

## July 2019 Newsletter

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### Engaging Clients with Deeper Dives

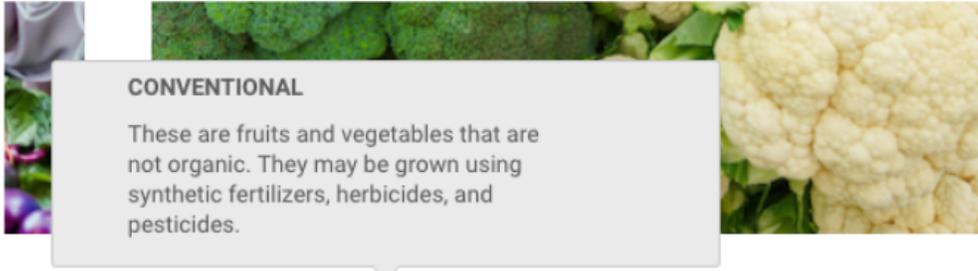
As a content team, we are always looking for ways to improve our client experience. Our commitment is to deliver relevant content in engaging and accessible ways. Over the past year, we have expanded our engagement tools in a variety of ways. These new features include card sort, slider, embedded video/image in algorithm pages, coordinated resources with themed headers, design blocks, vibrant images, and what we have come to call "Deeper Dives."

A "Deeper Dive" is an opportunity for clients to explore particular components of lesson content more thoroughly. These opportunities are entirely optional, which ensures choice and self-efficacy.

We provide these opportunities in a variety of ways, including rollovers/tooltips, alert boxes, and link outs. These link outs either take the client to an additional internal resource, or they take the client to a credible website like USDA or CDC.

Here are a few examples of how "Deeper Dives" look from the client's view:

### Rollover/Tool Tips



**CONVENTIONAL**

These are fruits and vegetables that are not organic. They may be grown using synthetic fertilizers, herbicides, and pesticides.

Buy these 15 [conventional](#) fruits and vegetables as they are least likely to contain pesticide residue:

### Link Outs



**ACTION PLAN:**  
**FROM FARM TO FUN**  
A day at the farmers market

0 Comments | Bookmark

Share: f

**T**urn the farmers market into fun family time! Use this action plan to introduce your child to a farmers market near you.



#### 1st: Find a Farmers Market

- Ask your Local WIC Office

[Use this website to find your state's Farmers Market Nutrition Program](#) contact. (This link will open in a new tab so don't forget to come back to complete the lesson!)

Deeper Dive: takes the client to the USDA's National Farmers Market Directory

# Webinar LINEUP

**August 21st**  
**2:00 - 3:00 PM EST**  
**Food Group Lessons Renewed!**

We revised three lessons from top to bottom! Find out which lesson will be retired, which lesson is getting a new title, and which one has a new anticipatory guidance pathway. All lessons have new algorithms and customized resources. We can't wait to share all of the juicy details!

- *Be Healthy With Veggies and Fruits*
- *Build Strong Kids With Dairy Foods*
- *Go For Whole Grains!*

**To register,**  
**[click here.](#)**



**wichealth Normalizes  
Sustainability Content in  
Nutrition Education**

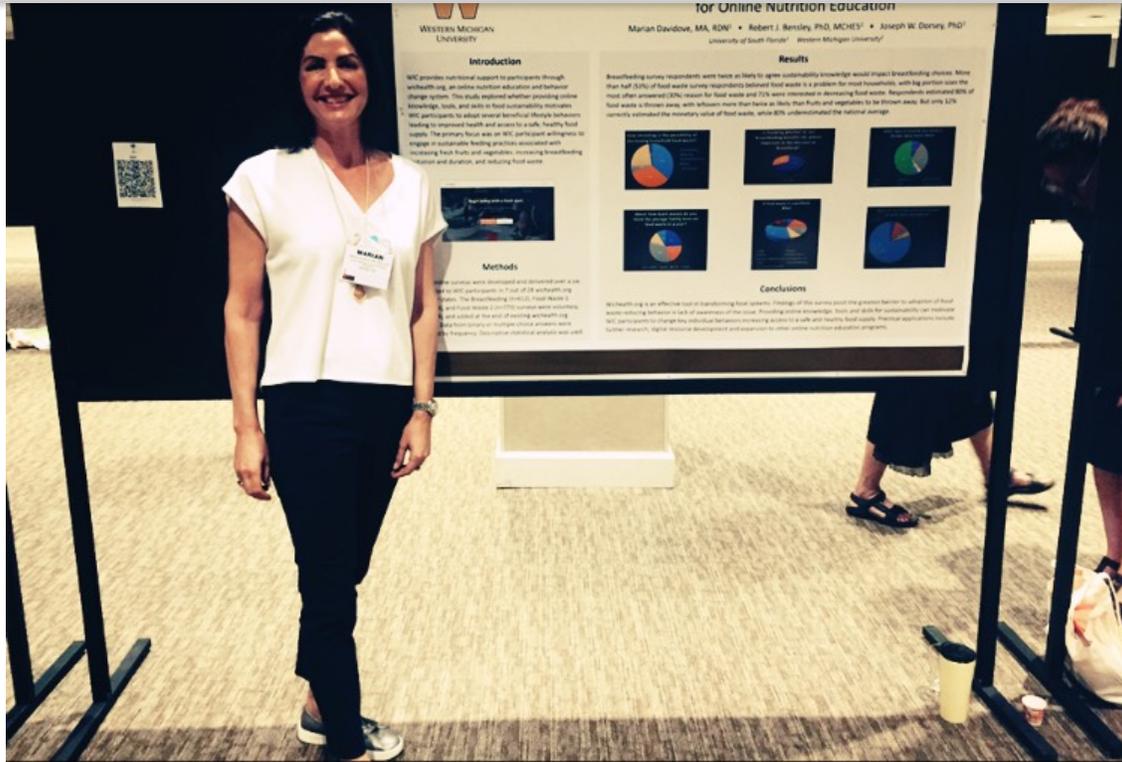
are grateful for the ability to create new and exciting learning opportunities for our clients.

wichealth remains committed to delivering excellence in online education utilizing the latest research in nutrition education and behavior. This year, we have incorporated elements of the Society for Nutrition Education and Behavior's position statement regarding sustainability.

**‘It is the position of the Society for Nutrition Education and Behavior that environmental sustainability should be inherent in dietary guidance, whether working with individuals or groups about their dietary choices or in setting national dietary guidance...Discussion of sustainability within governmental dietary guidance is common in many countries, is consistent with previous US guidelines, and is within the scope of authorizing legislation. Dietary choices are a personal matter, but many American consumers are motivated by a concern for the environment and would welcome sound advice from credentialed nutrition professionals. More opportunities are needed for developing such interdisciplinary knowledge among nutritionists.’**

Registered Dietitian, Marian Davidove, has a Master's degree in Global Sustainability with a concentration in Food Sustainability and Food Security. She has been contributing to content in 5 of our new lessons. Look for sustainability content integrated in a way that promotes and normalizes behaviors beneficial to clients and the environment. wichealth is leading the way in digital nutrition education with poster abstract presentations at the SOPHE, SNEB, and APHA conferences in 2019!

Source: <https://doi.org/10.1016/j.jneb.2018.07.006>



Marian Davidove

Society for Nutrition Education and Behavior  
2019 Annual Conference, Orlando, Florida

## Top 5 Signs Your Baby is Ready for Solid Foods

An excerpt from our blog



✓ "I can sit up and hold my head steady."



✓ "I put fingers or toys in my mouth."



✓ "I open wide."



✓ "I am interested in what you are eating."



✓ "I can keep food in my mouth and do not push it out with my tongue."



To read the full post click here: <https://www.wichealthblog.org/post/is-your-baby-ready-for-solid-foods>

### More about our blog...

Each week, wichealth publishes one blog post created either by WIC

the blog as a supplemental tool which provides the audience a new reason to visit wichealth every week in hopes of directing the user to a corresponding wichealth.org lesson.

Our goals include:

#### Engagement

- Develop relationships and create a community
- Increase overall client interaction

#### Awareness

- Create more visibility for wichealth
- Establish authority – the “go-to source for WIC online nutrition education”

### **Nutrition Experts**

We are looking for a few more experts to enhance our blog and upcoming resources with knowledge, tips, and/or advice for the WIC population. Each quarter, we will provide the group with a set of questions which are frequently asked by WIC clients on wichealth.org.

The experts will be asked to provide their opinion in the form of short answers or full articles which will then be used on the blog or in wichealth resources.

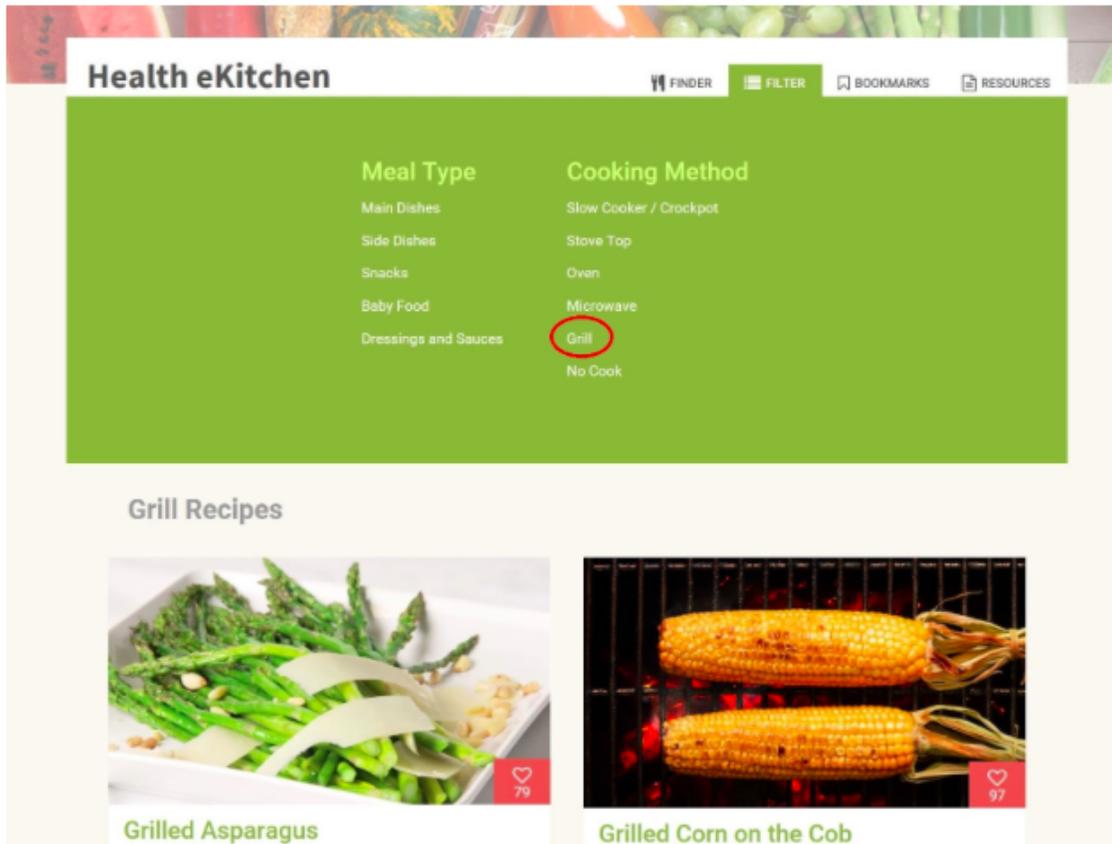
**If you or a member of your team is interested in joining our elite group, email [kimbra.quinn@wmich.edu](mailto:kimbra.quinn@wmich.edu).**

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# Health eKitchen

July Update

use your grill instead! Our **Health eKitchen** recipe collection features a filter to search for “grill” type recipes. If you prefer not to grill, there are also some great “No Cook” recipes. [Click here](#) to check it out for yourself and enjoy a cooler house without the added heat of the oven.



The screenshot shows the Health eKitchen website interface. At the top, there are navigation links for FINDER, FILTER, BOOKMARKS, and RESOURCES. Below these, there are two columns of filter options: Meal Type and Cooking Method. The 'Grill' option under the Cooking Method column is highlighted with a red circle. Below the filter menu, there is a section titled 'Grill Recipes' which displays two recipe cards: 'Grilled Asparagus' and 'Grilled Corn on the Cob'. Each card features a photograph of the dish and a red heart icon with a number indicating the number of likes (79 for asparagus and 97 for corn).

**Health eKitchen**

FINDER FILTER BOOKMARKS RESOURCES

**Meal Type**

- Main Dishes
- Side Dishes
- Snacks
- Baby Food
- Dressings and Sauces

**Cooking Method**

- Slow Cooker / Crockpot
- Stove Top
- Oven
- Microwave
- Grill**
- No Cook

**Grill Recipes**

**Grilled Asparagus** 79

**Grilled Corn on the Cob** 97

# Spanish Review Team

Save the Date

**Join us for the Spanish Review Team meeting on  
Friday, August 9 at 2:00 pm ET**

If any Spanish speaking partners would like to join us, please email Poppy at [poppystrode@gmail.com](mailto:poppystrode@gmail.com). When we hear from you, we will send a link to the Zoom meeting number. We meet once a month for

Spanish side of wichealth.org.

## Welcome to wichealth academy



Exploring wichealthsupport

### Did you know...

- There are three ways to search for your clients using Client Search
- There are eight reports available to help you better understand how your clients are using wichealth
- You can see the lessons and **Health eKitchen** from the client's perspective

All of this and more is available to staff by visiting [wichealthsupport.org](http://wichealthsupport.org).

Need more information on wichealthsupport?

[Click here to watch "Exploring wichealthsupport" in wichealth Academy.](#)

HELP DESK STATISTICS

2.42 hours

2.80 hours

### SATISFACTION RATING

During the month of July, our help desk had a 100% satisfaction rating as compared to 94% in June.

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

"Very helpful! She told me what exactly what I should I do and it worked.

Thank you so much."

Michigan

"The help desk took care of my login problem, updated my account, and I successfully completed my course this morning. Thank you for your speedy assistance."

Oklahoma

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