

WEBSITE PROJECT

Building A Healthy New Digital Home

We seek to welcome visitors to our digital front door with a new healthy website.

DHSS would like a new solution to remove current barriers and risks to provide access, integrity, quality customer service, and health and safety for all Missourians.

We are focused on:

- **Accessibility**
- **Cybersecurity**
- **User Experience (UX)**

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Four Phase Process

Building A Healthy New Website

1

Journey Mapping

Complete: 2023

3

Website Information Architecture, Design, Build, Test & Deploy

2

Content Inventory Assessment, Audit & Discovery

Complete

4

Strengthen Website & Digital Health

Journey Mapping



KEY TAKEAWAYS

- 1 DHSS website is considered a source for informational and transactional needs for individuals and entities.
- 2 Users attempt to search the site and find information relevant to their situation, but it's tough.
- 3 It gets more frustrating for users the further they move through the site to take steps to address their needs.

JOURNEY DATA

Over half of users are coming through search and most are using Google



MOBILE
54%



DESKTOP
41%

/safety

Pages consistently in the most frequently visited

7 of 10

Pages with highest bounce rate are disease information

DHSS Current State Website Journey



Voice of Citizen



The Registry is easy to use and the support is excellent

Overall, CACFP is very easy to interact with. Pretty easy to understand

Online portal was easy to access and fairly easy to create an account for. I enjoy being able to upload documents electronically instead of mailing

I feel SMV is very easy to use and the support staff are prompt to answer any questions that arise.

I normally have no issues completing birth or death certificates



Long Term care information was hard to understand

Found it difficult to find information and resources I needed in relation to elderly care

Information is not kept up to date

No complaints on FCSR except the turnaround on new registrants being in the system to initiate background checks

Horrible experiences - information is way too generalized; different types of entities have different needs but system seems only geared toward one type of user

PAIN POINTS



No training page exists to access helpful hints



The search function isn't helpful or intuitive



Mailing documents as part of service processes sometimes introduce delays



Lacking communications related to missing information, delays in responses/processing/status updates, next steps after form submissions, specific rather than generalized denial reasons



It's difficult to find required forms



Programs that require in-person or off-line submission fragment and disrupt the on-line experience



Notifications lacking when program rules are updated



Some links for services (based on the program names) seem similar or related, but first-time users are not familiar with how to differentiate between them

SERVICE DATA

Requesting a record or applying for a change on your record	74%
Financial assistance with food, healthcare, or child support	61%
Finding a job	72%
Obtaining a medical marijuana license	63%
Understanding or obtaining COVID-19 related information or services	75%
Care and safety of an elderly individual	73%

OPPORTUNITIES

Improved user experience with enhanced navigation tools, better search capabilities	Increased capabilities for performing more service-related tasks online (e.g. application submission, document submission)	Improved communications for first-time users
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Research	65%	Top 2 Box Satisfaction DHSS Top Business Services	Annual Immunization Reporting	58.9%
Action	71%		Community Food Programs	71.7%
Manage	68%		Employee Disqualification List (EDL)	79.5%
			Family Care Safety Registry	67.8%
			Missouri Electronic Vital Records (MoEVR)	52.8%
			Missouri WIC Program (Authorized Retailer)	60.0%
			ShowMeVax	65.1%

Clear and improved communications for processing times, appointment needs, submission requirements, next steps, decision outcomes/reasons	Improved communications between agencies related to DHSS specific services	Structured governance for DHSS website content, format changes, and communication updates	Streamlined entry for adding new providers
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Advisory – Federal Accessibility Law



On April 8, 2024, the United States Department of Justice signed a new law under Title II of the Americans with Disabilities Act (ADA) to ensure the accessibility of web content and mobile applications (apps) for people with disabilities. On April 24, 2026, all state government agencies are expected to comply with the new law.

As an agency, we plan to continue to remove barriers for all citizens and ~~exceed~~ **meet** Web Content Accessibility Guidelines (WCAG).



[Link To Facts](#)



Did you know?

DHSS Website internal stakeholders have been working on improving their web page and document content since last June.

Accessible

Useful

Desirable

Efficient

Findable

Credible

Digital Accessibility Roadmap

A photograph of a winding highway bridge with yellow guardrails, set against a backdrop of a dense, green forested hillside. The bridge curves through the landscape, and a small car is visible in the distance on the upper part of the road.

Requirement for all state agencies.

State of Missouri Digital Accessibility Roadmap

The What:

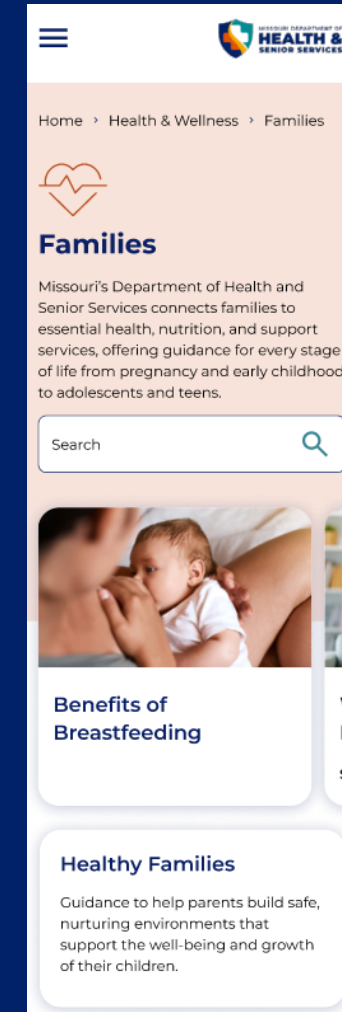
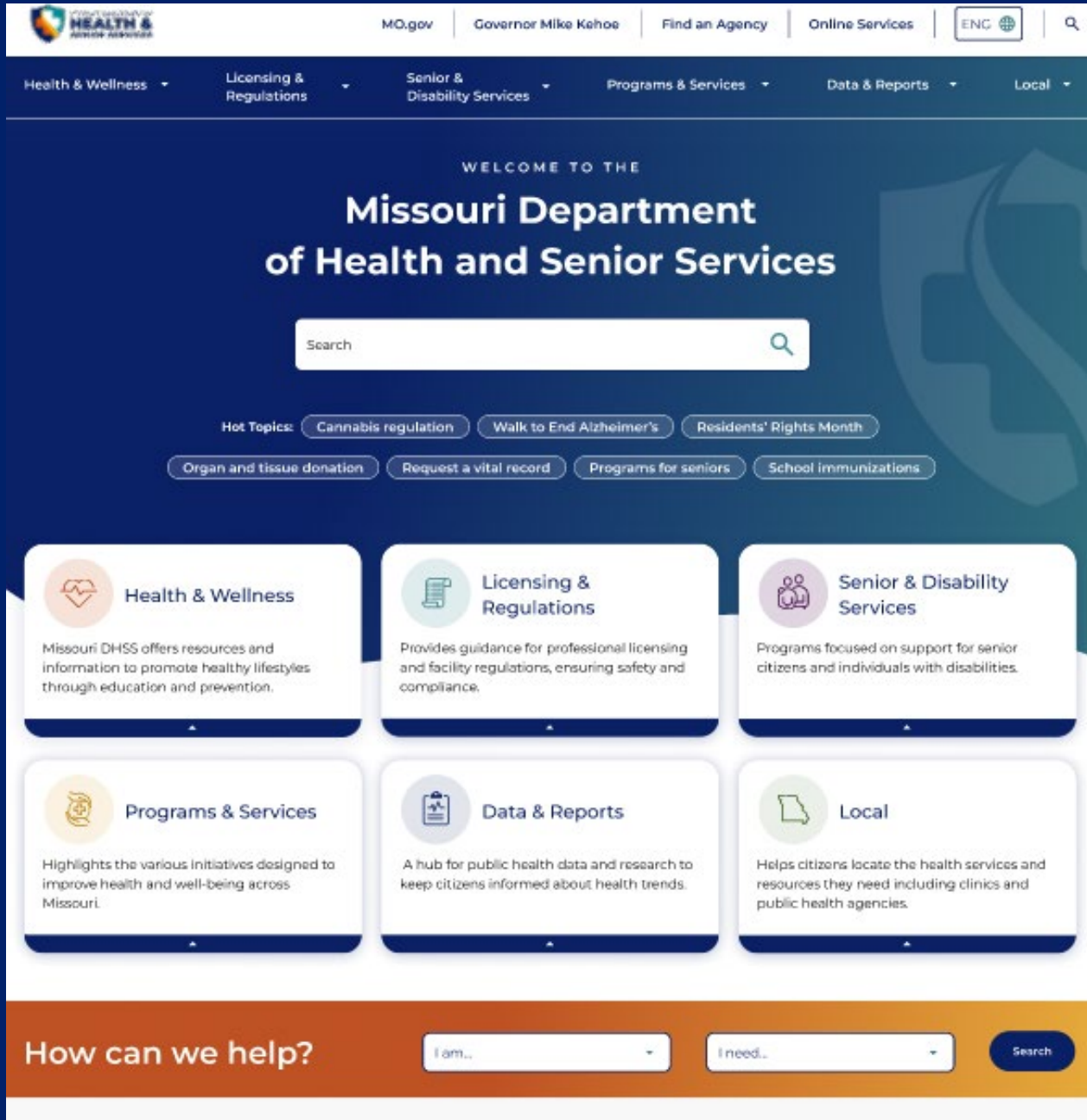
- Digital accessibility laws, standards and practices, for the State of Missouri and DHSS.
- Details pertaining to the DHSS current resolution agreement, and the procedural improvements being made as a result, including accessibility training.
- Tools and techniques currently used to test the accessibility of webpages and content.
- Clarity on the roles and responsibilities of team members who perform accessibility-related functions.

The Why? The law requires state and local governments to make sure that their services, programs, and activities are accessible to people with disabilities. Title II applies to all services, programs, or activities of state and local governments. This includes the services, programs, and activities that state and local governments offer online and through mobile apps.



Did you know?

DHSS is working on our Accessibility Roadmap, Plan, Training and remediation to meet compliance and best practices by April 2026.



New design
(18 slides)



Manuals and Policies

Portland Web Works:

- Policies/Manuals
- Media Type Creation
- Homepage, Menus
- Configuration

MO.gov Governor Mike Kehoe Find an Agency Online Services Select Language

Health & Wellness Licensing & Regulations Senior & Disability Services Programs & Services Data & Reports Local Search

Home > Licensing & Regulations > DHSS Policies > WIC Operations Manual (WOM)

WIC Operations Manual (WOM)

Search SEARCH

USDA Federal Regulations [🔗](#)

WIC Operations Manual (WOM) Definitions [🔗](#)

► **USDA Definitions and Justification**

► **Risk Factors**

▼ **Temporary Remote Services Policy**

December 2024 Update

Plans

8.1.280 Remote Services

8.1.300 Remote Services

ARPA Physical Presence Waiver Plan [🔗](#)

Procedures

9.1.1 Service Policy Procedure

9.1.2 Service Policy Procedure

9.1.3 Service Policy Procedure

9.1.4 Service Policy Procedure

► **Policies Pending FNS Approval**

► **Policies Effective December 2024**

► **Policies Effective December 2025**

MO.gov Governor Mike Kehoe Find an Agency Online Services Select Language

Health & Wellness Licensing & Regulations Senior & Disability Services Programs & Services Data & Reports Local Search

Home > Licensing & Regulations > DHSS Policies > WIC Operations Manual (WOM) [PRINT](#)

8.1.280 Remote Services

VIII. Certification Eligibility and Coordination of Services

Search SEARCH

Authority: ARPA Physical Presence Waiver 2023; WIC policy memo 2023-6
Issued: 07/2023
Effective: 08/2023

Policy [COPY LINK](#)

The local agency (LA) may provide WIC services through a variety of methods such as in person, over the phone or via a secured online platform to applicants, participants, authorized representatives or alternate representatives. These services include certification eligibility, nutrition assessment, nutrition education, breastfeeding support and referrals. In-person services must be provided for certain initial certification appointments. The LA competent professional authority (CPA) or nutritionist may use professional judgment to determine if in-person services would enhance participant outcomes. The LA must provide in-person services if requested. Remote services must be conducted in a confidential manner using secure electronic means. Food instruments must be provided in person to participants, authorized representatives or alternate representatives. Food benefits must be issued in person to participants, authorized representatives, alternate representatives or proxies.

Procedures [COPY LINK](#)

A. Certification 1. Initial certification appointments a. The nutrition assessment, nutrition education and referral process must be provided in person for initial certifications unless an exemption applies or the specific criteria listed within this policy are met. i. Proof documentation (i.e., proof of income, residency or identity) and demographic information may be submitted to the LA via a remote service method (e.g., electronically or by mail). ii. Information provided via phone must be verified with visible proof documentation. iii. Information that is not verified by the end of the certification appointment will be indicated as pending proof in Missouri WIC Information Network System (MOWINS).

Refer to policy 8.1.270. b. All infants must be physically present at the initial certification visit unless the following applies: i. An exemption included in policy 8.1.085. c. Children over one year of age must be physically present for the initial certification unless the following applies: i. The child was certified in Missouri as an infant. ii. An exemption included in policy 8.1.085. d. Prenatal women must be physically present at the initial certification appointment unless both items below apply: i. The prenatal woman was certified for WIC in Missouri with a previous pregnancy. ii. The prenatal woman has a household member (i.e., infant or child) who has received WIC services within the last calendar year. iii. An exemption included in policy 8.1.085. e. Postpartum and breastfeeding women are required to be present at the initial certification unless there is no infant to link to the mother's record (e.g., the infant is in foster care or the mother had a pregnancy loss). f. If a participant, within any category, transfers with a verification of certification (VOC) they are not required to be physically present if they are within an active certification.

The authorized representative must be physically present to be issued a Missouri food instrument. i. Proof of address and identity must be verified in person or remotely. Refer to policy 8.1.160. 2. Subsequent certification appointments a. Completion of subsequent certifications may be conducted in person or using a remote service method. b. The LA nutritionist or CPA may use professional judgment to determine if a subsequent certification should be completed in person. 3. Certification process a. Proof of income, residency and identity documentation must be verified prior to

Plans

8.1.280 Remote Services

8.1.300 Remote Services

ARPA Physical Presence Waiver Plan

Forms

ARPA Compliance Form

Nutrition Assessment

On this page

Policy

Procedures

Documentation

Reports

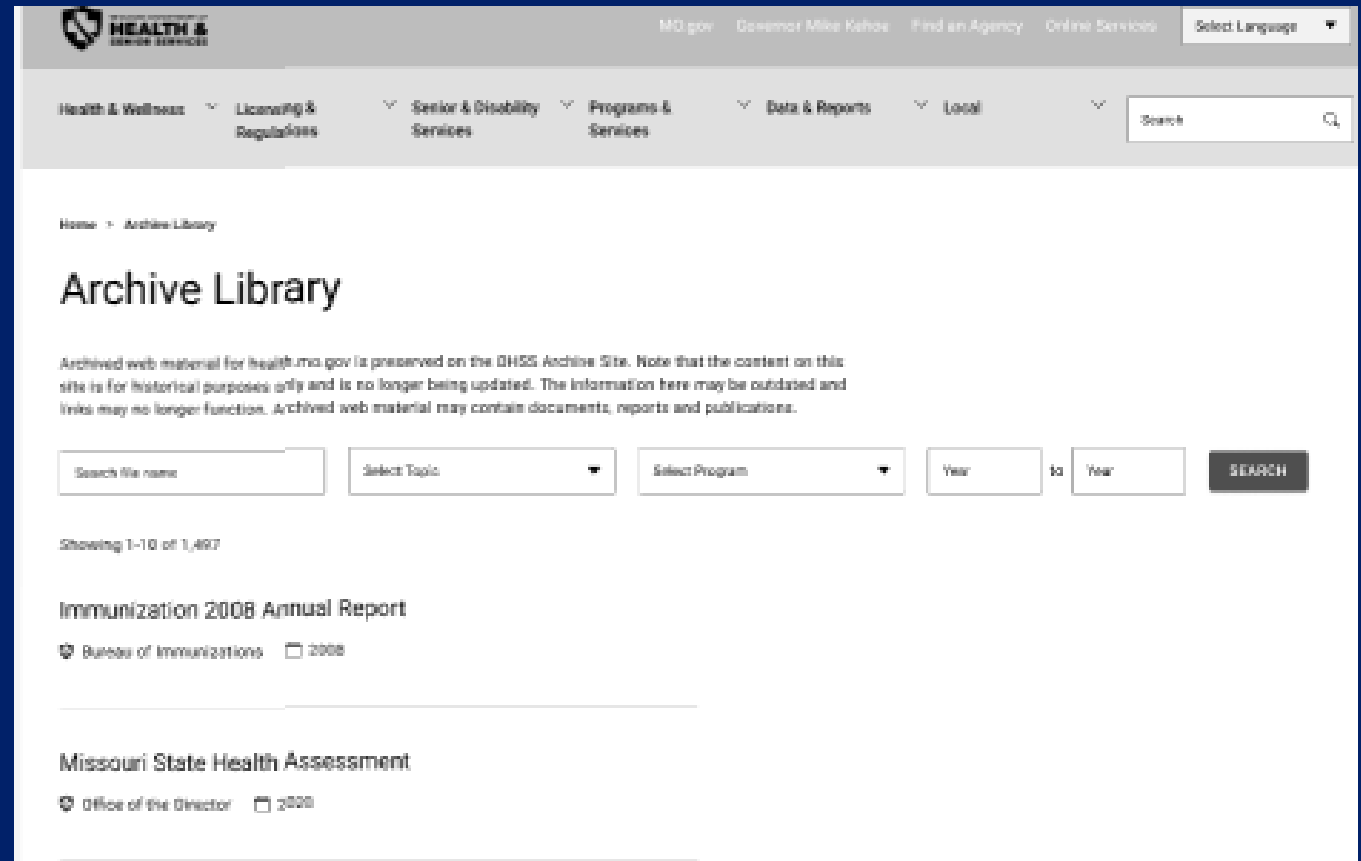
Title II ADA WCAG Law

Exception 1 – Archived Web Content

Web page will clearly identify Archive Library with a disclaimer: “The information here may be outdated and links may no longer function.”

- **Archive Library:** Collection of guides, reports, data, research prior to 2021.
- The PDF file name will change to clearly identify archive, example:

www.health.mo.gov/archive/filename



TIP:

“Archive” PDF documents only. In Adobe Acrobat Edit PDF toolbar, find the "Link" dropdown menu and choose "Remove Web Links." Confirm the action to remove all links.

Title II ADA WCAG Law

Exception 2 – Pre-existing Documents

Documents identified as “keep” in the inventory that existed on Health.Mo.Gov **PRIOR** to April 24, 2024 will not be remediated.

- Word, Excel, PowerPoint, PDFs.
- Broken links do need to be fixed.
- Files edited or created AFTER April 24, 2024 must be remediated.

Tier #1:
PDF files with high views and frequent public use.

Tier #2:
PDF files with low views.

Tier #3:
Word, Excel, PowerPoint

TIP:

“Keep” and “Convert to web page” broken links need to be resolved. These are barriers for citizens and accessibility tools like screen readers.



Resources

Webpage
inventory

Documents

Webpage
content

Web & PDF
Broken links

Missouri Assistive Technology:

[Information Communication Technology \(ICT\) Accessibility – MO AT](#)

[Quick Guides for Electronic Information](#)

[Sample contract language](#)

Citizens 8th grade, Professionals 12th grade

[Using Plain Language – MO AT](#)

Perspectives:

[Learn about how people with disabilities navigate digital spaces](#)

Adobe Max InDesign Video:

[For designers using InDesign](#)



MISSOURI DEPARTMENT OF
**HEALTH &
SENIOR SERVICES**



We're
Building
a healthy home!

QUESTIONS?



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