July 2020 Newsletter

View this email in your browser

wichealth Data During COVID

COVID-19 continues to plague our country, but that hasn't stopped wichealth from continuing to serve our states and their clients. Some interesting data we've been tracking has to do with forecasted usage of wichealth, and the impact COVID-19 has had on it. Tracking data has led to some interesting patterns since the USDA first put in the temporary waiver of secondary contact for nutrition education.

Overall, total completed lessons were significantly lower than forecasted, directly correlating with the waiver for completing secondary contact education. As likely expected, the number of lesson completions from home was substantially above the forecasted amount. Similarly, mobile lesson completions were lower than forecasted. New user percent of total completed lessons was markedly higher than projected, which correlates with COVID impact on availability for visiting WIC clinics for face-to-face education purposes.

Participant use also showed significantly longer viewing time on specific resources within lessons and an increase in willingness to recommend wichealth to others.

User demographics differed from forecasted values as well. Namely, the proportion of lessons completed by pregnant women increased 20% over the forecasted amount and was significantly higher every week since early April 2020. Might this be related to the unknown future of COVID and the impact on their unborn child?

Our Spanish speaking and black populations showed notable changes. Spanish language version usage rates were above forecast, and conversely, the usage among black participants fell, but not until late April 2020. By May 2020 and through mid-June 2020, weekly lessons completed by black users were down by 20% and fell significantly below what was forecasted.

As we continue to monitor our data, we will update you on the trends we discover.

Stay Safe and Healthy,
Bob

---

wichealth Content
New Lessons, Updates and Consolidations

OA FUNDED LESSONS

Michigan acquired OA funding to update and develop the following seven lessons which will be released in October 2020

1. Solving Picky Eating

- Reviewed by Review Team C; specifically Nevada, Oklahoma, Vermont, and the wichealth Liaison

2. Help Your Child Make Good Eating Choices

- Reviewed by Review Team C; specifically Nevada, Oklahoma, Vermont, and the wichealth Liaison

3. Baby's First Cup

- Reviewers from Review Team D; specifically Florida, Minnesota, Nebraska, Utah, and the wichealth Liaison

4. Iron/Anemia Lesson

- Reviewers from Review Team E; specifically Kansas, Michigan, North Carolina, North Dakota, Tennessee, and the wichealth Liaison

5. Make Mealtime a Family Time

- Reviewers from Review Team D; specifically Florida, Minnesota, Nebraska, Utah, and the wichealth Liaison

6. **Starting Your Infant on Solid Foods**

- Reviewers Team B plus volunteers; California, Kentucky, Osage, plus Michigan, North Carolina, Tennessee, and the wichealth Liaison.
- The new version of this lesson will focus on babies 6 - 12 months of age

7. **Offering Your Baby the Right Foods as He Grows**

- Reviewers Team B plus volunteers; California, Kentucky, Osage, plus Michigan, North Carolina, Tennessee, and the wichealth Liaison.
- The new version of this lesson will focus on babies 12 - 24 months of age

CONSOLIDATION LESSONS:

Partners approved the consolidation of these lessons earlier this fiscal year. These lessons will be released in November 2020.

1. Food Safety Lesson Consolidation

- Reviewed by Review Team A; Indiana, Iowa, Missouri, and the wichealth Liaison
- The following lessons were consolidated to create the new lessons:
    - Food Safety for Moms to Be - *To be retired*
    - Farm to Family: Keeping Food Safe - *To be retired*
    - Keep Your Family Safe from E.Coli - *To be retired*

2. Pregnancy Consolidation Lesson

- Reviewed by Review Team A plus some volunteers; Indiana, Iowa, Missouri, and the wichealth Liaison
- The following lessons were consolidated to create the new lessons:
    - Preparing For a Healthy Pregnancy - *To be retired*
    - A Recipe for a Healthy Pregnancy - *To be retired*
    - Food Safety for Moms - *To be retired*

Health eKitchen
Featured Recipes

As warmer temperatures prevail across the country, this month's featured recipes focus on complementary fresh and nutritious smoothies. Smoothies offer a delicious way to indulge in seasonal veggies and fruit; they make refreshingly cool snacks! Treat yourself to one today.

Lesson Recommendation Guide

We are excited to announce our newest resource: the *Lesson Recommendation Guide*. The *Lesson Recommendation Guide* can be used to suggest lessons that best meet the needs of your clients.

The *Guide* is designed to be printed on 8 1/2 paper, double-sided and cut in half.

To access the *Guide*:

1. Log in to wichealth with your staff account
2. Select "Resources"
3. Use the dropdown, to select "Promotional Materials"

or use the links below.

wichealth wichealth

New and Expecting Parents
- A Recipe for a Healthy Pregnancy
- Help Your Baby Sleep Safe and Sound*
- Vaccinate Your Family*
- Give You and Your Baby a Lifetime of Healthy Teeth*
- Protect Your Family From Lead With Healthy Foods*
- Get Into Shape After Your Baby Arrives

Guide to Newborns for Expecting Parents
- Preparing to Meet Your Newborn
- In the Hospital - The First 48 Hours
- Feeding Your Newborn*
- Understanding Your Newborn: Sleep, Crying, and Cues*
- Getting the Support You Need for Baby's First Weeks
- Returning to Work or School

Breastfeeding
- Feeding Your Newborn*

Infants
- Baby's First Cup
- Starting Your Infant on Solid Foods
- Offer Your Baby New Foods as He Grows*
- Shining Some Light on Vitamin D

Children Ages 1-5
- Be Healthy With Veggies and Fruits*
- Build Strong Kids With Dairy Foods*
- Go For Whole Grains*
- Secrets for Feeding Picky Eaters*
- Help Your Child Make Good Eating

New and Expecting Parents
- A Recipe for a Healthy Pregnancy
- Help Your Baby Sleep Safe and Sound*
- Vaccinate Your Family*
- Give You and Your Baby a Lifetime of Healthy Teeth*
- Protect Your Family From Lead With Healthy Foods*
- Get Into Shape After Your Baby Arrives

Guide to Newborns for Expecting Parents
- Preparing to Meet Your Newborn
- In the Hospital - The First 48 Hours
- Feeding Your Newborn*
- Understanding Your Newborn: Sleep, Crying, and Cues*
- Getting the Support You Need for Baby's First Weeks
- Returning to Work or School

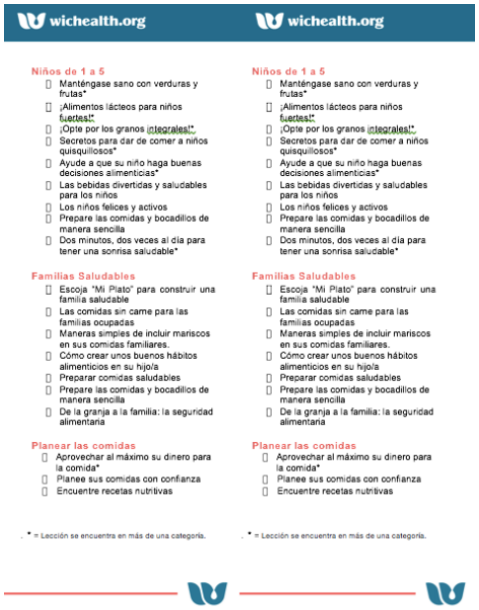
Breastfeeding
- Feeding Your Newborn*

Infants
- Baby's First Cup
- Starting Your Infant on Solid Foods
- Offer Your Baby New Foods as He Grows*
- Shining Some Light on Vitamin D

Children Ages 1-5
- Be Healthy With Veggies and Fruits*
- Build Strong Kids With Dairy Foods*
- Go For Whole Grains*
- Secrets for Feeding Picky Eaters*
- Help Your Child Make Good Eating

Lesson Recommendation Guide English

Lesson Recommendation Guide Spanish



wichealth.org wichealth.org

Niños de 1 a 5
- Manténgase sano con verduras y frutas*
- ¡Alimentos lácteos para niños fuertes!*
- ¡Opte por los granos integrales!*
- Secretos para dar de comer a niños quisquillosos*
- Ayude a que su niño haga buenas decisiones alimenticias*
- Las bebidas divertidas y saludables para los niños
- Los niños felices y activos
- Prepare las comidas y bocadillos de manera sencilla
- Dos minutos, dos veces al día para tener una sonrisa saludable*

Familias Saludables
- Escoja "Mi Plato" para construir una familia saludable
- Las comidas sin carne para las familias ocupadas
- Maneras simples de incluir mariscos en sus comidas familiares.
- Cómo crear unos buenos hábitos alimenticios en su hijo/a
- Preparar comidas saludables
- Prepare las comidas y bocadillos de manera sencilla
- De la granja a la familia: la seguridad alimentaria

Planear las comidas
- Aprovechar al máximo su dinero para la comida*
- Planee sus comidas con confianza
- Encuentre recetas nutritivas

. * = Lección se encuentra en más de una categoría.

Niños de 1 a 5
- Manténgase sano con verduras y frutas*
- ¡Alimentos lácteos para niños fuertes!*
- ¡Opte por los granos integrales!*
- Secretos para dar de comer a niños quisquillosos*
- Ayude a que su niño haga buenas decisiones alimenticias*
- Las bebidas divertidas y saludables para los niños
- Los niños felices y activos
- Prepare las comidas y bocadillos de manera sencilla
- Dos minutos, dos veces al día para tener una sonrisa saludable*

Familias Saludables
- Escoja "Mi Plato" para construir una familia saludable
- Las comidas sin carne para las familias ocupadas
- Maneras simples de incluir mariscos en sus comidas familiares.
- Cómo crear unos buenos hábitos alimenticios en su hijo/a
- Preparar comidas saludables
- Prepare las comidas y bocadillos de manera sencilla
- De la granja a la familia: la seguridad alimentaria

Planear las comidas
- Aprovechar al máximo su dinero para la comida*
- Planee sus comidas con confianza
- Encuentre recetas nutritivas

. * = Lección se encuentra en más de una categoría.

A Word from Your Clients

Sarah from Michigan recently discovered *Health eKitchen*:

"I had no idea all this time that there was a place to find WIC recipes on this website! Glad there are so many ways to filter through the options too!"

Reagan from Tennessee had this to say about Whole Grains:

“My family eats some whole grains, but thanks to the health program I now see we need more. And I can't believe all the different whole grains there are to choose from and how tricky the labels are, but now I know what I'm doing and can't wait to try more. Thanks”

I think most of us can understand how Tam from Oregon feels about meal prep and planning:

“Lots of great ideas! Having time alone to do the preparations of fruits and veggies, meal planning, shopping, and organizing would be nice. I have many ideas, but time and will-power to act get in the way. Many things in my life get in the way, all I can only do is the best I can.”

Nalleli from Indiana had this to say about the ‘Are my emotions normal’ resource from *Getting the Support You Need for Baby’s First Weeks*:

Creo que este es uno de los temas en los que mas nos debemos de informar todas las que vamos a convertirnos en madres y las personas que estan a nuestro alrededor, ya que siempre se cree que despues de dar a luz debemos de estar todo el tiempo felices por la llegada del bebe, por eso en ocasiones cuando mostramos sentimientos de tristeza, se piensa que no tenemos motivo para sentirlos y pasan desapercibidos.

“I think this is one of the subjects that we, as a mother to be and people around them, should be informed about because it is believed that after having a baby we should be happy all the time because of the baby’s arrival, that’s why when we sometimes show feelings of sadness it is thought we have no reason to do so and these go unnoticed.”

Three cheers for our wichealth dietitians!

By Katie Rottner, Creative Writer

Over the 18 years of wichealth.org's operation (and counting!), we have developed more than 50 lessons to meet WIC participants' educational needs. The partnership and collaboration we enjoy with states and territories benefit from our combined knowledge and skillsets. On our end, wichealth offers expertise in behavior change, online education, and creative writing. On the other side of the collaboration, our state partners and reviewers provide unparalleled insight and knowledge on nutrition content and WIC itself.

As our content development processes have evolved, we have continually sought out ways to maximize everyone's time in the review process. One of those ways is by adding dieticians to our team. This allows our state partners to review the content thoroughly, without needing to contribute to it. This helps to remove one of the rounds of review from the busy schedules of our state partners. And, it offers benefits to our participants, which we explain in more detail below.

Poppy and Kylee are two dieticians that we have on staff at wichealth. Having Poppy and Kylee on our team helps us provide a uniquely customized expert knowledge base to our participants. Among other contributions, they provide meal plan ideas and nutritional insights that help us explain both the "why" and "how" of nutrition education. We are so grateful for their expertise!

Here's a recent example of how having a dietitian on staff has strengthened our online lessons. When our writing team was beginning to write a new lesson on nutrition needs during pregnancy, we found ourselves wanting to share with participants why different nutrients were recommended. Why Vitamin A? Why vitamin D? Why choline?

Enter Poppy, and her illustrious vitaminic knowledge! Poppy was able to provide precise, science-based reasons for how these nutrients help babies develop. Not only that, but she was also able to offer them at a reading level appropriate for our participants - in both English and Spanish. This is just one of the many benefits of having a dietitian on staff. Poppy knows our audience, she knows her nutrition, and she knows how to deliver understandable content.

Poppy Strode is a Registered Dietitian/MS/MPH who has been with wichealth for several years. She came to us from California, where she spent over 20 years working in nutrition education, mostly with the state WIC program and then the SNAP-Ed program. She also spent several years working for WIC at the local level, providing nutrition education and counseling in English and Spanish. In her spare time, Poppy enjoys travel (when that is possible!), gardening, cooking, and (being from Hawaii) hula and ukulele!

Our other amazing dietitian, Kylee, has been hard at work crafting nutritionally-informed sample menus for our lessons on picky eating, iron, and family mealtimes. For our picky eating lesson, Kylee's sample menus helped parents see how children don't need to clear their plates to meet minimum daily requirements. Her meal plan for

iron emphasized pairing iron-rich plant foods with vitamin C for better absorption. And for our lesson on family mealtimes? For this lesson, Kylee offered quick and easy meals that maximized togetherness and minimized cooking and cleaning hassle.

Kylee McCombs is a Registered Dietitian who has been with WICHealth since May. Before working for WICHealth, Kylee was active in child and family nutrition, having worked with organizations like The CACFP, The Children's Aid Society, New York Edge, and City Harvest. Kylee enjoys spending time with her 3 dogs and husband, seeing live music, taking naps, and traveling.

Thank you Kylee and Poppy for your invaluable efforts! We love having you on our team.

Meal Planning in Spanish

Our Spanish team has been working hard to translate lessons in the Meal Planning Category. The following lessons are now available for Spanish speaking participants:

- *Making a Meal Plan - Planee sus comidas con confianza*
- *Finding Recipes That Work - Encuentre recetas nutritivas*
- *Maximizing Food Dollars - Aprovechar al máximo su dinero para la comida*

New Lesson Description Handouts Available

We have updated Our Lesson Description Handouts in both English and Spanish. The handouts are available in a word document to allow our partners to delete lessons not offered in their specific state or tribe.

To access the handouts:

1. Log in to wichealth with your staff account
2. Select "Resources"
3. Use the dropdown, to select "Promotional Materials"

You can also use the links below.

wichealth

Lessons

Infants

Understanding Your Newborn: Sleep, Crying, and Cues*
Recognizing and responding to your baby's cues.

Feeding Your Newborn*
Establishing breastfeeding with a great latch.

Baby's First Cup
Teaching your baby to drink from a cup when he is developmentally ready.

Starting Your Infant on Solid Foods
Introducing your baby to her first solid foods when she is developmentally ready.

Offer Your Baby New Foods as He Grows*
Introducing age-appropriate foods to your 9 to 18 month old.

Help Your Baby Sleep Safe and Sound*
Putting your baby to bed Alone, on their Back, and in a Crib.

Give You and Your Baby a Lifetime of Healthy Teeth*
Caring for you and your baby's teeth and gums.

Protect Your Family From Lead With Healthy Foods*
Offering your family foods that help protect against lead.

Shining Some Light on Vitamin D
Providing the right amount of Vitamin D for your baby.

Lesson Descriptions

English

wichealth
Lessons
Bebés

Comprender a su recién nacido: sueño, llanto y señales
Cómo reconocer y responder a las señales de su bebé.

Alimentar a su recién nacido
Cómo lograr que su bebé se prenda bien al pecho.

El primer vaso para bebé
Enseñar a su bebé a tomar de un vaso cuando está listo.

Ofrecer los primeros alimentos a su bebé
Introducir a su bebé sus primeros alimentos cuando está listo.

Alimentos nuevos para su bebé a medida que crece
Cómo introducir alimentos adecuados a su bebé de 9 a 18 meses de edad.

Ayude a su bebé a dormir sano y seguro
Siempre acueste a su bebé A solas, Boca arriba y en su Cuna.

Una vida con dientes sanos para usted y su bebé
Cuidar de sus dientes y encías y los de su bebé.

Proteja a su familia del plomo con los alimentos saludables
Ofrecer a su familia alimentos que ayudan a protegerlos contra el plomo.

¿Por qué es importante la vitamina D?
Proporcionarle a su bebé la cantidad correcta de vitamina D.

Lesson Descriptions
Spanish

HELP DESK STATISTICS

FIRST REPLY TIME
July
2.94

June
4.03

SATISFACTION RATING
During the month of July, our help desk had a 98% satisfaction rating.

Our Helpdesk tracks the satisfaction of both WIC staff and clients after using our service.

"Terisa was very helpful. The report requested will help us tremendously in issuing benefits to our participants that have already completed their classes online. Thank you again!" - ***California***

"I am a WIC staff person and had a client that was really having a difficult time getting into her account on the wichealth.org site. I exhausted every avenue that I could to help her, except one...If you don't know the answer, you find someone who does; which I did, and her name was Stephanie. Stephanie from the wichealth.org Support Team was very helpful! I told her the situation, she asked me a few questions, and voila! My client was able to get into her account and had completed her lesson within the hour. Thank you, Stephanie!!" - ***Wisconsin***

"I had a request, the request was answered promptly, issues where resolved. VERY PLEASED" - ***Tennessee***

Copyright © 2020 Western Michigan University, All rights reserved.

Want to change how you receive these emails?
You can update your preferences or unsubscribe from this list.