August 2020 Newsletter

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New Digital Tools for WIC Clients: A Checklist

In 2019, The Center on Budget Policy Priorities, Social Interest Solutions, and the National WIC Association partnered to create a toolkit to provide "an overview of recent efforts to modernize and use technology to streamline WIC benefit and service delivery and improve participants' experience."

The group included a "detailed checklist of considerations for soliciting strong proposals" when acquiring new digital tools for WIC participants.

As included in "Launching New Digital Tools, A Guide for WIC Agencies," we used the RFP Checklist to create a document to help inform prospective partners about how our online nutrition education platform meets the items for consideration included in the checklist.

To download the document, select the image or log in to wichealth support.

For more information on the toolkit created by The Center on Budget Policy Priorities, Social Interest Solutions, and the National WIC Association visit:

https://www.cbpp.org/research/food-assistance/launching-new-digital-tools-for-wic-participants

Launching New Digital Tools for WIC Participants Checklist:

wichealth.org

Specifications	Yes	No	Notes
Planning			
Procurement considerations			
Consolidate and/or integrate tools			
Vendor offers an all-in-one tool that covers all functions the agency wants to offer WIC participants		partial	Overall, we do vastly improve the WIC experiences, but it may or may not meet ALL functions an agency wants to offer WIC clients. For instance, we do not provide appointment reminders, for these are outside the scope of the nutrition education experience. These are some of the ways we help clients and participants achieve a positive experience: (1) We offer over 90 parent-child feeding lessons that meet secondary contact requirements. (2) We offer WIC friendly recipes (many with videos) from our Health eKitchen collection of over 280 recipes. (3) We offer QuickConnect, which allows agencies to access client data instantaneously. (4) Our lessons are bilingual (Spanish and English). (5) Clients can connect with social media to share resources. (6) We offer a mobile app version of our lessons. (7) We offer a "Tailor" feature, a system that tailors a user's experiences to their unique needs. 8. We strive to help clients change their behavior and to improve their quality of life.
Vendor offers multiple applications and users can access them all through a single sign-on (SSO)	X		Our applications offer solutions. We provide online nutrition education and access to recipes that focus on WIC approved foods through a single sign-on.
Choosing a Product			
Tools that are user friendly for participants			
Friendly and inviting to all users			
Clear and simple design	X		A responsive design allows the ability for wichealth.org to fit any mobile device anywhere in the world. The design is up-to-date, clean, and visually appealing. We also offer bilingual lessons and tailor the experience for each user. We offer QuickConnect allowing certification to provide the client with benefits faster and seamlessly.
Good visual cues	X		We take pride in selecting images, diagrams, and other visual cues that help to clarify the subject further or give the client something with which to connect visually. We incorporate virtual educators, spanning a variety of ethnicities, to provide clients using our lessons a sense of connection and support. Our lessons use clear visual graphics to incentivize clients to sign the lesson to. Callout and button color schemes are consistent throughout the lesson for ease of use.
Strong graphics and inviting appearance	X		Engaging colors, diverse images, and strong graphics create a virtual space to which clients want to connect and engage. Within our lessons, we offer resources in a variety of modalities. We choose imagery, videos, and interactive opportunities to appeal to all types of learning styles.
Text is welcoming and/or personalizes the process	X		We use scenes upon log in and provide encouragement about starting and/or continuing nutritional education as well as highlighting recipes for the appropriate seasons. We embrace the use of a conversational tone. Dialogue is based on tenants inherent within (Persuasive Communication Theory, namely transactional and response dependent. Our virtual educators ask questions, provide positive feedback, and guide clients through their online learning experience.
Text is culturally sensitive and affirming of different identities	X		Text provided in our lessons is positive, encouraging, and communicated at a 6th grade reading level. Our writers are careful to use clear and concise wording that translates smoothly to Spanish and ESL clients. We avoid the use of figurative language and endorse and respect diversity.
Text provides reassurance for participants and their families (such as immigrants)	X		Our writers are careful to respect cultural diversity and always use encouraging language. Our lessons undergo strict reviews by state partners who are advocating for their diverse client communities. We take to heart their constructive criticism, and our final product shows respect for all participants. We utilize emotion-based messaging and motivational interviewing techniques.
Text addresses needs of different WIC participants	X		We provide unique client experiences tailoring dialogue, resources, and lessons to fit the clients' needs. We write lessons targeting a 5th-7th grade reading level, which communicates without complexity. We strive for simple communication, but we also offer areas of more in-depth understanding for those who want to learn more. We use "Tailor" to provide a more personal feel with "Deeper dive" icons. wichealth.org believes the client deserves to be an active participant in education. Education is based on what the client is interested in learning while meeting the level of readiness in which the client is willing to engage. We use a smart system that helps us deliver the appropriate and relevant information to the client while ensuring the highest level of engagement, allowing for behavior change.

Page 1 wichealth

We sure hope so because we need your help completing the wichealth Partner Satisfaction Survey!

As a valued partner of wichealth, your feedback is important to us as

we ensure we are providing an online nutrition education tool that meets your organization's needs and clients.

The survey will take you approximately 10 minutes, and your answers will remain anonymous unless you choose to share your contact information with us. **Please complete the survey by September 11, 2020.**

Your responses will be shared with our leadership team to guide our work plan for the next year. Additionally, your thoughts will help us improve our features, content, and customer service experience.

Thank you in advance for your time as we work to make wichealth even better for you and your clients.

wichealth Partner Satisfaction Survey - State Staff

wichealth Partner Satisfaction Survey - Local Staff

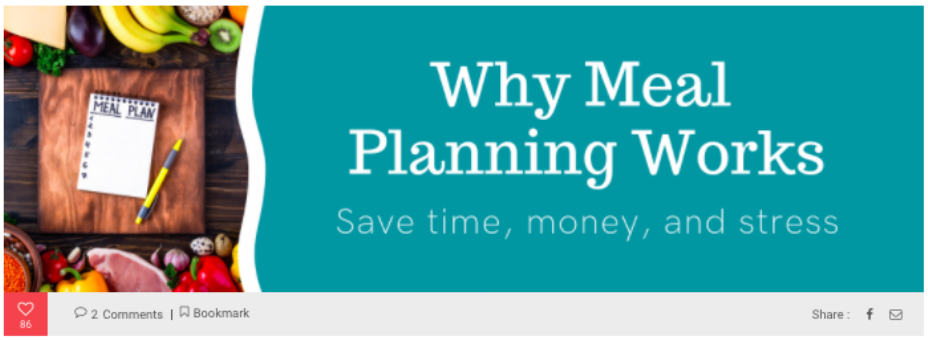
Lesson Spotlight: Making a Meal Plan

Studies show that "the average American family throws out 25 percent of the food they purchase. For a family of four,

that means throwing away between $1,365 and $2,275 every year."

The good news is that when we take the time to meal plan and create a clear grocery list, we stretch dollars, reduce food waste, and avoid mealtime frustration. This lesson provides easy, valuable tools that both beginners and experienced meal planners can quickly learn to use.

Explore two of the lesson's most popular resources:



Meal planning is the solution to wasteful spending.

Here are some reasons to meal plan:

Less stress: No more staring at the cupboards and wondering what to make. Less time wandering the aisles of the supermarket looking for things that "look good." Fewer last-minute stops at the store for ingredients. Quick answers for the daily "What's for dinner?" question.

Balanced Meals: Planning ahead means having time to make sure you are including at least three food groups in your meals.

More Satisfaction: Planning meals as a family lets everyone have a say in the decision-making. Studies suggest kids who help cook meals are better eaters. Getting them involved with the planning process may help lessen mealtime battles.

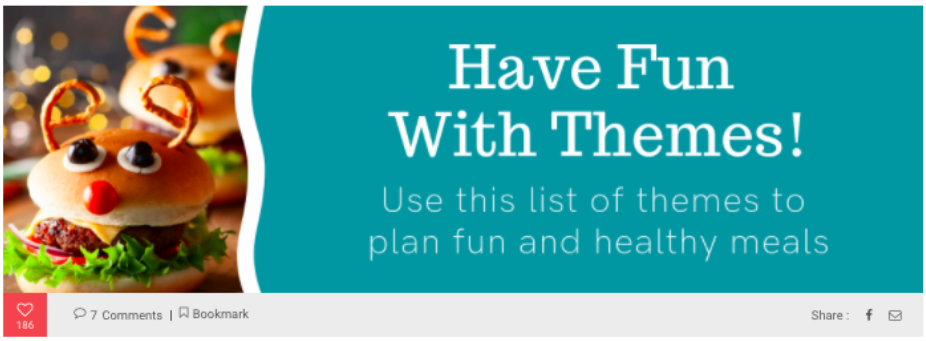
More Eating At Home: Meal planning helps reduce last-minute meals at restaurants. Studies have shown that when we eat out we eat more calories, fat, and sodium than when we eat at home.

More Family Time: Planning meals encourages families to eat together around the dinner table. This is a ritual that has been shown to keep families healthier and happier.

Less Waste: Planning meals means fewer food items will spoil and need to be thrown away. This will save both time and money.

Why Meal Planning Works; Save time, money, and stress

"Super cool ideas to have the family get together to help plan our meals!"
Ciara, Michigan



Theme nights can be a fun way to involve the kids in meal planning. Looking for theme ideas? Here's a list to get you started.

Cooking Method: Crockpot, grill, no-cook, stir fry, bake, sheet pan...

Specific Cuisine: Chinese, Italian, Mexican, Cajun, Indian, Tex-Mex, German, French...

Type of Food: Soup, sandwiches, salads, meatless, breakfast for dinner...

Season: Spring, Summer, Fall, or Winter

Holiday: Fourth of July, Thanksgiving, Halloween, New Year's...

Ingredient: Pasta, watermelon, strawberries, bok choy, chicken...

Leftovers: Turn leftover roasted turkey into a wrap or soup. Or, convert leftover burgers into chili or spaghetti sauce.

Clean the Pantry: Have each member pull out a food item from the cupboard, refrigerator, or freezer. Then, create a meal using all of the ingredients they chose.

Book or Movie: Make foods that appear in your favorite story. For example, you could create *The Very Hungry Caterpillar*'s food adventure or serve up Sam I Am's *Green Eggs and Ham.*

Friends' Favorites: Try a new food or recipe you've learned about from your friends.

Breakfast for Dinner: Serve up those omelets and biscuits or buckwheat pancakes.

50 States: Pick a popular meal from another state. You could try Texas red beans, Boston Chowder, Chicago style pizza, or Alaskan sourdough bread!

Have Fun With Themes: Use this list to make fun and healthy meals

"Wow! I continue to be impressed with the quality of education I receive from the online WIC courses. Thank you for these amazing resources!!"
Kira, Oregon

Select the buttons below, to register for the webinars:

***Solving Picky Eating* &**
Help Your Child Develop Healthy Eating Habits

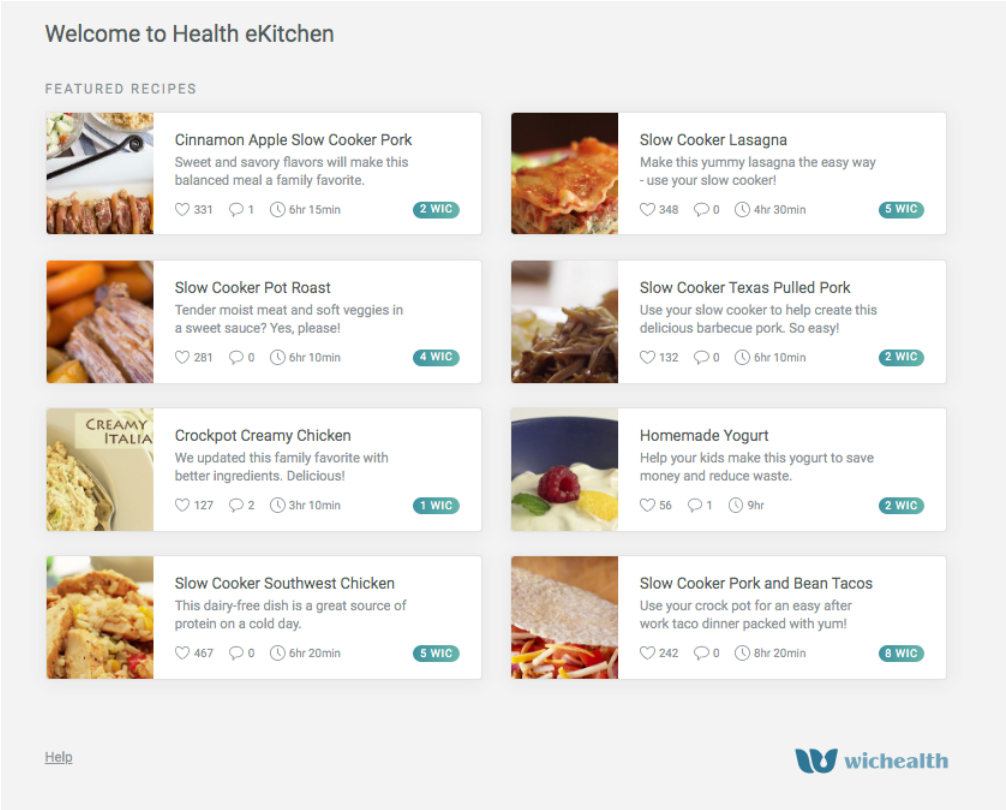
September 9 at 1:30 ET

Baby's First Cup* and *Building Healthy Bodies with Iron Foods

September 23 at 1:30 ET

Health eKitchen
Featured Recipes

With summer drawing to a close, *Health eKitchen's* focus shifts from cool, healthy smoothies to the freedom and ease of slow cooking. A few minutes of morning meal prep ensures a ready meal at the day's end.



wichealth will be temporarily unavailable on September 6, 2020, during 5:00 - 7:00 AM ET as we perform routine maintenance. We expect the total downtime to be as little as 20 minutes but could be as much as 2 hours.

If you have any questions, please email kimbra.quinn@wmich.edu

A Word from Your Clients

Sanchez from California had this to say about the "On the Belly Breathing" resource from *Happy, Healthy, Active Children*:

"That was a great idea. All three of my boys joined me in the breathing - one even fell asleep."

***Secrets for Feeding Picky Eaters* is one of wichealth's most completed lessons. Check out what these clients had to say about the lesson:**

"This is very eye-opening to me. I am guilty of trying all the wrong techniques to get my kids to eat right. I will definitely try these other approaches."
- RJ & Derrick, Kentucky

"Great tips, especially like the last one about talking at the dinner table, and it being a place where children aren't disciplined about food."
- Cat, Utah

"Thank you for this video. I have been so worried about my children's eating habits and this video has helped me understand why this is so. I have also learned something new about trusting them with their responsibility when it comes to eating. Thank you once again."
- Tobi, California

Deissy from California shared her thoughts on the resource 'What's Your Eating Style?' and shopping during the pandemic:

"Me encantó saber más, ahora en este tiempo de la pandemia es difícil encontrar comida saludable para llevar a casa, tengo que ir de tienda en tienda para colectar mis frutas y verduras frescas."

I loved learning more, right now during the pandemic it is difficult to

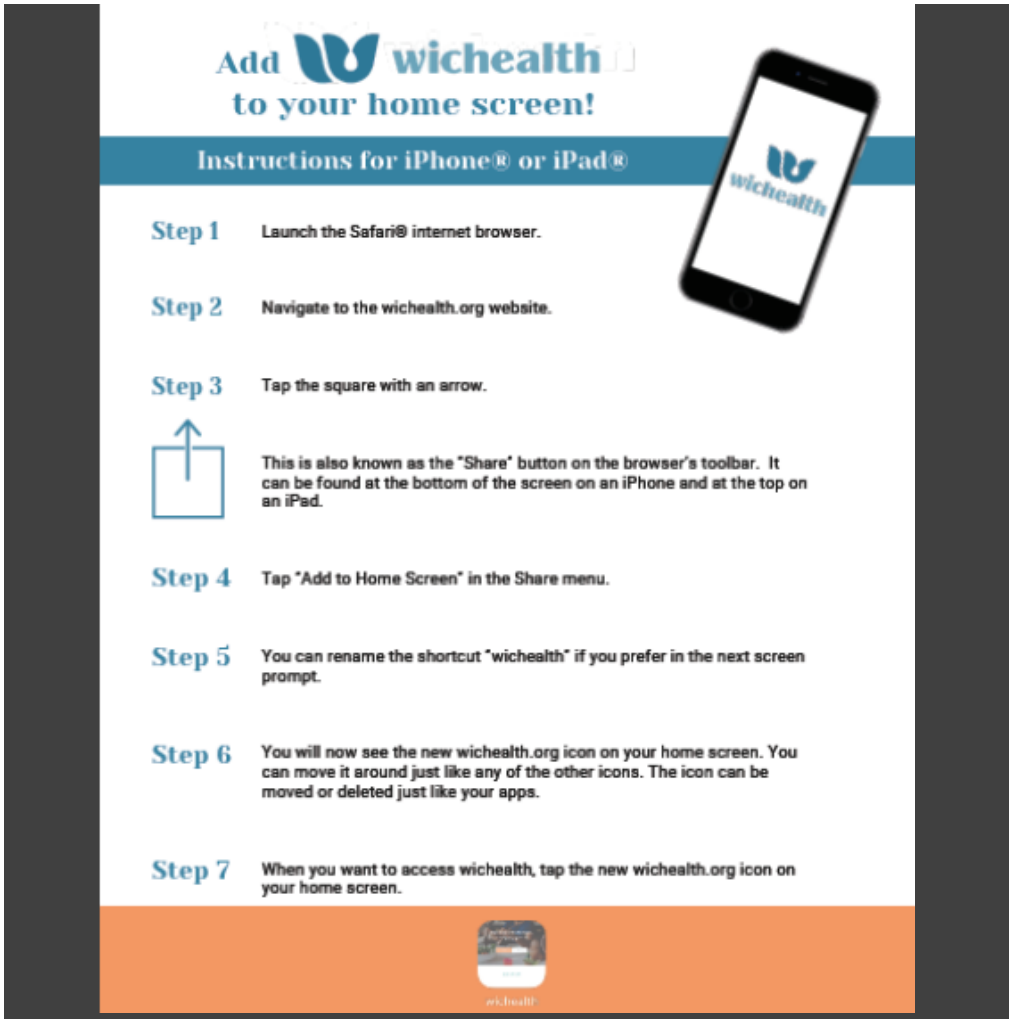
find healthy food to take home, I have to go to store after store to collect all my fresh fruits and vegetables.

How to Save a Website to the Home Screen of Your Phone

Did you know that you can save a website to the home screen of your phone?

With just a few simple steps, you can find a wichealth icon on either an Apple or Android device allowing wichealth to work similarly to an app.

We created flyers (available in both English in Spanish) to make finding wichealth easier for your clients when using their mobile device. Select the images below or log in to wichealthsupport.org to download the flyers.



Add wichealth to your home screen!

Instructions for iPhone® or iPad®

Step 1 Launch the Safari® internet browser.

Step 2 Navigate to the wichealth.org website.

Step 3 Tap the square with an arrow.

This is also known as the "Share" button on the browser's toolbar. It can be found at the bottom of the screen on an iPhone and at the top on an iPad.

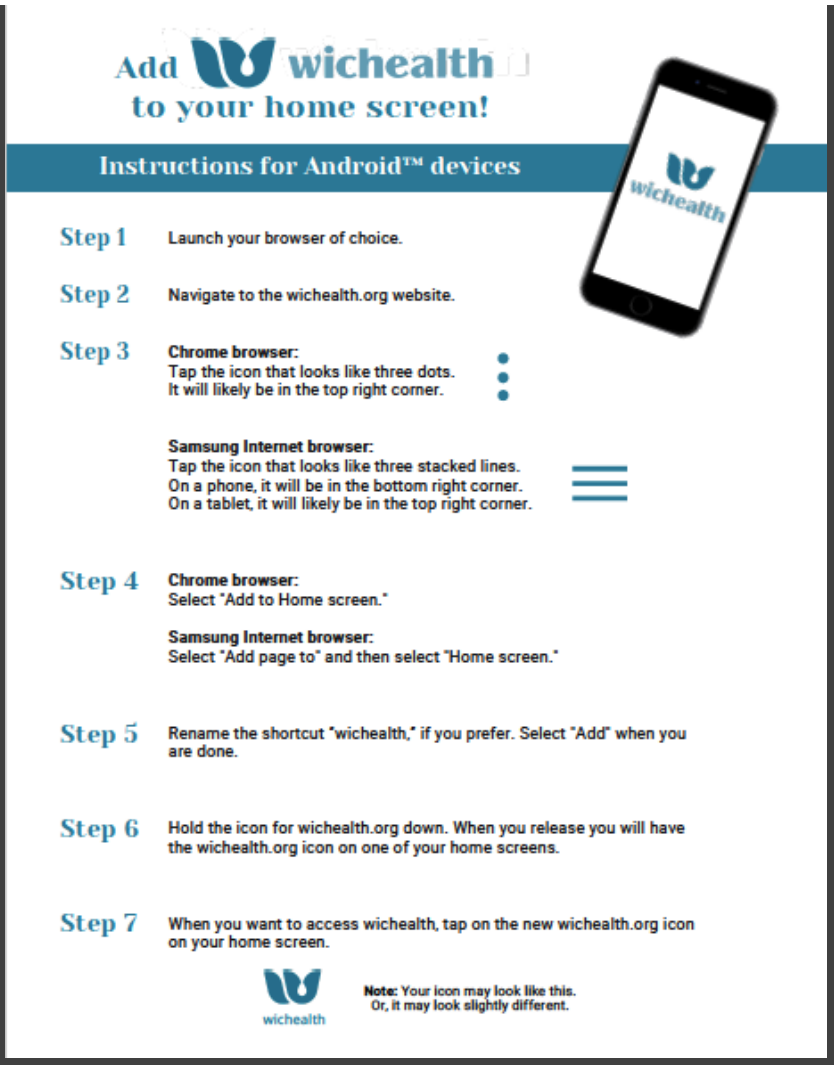
Step 4 Tap "Add to Home Screen" in the Share menu.

Step 5 You can rename the shortcut "wichealth" if you prefer in the next screen prompt.

Step 6 You will now see the new wichealth.org icon on your home screen. You can move it around just like any of the other icons. The icon can be moved or deleted just like your apps.

Step 7 When you want to access wichealth, tap the new wichealth.org icon on your home screen.

Add wichealth to your home screen - Apple (English and Spanish)



Add wichealth to your home screen!

Instructions for Android™ devices

Step 1 Launch your browser of choice.

Step 2 Navigate to the wichealth.org website.

Step 3 **Chrome browser:**
Tap the icon that looks like three dots.
It will likely be in the top right corner.

Samsung Internet browser:
Tap the icon that looks like three stacked lines.
On a phone, it will be in the bottom right corner.
On a tablet, it will likely be in the top right corner.

Step 4 **Chrome browser:**
Select "Add to Home screen."

Samsung Internet browser:
Select "Add page to" and then select "Home screen."

Step 5 Rename the shortcut "wichealth," if you prefer. Select "Add" when you are done.

Step 6 Hold the icon for wichealth.org down. When you release you will have the wichealth.org icon on one of your home screens.

Step 7 When you want to access wichealth, tap on the new wichealth.org icon on your home screen.

wichealth

Note: Your icon may look like this.
Or, it may look slightly different.

Add wichealth to your home screen - Android (English and Spanish)

HELP DESK STATISTICS

FIRST REPLY TIME

August
2.71

July
2.94

SATISFACTION RATING

During the month of August, our help desk had a 97.0% satisfaction rating as compared to 98.0% in July.

Our Helpdesk tracks the satisfaction of both WIC staff and clients

after using our service.

"I sent out the email and 20 mins later the issue was resolved. So thankful for the help." - ***California***

"Very timely and appreciative WIC personnel."
- ***Michigan***

"I always get good service!"
- ***Alabama***

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