.2%
Spanish	5.0%
Arabic	3.6%
Other Languages	1.9%

Vendor Characteristics in Michigan

There were a total of 1,473 vendors that were authorized to sell WIC products in Michigan from the beginning of FFY 2024 to March 2025

Vendor Type	% Vendors Authorized
Pharmacy Only (11)	28.2%
Large Chain Stores (21)	14.8%
Medium Chain Stores (41)	18.9%
Medium non-chain stores (54)	11.1%
Unique vendors(75)	0.1%
Small non-chain stores(99)	26.9%



Redemption Rates (%) by Ethnicity and Language

Ethnicity	Redemption Rate (%)
Hispanic	55.5%
Non-Hispanic	52.9%
Language	
English	51.9%
Spanish	59.4%
Other	63.7%

Redemption Rates (%) By Race & Month

Race	Redemption Rates (%) (2024 - Sep)
White	55.7
Black or African-American	46.9
American Indian Alaska Native	51.0
Asian	68.9
Native Hawaiian or Other Pacific Islander	41.1
More than one Race	50.2

Vendor Characteristics in Michigan

	2024-Sep	
Total Unique Vendors	N	%
	1281	100
Vendor Classifications		
Pharmacy Only (11)	297	23.2
Large Chain Stores (21)	218	17
Medium Chain Stores (41)	279	21.8
Medium non-chain stores (54)	159	12.4
Produce Connection (88)	10	0.8
Small non-chain stores(99)	318	24.8
Total Unique UPCs Bought	3848	100

Total number of authorized UPC and PLUs - 10,195 .

About 38% of UPCs redeemed

Objective #1 Results

- To identify what percentage of WIC shoppers in Michigan are failing to redeem their benefits

Redemption Rate in Michigan	Jul-24	Aug-24	Sep-24	Avg. (Jul-Sep 2024)
0 to <25%	23.1%	22.8%	23.3%	23.1%
25 to <50%	24.0%	23.6%	23.5%	23.7%
50 to <75%	20.7%	20.9%	20.7%	20.8%
75 to <90%	11.3%	11.5%	11.3%	11.4%
90% and above	20.9%	21.2%	21.2%	21.1%

Objective #2 Results

Client Shopping Habits By Vendor Type

Michigan WIC	Percentage of Shoppers			
Client Shopping Habits By Vendor Type	Jul-24	Aug-24	Sep-24	Avg. (Jul - Sep 2024)
Visited Large Stores Only	36.3%	36.1%	36.2%	36.2%
Visited Medium Stores Only	20.5%	20.7%	20.9%	20.7%
Visited Small Stores Only	7.3%	7.3%	7.4%	7.3%
Visited Pharmacy Stores Only	0.2%	0.2%	0.2%	0.2%
Visited Large and Medium Stores	22.2%	22.0%	21.7%	22.0%
Visited Large and Small Stores	3.9%	4.0%	4.0%	4.0%
Visited Medium and Small Stores	5.5%	5.6%	5.6%	5.6%
Visited Large, Medium, and Small Stores	2.8%	2.8%	2.7%	2.8%
Visited All Types of Stores	0.1%	0.0%	0.1%	0.1%
Visited a Combination of Stores	1.3%	1.3%	1.2%	1.3%
Total	100.0%	100.0%	100.0%	100.0%

Looking Ahead to 2026

- **MI-WIC and WIC Connect updates**
- **Continue MIS Modernization efforts**
- **Changes / updates to the WIC average day report**
 - We will request feedback from LA in the coming weeks
- **Comprehensive caseload analysis**
 - To understand the variations in caseload
 - Develop recommendations for client enrollment and retention
- **Assessment of WIC Five-year plan**
- **WIC online shopping evaluation**



Reports and Resources Shared – WIC E-Notice #2025-207

- FY 2024 Deduplicated report
- 2025 Fall breastfeeding rate and duration report
- CVB Redemption rate by local agency report
- 2024 Breastfeeding addendum report by LA/race
- Active WIC Client Connect users by local agency
- Report matrix for Clinic, Admin and E-Forms modules
- WIC Client Connect toolkit
- Data sharing agreement processes
- LA guide to role permissions (Clinic and Admin modules)



Contacts

Name	Role	Email
Lucas Keomany	MI-WIC System Support Analyst	KeomanyL@michigan.gov
Juhee Prakash	MI-WIC Requirements Coordinator	PrakashJ2@michigan.gov
Eric Johnson	WIC Reports Analyst	JohnsonE40@michigan.gov
Amy Neloms	WIC Data Coordinator (DSA, WIC Connect)	NelomsA1@michigan.gov
Madhur Chandra	WIC Epidemiologist	ChandraM1@michigan.gov



Thank you!

Bagya Kodur

Manager – Data and Systems
Management

KodurB@michigan.gov

