



A "Wish List" of New Features



At wichealth.org, we are constantly looking for ways to meet the ongoing needs of WIC clients to help them best achieve their goals as parents. Moreover, part of this is keeping tabs on what it is they are telling us while also tracking the trends we see happening to improve the experiences we provide. We keep a “wish list” of projects that, when funding allows, we build and add to our ever-expanding menu of services. Typically these projects come to fruition through OA, infrastructure, or some other mechanism of WIC funding. Usually, a state partner takes on the role

of being the lead on these projects and seeks the necessary funding. Michigan, Utah, California, Tennessee, and North Carolina are states that have sought additional funding to support several initiatives from which all states have benefited. We are looking for any states who may be able to assist in taking the lead in funding the following exciting features:

Interactive Action Plans - \$100,000

All new lessons, and any recently revised lessons, include an action plan at the end that serves as a behavioral jumping off point for WIC participants - allowing them to take what they learned during the lesson and put it into action offline.

Currently, those action plans are web pages that look like worksheets, which are printable and filled out offline. In the case where the user doesn't have a printer, the resource serves as an on-screen reflection activity - view the questions and think through the answers. An interactive action plan feature would provide an action plan WIC participants could fill out online, save, revisit, and edit by logging in to wichealth. An interactive action plan would also allow participants to complete their plan of action online and provide an opportunity for them to revisit and update these plans upon logging back in at a later date. The new interaction would help engage and reinforce our goal for the client: to extend the reach and longevity of the behavior change process. These action plans could be viewable by staff via staff login, email submission, or through our MIS state system Quick Connect.

Primary Outcome: Impact behavioral engagement and retention through an increasing number of returning users and time spent on the lesson.

Notifications System - \$75,000

A critical component to long term behavior change involves (1) following up with participants to continue promoting their consistent action toward behavior change efforts and (2) providing targeted ongoing motivational support that is topic, date, and time specific. Funding will be used to build a feature that provides the option for us to display a page within a lesson where the user can opt-in to receive notifications via text or email. Notifications can be both lesson specific and have the option to be generic, such as ones that are seasonal or focused on general

health information/reminders that are relevant to all WIC participants. There will be the option to schedule messages for delivery at specific times or dates, and there will be a second option to deliver messages at predefined intervals, such as sending a reminder to contact your WIC clinic for a follow-up appointment 2.5 months after completing a lesson.

Primary Outcome: Impact long-term behavioral change through ongoing message triggers.

Quiz Builder - \$85,000

This feature will allow us to insert a series of questions anywhere within a lesson that is specific to the lesson topic. As the user answers each question, either correctly or incorrectly, their individual lesson experience will get tagged accordingly. These tags will allow us to tailor future content within the lesson, including both dialogue and resource delivery. Quizzes will have the option to be set up in one of two ways: (1) a single quiz within a lesson or (2) a pre and post quiz within a lesson that shows participants a comparison between their first and second set of responses.

Primary Outcome: Provide the ability to measure knowledge and awareness both prior and after the lesson.

Commenting System - \$75,000

The current wichealth commenting system is limited to posting comments only, as there is currently no option to respond to comments. There would be a great benefit to add the ability to reply to existing comments as well as receive notifications if someone has responded to you directly or has contributed to a conversation you started. Automatic and manual monitoring features will be built-in to prevent participants from posting any profanity or links to external sites. The option to “flag inappropriate comments” will allow participants to self-police their online community. Additionally, a wichealth team member will monitor comments on the backend to provide the final check that nothing posted is inappropriate.

Primary Outcome: Expand engagement with the system and behavioral objectives of lessons.

Infant and Child Feeding Lesson Series Update - \$70,000

This project will provide funding to update and combine existing single lessons into a cohesive infant and child feeding lesson series. Lesson updates needed include custom photography, dialogue revision, and refreshed resources and action plans. The following existing lessons will comprise the lesson series:

1. Starting Your Infant on Solid Foods (6-12 months)
2. Baby's First Cup (6-18 months)
3. Offer the Right Foods as Your Baby Grows (12-24 months)
4. Make Mealtime Family Time
5. Solving Picking Eating
6. Help Your Child Make Good Eating Choices

Primary Outcome: Improve client learning concerning infant and child feeding.

Please let us know if your state is interested in sponsoring one of these exciting projects!

Healthy Regards,
Bob

Webinar LINEUP

July 10th - 2:00 - 3:00 PM EST Guide to Newborns for Expecting Parents - Part 2

In this webinar, wichealth will continue to showcase the brand new lessons created in partnership with California WIC. You will also learn how to access the custom photography that was taken as part of the project. Additionally, we will share the final titles and retirement dates for the replacement of these three lessons:

- *Understanding Your Newborn: Sleep, Crying, and Cues*
- *Creating the Support Team You Need*
- *Returning to Work or School*

[To register click here.](#)

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!*



September 24th

2:00 - 3:00 PM EST

Meal Planning Series

This series will include two lessons reaching a closer completion come Fall. The lessons walk participants through planning a menu and how to get the most nutrition for their dollar by maximizing their food benefits. Learn how these lessons will help our clients use their cents!:

- *Maximizing Food Dollars*
- *Making a Meal Plan*

October 9th

2:00 - 3:00 PM EST

Vaccinate Your Family

Together with the non-profit organization, Vaccinate Your Family, we have created an empowering lesson that supports families in choosing to vaccinate their children.



Team Recipe Reviews for the Perfect PB&J

Do you remember the writing activity in school where you had to write directions on how to do something and then someone else had to use your directions to actually do what you wrote? Who would have guessed writing directions on how to make a peanut butter and jelly sandwich could be so tricky? Inevitably, at least one completed sandwich would end up with a jar of peanut butter stacked on top of two pieces of bread with a glob of jelly dripping down the side of the container – because the directions were explicit, “...put the peanut butter on the bread.

Open the jelly jar, take out a glob and put it on the peanut butter.” *Health eKitchen* lives in this activity every single day. Thankfully our recipes give our clients something to make beyond the peanut butter and jelly sandwich, but the writing of recipe steps can be just as challenging.

As a result, our entire team has recently adopted testing out our recipes in our very own kitchens. Our translators, writers, web developers, managers, and client service members have all stepped up to ensure the peanut butter jar actually gets opened in all of our recipes, and our clients end up with something delicious to enjoy with their families. What have we learned with the recipes we have tested so far?

Take our Happy Face Veggie Pizza for example. . .

Sometimes the titles and descriptions need to be changed

We track the traffic of each recipe. Some recipes are client favorites, and others seem to get overlooked. A simple change in the title or the description can make a recipe more appealing. The Happy Face pizza title was changed when one of our team testers discovered that the pizza her child made was not happy but just fun. We decided to open up the possibilities of the pizza design by retitling it, “Fun Face Veggie Pizza.”

Recipe images for video recipes

We strive to appeal to all learning styles, so many of our recipes have videos showing how to make the recipe. We borrow recipes from other sources with permission. Because of this, some of these recipes don’t have great images, as we took screenshots of the videos we included. Screenshot images are not appealing. Upon reviewing this recipe, our team member took an actual shot of her daughter’s pizza. We then replaced the screenshot with her photo to make a significant improvement on visual appeal for this recipe. See for yourself:



Original image
(bad lighting, thumbs included, weird angle)



New image
(thumbs-free! better lighting, top angle for better focus)

Small Tweaks

A little more basil or salt, a slight rise in oven temperature, or a revision of prep time because the extra step in sauteeing the mushrooms proved to be more time consuming than initially written. Recipes focus on detail, so in turn, each review seeks to reveal any imperfections and revise them accordingly. Our goal is to constantly improve client experience in everything we do – and our recipe collection is no exception.

With recipe writing, even if the writing is grammatically correct and the quantities of various ingredients seem accurate, the prepared product may not turn out perfectly. As we continue to review each of the recipes in our collection, we are ensuring that the figurative peanut butter and jelly sandwich not only looks delicious but also tastes great.



Calling All Experts!

We are looking for 10 more experts to enhance our new blog and upcoming resources with knowledge, tips, and/or advice for the WIC population.

Quarterly, we will provide the group with a set of questions which are frequently asked by WIC clients on wichealth.org. We will ask experts to provide their opinion in the form of short answers or full articles (it will be up to you!). Your insight is invaluable to us and our WIC clients!

If you or a member of your team is interested in joining our elite group, email kimbra.quinn@wmich.edu.

**Learning and Growing
in Breastfeeding**



Below is an excerpt taken from our most recent blog post written by Heather, a WIC client from Alaska. Take a few minutes to read her heartwarming story.

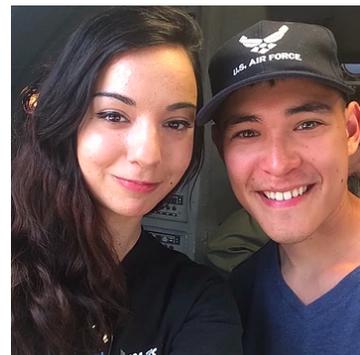
"Breastfeeding, I'm not gonna lie, it's been a hard journey to stick with. Not saying the support hasn't been absolutely incredible. There have been so many helpful peers assisting with any questions that I have, and they have been absolutely amazing with sharing knowledge with me."

[To read the full story, click here...](#)

Meet the Author

I am an AF wife, a mom of one, puppy mom of two, and a fish mom of three. Super nerdy from Mordor to Millennium Falcon. Loving my family and life with every breath that I have been privileged with.

I'm always looking to better myself each day because we can always be a better version of yesterday's selves.



Health eKitchen

July Update

We welcome you to take a peek at this behind-the-scenes

Health eKitchen data chart:

Report - HeK Usage

--All States-- All Recipe Types 5/1/19 6/14/19

Resource Title	Type	Lesson Views	HeK Views	Bookmarks	Likes	Email Shares	Facebook Shares	Pinterest Shares
Banana Peanut Butter Smoothie	Image	0	531	20	86	8	0	2
Frozen Yogurt Pops	Image	0	343	19	68	4	3	1
One Pot Jambalaya	Image	0	271	14	58	10	1	2
Stuffed Bell Peppers	Image	0	199	14	93	7	1	1
Simple Overnight Oats	Video	0	196	4	12	0	1	1

Since the first day of May, Health eKitchen has been tracking the top five recipes according to client views. As you can see, [Banana Peanut Butter Smoothie](#) and [Frozen Yogurt Pops](#) are at the top of the list. Our clients have great taste because these are delicious recipes that are sure to satisfy during the warm summer months.

Big factors in how we choose which recipes to add to our collection are the inclusion of WIC approved ingredients and our client trends. Follow our clients' lead and give one of these five top-rated recipes a try!



Frozen Yogurt Pops

Easy, delicious and guilt free popsicles your children will delight in making and eating!

WIC 3 WIC INGREDIENTS

BEGINNER

PREP 10 MIN
FREEZE 4 HR

PERFECT MATCH! INCLUDES YOUR BANANAS



Banana Peanut Butter Smoothie

Enjoy this protein packed smoothie as a meal or as a snack.

WIC 4 WIC INGREDIENTS

BEGINNER

PREP 7 MIN
COOK 0 MINS

PERFECT MATCH! INCLUDES YOUR BANANAS

Lesson Review

Existing Lessons

Lessons are reviewed on a rotating basis to ensure links are working and content is compliant with current WIC guidelines.

Lessons reviewed during the month of June:

- Starting Your Infant on Solid Foods
 - Healthy Whole Grains
 - Build Strong Kids With Dairy Foods
-

Spanish Review Team

Save the Date

**Join us for the Spanish Review Team meeting on
Friday, July 12 at 2:00 pm ET**

If any Spanish speaking partners would like to join us, please email Poppy at poppystrode@gmail.com. When we hear from you, we will send a link to the Zoom meeting number. We meet once a month for an hour, and we would love to add new members from different parts of the country! The Spanish Review Team provides input on the Spanish side of wichealth.org.

Introducing the Help Desk



Never Fear, the Help Desk is Here! Introducing the Help Desk

Our Help Desk is made up of three team members available to assist you and your clients Monday – Friday from 8:00 am CT – 6:30 pm CT. In addition, we check in during the evening and on weekends to make sure your questions are answered.

[Click here to watch a two-minute video about the Help Desk!](#)

HELP DESK STATISTICS

FIRST REPLY TIME

June	May
2.80 hours	2.60 hours

SATISFACTION RATING

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

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

"My name was added to the email list the day I requested it. I started receiving email confirmations from clients that day. Service was efficient and effective."
Missouri

"The help desk responds quickly and takes care of any requests I send. I really

appreciate the quick efficient service"
Tennessee

Did You Know?

wichealth | SUPPORT

HOME MY PROFILE HELP LOGOUT

CLIENT SEARCH STATISTICS ACADEMY RESOURCES EVALUATION REPORTS FAQs

Stats Client Certificate Listing

This report lists all clients who completed a lesson on the selected date. For each client listed, you can view her actual certificate of completion by clicking the WIC ID.

Date * 06/19/2019 Time Zone CST

States Michigan Agencies -- All Agencies -- Clinics -- All Clinics --

Update Report **Download Data** Help

The Client Certificate Listing includes an option to download data. Once downloaded, action statements are included in the report.

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