

New Text Messaging Documentation

SEPT. 23, 2026

Overview

Beginning Oct. 1, we are standardizing how agencies collect participant preferences for receiving text messages from the WIC Program. This will ensure all agencies collect this information using the same method for all participants, for the duration of their household's participation on the WIC Program, that it is available and still applicable if participants transfer between agencies, and that the State Office will be able to identify participants and send text messages to those who have given the WIC Program permission to use text messages to communicate with them.

New state use question

As of Oct. 1, **Text Message Release Documentation**, will be added as a State Use Question on the Demographics page in WINNIE.

State Use Questions

Text Message Release Documentation

First time formula/other given to infant (meds ok)

BF and formula given in the hospital

Which group do you identify with?(non-hispanic)

Somali or Somali American

State Use Questions

Text Message Release Documentation

YES - Signed Consent Obtained

YES - Verbal Consent Obtained

NO - DO NOT TEXT

RESPONSE NEEDED

The options are:

- YES – Signed Consent Obtained
- YES – Verbal Consent Obtained
- NO – DO NOT TEXT
- RESPONSE NEEDED

This field will be **required**. The question should be addressed to the household, and the same answer should be entered into each household members' folder.

If a change is made to the Demographics page and an option has not yet been selected, and the participant/representative isn't available to answer the question, you will need to select **RESPONSE NEEDED** to save Demographics.

If you select either **YES – Verbal Consent Obtained** or **RESPONSE NEEDED**, the question requires follow-up. Since WINNIE will no longer remind you that the question still needs to be addressed, your agency will need to find another way to identify these participants. A couple of options are:

- Add a priority household alert – a new subject “Text Message Release Follow-up” is now available.
- Track using an Infoview report – a new template will be available by mid-October.

New consent for communication form

A new form, [Exhibit 1-C-1a: Consent for Communication](#), has been added to the Minnesota Operations Manual (MOM) and is currently available in English. Spanish and Somali forms will be available as of Oct. 1. Agencies can choose to use this form or their own version to obtain permission to send text messages from the WIC Program. However, if using your own version, it must meet the following requirements, and you must submit it to your State Consultant for review:

- It cannot specify your local agency. It must use generic language when referring to the local agency WIC Program.
- It must specify that this includes texts from the State WIC Office.
- It must use the verbiage: text messaging **services**.
- It must include language about electronic communications not being secure.
- It must give consent for participant and/or minor children during their time participating in the WIC Program.
- It must inform the participant/representative that they can ask to stop receiving text messages at any time.
- It must be scanned or imported into all household members' folders in WINNIE.

If using Exhibit 1-C-1a, and the participant agrees to receive text messages from the WIC Program, the participant/representative should put their initials next to “text messaging services” and any other form of communication they consent to and sign the form. The form must be saved into all of the household members' folders.

Currently, there is only a PDF version of the form, but the State is also developing a REDCap electronic form that agencies can choose to use. This should be available sometime in early October.

Please note that this form will not be part of the DocuSign templates.

New state use question and documentation requirements

If **YES – Signed Consent Obtained** is selected for the *Text Message Release Documentation* dropdown, you must have a signed form scanned/imported into each member's folder of the consenting household.

YES – Verbal Consent Obtained provides temporary permission to send text messages and indicates the form has not yet been completed. Selecting YES requires documentation. Once you are able to have the participant/representative complete and sign the form, **you must change the dropdown from YES – Verbal Consent Obtained to YES – Signed Consent Obtained** for all household members so that your agency knows they no longer have to follow-up with the household. Scan/import the document into all household members' folders.

No follow-up or documentation is required if **NO – DO NOT TEXT** is selected.

If **RESPONSE NEEDED** is selected, you must follow-up with the household to see what their preference for text messaging is. Once you have the opportunity to follow-up, if YES, change the dropdown to the appropriate option in all household members' folders. Once you've obtained a signature on the form, ensure the dropdown is **YES – Signed Consent Obtained** in all household members' folders, and scan/import the signed document.

Guidance

Scanning/importing

Once the Consent for Communication form, or your agency's form, is completed and signed, it must be scanned/imported into WINNIE **for all household members**. You can use the **Copy Document** feature to save it to other household members after scanning or importing it into one household member's folder (see the Table of Contents – Copy Documents in the [Document Imaging 2 WINNIE Training Module](#) for steps on how to do this).

We've added a new Document Type that can be used called "Texting Release". For auditing purposes, it may also be helpful if you include the word "Text" in your Description.

Any new household members (i.e. new infant or woman) must have the State Use Question completed and the same answer as the rest of the household. The existing Consent for Communication form must be copied into their folder. You can use the Copy Document feature to do this.

MOM updates

[Section 1.7: Data Privacy](#) has been updated to reflect these changes and is now available. [Section 9.6: Electronic Communications Security](#) is currently under review and will be available soon.

Mobile management

When participants opt in to text messaging via their app, you can text individually using Mobile Management. However, you still need to complete the *Text Message Release Documentation* State Use Question for participants that have opted in via the app. If a YES option is selected, you must complete the *Consent for Communication* form for this household to be able to send text communications outside of the Mobile Management application.

Custody changes

If you have a member of the household moving to or from another household (i.e. foster care), the *Text Message Release Documentation* State Use Question must be verified. If the selected answer is **YES** and still appropriate, a new *Consent for Communication* form must be completed and scanned/imported for the new household. The previously signed form should remain in case the participant returns to their original household. The most recently completed version of the form will supersede any previous versions and if they return to their original household, the custody change version should be deleted.

Questions?

Please contact your State Consultant with any questions.

References – complete listing of hyperlinks

[Exhibit 1-C-1a: Consent for Communication](https://www.health.state.mn.us/docs/people/wic/localagency/program/mom/exhbts/ex1/1c1a.pdf)

(<https://www.health.state.mn.us/docs/people/wic/localagency/program/mom/exhbts/ex1/1c1a.pdf>)

[Document Imaging 2 WINNIE Training Module](https://www.health.state.mn.us/training/cfh/wic/winnie/docimage2/index.html)

(<https://www.health.state.mn.us/training/cfh/wic/winnie/docimage2/index.html>)

[Section 1.7: Data Privacy](https://www.health.state.mn.us/docs/people/wic/localagency/program/mom/chsctns/ch1/sctn1_7.pdf)

(https://www.health.state.mn.us/docs/people/wic/localagency/program/mom/chsctns/ch1/sctn1_7.pdf)

[Section 9.6: Electronic Communications Security](https://www.health.state.mn.us/docs/people/wic/localagency/program/mom/chsctns/ch9/sctn9_6.pdf)

(https://www.health.state.mn.us/docs/people/wic/localagency/program/mom/chsctns/ch9/sctn9_6.pdf)

Minnesota Department of Health - WIC Program, 625 Robert St N, PO BOX 64975, ST PAUL MN 55164-0975; 1-800-657-3942, health.wic@state.mn.us, www.health.state.mn.us; to obtain this information in a different format, call: 1-800-657-3942.

This institution is an equal opportunity provider.