

## I. ABSTRACT

The Mendocino County Co-Enrollment Project (McCEP) will increase WIC program reach in Mendocino County through the ‘co-location, co-enrollment, and streamlining processes’ funding objective. The project will also enhance administrative coordination between county agencies and expand outreach to the WIC-eligible population.

The work plan for McCEP consists of two parallel tracks. Track 1 seeks to increase WIC program reach among **currently enrolled** Medi-Cal recipients. The planned intervention consists of designing and producing a bilingual educational outreach/marketing packet for the WIC program that will be mailed—with cooperation from the Mendocino County Medi-Cal Division—to all currently enrolled Medi-Cal recipients who are eligible for, but not currently receiving, WIC services. A mini-grant funded, full-time WIC Health Program Eligibility Worker will follow up with and enroll all who respond to the packet, estimated to be 353 families, by the end of project year 1. This new staff position will provide WIC services to new enrollees in project years 2 and 3.

Track 2, which will implement co-enrollment beginning in project year 2, seeks to increase WIC reach among **new** Medi-Cal enrollees, including those who apply in person, online, or through the mail, estimated to be 68 families per month. For in-person applicants, funds are requested to cross-train two new county-funded Medi-Cal eligibility workers who will co-enroll WIC-eligible Medi-Cal enrollees in WIC. Co-enrollment will be piloted at the Medi-Cal office Ukiah for six months, evaluated, and then implemented at the Medi-Cal office in Fort Bragg. WIC-eligible enrollees who apply for Medi-Cal online or through the mail will be sent the WIC bilingual educational outreach/marketing packet.

The goal of these interventions is to increase WIC program reach in Mendocino County.

The McCEP Project Evaluator (Senior Public Health Analyst) will carry out the project evaluation with assistance from WIC and Medi-Cal Division staff. The key research questions include: Is the bilingual educational outreach/marketing packet effective in generating new WIC enrollees? What are the barriers to enrollment in Mendocino County? Does co-enrollment with Medi-Cal increase WIC reach? The project evaluation will use a client survey, tracking WIC enrollment, focus groups, staff interviews, and a process evaluation. Focus group and staff interview findings will be used for continuous program improvement and to improve customer satisfaction.

Key McCEP personnel include the Project Manager, Project Evaluator, Health Program Eligibility Worker, and two Co-Enrollment Specialists.