

WIC Connects

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**Nutrition Messaging to the Millennial Generation
National Food Policy Conference
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Designed by Tim Hoerl

CA WIC Program



Local WIC Agencies: 84



Platinum WIC
Participating, Certified, Selected



Participation:
1.47 Million



Postcards From California

“The WIC staff encourages me ...”

“WIC helped me to continue breastfeeding.”

“The education— I can’t get enough!”

“They take the time to help me.”

Pop: 37 Million



\$3.4 Billion in Produce Exports (2009)





- 72 % of CA WIC Parents on the program are 18 to 29 years of age
- These young adults are in the millennial generation, the **first generation to come of age in the new millennium.**
- Millennials are **digital natives**: born into an era in which digitally provided services are **commonplace.**



Source: Pew Research Center's Internet & American Life Project, April 29-May 30, 2010 Survey



90% of young adults own a cell phone and lead the way in use of mobile applications

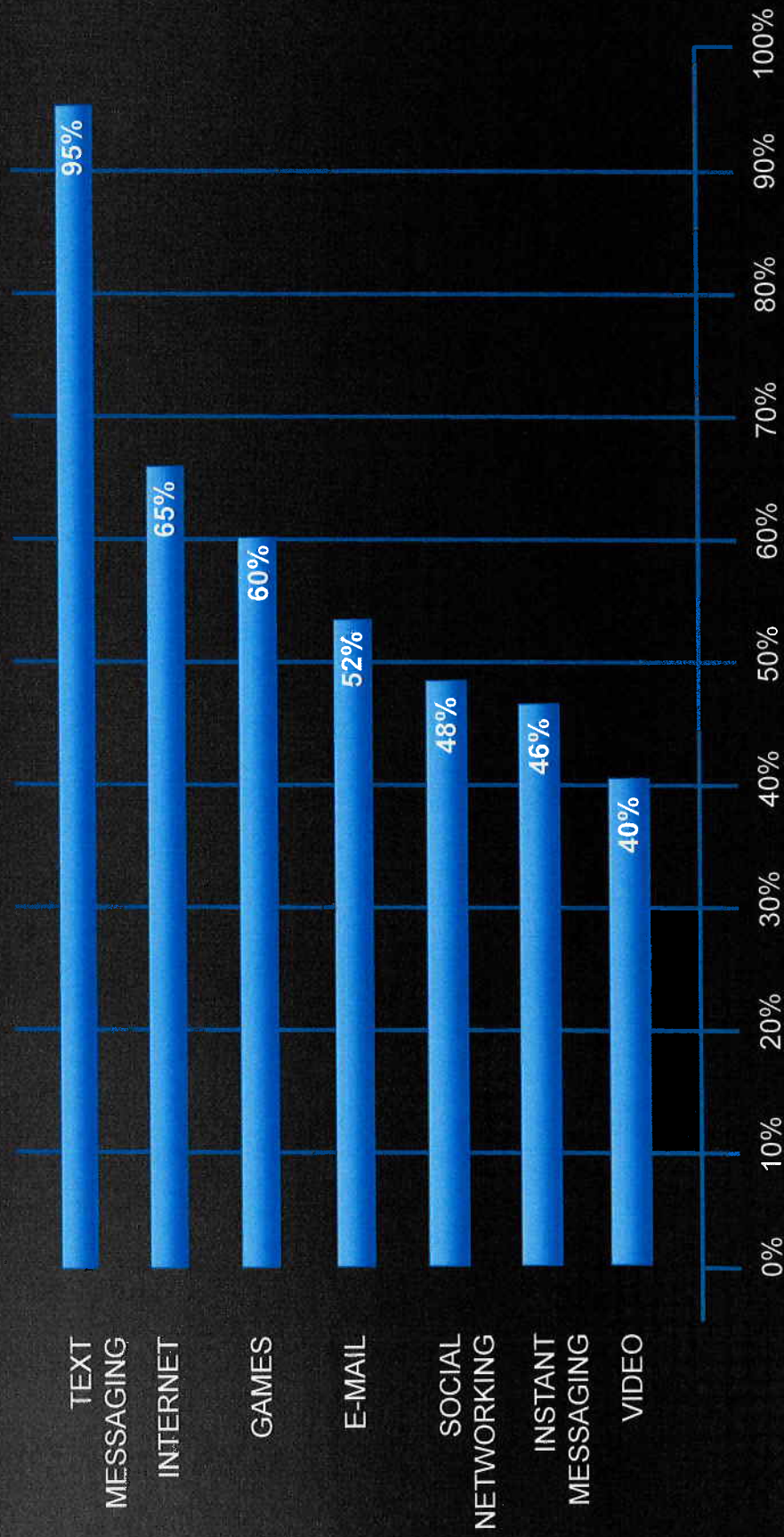
.....



Second largest generation in US history, more ethnically and racially diverse than previous generations

Young Adults Usage of Mobile Apps

Percentage of young adult cell phone owners and how they choose to spend their time using their smart phone



What WIC Services might look like.....

The image displays three distinct website designs for WICConnect, each with a unique color scheme and tailored content.

- Red Design (Program Participants):**
 - Header: **WICconnect**
 - Text: Welcome to **WICconnect** for **Program Participants**
 - Link: > login / signup
 - Grid of four image-based links:
 - STORE LOCATIONS (Image of produce)
 - AGENCY LOCATIONS (Image of people at a table)
 - AUTHORIZED FOODS (Image of carrots, apples, bananas)
 - NUTRITION EDUCATION (Image of a child eating)
 - Search bar: SEARCH
- Orange Design (Family Outreach):**
 - Header: **WICconnect**
 - Text: Welcome to **WICconnect** for **Future WIC Family Outreach**
 - Link: > login / signup
 - Grid of four image-based links:
 - WHAT IS WIC? (Image of a woman and child)
 - SCHEDULE APPOINTMENT (Image of a woman and child)
 - WIC INCOME ELIGIBILITY (Image of a woman)
 - WIC AGENCY LOCATIONS (Image of people at a table)
 - Search bar: SEARCH
- Purple Design (Peer Counseling):**
 - Header: **WICconnect**
 - Text: Welcome to **WICconnect** for **Peer Counseling**
 - Link: > login / signup
 - Grid of four icon-based links:
 - FRIENDS (Icon of three people)
 - NOTIFICATIONS (Icon of an envelope)
 - PROFILE (Icon of a star)
 - CHAT (Icon of a speech bubble)
 - BREASTFEEDING (Icon with 'bf')
 - FAQ (Icon with 'faq')
 - Search bar: SEARCH

WICConnect

Reaching Young Adults –

What WIC Services might look like

- **Follow WICconnects on Twitter:**
<http://twitter.com/WICconnects>
- **Access WICconnects online:**
<http://wicconnect.designcoders.com>

Concepts designed for field testing

WICconnect

Connect to services via a smartphone or wireless laptop.

Instant access to:

- *Information about Services*
- *Answers to income eligibility questions*
- *Schedule appointments*
- *Find the nearest WIC site*

WICconnect.....

Welcome to **WICconnect** for **Program Participants**

> login / signup



STORE LOCATIONS



AGENCY LOCATOR



AUTHORIZED FOODS



NUTRITION EDUCATION

SEARCH

Access to Healthy Food.....

Instant access to a list of stores.

Search for the nearest WIC authorized store by typing in a city, state, or zip code.

WICconnect.....

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SEARCH

TO SEARCH FOR AN AUTHORIZED WIC STORE CLOSEST TO YOU, PLEASE FILL OUT ONE OF THE THREE FIELDS BELOW AND PRESS "SUBMIT":

CITY

ZIP CODE

AREA CODE

SUBMIT

Store Locations

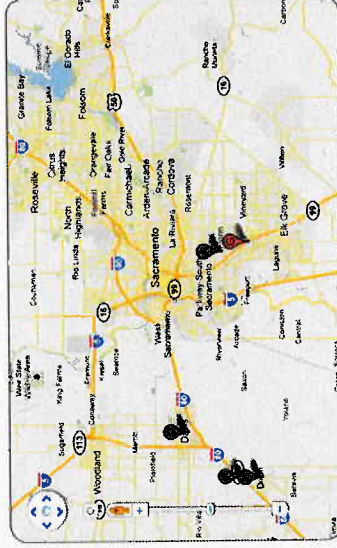
Instant access to a list of WIC authorized stores.

Search queries will result in a Google map with push pins indicating the nearest WIC authorized store.

WICconnect

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Store Locations > **SACRAMENTO, CA**



A WALMART SUPERCENTER
6051 FLORIN RD, SACRAMENTO, CA
(916) 427-9719

B FOODMAXX
2950 DELTA FAIR BOULEVARD
ANTIOCH, CA
(925) 778-2701

Nutritious Foods

A detailed list of WIC authorized foods.

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- CANNED FISH
- CANNED MATURE BEANS
- CHEESE
- DRY BEANS, PEAS, OR LENTILS
- EGGS
- FRUITS AND VEGETABLES
- INFANT FRUITS AND VEGETABLES
- INFANT MEATS
- JUICE - BOTTLED / CONCENTRATED
- MILK
- PEANUT BUTTER
- WHOLE GRAINS

Nutrition Education

Access to nutrition education information through multiple communication options

Participants can request nutrition messages by signing up for email notifications, text messages, or the WIC Twitter account.

WICconnect.....

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To sign up for nutrition messages, enter your email in the field below and press submit, or text the code "Nutrition" to 41411 to receive weekly messages on your cell phone, or follow WIC on Twitter at **@WICconnects**.

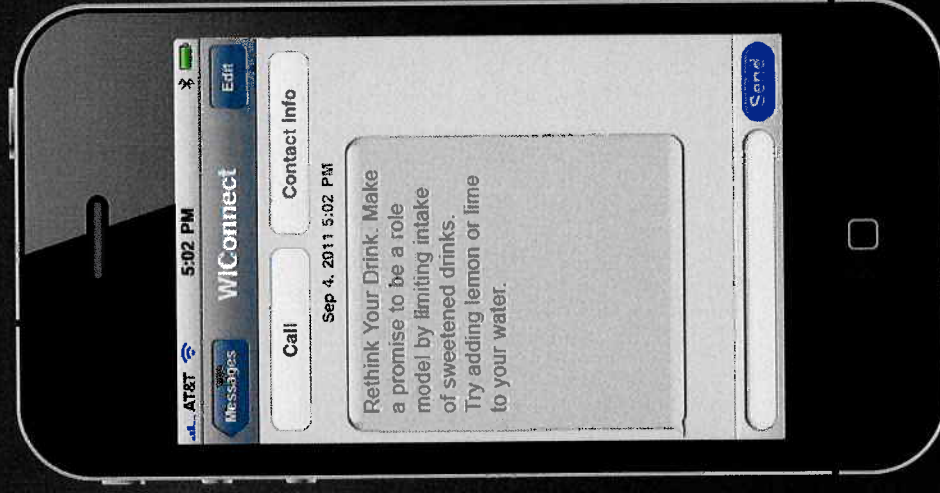
EMAIL

SUBMIT

Nutrition Education

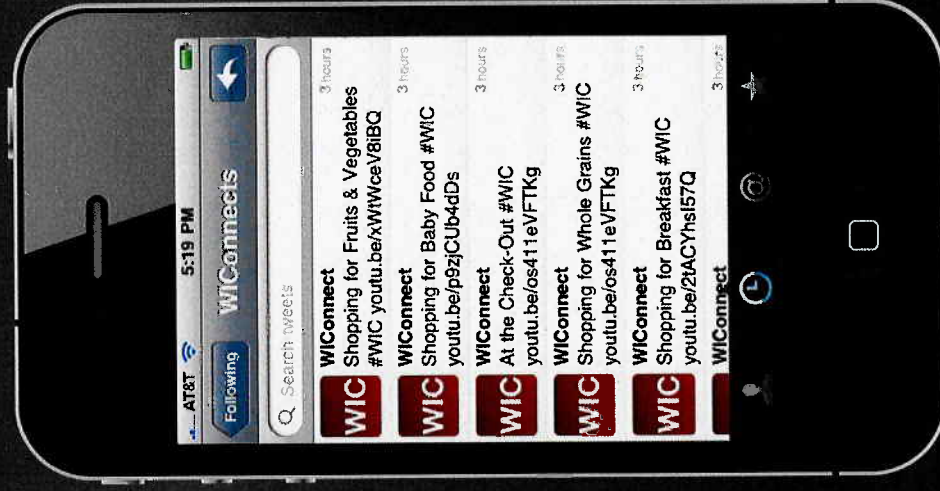
Text Messaging

Weekly text messages from WIC can provide invaluable information in the palm of your hand.



Nutrition Education

Follow WIC and receive nutrition messages via the WIC Twitter account.



Access to Services

*Families may quickly find out
if they are eligible to receive
WIC services*

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DO YOU THINK YOU ARE
INCOME ELIGIBLE?

YES

NO

NOT SURE

Access to Services

*Quickly make appointments
that are convenient to WIC
moms*

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Schedule an **APPOINTMENT**

STEP ONE - FILL OUT REQUIRED FIELDS

Name

Address

City / State / Zip

Email

Phone Number

Last Four Digits of Your Social Security #

Medi-Cal #

Drivers License #

PROCEED TO STEP TWO ▶

Moms with Infants

Moms can receive information on infant feeding via video chat with a WIC local agency nutritionist.



Moms with Toddlers

Moms can ask for advice from other mothers with toddlers via a WIC forum.

12-24 MONTHS		Topics	Replies	Views	Last Post
	Sleeping in a 'big' bed... emily, Wednesday, 22 June 2011 12:56 PM(UTC)	8	452	Sara7  Thursday, 1 September 2011 10:33 PM(UTC)	
	weight loss pills, advice please! labbrowncoat, Wednesday, 31 August 2011 1:37 PM(UTC)	6	142	e022  Thursday, 1 September 2011 7:55 PM(UTC)	
	May/June '09 Mums & Bubs Prece&JM, Wednesday, 6 May 2009 8:54 AM(UTC) - [Goto Page: 1 ... 80 , 81 , 82]	1,526	32,063	Liv&Liz  Saturday, 27 August 2011 11:30 PM(UTC)	
	November & December 2008 Mummies kazz&bianca, Friday, 28 November 2008 4:10 AM(UTC) - [Goto Page: 1 ... 121 , 122 , 123]	2,459	42,792	kazz&bianca  Friday, 26 August 2011 8:15 AM(UTC)	
	Bail with 17 month old hannaht, Tuesday, 16 August 2011 6:37 PM(UTC)	3	188	Lizzy62  Saturday, 20 August 2011 3:14 PM(UTC)	
	DRIVING ME CRAZY!!!! dibbsfirst, Friday, 29 July 2011 11:14 AM(UTC)	7	296	Estimemum  Friday, 19 August 2011 10:56 AM(UTC)	
	August 2009 Babies! Mum_2_Harry, Wednesday, 29 July 2009 12:26 PM(UTC) - [Goto Page: 1 ... 33 , 34 , 35]	699	23,441	-Jane-  Saturday, 6 August 2011 8:13 PM(UTC)	
	Routine for a 13 month old courtney, Tuesday, 12 July 2011 1:04 PM(UTC)	5	328	chicky  Thursday, 4 August 2011 4:02 PM(UTC)	
	March 2010 babies karen246, Monday, 15 March 2010 3:09 AM(UTC) - [Goto Page: 1 ... 50 , 51 , 52]	1,035	33,024	gemgem  Wednesday, 28 July 2011 9:07 PM(UTC)	
	What time does your 2 YR OLD go to bed at night Sunshine Molly, Thursday, 31 March 2011 3:02 PM(UTC) - [Goto Page: 1 , 2]	22	1,036	deb37  Friday, 1 July 2011 8:35 AM(UTC)	

Moms with Preschoolers

WIC moms will have available, via a social networking site, a wealth of information on feeding children and picky eaters.

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TIPS FOR PICKY EATERS

FEED ME! AGE 1 TO 3

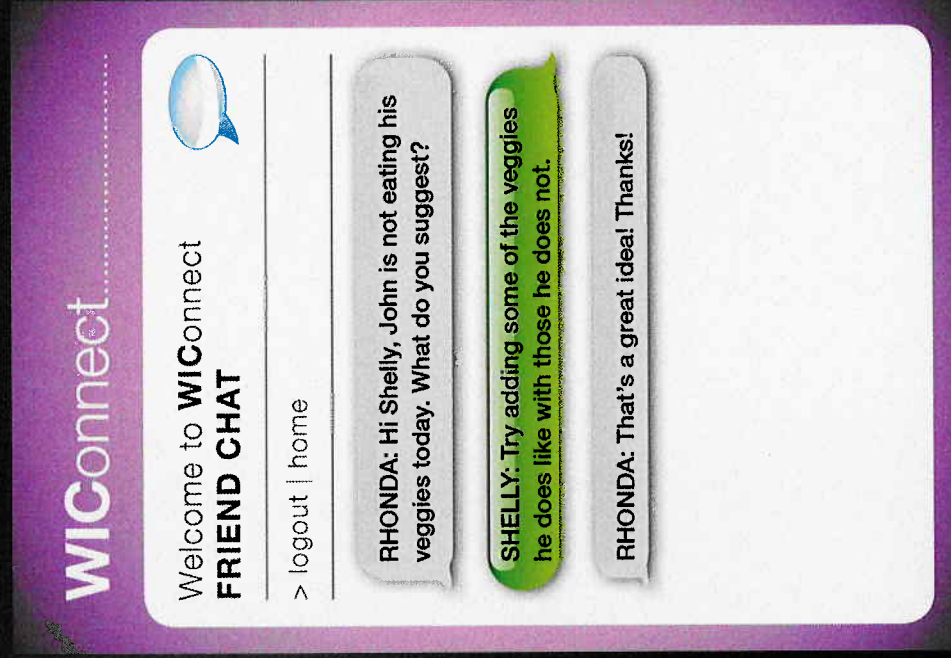
FEED ME! AGE 4 TO 5

HEALTHY CHOICES FOR KIDS

SAFETY TIPS FOR COOKING WITH CHILDREN

Friends

*Imagine the ease moms will
have contacting their peers
when they use WICConnect
Instant Messaging.*



Frequently Asked Questions

*Immediate answers
to the most frequently
asked questions.*

WICconnect.....

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1. Will I have milk as soon as my baby's born?
2. Will I have enough milk to feed my baby?
3. How do I know that my baby is getting enough milk?
4. How often should I feed my baby?
5. How will I know when my baby is hungry?
6. What can I do if my breasts are swollen, hard and engorged?
7. How will I know when my baby is full?

Western Region Electronic Technology Project

- 1. Technology survey of WIC agencies and similar programs throughout the US to identify best practices and current use**
- 2. Focus groups to determine WIC participants and future WIC families current online use and interest in online WIC services**
- 3. Develop a strategic plan to implement access to WIC nutrition education and services using current technology**

Thank You

For more information contact Barbara Longo at
barbara.longo@cdph.ca.gov



Content development: Claudia Desmangles and Tim Hoerl

References

- "Mixing and Managing Four Generations of Employees." *FDU Magazine Online*. 2005
- "Reinventing Library Buildings and Services for the Millennial Generation". *Library Administration & Management*, Vol. 19, No. 4. (2005).
- Pew Internet & American Life Project. "MILLENNIALS A Portrait of Generation Next. Confident. Connected. Open to Change." February 2010.
- Pew Research Center's Internet & American Life Project, April 29-May 30, 2010 Tracking Survey.