November 2019 Newsletter

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As we prepare to gather around our Thanksgiving tables, we at wichealth give thanks for each of you.

It is your dedication to WIC clients that inspires us to continue to be innovative in our approach. The strength of wichealth comes from you, our partners.

We truly enjoy serving you and your clients, and we feel extremely fortunate to not only have you as wichealth partners, but also as our friends.

Thank you for choosing us as your online nutrition education provider.

Happy Thanksgiving from our family to yours!

U.S. Patent and Trademark

Office Grants Patent to wichealth

In 2013, we submitted to the U.S. Patent and Trademark Office documents which outline the process and system that drive wichealth.org. Six years later, we are proud to announce we are now official holders of U.S. Patent #10,467,924!

What does this mean?
Utility patent holders own all processes and claims as described in the patent. What this essentially means is that no other entity—neither the government nor commercial—can create and deliver a system that utilizes the processes that are both inherent and unique to the wichealth.org system. This is not true just for delivering nutrition education to WIC clients, but encompasses ANY entity trying to deliver similar services.

Why is this important?
A patent protects the processes that drive the utility of a product. What we are providing WIC clients—and, more importantly, what WIC clients are receiving—has been deemed by the U.S. government as unique enough to recognize it as an approach that stands above other attempts at offering online education.

Why should we care?
What our states are funding is a unique system that not only is providing a service that has been shown to be highly impactful, engaging, and desirable to WIC clients across the nation, but a system that CANNOT be replicated in any way by any of the other vendors who offer online nutrition education services. This means that other vendors who offer nutrition education must do so without accessing any of the innovative features inherent within wichealth.org. What your partners are funding is a unique system for providing unique experiences to unique WIC clients.

We are excited about this honor and share in the congratulations with our state partners for creating such a unique system!

Healthy regards,

Bob

It’s Been a Bountiful Year of Content!

We at the content team are proud to have produced a total of 11 amazing new lessons now available for our partners and clients. Talk about a cornucopia of content goodness!

In honor of the upcoming holiday, allow us to introduce each one to you in proper Thanksgiving Day fashion.

1. Preparing to Meet Your Newborn

This is the perfect lesson to take if you are a soon-to-be mom. You’ll learn all about skin-to-skin time and those first few hours and days of bonding with baby. Take the lesson when the turkey starts roasting, and you’ll be done in time for appetizers!

2. In the Hospital: The First 48 Hours

This lesson will teach you how to take advantage of the time you have with your care team, what questions to ask, and what to expect from your hospital experience. We recommend pairing this lesson with some sparkling apple juice and well-pasteurized cheddar slices.

3. Feeding Your Newborn

Learn what to do when Baby is ready to eat! Now is the perfect time to take this lesson because no, Thanksgiving dinner is not ready yet. Instead, learn about latching, breastfeeding holds (including holds for twins) and how to make enough milk!

4. Understanding Your Newborn: Sleep, Crying and Cues

When your stomach starts rumbling, that’s your cue that you’re ready to begin the feast. But unfortunately that feast is still hours away, so why not take this lesson on baby cues? Learn what to do before Baby starts crying so you can address his needs faster.

5. Getting the Support You Need in Baby's First Weeks

This lesson will give you guidance on how to manage the parade of loved ones who want to meet your baby! Learn how to recognize signs of baby blues and postpartum depression. Know when and where to seek help. After you take this lesson, you'll be able to make a plan for all of this, in a way that works for your family. And then maybe have a few more pigs in a blanket because dinner is still several hours away. Maybe watch some football for a distraction?

6. Returning to Work or School

This Thanksgiving weekend, returning to work or school may be the last thing on your mind (you’ve still got a few days left! Enjoy!) But for new moms, returning to work or school often causes anxiety. This lesson will help moms make a plan for what’s next.

7. Be Healthy With Veggies and Fruits

Now here’s a lesson perfect for Turkey Day! Those carrot sticks and celery slices on the appetizer table aren’t just for decoration, you know. And yes, that pumpkin in the pumpkin pie is technically a vegetable! Take this lesson and learn how you can add more veggies and fruits all year long.

8. Build Strong Kids With Dairy Foods

Is there enough calcium at the kids’ table? After you take this lesson, you’ll have great ideas on how to help the kids in your life to enjoy more dairy, for stronger (wish)bones and teeth!

9. Go For Whole Grains!

Choosing whole grains over refined grains can make a huge difference in nutrition. Just look around the Turkey Day table, and you’ll see opportunities for using whole grains everywhere! Whole grain pie

crust, whole grain biscuits, whole grain dinner rolls, whole grain bread for stuffing...there's a "whole" lot of opportunity for nutrition!

10. Making a Meal Plan

For many people, the meal plan for the day after Thanksgiving is to never...eat...anything...again. Either that, or make the most of those yummy leftovers all week long! That is one of the great tips in this lesson. Making a meal plan is one of the BEST ways to stick to a food budget, eat well, and save. This lesson has an amazing toolbox available to anyone who wants to learn how to use it. What's stopping you?

11. Maximizing Food Dollars

This lesson teaches participants how to maximize their food dollars so they can eat well without spending more than they need to. This lesson offers a true harvest of financial wisdom that we are grateful to be able to share. And what's that we hear? Thanksgiving dinner is finally ready? Why are you still reading? Go grab your seat and enjoy!

This concludes our Turkey Day introduction to the newest 11 lessons, all live and ready to view on wichealth.org. From all of us at the content team, have a wonderful day with family, friends, and nutritious food!

Tired of Turkey?

Guest Blogger
Nov 5 • 3 min

How to Eat Healthy When the Cold Weather Starts

In the cold weather seasons, one thing that really works for me is to prepare soups, like legume soups, for her.

Does the thought of Thanksgiving have you dreading leftovers? Don't worry, we've got you covered! In "How to Eat Healthy When the Cold Weather Starts", Guadalupe shares tips on preparing healthy meals for her family. No turkey involved!

Click here to read the full blog.

WIC staff members are welcome to submit guest blogs as well! Email wichealthblog@gmail.com if you would like more information on how to submit a post.

And be sure to subscribe to our blog at wichealthblog.org for weekly newsletters spotlighting the latest printables, recipes, and blog posts!

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HELP DESK STATISTICS

FIRST REPLY TIME

November	October
2.89 hours	2.84 hours

SATISFACTION RATING
During the month of November, our help desk had a 91% satisfaction rating as compared to 95% in October

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

"The support I received came in a timely manner. Thank you for the prompt service!" ***North Carolina***

"Thank you for your prompt reply and answers. It was very helpful. Nutritionists were able to log on to their accounts. Thanks."
Tennessee

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