WIC Connects

Nutrition Messaging to the Millennial Generation
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Designed by Tim Hoerl
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Local WIC Agencies: 84

Postcards from California

"The WIC staff encourages me ..."

"WIC helped me to continue breastfeeding."

"They take the time to help me."

"The education— I can’t get enough!"

Participation: 1.47 Million

$3.4 Billion in Produce Exports (2009)

Pop: 37 Million
• 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 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.

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

- Text Messaging: 95%
- Internet: 65%
- Games: 60%
- E-mail: 52%
- Social Networking: 48%
- Instant Messaging: 46%
- Video: 40%
What WIC Services might look like
WICConnect

Reaching Young Adults –
What WIC Services might look like

- Follow WICConnects on Twitter:
  http://twitter.com/WICConnects

- Access WICConnects online:
  http://wiconnect.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
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.
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

Store Locations >

SACRAMENTO, CA

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

B  FOODMAXX
   2950 DELTA FAIR BOULEVARD
   ANTIOCH, CA
   (925) 779-2701
Nutritious Foods

A detailed list of WIC authorized foods.

WICconnect

AUTHORIZED FOODS

- 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.

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.
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.
Access to Services

Quickly make appointments that are convenient to WIC moms
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.
WIC moms will have available, via a social networking site, a wealth of information on feeding children and picky eaters.
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.

FAQs

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
References

“Mixing and Managing Four Generations of Employees.” *FDU Magazine Online*. 2005

