

Submitting Custom Messages in Mobile Management

MAY 2026

Beginning June 1 custom messages for the Minnesota WIC App will be submitted using Mobile Management rather than the REDCap request form.

Mobile Management includes a Custom Messages feature that allows local agency coordinators to create a group message to be sent via the Minnesota WIC app and submit the request to the State Office for approval, directly within the system. This will replace the current process of submitting requests through REDCap for approval.

Access to Mobile Management Custom Messages Function

Access to submit custom messages is limited to Local Agency Coordinators.

If you are a local agency coordinator and would like to be able to create custom messages, you will need to request access. Please complete the WIC User Access Form available on the [Local Agency Portal](#) and select the Update Current User option:

Add Mobile Management Access

You will then be prompted to choose which access should be added, please choose:

Custom Message, Contact Us & Group Text (Coordinators Only)

Once access has been approved, you will receive an email that you have been granted access to Mobile Management Custom Messages. (NOTE: Access to Custom Messages is a separate access from standard Mobile Management access which allows use of the Contact Us feature.)

First-time login

If this is your first time logging in to Mobile Management after receiving access:

1. Go to the Mobile Management page.
2. Enter your email address.
3. Select "Change Password."
4. Follow the prompts to create your password and complete the login process.

Training and support

The following video provides an overview of how to submit a custom message in Mobile Management:

[MBM Custom Message Overview](#)

SUBMITTING CUSTOM MESSAGES

Please contact Tobi Afolabi at tobi.afolabi@state.mn.us if you would prefer to schedule a demo of this process or have any questions.

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