Planning Tool 4:

**Preparing to Share and Match**

**Cross-Program Data**

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|  | PurposeThis tool will help you plan the process your team will use to share and match data across programs. During this process, you will match your state’s WIC enrollment list against those for Medicaid, SNAP, and/or TANF cash assistance, for example, to identify people who participate in another program but not in WIC.  |

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|  | Whom Should You Consult?* **Other benefit agencies:** To thoroughly complete this tool, you will want to discuss the questions with each of the agencies that manage the programs you are considering as potential data sources for targeted WIC outreach (e.g., Medicaid, SNAP, TANF, foster care).
* **Legal and data privacy teams:** Bringing in legal and data privacy teams early in this process will help ensure you do not overlook key issues that may affect approval of a data sharing agreement (DSA).
* **Data and technology experts:** Consulting information technology and data professionals can help to make sure that the DSA covers all intended uses of the data to accomplish the planned activities, such as outreach to WIC-eligible participants in another program. Engaging these specialists to give input on the draft DSA reduces the risk of omitting data sharing permissions or fields that could be essential to implementing a project and avoids a lengthy process to amend the agreement.
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|  | Other Considerations* Before completing this tool, you might find it helpful to review USDA’s discussion of best practices for data matching in the context of automatically enrolling children for free school meals based on SNAP and other data. Many of those best practices apply to data matching in WIC as well. See the “State Best Practices” section (pages 5-10) of [Direct Certification in the National School Lunch Program State Implementation Progress Report to Congress School Year 2017-2018 & School Year 2018-2019](https://fns-prod.azureedge.net/sites/default/files/resource-files/NSLPDirectCertification2017-1.pdf), U.S. Department of Agriculture, June 2021.
* As you complete this tool, it will be helpful to refer to the [Considerations for Sharing and Matching Data](https://www.cbpp.org/sites/default/files/cbpp_bdt_wic_toolkit_considerations_for_sharing_and_matching_data.pdf) resource.
* If there are existing protocols for data matching at any of the participating agencies or a state data warehouse, it will also be helpful to review those processes before completing this tool to ensure they are incorporated into your plan.
* Before embarking on data matching it is helpful to use the administrative data you already have to generate hypotheses about the results you expect. Comparing the match results to expectations can then allow you to identify glitches in the matching process that might have compromised the results.
* You may want to revisit this section once you have planned your program evaluation later in the planning process, as the decisions you make there may affect the data you collect, match, and report on later.
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1. **What data sources do you plan to use for targeted WIC outreach?**

***Example:*** *Medicaid or SNAP data.*

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1. **Who are the key data stakeholders?**

Use the chart below to identify which specialists need to be involved in sharing and matching data for this project, including those who will help draft and approve a DSA. When describing each stakeholder’s role in the project, be sure to identify who will be responsible for conducting the data match.

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| **Agency** | **Data Stakeholders***Names & Titles* | **Role in the Project***Why are they needed?**What responsibilities do they have?* |
| WIC Agency |  |  |
| Other Benefit Entity 1 (e.g., Medicaid, SNAP): \_\_\_\_\_ |  |  |
| Other Benefit Entity 1 (e.g., Medicaid, SNAP): \_\_\_\_\_ |  |  |
| Third Party |  |  |
| *Add rows as needed…* |  |  |

1. **What outreach method(s) will you use?**

***Examples:*** *text, phone, mail. You will map out the order and frequency of outreach later in Planning Tool 6. For more information, see* [*Considerations for Different Outreach Media*](https://bdtrust.org/cbpp-bdt-wic-texting-guide.pdf#page=9)*.*

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1. **Which data elements will be shared?**

***Examples of data elements:\****

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| --- | --- |
| * First and last name
* Mother’s birth date
* Child’s birth date
* Primary phone number
* Cell phone number
* Address, including FIPS\*\* and ZIP codes
* Email address
* Mother’s race
* Mother’s ethnicity
 | * Child’s race
* Child’s ethnicity
* Child’s sex
* Medicaid program identifier
* SNAP program identifier
* Other program identifier
* Unique household identifier
* Head of household’s preferred reading language
* Head of household’s preferred speaking language
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*\* This list is not exhaustive.*

*\*\* Federal Information Processing Standards, which are designed to make data more consistent across various data systems.*

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| **Purpose** | **Examples** | **Data Elements to be Shared** |
| What data elements will be used to **match the files?\*** | *This could include numbers that serve as individual identifiers such as SNAP ID, participant phone number, etc.* |       |
| What data elements are needed to **conduct outreach?** | *This could include participant name, phone number, preferred reading and speaking language, etc.*  |       |
| What data elements are needed for **evaluation?**  | *This could include demographic information such as race, ethnicity, age, sex, etc.*  |       |

*For more information, see “Personal Identifiers” in the* [*Considerations for Sharing and Matching Data*](https://www.cbpp.org/sites/default/files/cbpp_bdt_wic_toolkit_considerations_for_sharing_and_matching_data.pdf) *resource.*

1. **What date range will the data cover?**

***Examples:*** *The data will include anyone who enrolled in another program within the past six months. The data will include the full list of households currently enrolled in another program, regardless of how long ago they enrolled. For more information, see the “Date Range” section of the* [*Considerations for Sharing and Matching Data*](https://www.cbpp.org/sites/default/files/cbpp_bdt_wic_toolkit_considerations_for_sharing_and_matching_data.pdf) *resource.*

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1. **How often will data be shared?**

***Example:*** *Data will be shared and matched at the beginning of the project to determine the outreach group. The data file will be refreshed monthly to include families who have enrolled in another program since the original data match and will then be rematched with WIC enrollment data.*

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1. **How will data be shared securely?**

***Examples:*** *A Secure File Transfer Protocol (SFTP) will be used to transfer data files across agencies. For more information, see the “Data Security” section of the* [*Considerations for Sharing and Matching Data*](https://www.cbpp.org/sites/default/files/cbpp_bdt_wic_toolkit_considerations_for_sharing_and_matching_data.pdf) *resource.*

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1. **Can any data sources be leveraged to assess the accuracy of the results of the data match?**

***Example****: The total number of children under age 5 on Medicaid or SNAP should exceed the number of children identified as eligible for WIC but not enrolled.*

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