



2021

OUR IMPACT





*"I love this website.
It truly helps with so
much more than I
ever even imagined."*

A LOOK BACK

Let's travel back in time, to fiscal year 2002—the first year wichealth.org was offered as an alternative for providing secondary contact nutrition education to WIC participants.

That first iteration of the site included three lessons and the six Midwest Region state partners. A modest budget of \$27,000 supported the entire operation and helped fuel the simple clipart and Comic Sans html design.

The site launched on August 9, 2002 with the hopes of becoming a valid avenue for helping WIC clients improve parent-child feeding practices. At that time, there was no such thing as YouTube, Facebook, Twitter, Instagram, iPhone, iPad, Android, Snapchat, and the like—none of it existed.

We were venturing into an unknown world with the belief that behavior change could be accomplished through what back then was referred to as the "World Wide Web." Over the next year, 5,844 lessons were completed, which we believed was a tremendous reach, costing on average a mere \$8.21 per completed lesson.

Now fast forward 16 years to this past fiscal year; we have accomplished much:

We provided access to over 50 lessons, served clients across 28 states and 2 Indian Tribal Organizations, and reached over 1 million (1,026,384) completed lessons—all within a \$1,056,510 budget. In essence, our cost per lesson since the first iteration of the site has dropped from \$8.21 to \$1.03.

Since first launched in 2002, we have experienced over a 17,500% increase in lesson completions per year while also achieving an 800% reduction in overall cost per completed lesson. We are proud of the due diligence with funding that has allowed us to expand the site to meet both the ongoing needs of clients and the rapid expansion of technology possibilities, while at the same time maximizing effectiveness of funding.



**OVER 1 MILLION
LESSONS COMPLETED**

The way we approach lessons has also changed.

INCORPORATING NEW THEORIES

This past year we expanded the base of theories used to drive the experience, from 4 to 11. What this means is that the path toward changing behaviors we are providing clients is far more defined and effective than what has been available in the past.

MINI LESSONS

With our lesson offerings we also added a mini-lesson series approach, where the capability was added for some lessons to be completed as a series.

NEW DESIGNS

Lesson resources have undergone a major overhaul, where most resources have been redeveloped in-house rather than as links to existing PDFs on other websites. This is especially important with the rising increase in smartphone users, as PDFs are not designed to work well in a mobile environment.

Clients Asked, We Answered!

Clients have repeatedly commented that the top nutrition education resource they wish they had access to was more recipes for healthy eating. As a result, this past year we opened our Health eKitchen tool to all partner states and expanded its capabilities so that every client had access to our recipe finder application.

Growth and Expansion

We expanded our ability to better serve both WIC partner agency staff and clients. Our wichealth Academy now provides extensive training for WIC agency staff on all aspects of the wichealth experience. Our client support team has expanded services, resulting in a consistently high satisfaction rating above 95%, while also reducing first initial response time by 300%.



Evaluating wichealth

Evaluation efforts have ventured into exploring concepts of engagement (e.g., time on site, number of resources accessed during a lesson, movement in stage of readiness to change, shares and likes) as a means for predicting impact and success.

A number of studies focusing on these engagement factors were either submitted for publication to the Journal of Medical Internet Research or presented at the following annual meetings:

- American Society for Nutrition
- National WIC Association
- Society for Public Health Education

Evaluation of client use of wichealth has again confirmed extremely high (85-95%) satisfaction with the site, belief in the ability to make changes using what was learned and intent to change behavior, as well as 4 out of 5 users continuing to prefer using wichealth rather than other options available within the WIC clinic as the means for receiving their secondary contact nutrition education.

The above list is only a small snippet of what we have been able to accomplish over the past year. I welcome you to read through this report to learn more about the successful year we have had with our entire wichealth family.

Healthy Regards,

Robert Bensley, PhD, MCHES
Director, wichealth



Evaluation of client use of wichealth has again confirmed extremely high (85-95%) satisfaction with the site, belief in the ability to make changes using what was learned, and intent to change behavior, as well as 4 out of 5 users continuing to prefer using wichealth rather than other options available within the WIC clinic.

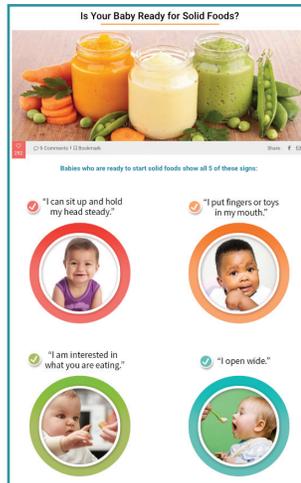
2018 DEVELOPMENT MILESTONES

62% OF LESSONS COMPLETED ON A MOBILE DEVICE



WE'RE ALL DRESSED UP

Our resources that is! Our administrators can now use design blocks, which are predefined layouts of text and images to improve the user experience by enhancing the overall look of our resources.



OCTOBER 2017

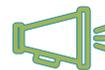
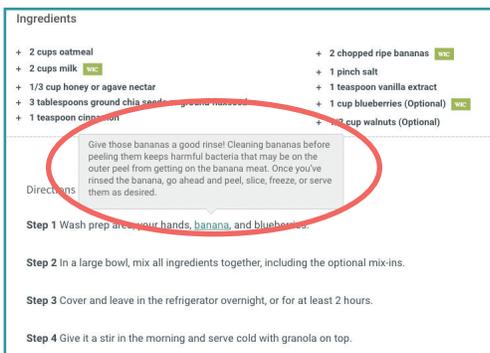
JANUARY

APRIL



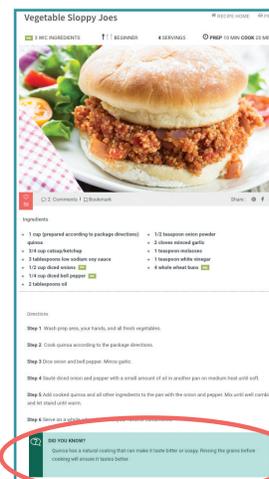
TOOLTIPS

Tooltips provide additional information to clients when the cursor hovers over a word.



ALERT BOXES

Alert boxes have been added to the ways in which we can communicate important information.



My Progress

Lesson Series: Meal Planning 22% Complete

LESSON TITLE	TIME COMMITMENT	COMPLETED	ACTION
<input checked="" type="checkbox"/> Finding Recipes That Work	10 mins	1/16/2019	
<input type="checkbox"/> Using Substitutions in Healthy Meals	10 mins		
<input type="checkbox"/> Recipes Made Easy	10 mins		
<input type="checkbox"/> Saving Time with No Cook Recipes	10 mins		

What I can do to help me and my family be healthy...
Wash all produce FIRST!

Resources I Viewed Today

Show me how to search the internet for recipes using WIC foods.
ARTICLE

ROAD MAP

With more than 50 lessons to navigate, we help our clients find lessons that meet the needs of their families by highlighting and recommending lessons based on how they answer questions.

IT'S ALL ABOUT THE CLIENT



Throughout both the registration process and lessons, we learn about WIC clients. We learn about their families and their feelings towards healthy behaviors. wichealth can now take the information clients provide us and create a more personalized experience by tailoring multiple choice answers and providing preferred resources. At wichealth, it really is all about the client.



GOT DATA?

We do!
Including expanded data tracking to include number of shares on Facebook and Pinterest.

JULY

SEPTEMBER 2018

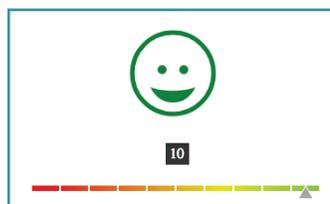
IT'S IN THE CARDS

Our new card sort feature provides an interactive way for wichealth to ask a series of questions and have the client "sort" their answers into categories. As each card is "sorted" we can tag the user record and use their responses to deliver dialogue and resources relevant to their individual responses.



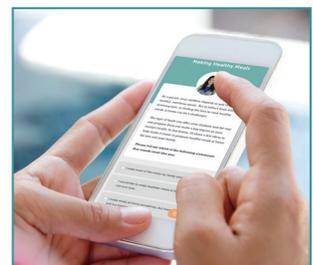
TELL US YOUR THOUGHTS

Our attitude and emotion slider allows a user to answer specific questions using a sliding scale. The slider is lighthearted, fun and designed to improve client engagement levels.



MOBILE EXPERIENCE

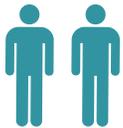
With more clients completing lessons from their phones, an improved mobile experience continues to become essential. Our administrators now have the ability to load two images and the properly sized image displays depending on the device used.



2018 OUR YEAR IN NUMBERS

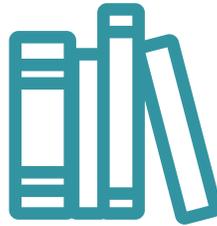
1

Spanish review committee formed



We grew by 4 feet. Two new team members, that is!

83



New resources in English and Spanish for:

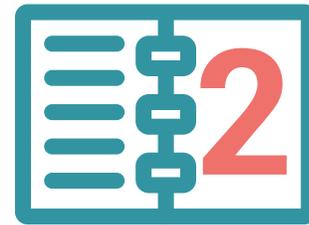
- Baby's First Cup
- Two Minutes Twice a Day for a Healthy Smile
- Build Strong Kids with Dairy Foods
- Starting Your Infant on Solid Foods
- Help Your Child Make Good Eating Choices
- Secrets for Feeding Picky Eaters
- Help Your Baby Sleep Safe and Sound

21

partner states reviewed new content

6

lesson algorithms refreshed



new style guides developed



1,026,384 lessons completed



22,768 resources bookmarked



726,228 unique clients

361 number of times resources were shared outside of wichealth



of wichealth users preferred wichealth for nutrition education over other options available through their WIC clinics

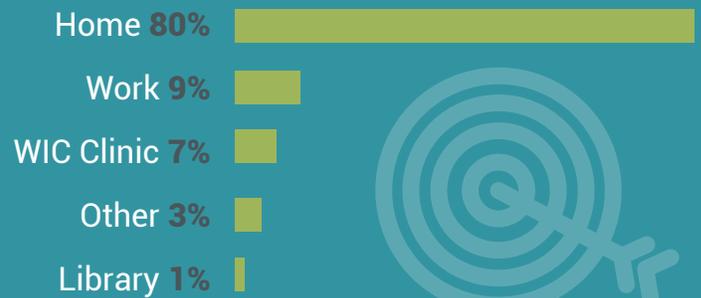
2,187,059
minutes spent viewing resources



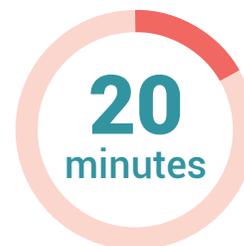
TOP 5 Completed Lessons

1. Two Minutes Twice a Day for Healthy Smile
2. Breastfeeding: Building a Bond for a Lifetime
3. Starting Your Infant on Solid Foods
4. Secrets for Feeding Picky Eaters
5. Offer Your Baby the Right Foods as He Grows

COMPLETIONS BY LOCATION



96%
of clients and staff satisfied with the Help Desk



Average response time during Help Desk business hours

Over 21,000
questions solved by Help Desk staff



The Action Plan for Introducing Table Foods was **viewed 37,229 times**



PEER COUNSELOR TRACKER

Peer Counselor Tracker began as pilot program with Utah in 2012 and has evolved into a complex tool allowing wichealth partners to maximize the benefits of their breastfeeding peer-counseling program. Peer Counselor Tracker allows our partners to:

- Track communication with clients by phone, email and text using a centralized hub
- Develop a more effective team
- Provide program direction by analyzing data

South Dakota began using Peer Counselor Tracker in 2016 and has since increased the percentage of WIC clients on their peer caseload by more than 28%, while their breastfeeding initiation rates increased by 6%.



MEET EVIE BREASTFEEDING PEER COUNSELOR, SOUTH DAKOTA

Being able to support moms from all over the state in such a simplified and convenient way (for both peer counselor and mom) is amazing. When I first started, I was only able to support clients in my local clinic, it was so limiting.

Now, that we have the flexibility of using a very dynamic system that allows us to support moms all over the state in the ways that they need while sharing really, really good breastfeeding information, I seriously can't imagine doing anything else.

I recently worked with a client from a different clinic. She had a less-than-week-old baby, her fourth. She was having several issues, so we

chatted on the phone about what was happening, and I offered several suggestions to help. I followed up with a text through Peer Counselor Tracker and included videos on hand expression and laid back breastfeeding positioning. She responded with this:

"I'm watching these videos and weeping, because I feel like if I had this kind of support from day one that I might have successfully breastfed all my children. I appreciate your help and support beyond what words can express. I wish many blessings for you and others in your line of work."

There are no words to describe how wonderful it is to be able to help moms in this way. If we hadn't expanded to the whole state with the Peer Counselor Tracker program, then this mom wouldn't have had the support she needs. We offer such a beautiful service to moms who need it!

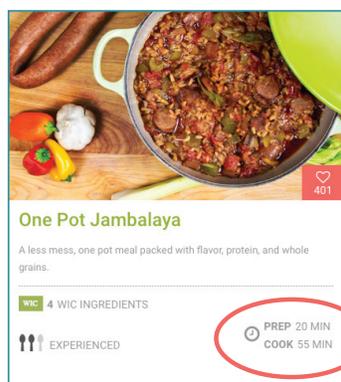


HEALTH eKITCHEN

Health eKitchen is a recipe library that provides ongoing ideas, education and support associated with preparing and cooking an extensive array of WIC approved foods. In FY2018, we developed new features and expanded Health eKitchen to help clients find new recipes using WIC approved foods to prepare nutritious meals and snacks appealing to their families.

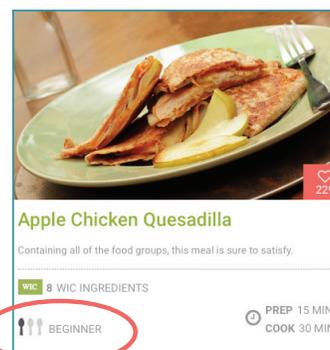
True Value of Time

We all know how important time is. Recipes in Health eKitchen now include time descriptions for 5 common needs: Chill, Cook, Freeze, Prep, Set.



Let's Spoon

All of our recipes in Health eKitchen now include spoon icons to denote experience level. The spoons help the client distinguish between recipes that include a few common ingredients with simple preparation to more advanced recipes with many ingredients and multiple steps. We aim for our recipe collection to include approximately a 20-minute preparation time with a total time to table of no more than an hour.



What's Cooking?

Clients can now search by ingredient, cook type and meal type in Health eKitchen.



My kids loved this recipe! All 5, ages 14-2, asked for seconds. The recipe is so simple and tasted great!"



More than **100 recipes** added to Health eKitchen

17

New resources added to Health eKitchen including

- No Cook Grocery Checklist
- Easy Kitchen Tool Substitutions
- Kitchen Hacks using WIC approved Yogurt



10 website connections



Partnered with 10 other recipe sites to increase our recipe portfolio



More than **200 new photos** added to Health eKitchen



THANK YOU

Together, we provided
access to more than:
50 lessons
200 recipes and
1,200 resources
allowing for **healthy**
behavior change in the lives of
726,228 unique clients
who completed
1,026,384 lessons in
28 states and
2 Indian Tribal Organizations



Thank you for your partnership.
Thank you for being a difference maker.

Our work has just begun. Join Us.
joinwichealth.org
kimbra.quinn@wmich.edu

