

WIC Outreach

What if future WIC families were able to connect to WIC services via smartphone?

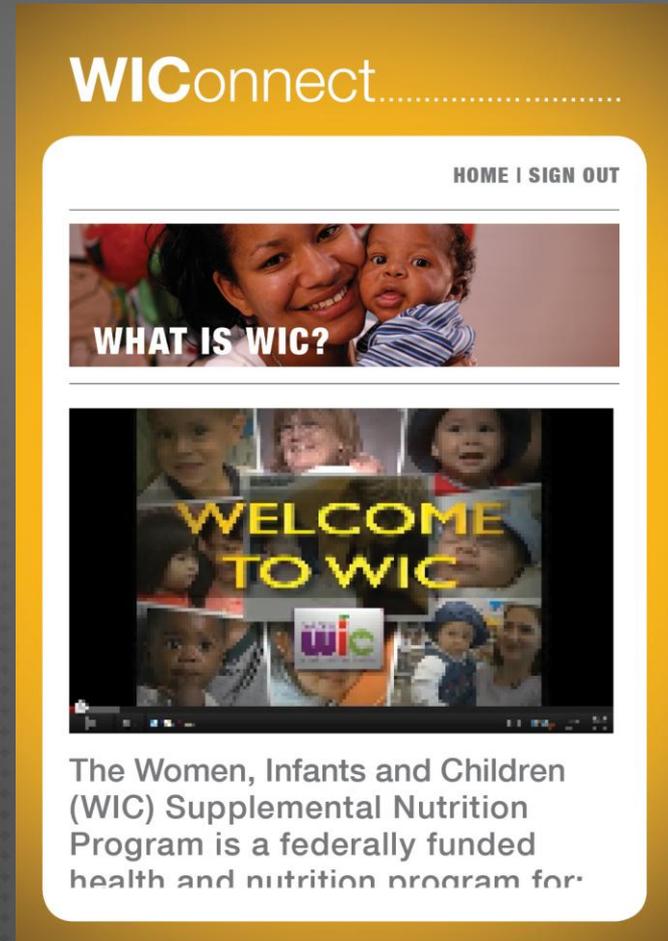
They could have instant access to information about WIC, have questions about income eligibility answered, schedule appointments, and find the nearest WIC agency.

The image shows a mobile application interface for WICconnect. At the top, the text reads "WICconnect.....". Below this, a white rounded rectangle contains the following elements: a welcome message "Welcome to **WICconnect** for **Future WIC Family Outreach**", a link "> login / signup", and four square buttons with images and text labels. The buttons are: "WHAT IS WIC?" (image of a woman holding a baby), "WIC INCOME ELIGIBILITY" (image of a woman and man with a baby), "SCHEDULE APPOINTMENT" (image of a woman talking to a young boy), and "WIC AGENCY LOCATOR" (image of a group of people in a community setting). At the bottom of the white rectangle is a "SEARCH" label followed by a grey input field.

WIC Outreach

What is WIC?

Information about the program is readily available in multiple formats, including video.



The screenshot shows the WICconnect website interface. At the top, the text "WICconnect....." is displayed in white on a yellow background. Below this, there are navigation links "HOME | SIGN OUT" in a white box. The main content area features a video player. The video thumbnail shows a woman smiling with a baby, with the text "WHAT IS WIC?" overlaid. Below the video player, the text "WELCOME TO WIC" is displayed in large yellow letters. At the bottom of the video player, there is a description: "The Women, Infants and Children (WIC) Supplemental Nutrition Program is a federally funded health and nutrition program for".

WIC Outreach

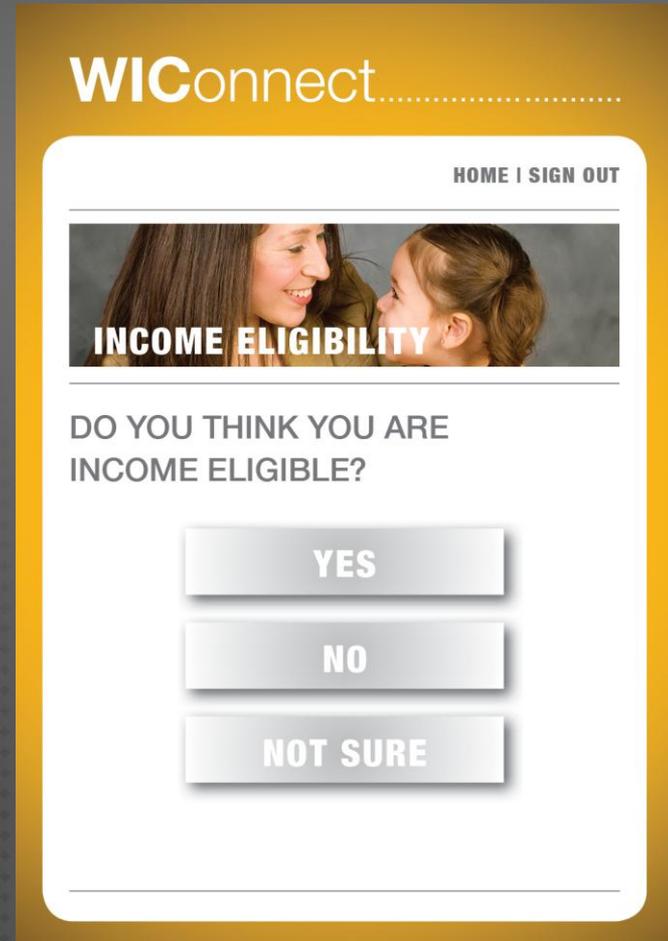
What if a pregnant woman could search on the Internet and connect to WIC services via her smartphone?

She could have instant access to information about a healthy pregnancy and learn about WIC services.

The screenshot shows a Google search for "pregnancy" on a desktop browser. The search bar contains the word "pregnancy" and the search button is highlighted. Below the search bar, the results are displayed in a list format. The first result is a YouTube video titled "Kick Counts - YouTube" with a link to the video. The second result is a YouTube video titled "Health Pregnancy, Healthy Baby: WIC is here to help you - YouTube" with a link to the video. The third result is a YouTube video titled "How to stay in shape during pregnancy - The WIC Show - YouTube" with a link to the video. The fourth result is a WebMD article titled "Pregnancy Center - WebMD" with a link to the article. The fifth result is a Wikipedia article titled "Pregnancy - Wikipedia, the free encyclopedia" with a link to the article. The sixth result is a pregnancy.com article titled "Pregnancy Week by Week. Pregnancy Information | Pregnancy.com" with a link to the article. The seventh result is a pregnancy.com article titled "Pregnancy (Stages, Trimesters) Body Changes and Baby Week by ..." with a link to the article. The eighth result is a pregnancy.com article titled "Pregnancy Information, Free Pregnancy Tools, Week by Week ..." with a link to the article. The ninth result is a MayoClinic.com article titled "Symptoms of pregnancy: What happens right away - MayoClinic.com" with a link to the article.

WIC Outreach

What if future WIC families were able to start the process of enrollment in the palm of their hands?



The image shows a mobile application interface for WICconnect. At the top, the text "WICconnect....." is displayed in white on a yellow background. Below this, there is a white navigation bar with the text "HOME | SIGN OUT" in black. The main content area features a photograph of a woman and a young girl smiling together. Overlaid on the bottom of the photo is the text "INCOME ELIGIBILITY" in white. Below the photo, the question "DO YOU THINK YOU ARE INCOME ELIGIBLE?" is displayed in black. Three large, light gray buttons with rounded corners are positioned below the question, labeled "YES", "NO", and "NOT SURE" in white text.

WIC Outreach

What if future WIC families were able to schedule an appointment by filling out an online form?

The image shows a screenshot of the WICconnect website's appointment scheduling interface. The page has a yellow header with the 'WICconnect' logo. Below the header, there are navigation links: '< BACK | HOME | SIGN OUT'. The main heading is 'Schedule an APPOINTMENT'. The current step is 'STEP ONE - FILL OUT REQUIRED FIELDS'. The form contains several input fields: Name, Address, City / State / Zip, Email, Phone Number, Last Four Digits of Your Social Security #, Medi-Cal #, and Drivers License #. At the bottom of the form is a dark button with the text 'PROCEED TO STEP TWO' and a right-pointing arrow.

WICconnect.....

< BACK | HOME | SIGN OUT

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 ►

WIC Outreach

What if future WIC families were able to choose which WIC agency to visit and what type of services they need?

The screenshot shows the WICconnect mobile application interface. At the top, the logo 'WICconnect.....' is displayed in white on a yellow background. Below the logo, there are navigation links: '< BACK | HOME | SIGN OUT'. The main heading is 'Schedule an **APPOINTMENT**'. The current step is 'STEP TWO - SCHEDULE APPOINTMENT'. There are two dropdown menus: 'SELECT APPOINTMENT TYPE' and 'SELECT WIC AGENCY LOCATION'. Below these are two input fields: 'Enter Preferred Date' and 'Enter Preferred Time'. At the bottom, there is a 'SUBMIT ►' button.

WICConnect

What if you could connect to WIC services via your smartphone or wireless laptop?

You will have instant access to information about WIC, have questions about income eligibility answered, schedule appointments, and find the nearest WIC site.

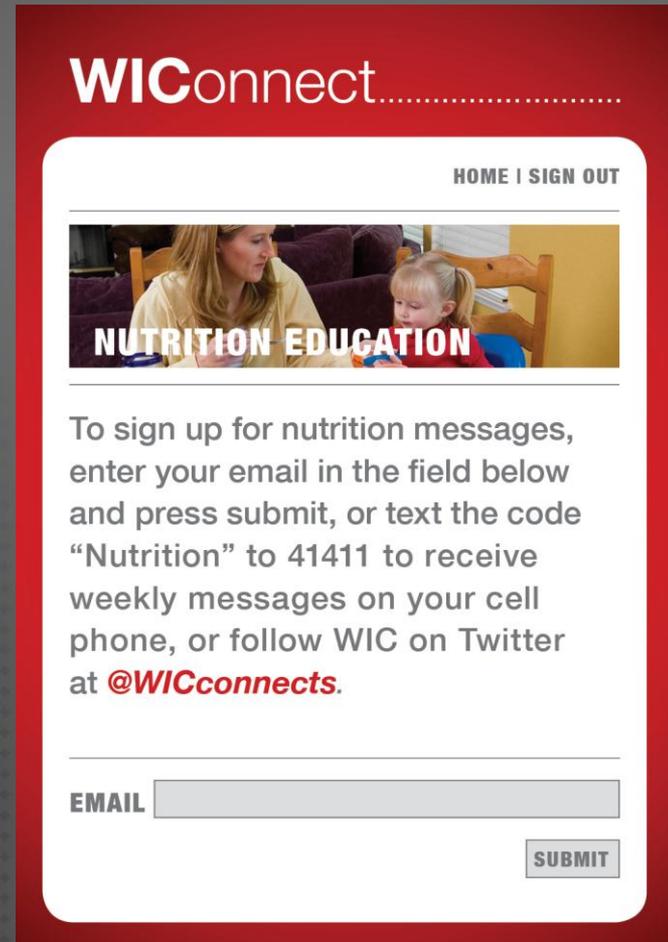
The screenshot shows the WICConnect website interface for program participants. At the top, the text reads "WICConnect.....". Below this, a white box contains the following elements:

- Header: "Welcome to **WIC**Connect for **Program Participants**"
- Navigation: "> login / signup"
- Four main content areas, each with an image and a caption:
 - STORE LOCATIONS**: Image of a woman and child in a grocery store.
 - AGENCY LOCATOR**: Image of three women sitting together.
 - AUTHORIZED FOODS**: Image of various fresh fruits and vegetables.
 - NUTRITION EDUCATION**: Image of a young child sitting at a table eating.
- Search: A "SEARCH" label followed by a text input field.

Nutrition Education

WIC will provide you access to nutrition education information through multiple communication options.

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

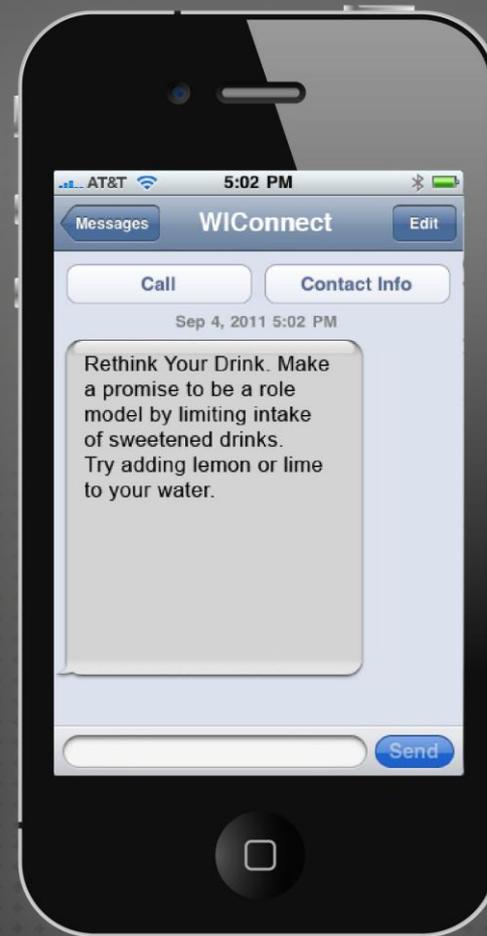


The image shows a screenshot of the WICconnect website. At the top, the logo "WICconnect" is displayed in white on a red background. Below the logo, there are links for "HOME" and "SIGN OUT". A central banner features a photograph of a woman and a young girl sitting at a table, with the text "NUTRITION EDUCATION" overlaid in white. Below the banner, a text block provides instructions: "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." At the bottom of the form, there is an "EMAIL" label next to a text input field, and a "SUBMIT" button to the right.

Nutrition Education

Text Messaging

WIC weekly text messages will give you invaluable information in the palm of your hand.



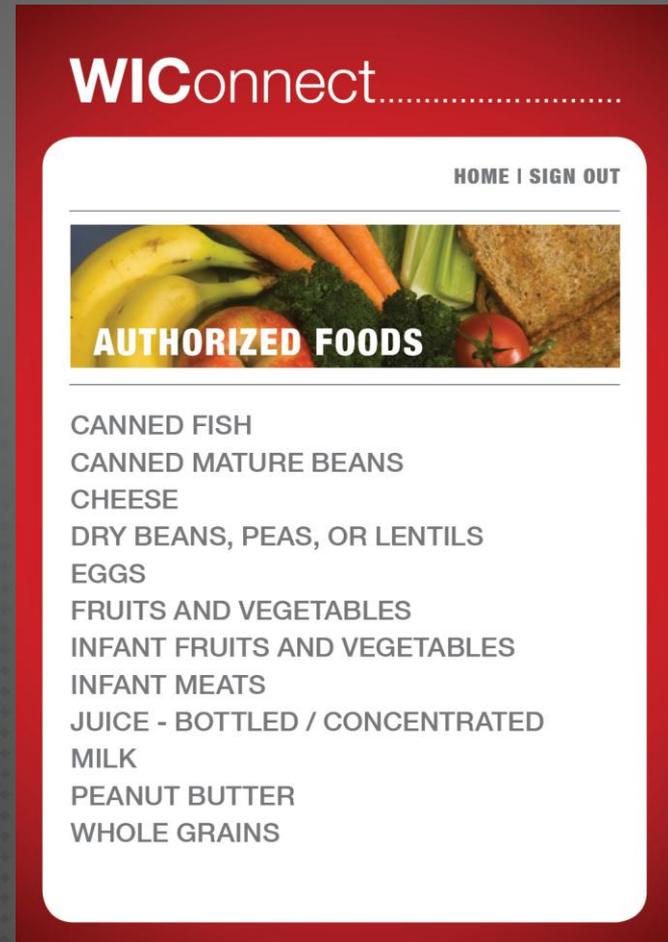
Nutrition Education

You may follow WIC and receive nutrition messages via the WIC Twitter account.



Authorized Foods

WIC will provide you a detailed list of authorized foods.



WICconnect.....

[HOME](#) | [SIGN OUT](#)

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

Authorized Foods

WIC will provide you a detailed description of authorized and unauthorized foods.



The screenshot shows a webpage from WICconnect. At the top, the WICconnect logo is displayed. Below it, there are navigation links: '< BACK | HOME | SIGN OUT'. The main heading is 'Authorized Foods > PEANUT BUTTER', accompanied by a small image of a jar of peanut butter. The page is divided into two sections: 'CAN BUY' and 'CANNOT BUY'. The 'CAN BUY' section lists criteria for authorized peanut butter: any brand in a 16 oz to 18 oz container, plain, regular, low sodium, or low sugar. It also lists allowed textures (creamy, crunchy, super chunky) and types (old fashioned or natural). The 'CANNOT BUY' section lists that any other size, type, or flavor of peanut butter is not allowed.

WICconnect.....

[< BACK](#) | [HOME](#) | [SIGN OUT](#)

 Authorized Foods >
PEANUT BUTTER

CAN BUY

ANY BRAND IN 16 OZ – 18 OZ CONTAINER
PLAIN, REGULAR, LOW SODIUM, OR LOW SUGAR:

- ANY TEXTURE, SUCH AS CREAMY, CRUNCHY, OR SUPER CHUNKY
- OLD FASHIONED OR NATURAL IS ALLOWED

CANNOT BUY ❌

- ANY OTHER SIZE, TYPE, OR FLAVOR OF PEANUT BUTTER

WIC Balance

WIC will provide you information on the food items currently available to purchase with your food instruments each month.

Participants have the ability to see what items are available to purchase.

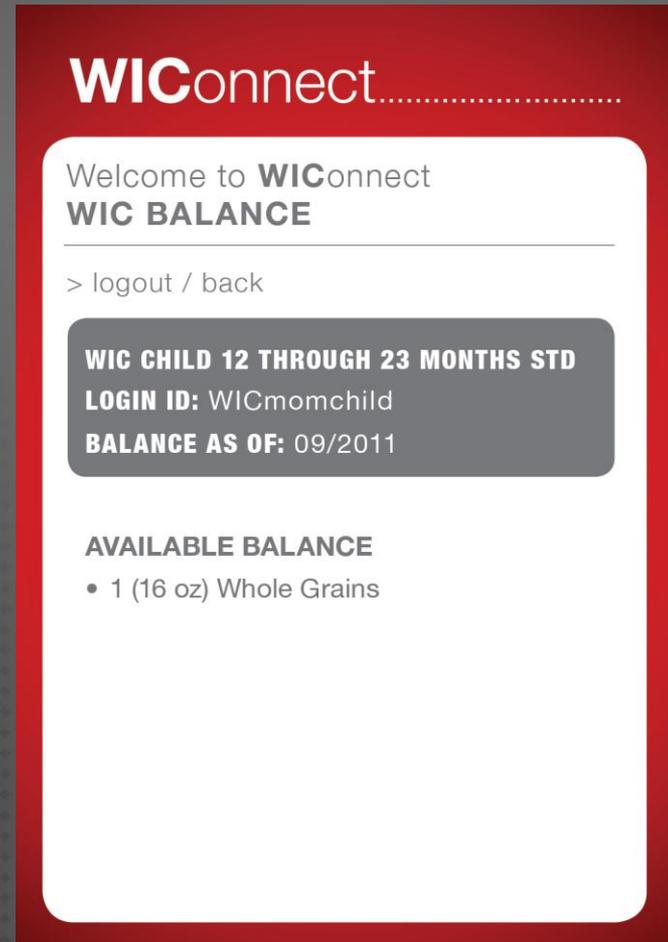
Example of WIC child 12 through 23 months.

The screenshot shows the WICconnect interface. At the top, it says 'WICconnect.....'. Below that, it says 'Welcome to WICconnect' and 'WIC BALANCE'. There is a link '> logout / back'. A grey box contains the following information: 'WIC CHILD 12 THROUGH 23 MONTHS STD', 'LOGIN ID: WICmomchild', and 'BALANCE AS OF: 09/2011'. Below this, there is a section titled 'PACKAGE DESCRIPTION' with a bulleted list of items: '\$6 (Six dollars) Fruits & Vegetables', '1 (Gallon) Milk, Whole', '1 (16 oz) Whole Grains', and '36 oz Breakfast Cereal'.

WIC Available Balance

Balance is adjusted to reflect which items are still available for purchase.

*Example of WIC child
12 through 23 months.*



The screenshot displays the WICconnect interface. At the top, the WICconnect logo is shown. Below it, a white box contains the text 'Welcome to WICconnect' and 'WIC BALANCE'. A link '> logout / back' is visible. A dark grey box contains the following information: 'WIC CHILD 12 THROUGH 23 MONTHS STD', 'LOGIN ID: WICmomchild', and 'BALANCE AS OF: 09/2011'. Below this, the section 'AVAILABLE BALANCE' lists '1 (16 oz) Whole Grains'.

WIC Balance

WIC will provide you information on the food items currently available to purchase with your food instruments each month.

Participants have the ability to see what items are available to purchase.

Example of WIC pregnant mom.

The screenshot shows the WICconnect interface. At the top, it says 'WICconnect.....'. Below that, it says 'Welcome to WICconnect' and 'WIC BALANCE'. There is a link '> logout / back'. A grey box contains the following information: 'WIC PREGNANT STANDARD', 'LOGIN ID: WICmompregnant', and 'BALANCE AS OF: 09/2011'. Below this, there is a section titled 'PACKAGE DESCRIPTION' with a bulleted list of items: '\$10 (Ten Dollars) Fruits and Vegetables', '1 (Gallon) and 1 (Quart) Milk, Lower Fat', '1 Dozen Eggs', '1 (16 oz) Cheese', and '1 (16 oz) Dry Beans, Peas or Lentils'.

WIC Available Balance

Balance is adjusted to reflect which items are still available for purchase.

Example of WIC pregnant mom.

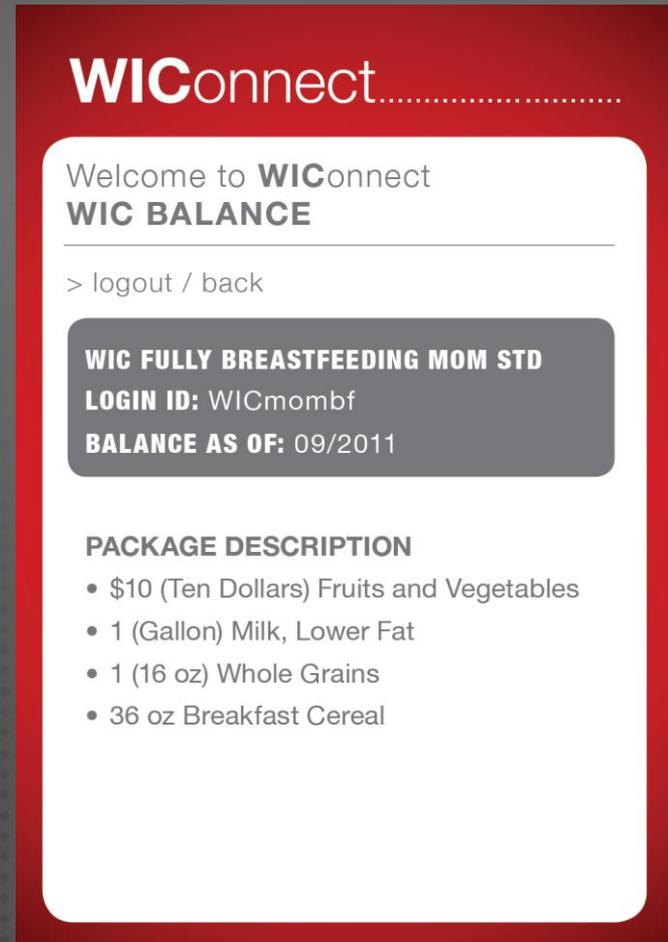
The screenshot shows the WICconnect interface. At the top, it says 'WICconnect.....'. Below that, it says 'Welcome to WICconnect' and 'WIC BALANCE'. There is a link '> logout / back'. A grey box contains the following information: 'WIC PREGNANT STANDARD', 'LOGIN ID: WICmompregnant', and 'BALANCE AS OF: 09/2011'. Below this, under the heading 'AVAILABLE BALANCE', there is a list of items: '\$5 (Five Dollars) Fruits and Vegetables' and '1 (16 oz) Cheese'.

WIC Balance

WIC will provide you information on the food items currently available to purchase with your food instruments each month.

Participants have the ability to see what items are available to purchase.

Example of WIC fully breastfeeding mom.

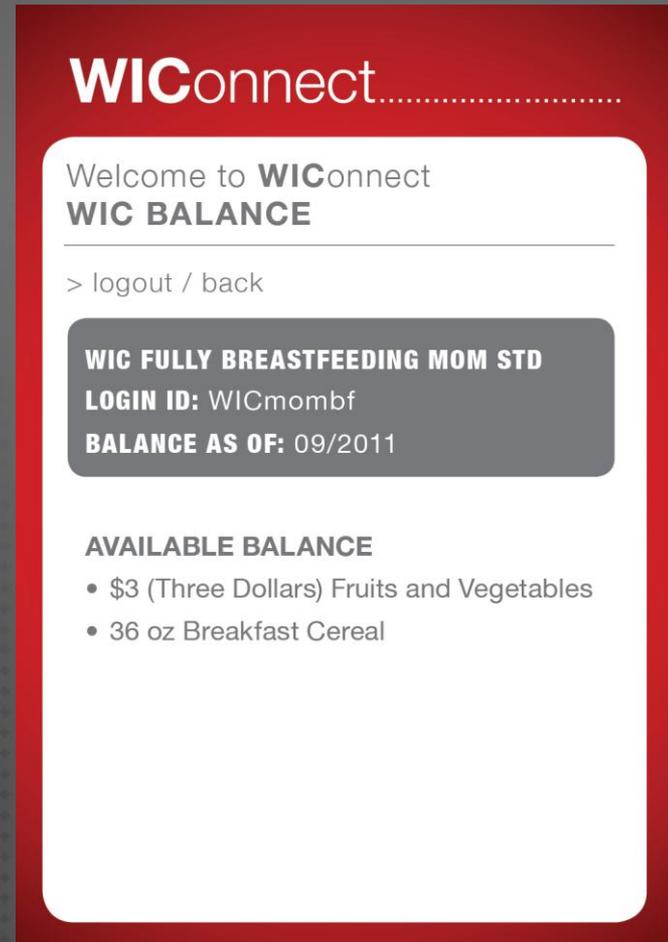


The screenshot shows the WICconnect interface. At the top, it says "WICconnect.....". Below that, it says "Welcome to WICconnect" and "WIC BALANCE". There is a link "> logout / back". A grey box contains the following information: "WIC FULLY BREASTFEEDING MOM STD", "LOGIN ID: WICmombf", and "BALANCE AS OF: 09/2011". Below this, there is a section titled "PACKAGE DESCRIPTION" with a bulleted list of items: "\$10 (Ten Dollars) Fruits and Vegetables", "1 (Gallon) Milk, Lower Fat", "1 (16 oz) Whole Grains", and "36 oz Breakfast Cereal".

WIC Available Balance

Balance is adjusted to reflect which items are still available for purchase.

Example of WIC fully breastfeeding mom.

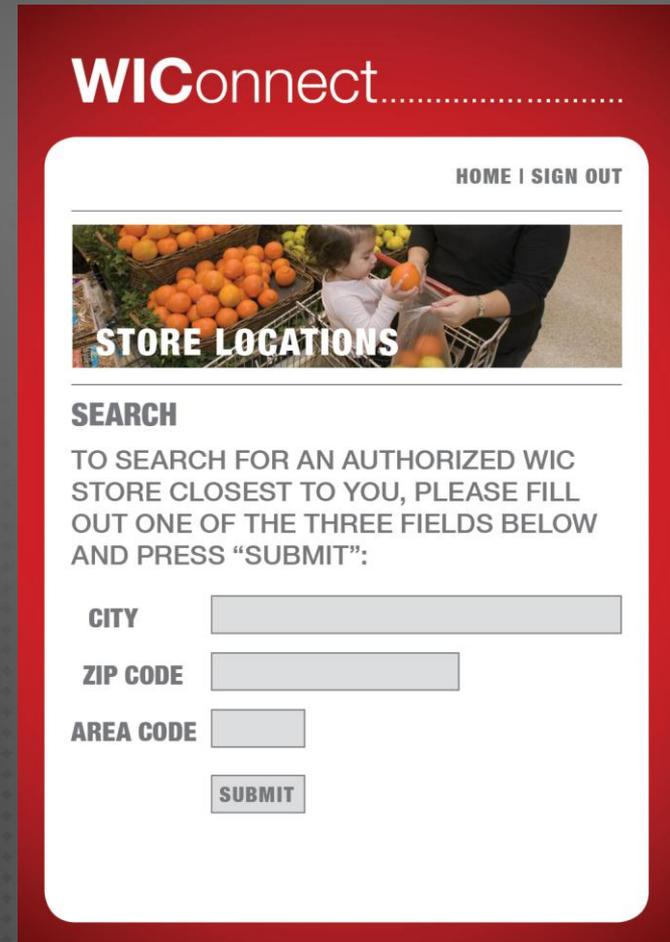


The screenshot shows the WICconnect interface. At the top, it says "WICconnect.....". Below that, it says "Welcome to WICconnect" and "WIC BALANCE". There is a link "> logout / back". A grey box contains the following information: "WIC FULLY BREASTFEEDING MOM STD", "LOGIN ID: WICmombf", and "BALANCE AS OF: 09/2011". Below this, under the heading "AVAILABLE BALANCE", there is a list of items: "\$3 (Three Dollars) Fruits and Vegetables" and "36 oz Breakfast Cereal".

Store Locations

WIC will provide you with instant access to a list of WIC authorized stores near your home.

By typing in a city, state or zip code, you can search for the nearest authorized WIC store.



The screenshot shows the WICconnect website interface. At the top, the logo "WICconnect....." is displayed in white on a red background. Below the logo, there are links for "HOME" and "SIGN OUT". A banner image shows a woman and a child in a grocery store, with the text "STORE LOCATIONS" overlaid. Below the banner, the heading "SEARCH" is followed by instructions: "TO SEARCH FOR AN AUTHORIZED WIC STORE CLOSEST TO YOU, PLEASE FILL OUT ONE OF THE THREE FIELDS BELOW AND PRESS 'SUBMIT':". There are three input fields: "CITY" (a long horizontal box), "ZIP CODE" (a medium horizontal box), and "AREA CODE" (a short horizontal box). A "SUBMIT" button is located below the input fields.

Store Locations

WIC will provide you with instant access to a list of WIC authorized stores near your home.

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

WICconnect.....

< BACK | HOME | SIGN OUT

Store Locations >
SACRAMENTO, CA

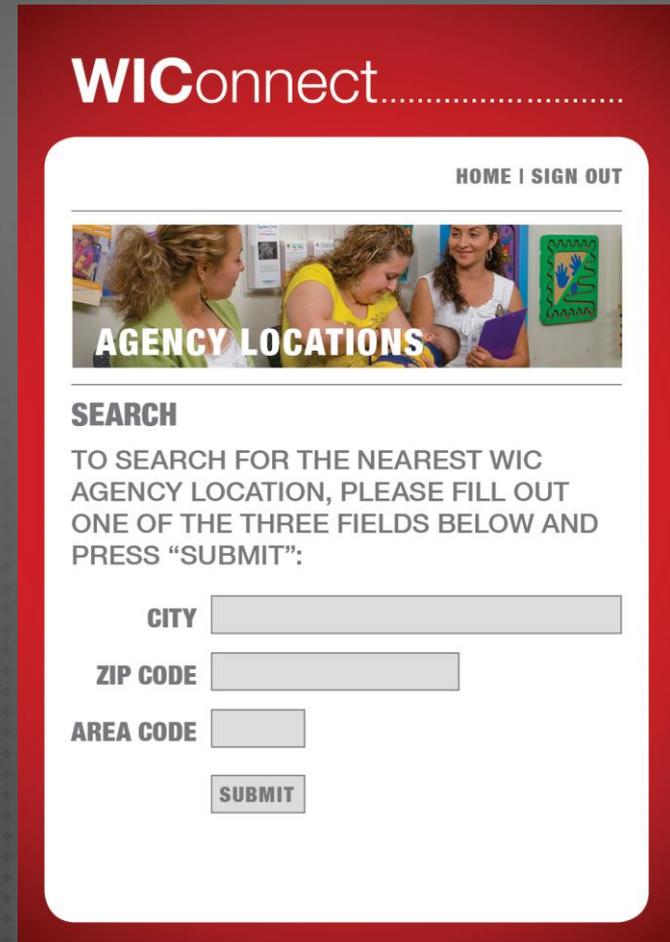
A WALMART SUPERCENTER
6051 FLORIN RD, SACRAMENTO, CA
(916) 427-9719

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

WIC Agency Locations

WIC will provide you with instant access to a list of WIC sites near your home.

Similar to the store locator, you can search for a convenient WIC site location by city, state or zip code. Results will be displayed by GoogleMaps.



The screenshot shows the WICconnect website interface. At the top, the logo "WICconnect" is displayed in white on a red background. Below the logo, there are navigation links for "HOME" and "SIGN OUT". A banner image shows three women looking at a document, with the text "AGENCY LOCATIONS" overlaid. Below the banner, the "SEARCH" section contains instructions: "TO SEARCH FOR THE NEAREST WIC AGENCY LOCATION, PLEASE FILL OUT ONE OF THE THREE FIELDS BELOW AND PRESS 'SUBMIT':". There are three input fields labeled "CITY", "ZIP CODE", and "AREA CODE". A "SUBMIT" button is located below the input fields.

WICconnect.....

[HOME](#) | [SIGN OUT](#)

AGENCY LOCATIONS

SEARCH

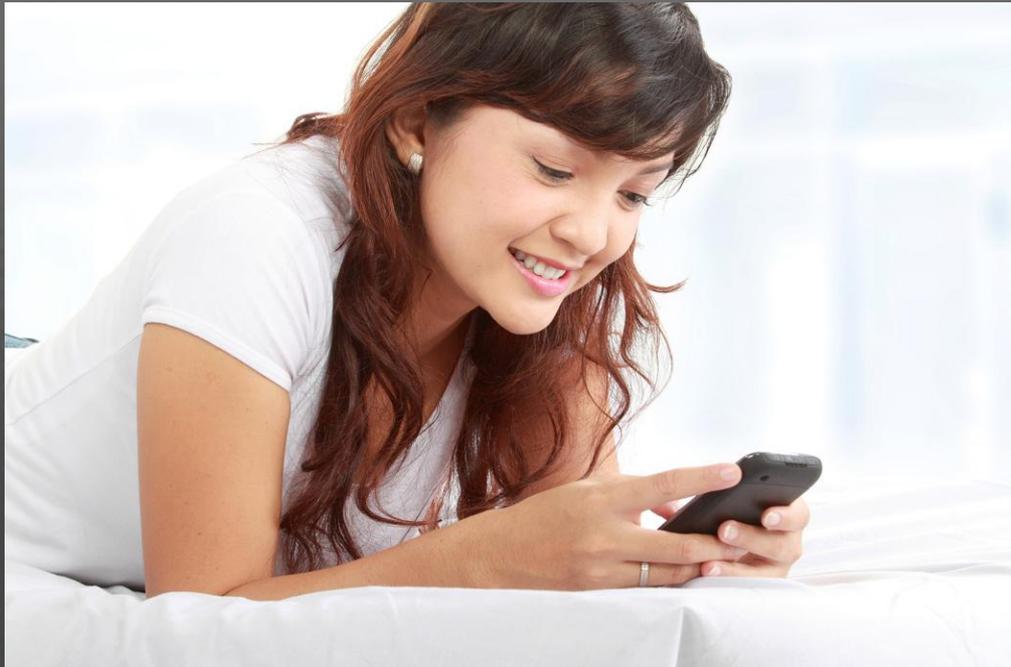
TO SEARCH FOR THE NEAREST WIC AGENCY LOCATION, PLEASE FILL OUT ONE OF THE THREE FIELDS BELOW AND PRESS "SUBMIT":

CITY

ZIP CODE

AREA CODE

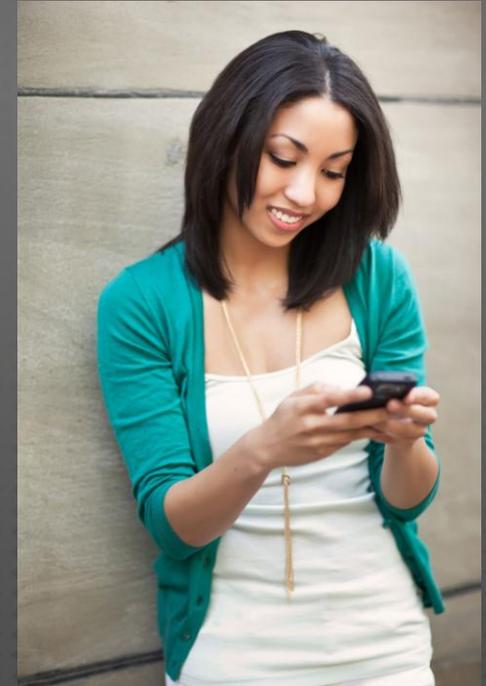
What WIC online services are moms requesting?*



*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%**

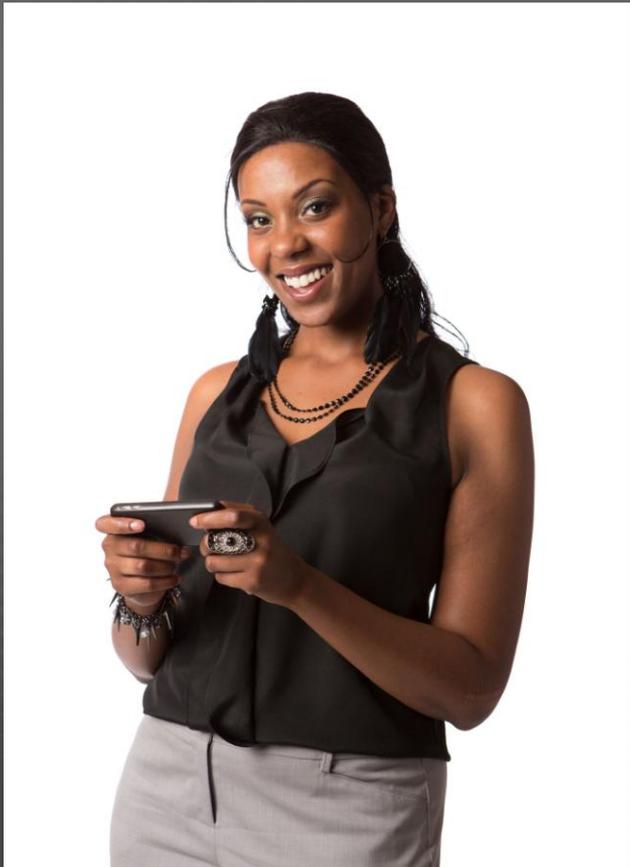
Access recipes & cooking demo videos **91%**

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

WIC moms' online WIC service priorities*



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?

For more information contact:

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Claudia Desmangles:

Claudia.Desmangles@cdph.ca.gov or 916-928-8640



Thank You

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