Peer Counseling

What if women could seek advice easily and instantly via WIC social networking?
Imagine the ease of contacting moms like you on WICconnect Instant Message.
Notifications

You could have instant messaging requests, emails and appointment reminders all within the same place.
Profile

Set your user information and select what information you want to receive.
Frequently Asked Questions

What if there were 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?
Frequently Asked Questions

Presented in a straightforward question and answer format.

WICconnect

WILL I HAVE MILK AS SOON AS MY BABY IS BORN?

• Yes. Although your breasts are soft, you are already making small amounts of colostrum.
WIC Outreach

What if a WIC mom could search on the Internet and connect to WIC information?

What if she found immediate answers her questions?

For example, answers to her questions about breastfeeding.
What if a WIC mom could search on the Internet and connect to WIC information?

What if she found immediate answers to her questions?

For example, answers to her questions about why is my baby crying?
Growing Healthy Families

- via Email
- via Mobile Access
- via Video Chat
- via Social Networking
- via Internet searches
Pregnant Moms

What if expectant mothers could receive information via email about healthy eating?
Breastfeeding Moms

What if a new mother had available to her, via social networking site, a wealth of information she can access from the comfort of her couch, bed or while on the go?
Moms with Newborns

What if moms with newborns could receive general information about their baby via chat?
Moms with Infants

What if moms could receive information on infant feeding via video chat with a WIC local agency nutritionist?
Moms with Toddlers

What if moms could ask for advice via WIC forum from other mothers with toddlers?

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<thead>
<tr>
<th>Topics</th>
<th>Replies</th>
<th>Views</th>
<th>Last Post</th>
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<tr>
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<td>weight loss pills, advice please!</td>
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</table>
What if a WIC mom had available to her, via a social networking site, a wealth of information on feeding children and picky eaters?
What if moms could post questions about picky eaters and receive advice from WIC nutritionists?
What WIC online services are moms requesting?

*USDA FNS Western Region WIC Electronic Technology Project – December 2011
WIC participants are interested in online services

- WIC moms want to learn and use WIC online services
- WIC moms expect WIC to offer online services in the following areas:
  - Shopping experience
  - Communication with WIC agency
  - Nutrition education resources
  - Social networking and support

“… [cell phone] is really useful and I think it is vital like a car, these things are not luxury but necessity.”
– WIC mom
WIC moms’ online WIC service priorities*........

Shopping Experience
Balance of WIC foods 96%
Guide of authorized foods 94%
Scan bar code to WIC foods 89%
Locate authorized store 89%

Communication with WIC Local Agency
Schedule WIC appointments online 88%
Receive appointment reminders via text message 88%
Receive appointment reminders via email message 87%

*Combined very useful & somewhat useful from questions in online survey
WIC moms’ online WIC service priorities*

**Nutrition education resources**

- Read answers to questions  **91%**
- Access recipes & cooking demo videos  **91%**
- Receive nutrition education via email  **89%**
- Receive nutritional education via text message  **88%**
- Text questions to nutritionist or breastfeeding counselor  **81%**
- Access breastfeeding videos  **71%**

* Combined very useful & somewhat useful from questions in online survey
Social networking and support

Attend a WIC class with live instructor  77%
Attend a video chat with nutritionist  77%
Attend a video chat with other WIC staff  75%
Attend a video chat with a breastfeeding educator  61%
WIC Social media site to communicate with other WIC parents  46% **
WIC Facebook to communicate with other WIC parents  38% **

* Combined very useful & somewhat useful from questions in online survey

** The percentages are from the following question: What type of social media would you like to use to communicate with other WIC parents…?
Next Steps

What services do you think we should offer online?

Text your answer to the WIConnect Chat Room by texting WICONNECT q1 (+ your answer) to 41411
What are your questions?

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Thank You

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Stephen Weiss, Guam
Kathleen Wayne, Alaska

Special Thanks to:
Tim Hoerl for the WIC Connects design
Lissa Ong, USDA WR WIC for her support of this project