



wichealth

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Kimbra Quinn,

Recruitment and Retention

Agenda

1. Overview of lesson development
2. Demonstration of wichealth
3. wichealth Support
4. Q & A

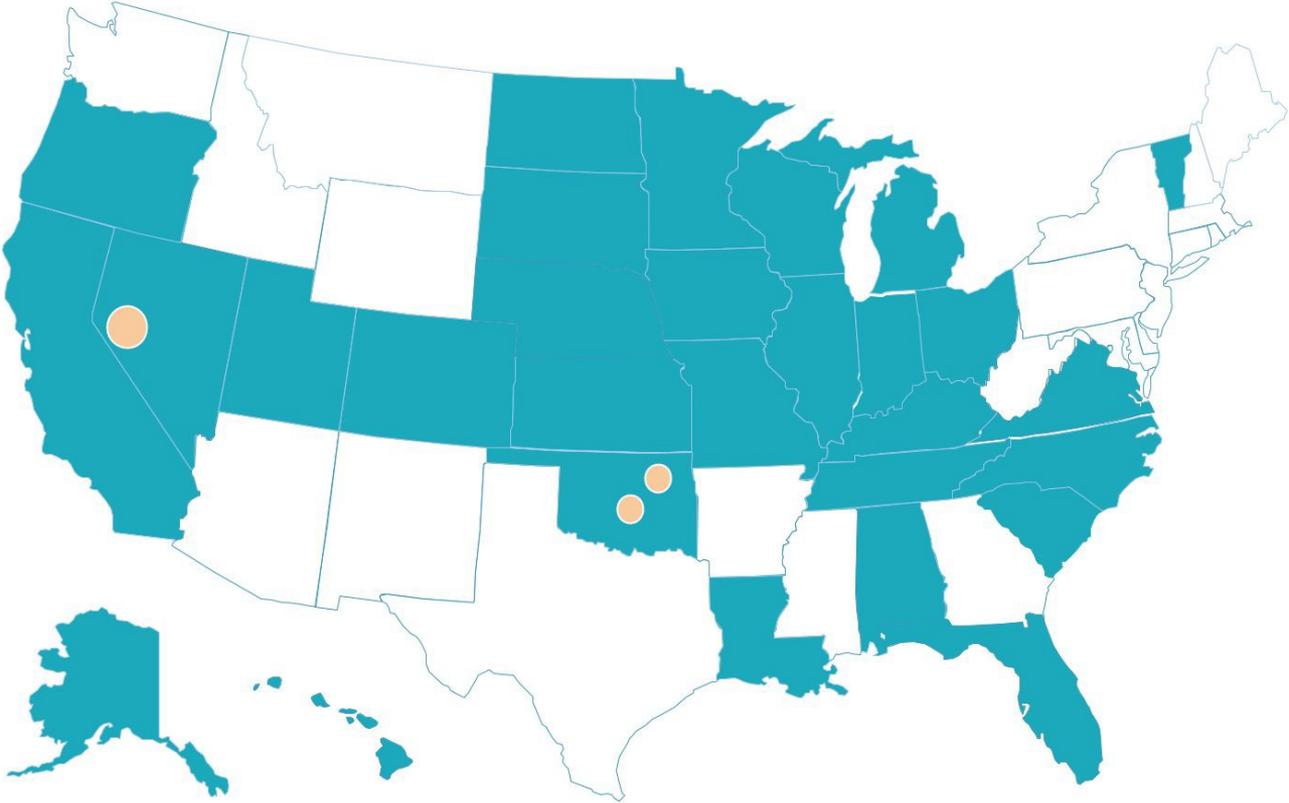
53 Lessons offered in Minnesota

**What lesson was
completed most often?**

**Offer Your Baby the Right
Foods As He Grows**

80% of lessons
completed on a
phone

Partner States and Tribal Organizations



of lessons
completed

68,086

Knowledge Alone is Not Enough

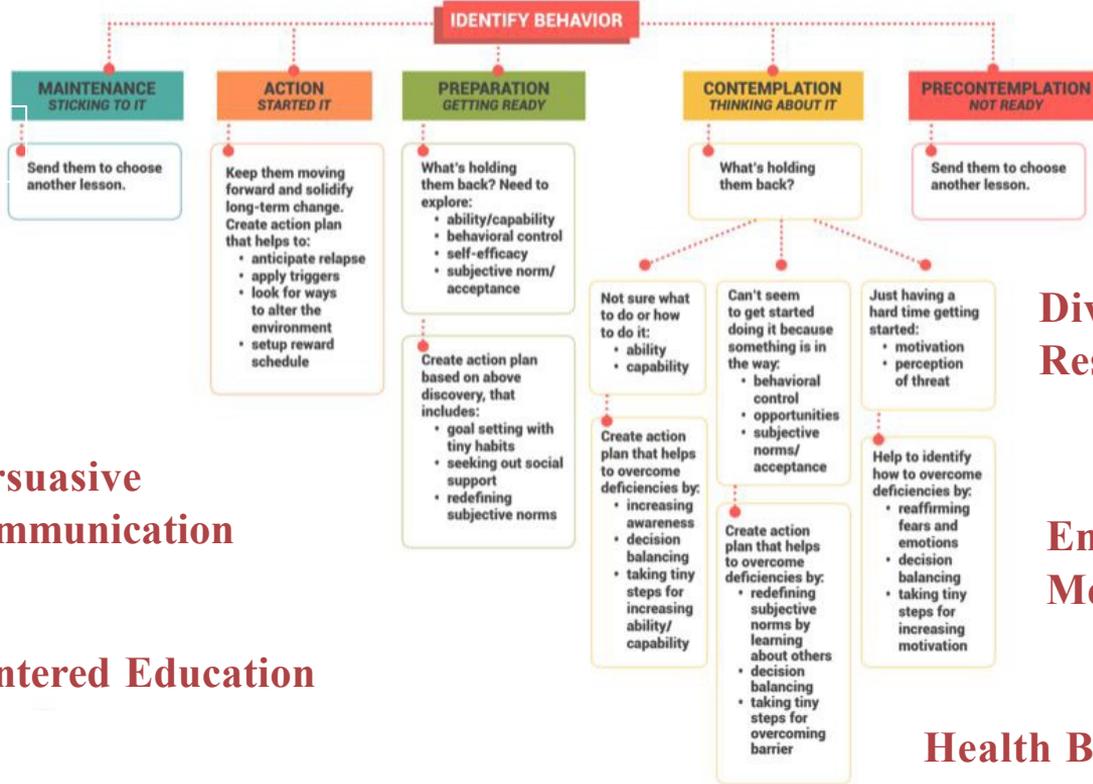
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Five Stages of Change



eHEALTH BEHAVIOR MANAGEMENT MODEL 2.0

Com-B & BMAT



Theory of Planned Behavior

Motivational Interviewing

Persuasive Communication

Participant Centered Education

Division of Responsibility

Emotion Based Messaging

Health Belief Model

Lesson Development

1. Steering Committee vote
2. Funded by an individual state or partner
3. Third party sponsor

wichealth Demonstration

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“Keep breastfeeding my baby until he is at least one year old”

“Introduce baby to one new food
at a time.”



“Eat the same fruit and veggies as
my son- be a role model”

Next Steps - Start with Your Staff

1. Communication
2. Training
3. Practice

Develop a Promotional Tool Box



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Nutrition Education

ONthe**GO**

(Even while the kids are sleeping)



Be confident about
healthy choices



Peace of mind
at mealtime

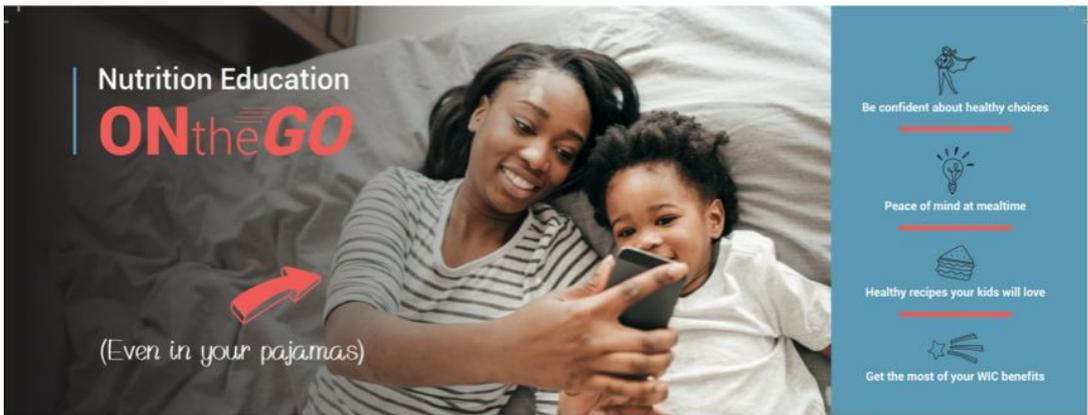


Healthy recipes
your kids will love



Get the most of
your WIC benefits

Choose  wichealth.org



Choose  wichealth.org

TO GET STARTED

1. Visit www.wichealth.org
2. Is this your first time visiting wichealth.org? Click "Sign Up"



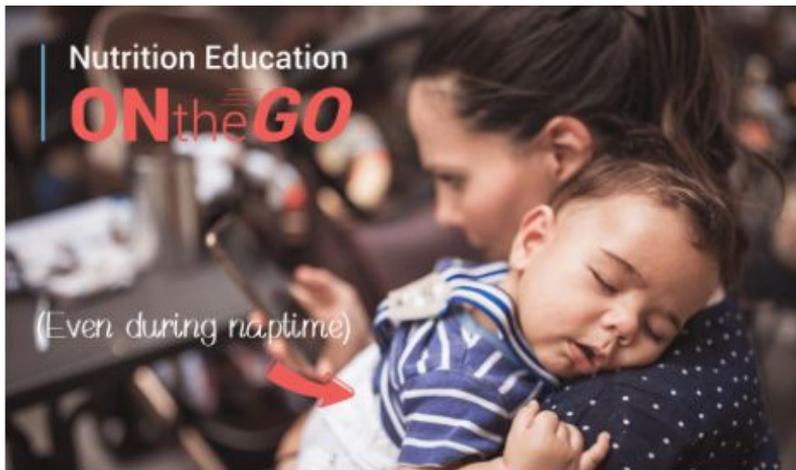
3. Enter Your Information



4. Complete Your Account

5. Click "Start Lesson"





Nutrition Education **ON** the **GO**

(Even during naptime)



Be confident about healthy choices



Peace of mind at mealtime



Healthy recipes your kids will love



Get the most of your WIC benefits

TO GET STARTED

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Choose  wichealth.org

3. Enter Your Information

4. Complete Your Account

5. Click "Start Lesson"



TAKE BACK YOUR TIME

You are busy. We get it! Complete your nutrition education at a time that is convenient for you from anywhere. And spend your time doing the things that matter most, like spending time with your family.



LESSONS INCLUDE:



OPEN THE DOOR TO LEARNING

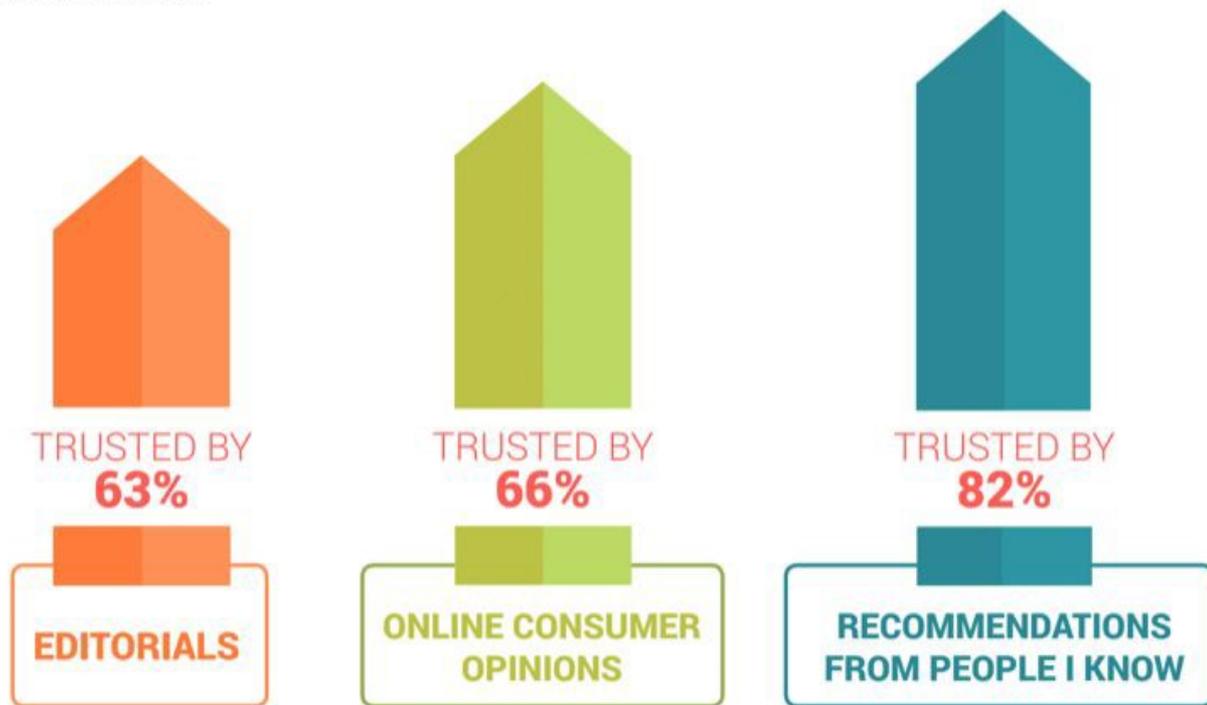
The lessons available on wichealth.org will count as your nutrition education, but it is so much more. wichealth.org includes nutrition advice, tools, and tips for your family written by nutrition experts. With wichealth.org, learning is endless.

For more information:
help@wichealth.org

Choose  wichealth.org

CONSUMERS TRUST WORD OF MOUTH **MORE THAN ANYTHING ELSE**

Look at the data:



Talk About the Benefits

1. Flexible
2. Convenient
3. User Friendly
4. Large Selection of Lessons
5. Educational Choice
6. Additional Tools - WIC Recipes

“More time to spend with the client on different subjects or further exploring education needs”

“Increases participant satisfaction
with timely and efficient WIC
services”

“Frees up time for new WIC clients.”



“During a pandemic, it helps that they do not need to come in, but still get a great education.”

“It helps us have more flexibility in our schedules. We don’t have to work as late for families who need later appointments due to work. They can do them online!”



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Q & A



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