



A Message from the Director

Environmental sustainability is a key issue facing many aspects of our daily living. From debates related to climate change to alternative energy to waste reduction, the notion that we are living on a finite mass has prompted many concerns about when we'll finally spill over our allotted space.

The Society for Nutrition Education and Behavior (SNEB) recently focused on environmental sustainability. In particular, SNEB publicly announced this focus in a position paper, published in the January edition of the Journal of Nutrition Education and Behavior, stating: "Environmental sustainability should be inherent in dietary guidelines."

At wichealth, we have been digging into concepts of sustainability too. A recent study focused on wichealth.org as a digital tool for sustainability. This study explored whether providing online knowledge, tools, and skills in food sustainability motivates WIC participants to adopt several beneficial lifestyle behaviors leading to improved health and access to a safe, healthy food supply.

The primary focus was on WIC participant willingness to engage in sustainable feeding practices. These practices included increasing fresh fruit and vegetable consumption and reducing food waste. It also focused on increasing breastfeeding initiation and duration.

Results indicated survey respondents were twice as likely to agree sustainability knowledge would impact breastfeeding choices. More than half of respondents believed food waste is a problem for most households. The widely answered reason for food waste is due to portion sizing. Three out of four respondents were interested in decreasing food waste. Respondents also estimated 80% of food waste is thrown away, with leftovers more than twice as likely than fruits and vegetables to be thrown away.

Based on these findings, the wichealth content team has been revising resources in specific lessons, such as those focused on fruit and vegetable consumption, to introduce actions that can be taken to address sustainability. Results of this study were presented at the Society for Public Health Education in March and will also be presented at the annual SNEB conference in July.

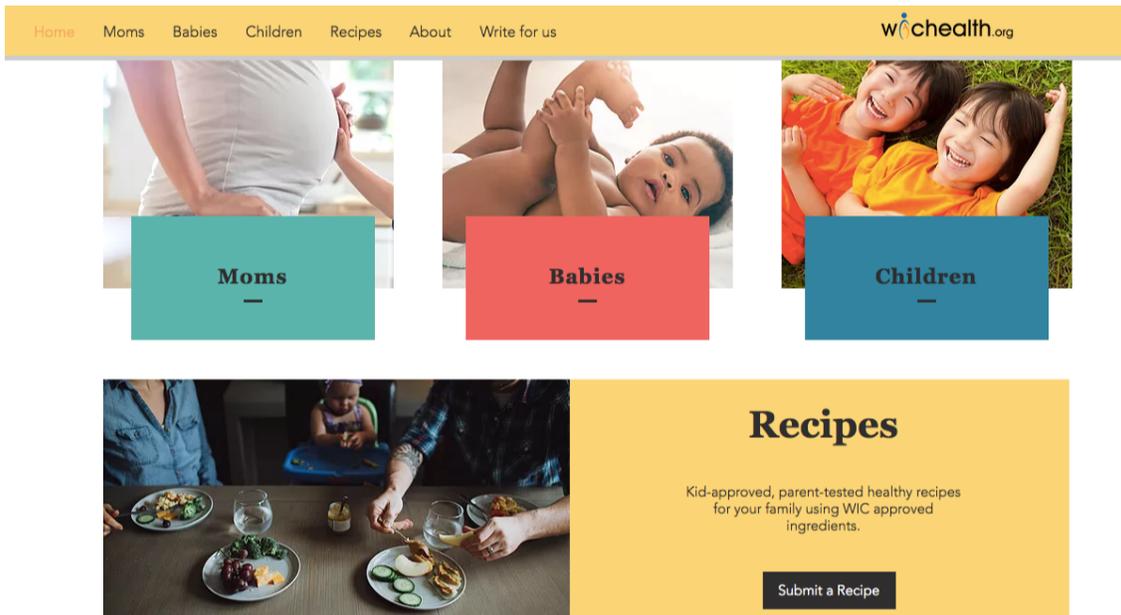
Stay tuned for more information about the role of wichealth in enhancing environmental sustainability.

Bob

Real People. Real Stories.

REAL WIC LIFE

a blog by  wichealth.org



We are excited to introduce you to our newest tool, REAL WIC LIFE, a blog by wichealth.

REAL WIC LIFE includes blog posts both from WIC clients as well as expert advice from both our staff dietitians and partner state dietitians.

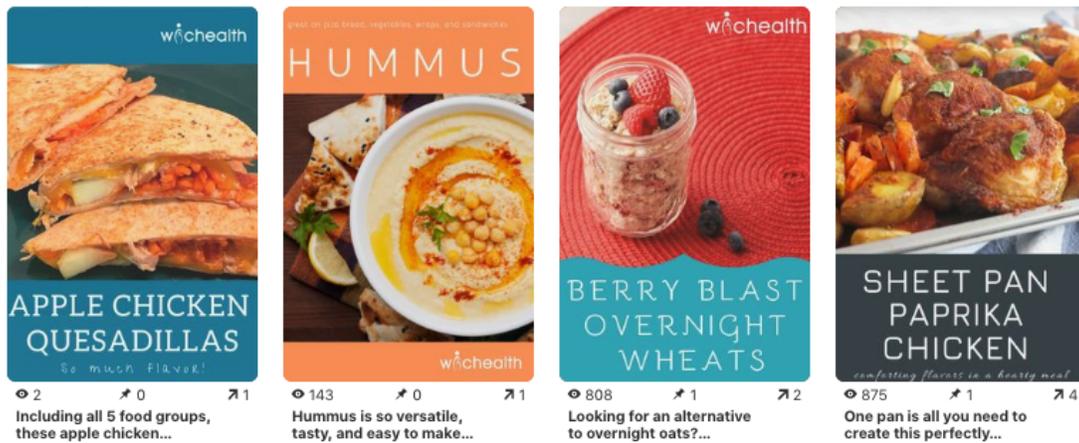
The purpose of REAL WIC LIFE is to increase engagement by developing relationships and creating a community of wichealth clients. An equal focus is to raise awareness by creating more visibility for wichealth as well as becoming the "go-to" source for WIC online nutrition education.

If you haven't seen the blog, be sure to check it out here:

www.wichealthblog.org.

Are you interested in being a guest blogger? If so, send an email to kimbra.quinn@wmich.edu.

Health eKitchen



Did you know you can find highlighted recipes from our **Health eKitchen** on Pinterest? It's a fact. Another fact is our [Homemade Mac and Cheese](#) recipe had 16k impressions for four weeks straight! If you haven't already checked out [wichealth.org's Pinterest page](#), you should do it now! It is an excellent source of information even beyond [Health eKitchen's recipe board](#).

Spanish Review

Existing Lessons

Lessons are reviewed on a rotating basis to ensure links are working and content is compliant with current WIC guidelines. If any of our Spanish speaking partners are interested in reviewing a pathway in one of the lessons please contact Libby at libiamorrow@gmail.com.

Lessons reviewed during the month of March:

- Making Healthy Meals
- Two Minutes Twice a Day
- Build Strong Kids with Dairy
- Start Your Infant on Solid Foods
- Get FRESH at the Farmers Market

What's New in Fruits and Vegetables?

By Marian Davidove

As one of the latest additions to the wichealth team, I had the great pleasure of coming on board just in time to update the WIC fruit and vegetable lesson. After an intense writer's training course with an incredible team, I began rewriting the lesson with three focus areas.

First, the lesson behavior focus is for the parent to offer more fruit and veggies to increase child intake. Parents are treated as their role models for healthy behaviors. This takes both previous WIC food lessons, "Fruits and Veggies Grow Healthy Kids" and "Be Healthy with Fruits and Veggies" and combines them into one lesson for children and parents. The lesson is full of creative ways for parents to engage with their children.

Our second focus area in this lesson is the exciting and clear objective of encouraging WIC families to eat the recommended amount of fruits and vegetables. The recommended amount is based on MyPlate advice to "make half your plate fruits and vegetables," with great additional coaching on portions tailored to each client type.

That brings us to the third focus: introducing the concept of a healthy eating pattern. Carefully integrated into the lesson, is the guidance that over time, all food and drink choices fit together into a unique and individual eating pattern. This idea shifts attention from foods being good or bad and instead looks at a total diet approach.

Below is a model showing the nesting principles featured in our 2019 Fruits and Vegetable Lesson, "Be Healthy with Veggies and Fruits." I am proud to have been a part of this creative and highly skilled team.

The lesson is still in its first review, but it will be ready to go live in the Spring!



In Development: Behavioral Impact Quotient (IQ)



Behavioral Impact Quotient may sound like something from a sci-fi movie, but it is actually a new feature that will soon be added to wichealth.

The feature we will be used to evaluate if the user is actually making a change to their behavior based on what they learned.

How Will It Work?

Upon logging into wichealth at least thirty days after completing a lesson, the client will receive a question to determine if the client progressed to the next stage of change.

Example Question

"The last time you visited wichealth, you completed [this lesson] and said you were going to do [this]. How is that going?"

The client will choose from multiple choice options based on the client's Action Statement response from the end of the lesson survey.

Data

The wichealth Team will analyze the data to determine if progress was made by essentially restaging the client. This task will include a comparison of which stage the client finished the lesson to which stage the client reports to be at 30 days or more later.

Spanish Review Team

Save the Date

Make plans to join us for the Spanish Review Team meeting on

Friday, April 5th at 2:00 pm Eastern.

If any Spanish speaking partners would like to join us please email Poppy at poppystrode@gmail.com.

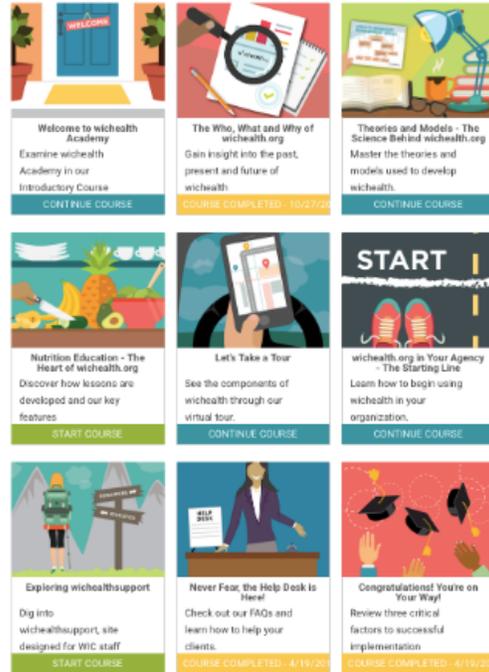
We meet once a month for an hour, and we would love to add new members from different parts of the country! The Spanish Review Team provides input on the Spanish side of wichealth.org.



wichealth Academy

Do you have a new clinic, new staff members, or maybe just need a wichealth refresher?

wichealth Academy is available on wichealthsupport and includes 30 training videos on how to successfully implement and use both wichealth and wichealthsupport.



Not familiar with wichealthsupport?

Click on the image below and log in to wichealth using your staff account to learn more about wichealthsupport.



Pinterest

Check out one of our newest pins on Pinterest!

We are creating pins from blog posts featured on REAL WIC LIFE as well as



wichealth recipes and other related topics. In addition, we are sharing posts that inspire and inform the WIC client.

Be sure to follow us on Pinterest!

www.pinterest.com/wichealth/

State Highlight: VERMONT

Vermont has been a wichealth partner since 2012. In our recent annual evaluation, Vermont had the highest rate of penetration with 18.5% of the WIC clients in the state completing at least one lesson.



Jen Woodard, Public Health Nutrition Specialist with Vermont WIC program, was the featured speaker during our Steering Committee meeting on February 28, 2019.

During the meeting, Ms. Woodard shared how Vermont uses wichealth to provide online nutrition education.

According to Ms. Woodard, Vermont was the last state to have home delivery, and in 2016, Vermont WIC implemented EBT. The ability to issue benefits remotely coupled with online nutrition education allowed Vermont to provide convenient and accessible WIC services.

Ms. Woodard said, "**wichealth.org has been a valuable partner in making it possible for families to complete nutrition education online.**"

In Vermont, staff members share nutrition education options with families at their WIC appointments and help families choose an education option that works for them. However, Ms. Woodard stated, "**wichealth is the preferred method of nutrition education in Vermont.**"

Once families select wichealth.org, staff members work with them to set up their accounts and help troubleshoot locally and at the state level. In addition, Ms. Woodard said, "**Help and support from wichealth are amazing.**"

Ms. Woodard said local offices follow up with families by text, phone, or mail to let them know when they have nutrition education due. Text messages include a link to wichealth.org and the family's WIC ID allowing the family to complete their nutrition education online efficiently. She added, "**wichealth** is mobile friendly, so clients can set up their accounts and complete lessons right from their phones."

Vermont WIC requires one lesson completion per family to count toward their 2nd nutrition education contact. Also, Vermont uses Quick Connect to upload lesson completions nightly to their state MIS. Vermont WIC promotes wichealth Academy with staff and suggests it as part of new staff orientation.

Ms. Woodard concluded by saying, "**Kudos to wichealth for developing a convenient, accessible, and**

reliable option for nutrition education for many Vermont WIC families.”

HELP DESK STATISTICS

FIRST REPLY TIME

March	February
2.38	3.66 Hours

SATISFACTION RATING

During the month of March, our help desk had a 98% satisfaction rating as compared to 100% in February.

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

"I was very satisfied with the outcome and appreciated receiving a notification of when the issue was resolved. Thank you."

Oregon

"My issue was resolved professionally, friendly, and in a very quick manner. Thank you for making the experience a pleasant one."

North Carolina

"I only had to send one message, and they got back to me the next day and only needed one message to resolve my problem! Great and fast service!"

Iowa

Spread the Word

Local WIC staff can now
subscribe to the wichealth
monthly newsletter!

[Click here](#) or share the link below with others that might be interested in keeping up with all things wichealth!

Subscribe to monthly news and updates from wichealth:

<http://eepurl.com/dPg1Rv>



Let's Hear It

We love to hear what your clients are saying, and we think you will too! Check out the comments we found from your clients during the month of March.



Resource: Common Eating Problems and How to Cope with Them

"This gave me some food for thought. My son hasn't liked to eat much these last few weeks, but now that I have some new ideas I feel this might help a lot. Thanks again"
Gena, Michigan

Resource: Lead Protection Action Plan

"I didn't know some of the foods my kids love protect them from lead. I'm glad I read this article."
Melissa, California

Resource: Happy, Healthy, Active Children lesson

“Hubo un punto muy importante para mi que fue... ””como espero que mi hijo haga actividad física si me ve a mi sentado””, exacto, cómo le pido algo que ni yo hago, y no solo verlo que sean muy activos sino también involucrarnos con ellos.”

“There was a very important point for me which was 'how do I expect my son to do physical activity if he sees me sitting down,' exactly, how can I ask him something that even I don't do, and not just watch them be very active but also be involved with them.”

Karen, CA

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