WIC Connects

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90% of young adults own a cell phone.

Young adults, 18 to 29 years of age, lead the way in the use of mobile applications.

What about WIC participants?

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

Overview

- Why the Electronic Technology (ET) Project?
- ET Project goals
- ET Project research methodology
- WIC participant current Internet apps usage
- WIC participant preferences in online WIC services
- Next steps

Why the Electronic Technology (ET) Project?

- Do **WIC participants engage with** Facebook, YouTube, instant messaging and texting?
- Do **WIC participants expect WIC services online**?
- How do we **reach WIC participants** in this new online communication format?

ET Project Objectives

- **Conduct research** of online communication tools used by **WIC participants** and their interest in online WIC services

- Evaluate the research, **identify WIC participants preferred tools** and **WIC services**

- Conduct **strategic planning** research and recommend an **implementation plan**

ET Project Goal

To discover innovative ways to serve the ever growing tech-savvy WIC participants and guide us towards new online approaches to communicate with WIC participants.

ET Project Research Methodology

WIC participant online survey

Conducted throughout the WR

WIC participant focus groups

Early adopters

1 Spanish and 3 English in California

Online

1 English in Guam

1 English in Alaska

Additional

1 Spanish and 2 English in Washington

2 English in Oregon

2 English in Hawaii

1 English in Inter Tribal Council of Arizona

1 Spanish in Arizona

Future WIC families

1 English in Arizona

1 Spanish in Arizona

WIC Participant Online Survey

8144 WIC Participants

7504 in English

640 in Spanish

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366 (4.6%) 15-19 ages

5029 (63.9%) 20-31 ages: Millennial generation

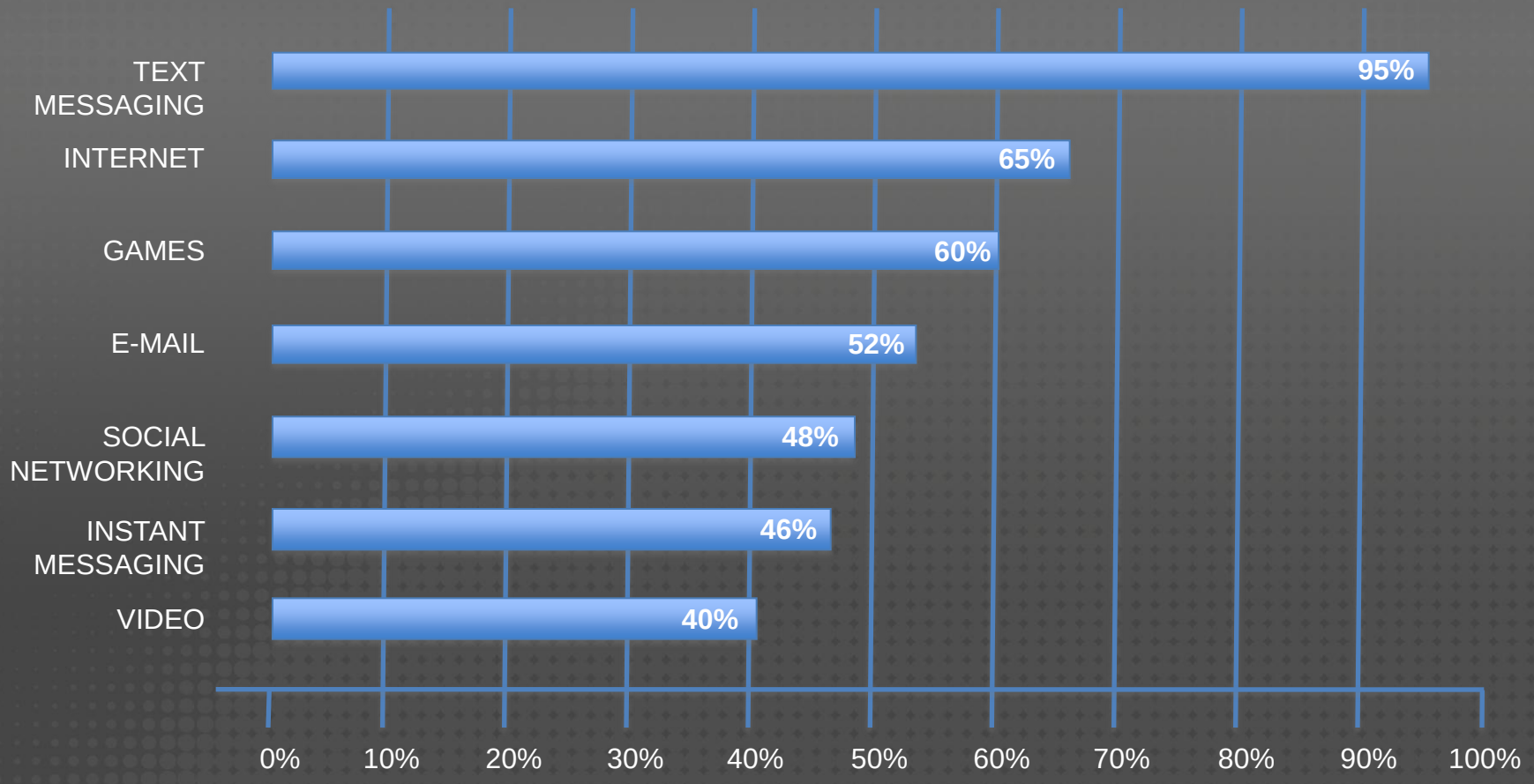
2479 (31.5%) 32 + ages

	English	Spanish
Alaska	102	0
American Samoa	25	0
Arizona	217	29
California	5551	557
Guam	38	1
Hawaii	139	0
Idaho	45	0
Inter Tribal Council of Arizona	26	2
Inter-Tribal Council of Nevada	4	0
Commonwealth of the Northern Mariana Islands	51	0
Navajo Nation	5	0
Nevada	163	13
Oregon	824	26
Washington	317	11

Actual survey completed not weighted

Young Adults Usage of Mobile Apps: Pew Research Center's Internet & American Life Project, April 29-May 30, 2010

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



WIC participant online survey

How many WIC participants do you think own a cell phone?

A. 92.5%
B. 83.4%
C. Under 63.2%

92.5 % (7518) have cell phones

7.5 % (609) do not have cell phones

WIC participant online survey

How many WIC participants have unlimited text messages plans for their cell phone?

A. Under 50%
B. 65.7%
C. 79.%

79% (5918) have unlimited texting

19% (1425) do not have unlimited texting

1.9% (145) do not know

WIC participant online survey

How many WIC participants do not access the internet via cell phone, computer, or tablet?

A. 1.3%
B. 10.4%
C. 23.6%

1.3% (103) Do not access the internet via cell phone, computer, or tablet

WIC participant online survey

How many WIC participants have unlimited data plans for their cell phone?

A. Under 33%
B. 43%
C. Over 50%

54.6% (4088) have unlimited data plans

41.7% (3125) do not have unlimited data plans

3.6% (272) do not know

WIC participant online survey

How many WIC participants do you think own a cell phone without a data plan?

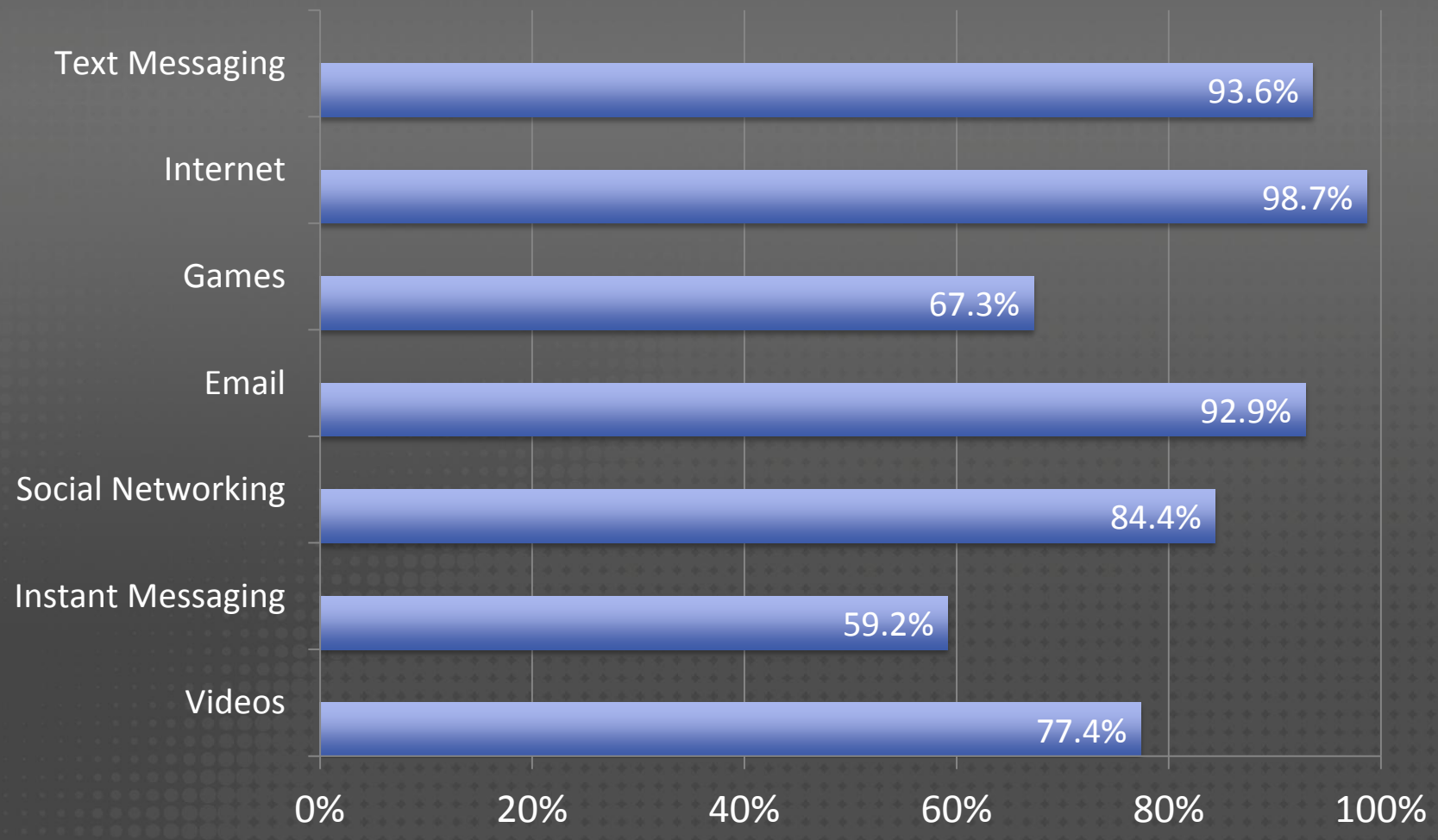
A. Under 63.2%
B. 83.4%
C. 92.5%

26.9% (2021) own a basic cell phone without a data plan.

What Internet apps are WIC participants using?

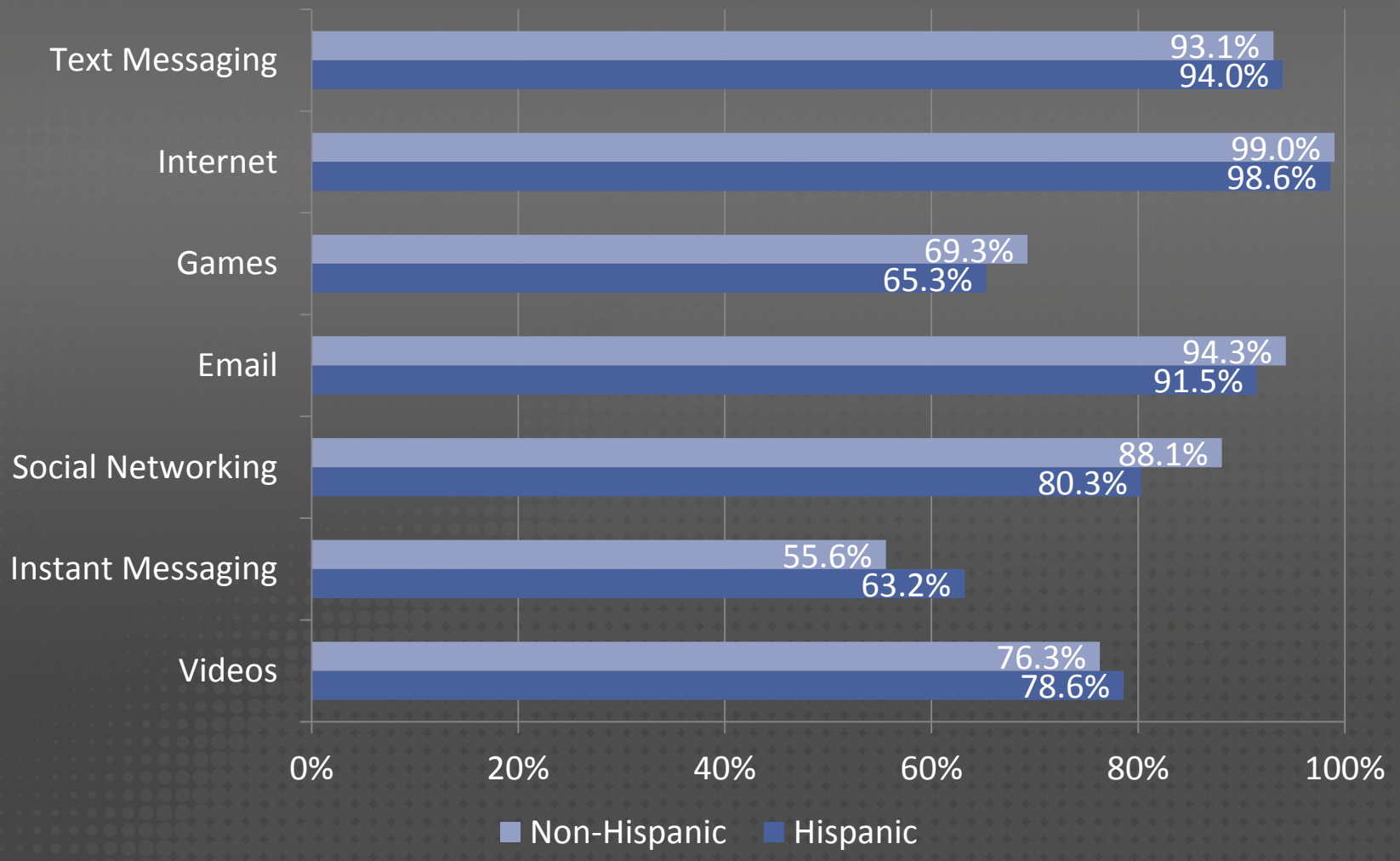
Percentage of WIC Participants that Use Apps

(cellphone, computer or tablet)



WIC Participants Usage of Apps

(Hispanic vs. Non-Hispanic)



(3865) Hispanic
(4224) Non-Hispanic

WIC Participants Usage of Apps

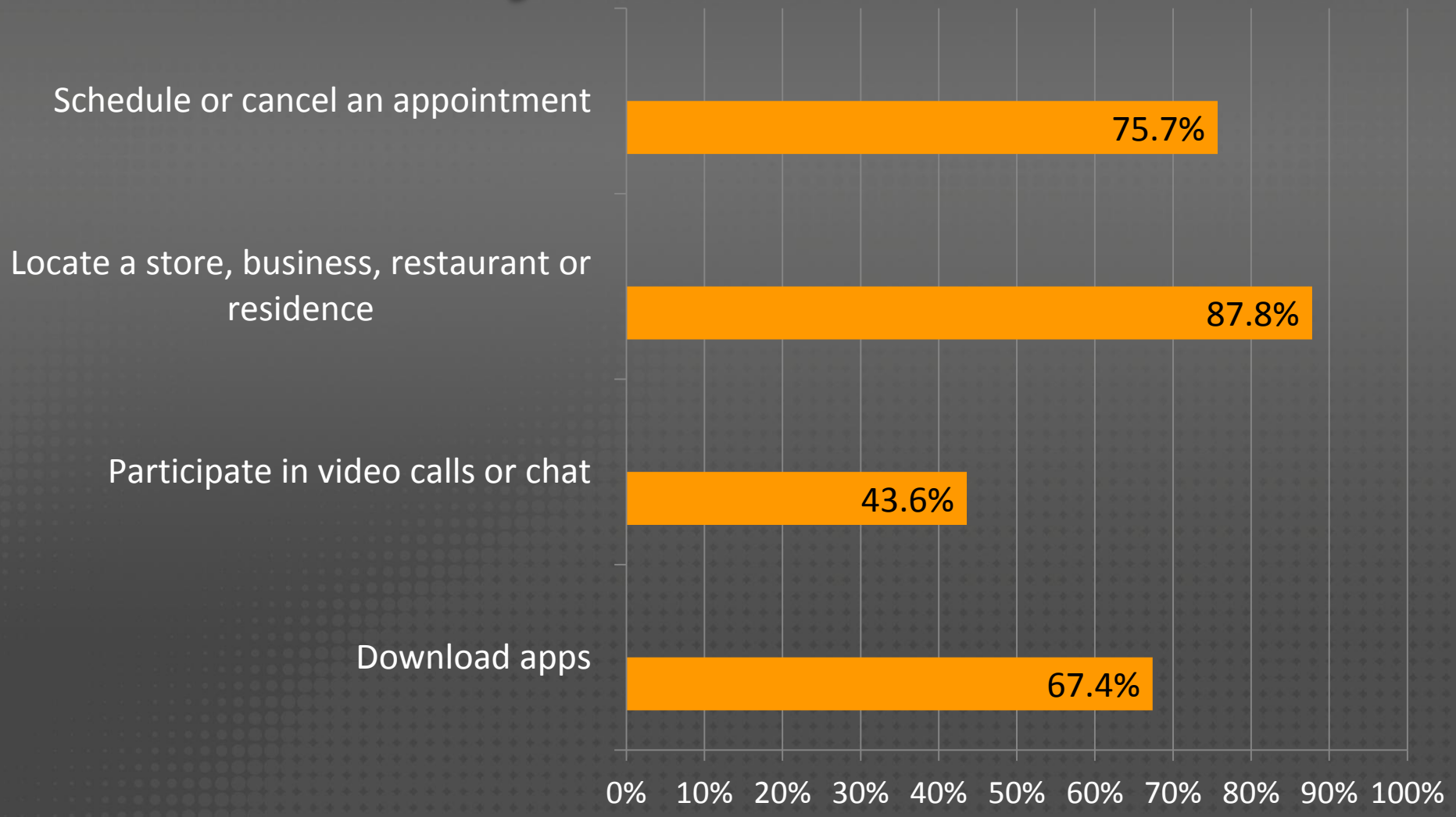
(cellphone, computer or tablet)

Internet:

"My daughter was having a lot of problems spitting up and so I went to one of those BabyCenter (websites)…because I was at my wit's end. How do I fix this? I got…so much different input...you know you put the question out there and from all the answers I got back, it actually I found something that worked."

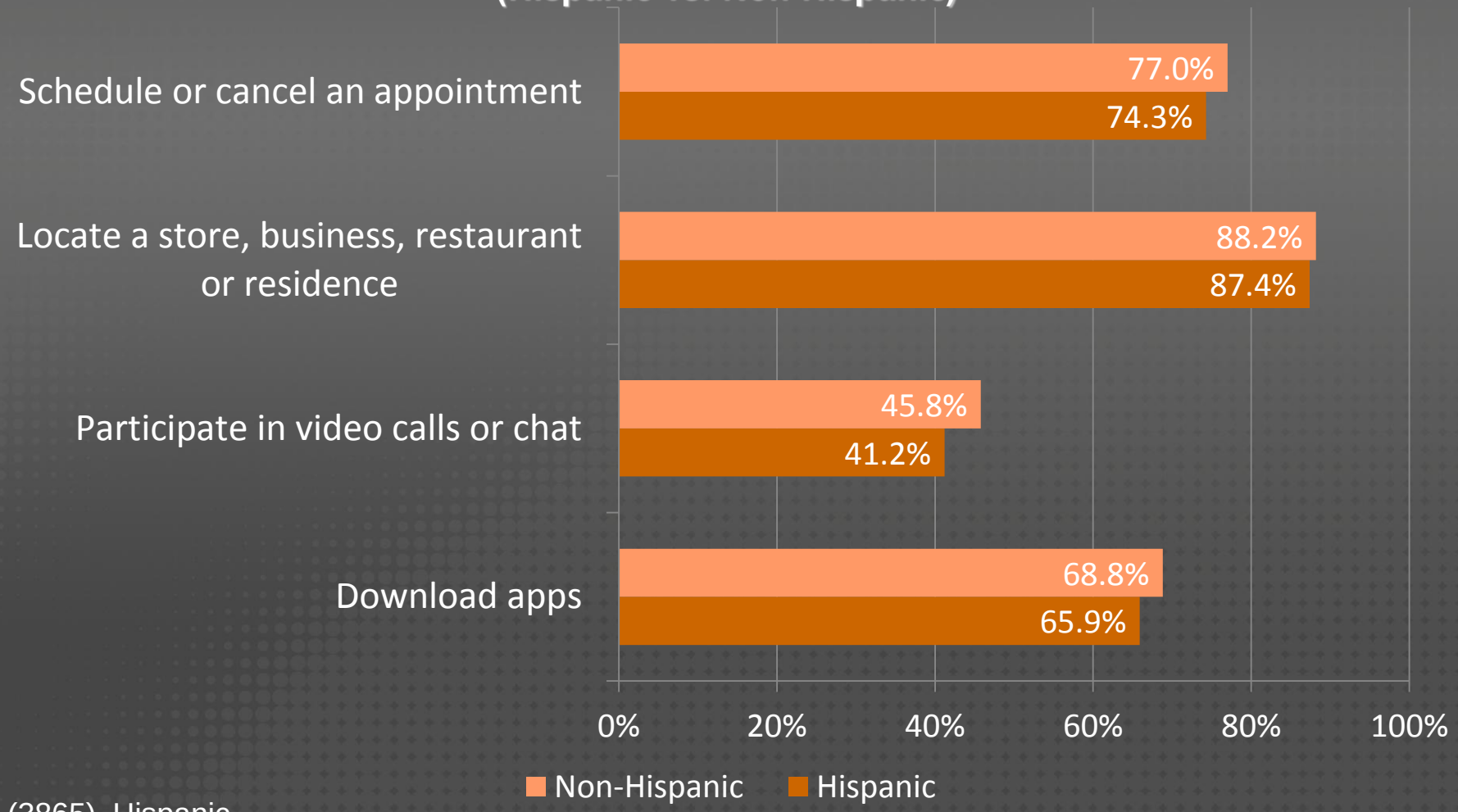
-Oregon focus group

Percentage of WIC participants that do currently use the internet to…



Percentage of Participants that do currently use the internet to…?

(Hispanic vs. Non-Hispanic)

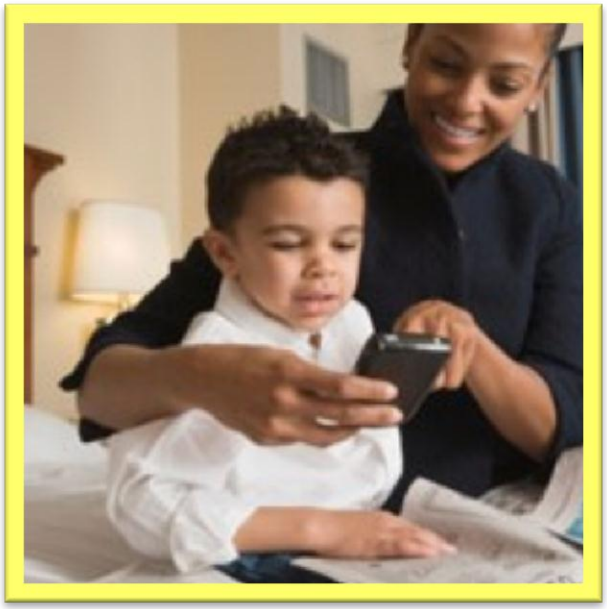


(3865) Hispanic
(4224) Non-Hispanic

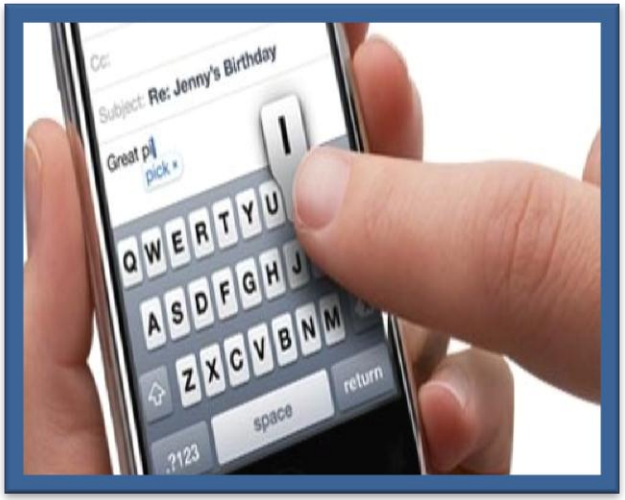
Do you currently use the internet to…?

Schedule or cancel an appointment:

"I like this just because I can't always call back between 8 and 5, office hours, where I could do this [schedule appointment] at nighttime or whatever."
-Washington focus group



What are WIC participants online WIC services preferences?

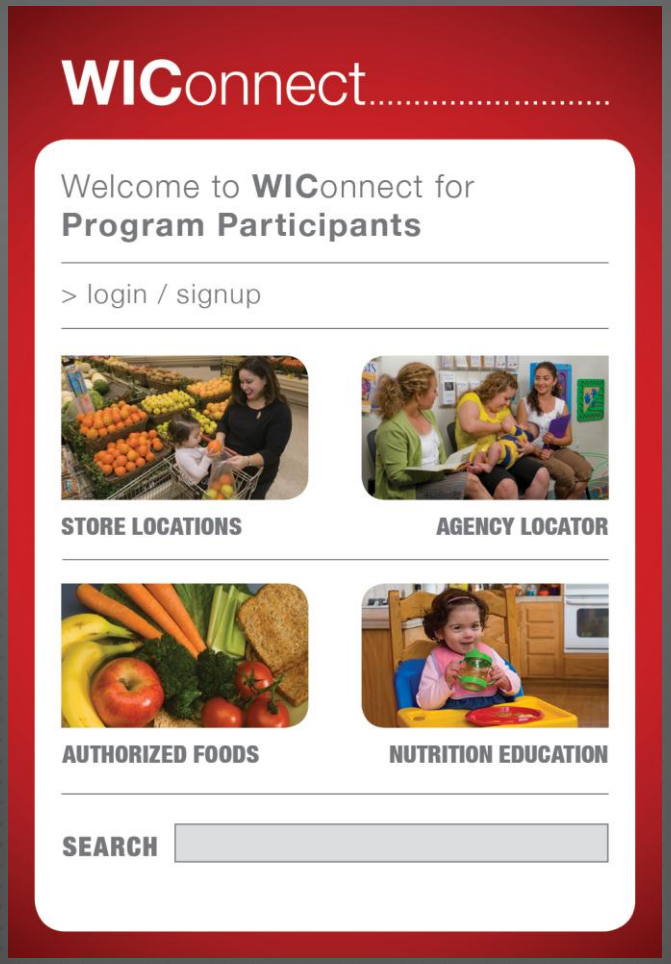


What WIC Services might look like

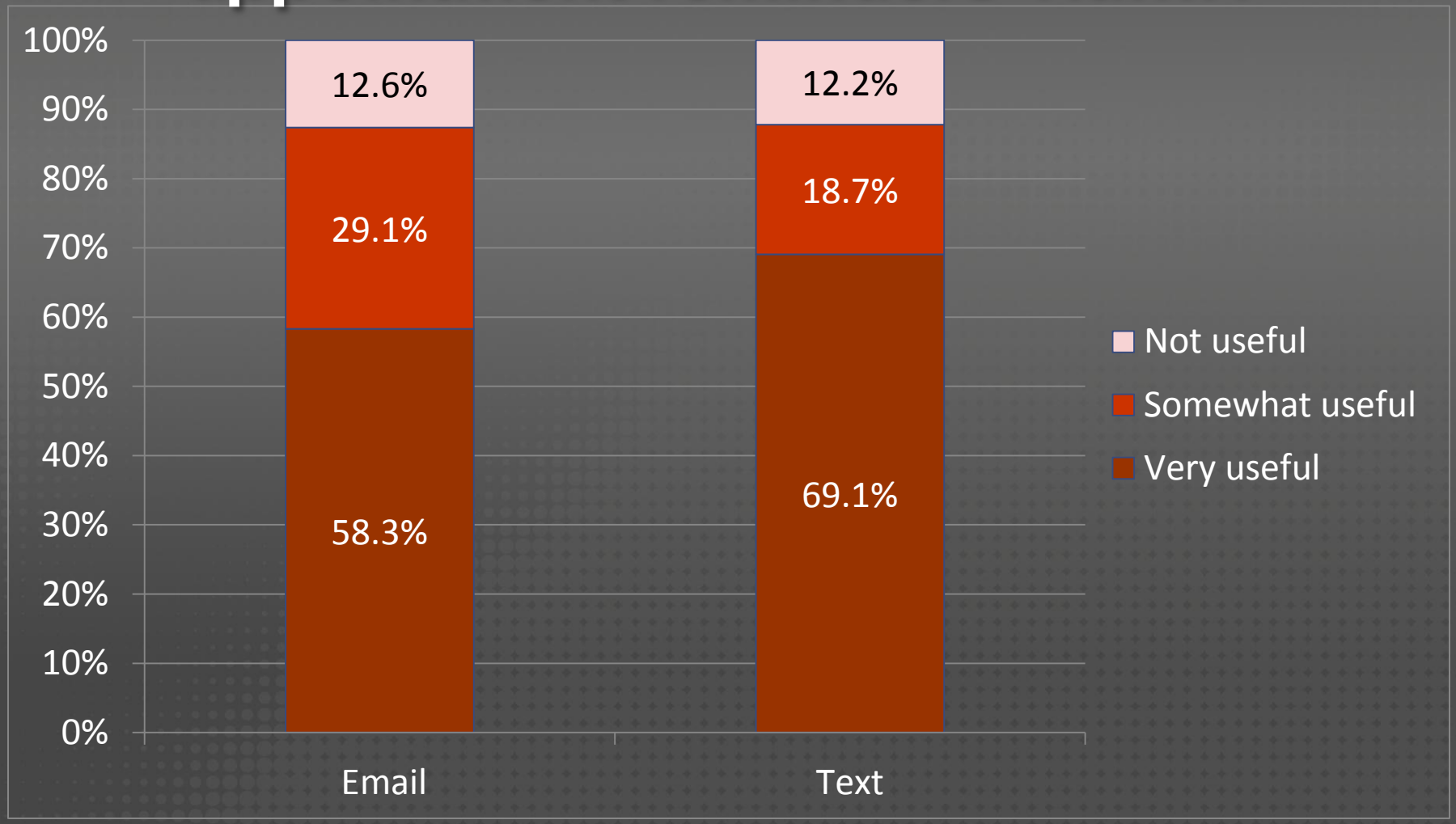
Connect to WIC services via a smartphone or wireless laptop.

Instant access to:

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



How useful would it be to receive WIC appointment reminders via….?

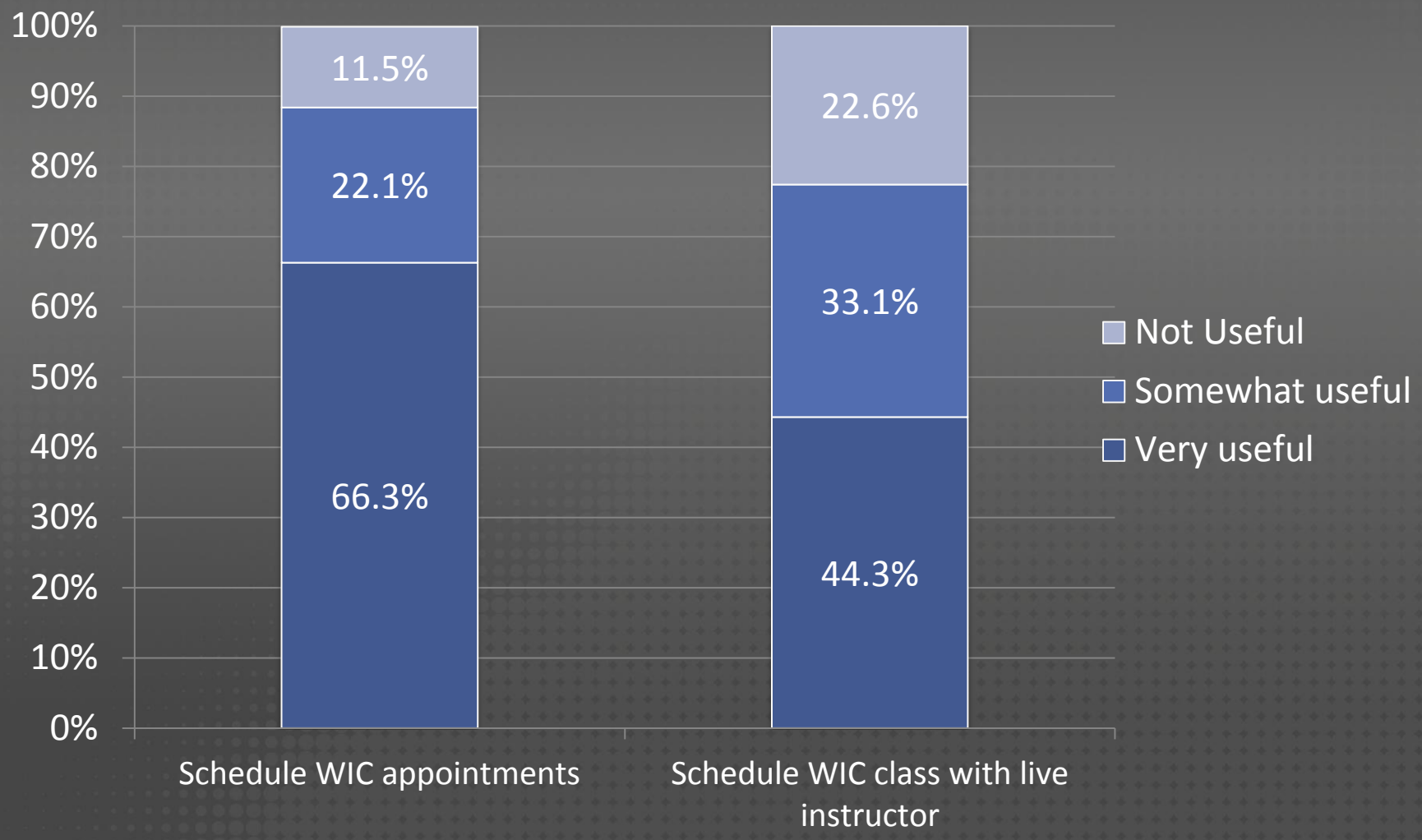


How useful would it be to receive WIC appointment reminders via….?

Text:

"I like it more when they send me the appointments on text rather than calling because sometimes we're working and we can't answer the phone. It's better, the text."
-Oregon focus group

How useful would it be online to …?



How useful would it be online to …?

Schedule WIC appointments:

"...if you can schedule your appointments online because I know I hate being on hold for like 15-20 minutes just to schedule an appointment that takes me 2 minutes to schedule. So you can schedule it online and that would be so much easier."
-Oregon focus group

WIC participant online survey

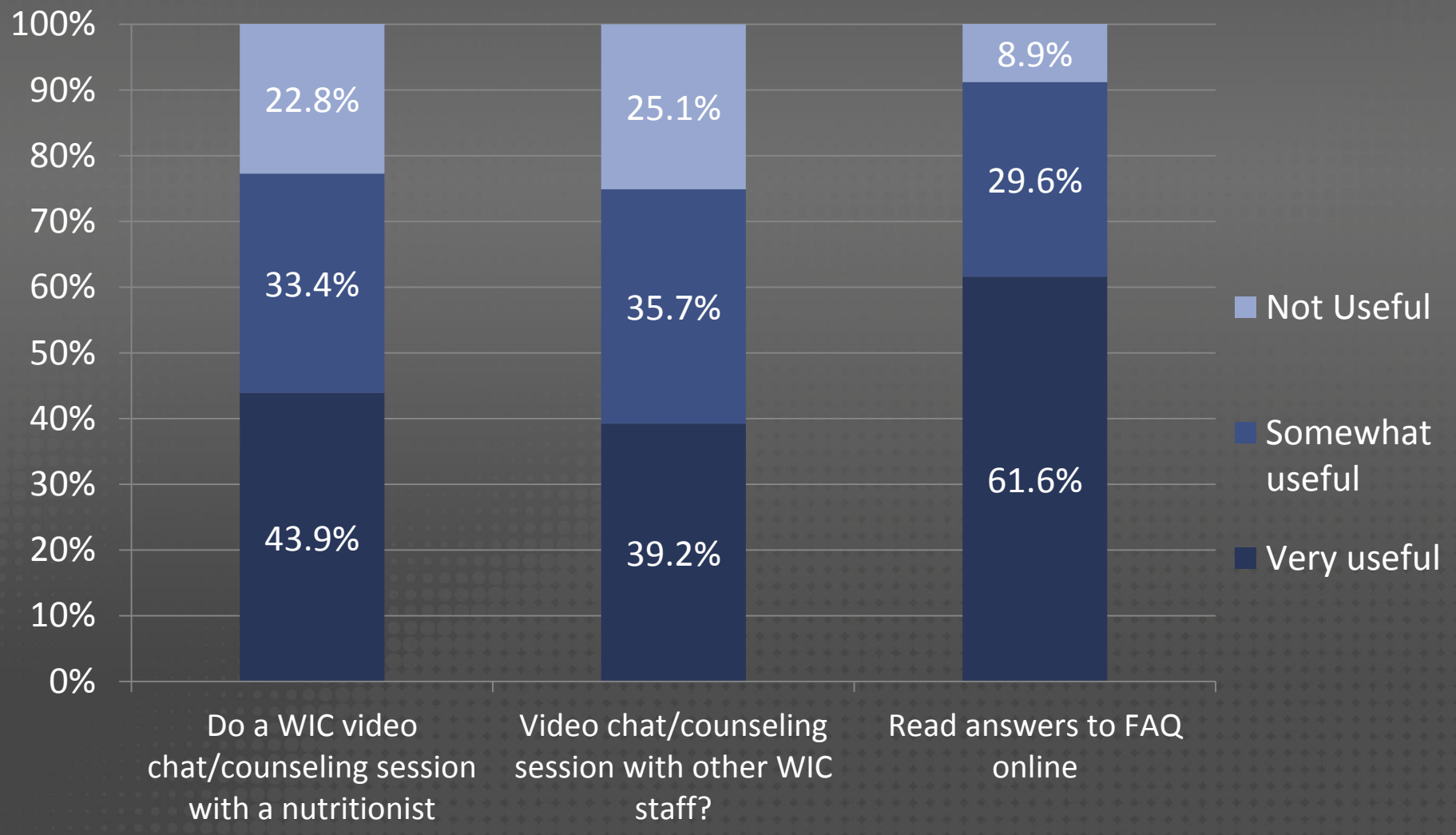
Western Region Participant Survey

Video Chat with WIC Staff

25. In the future, how useful would it be for you to receive nutrition education from text message, email or twitter?

	Not useful	Somewhat useful	Very useful
Text message	○	○	○
Twitter	○	○	○
Email	○	○	○

How useful would it be to…….?

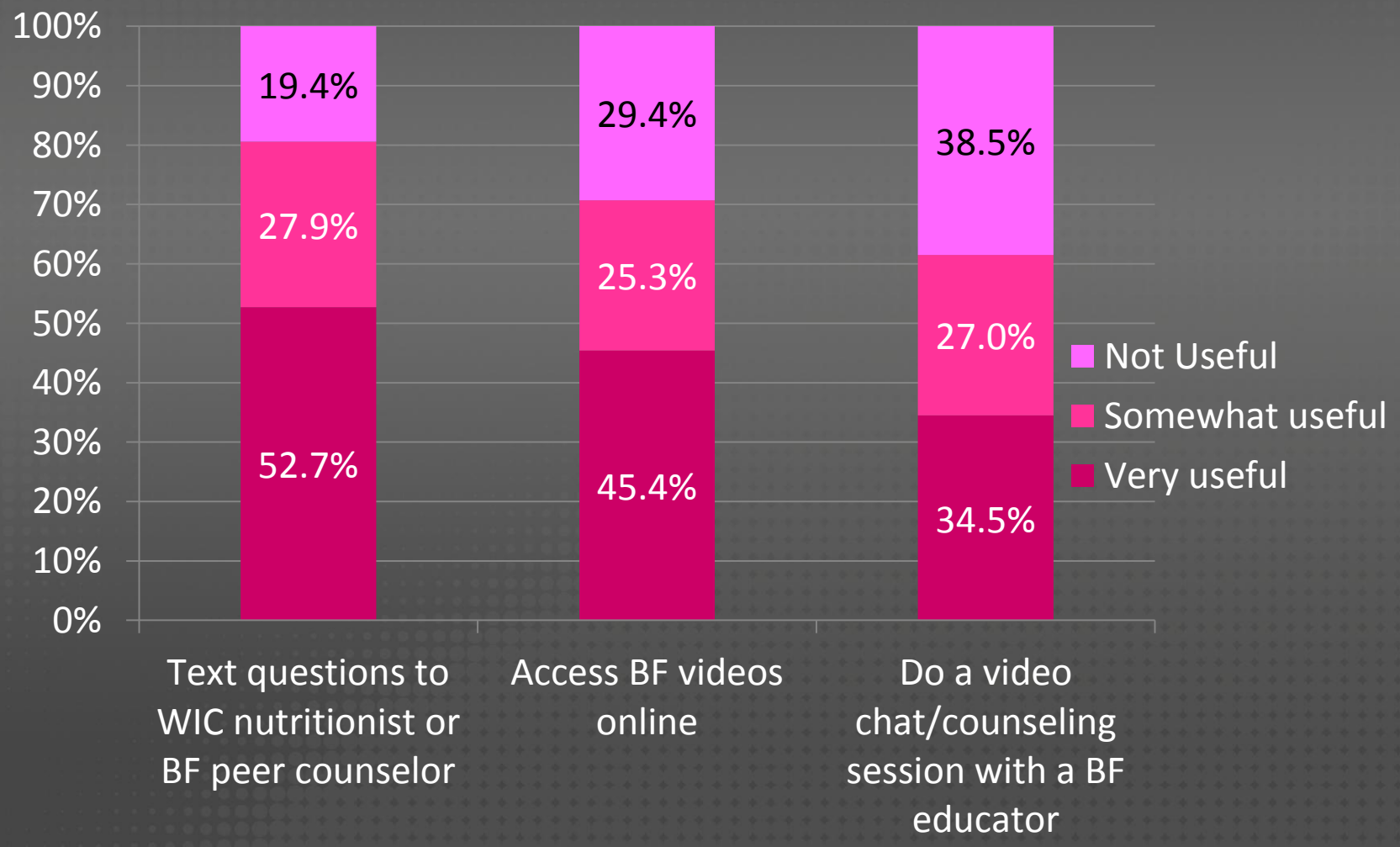


How useful would it be to…?

Do a WIC Video chat/counseling session with a nutritionist:

"…online would be convenient because we're home already and we don't have to worry...because all of us have kids...If we do a webcam where we can have classes online… it'll be convenient for us because our kids are at home and we wouldn't have to worry about them as a mother." -Guam focus group

How useful would it be to …?

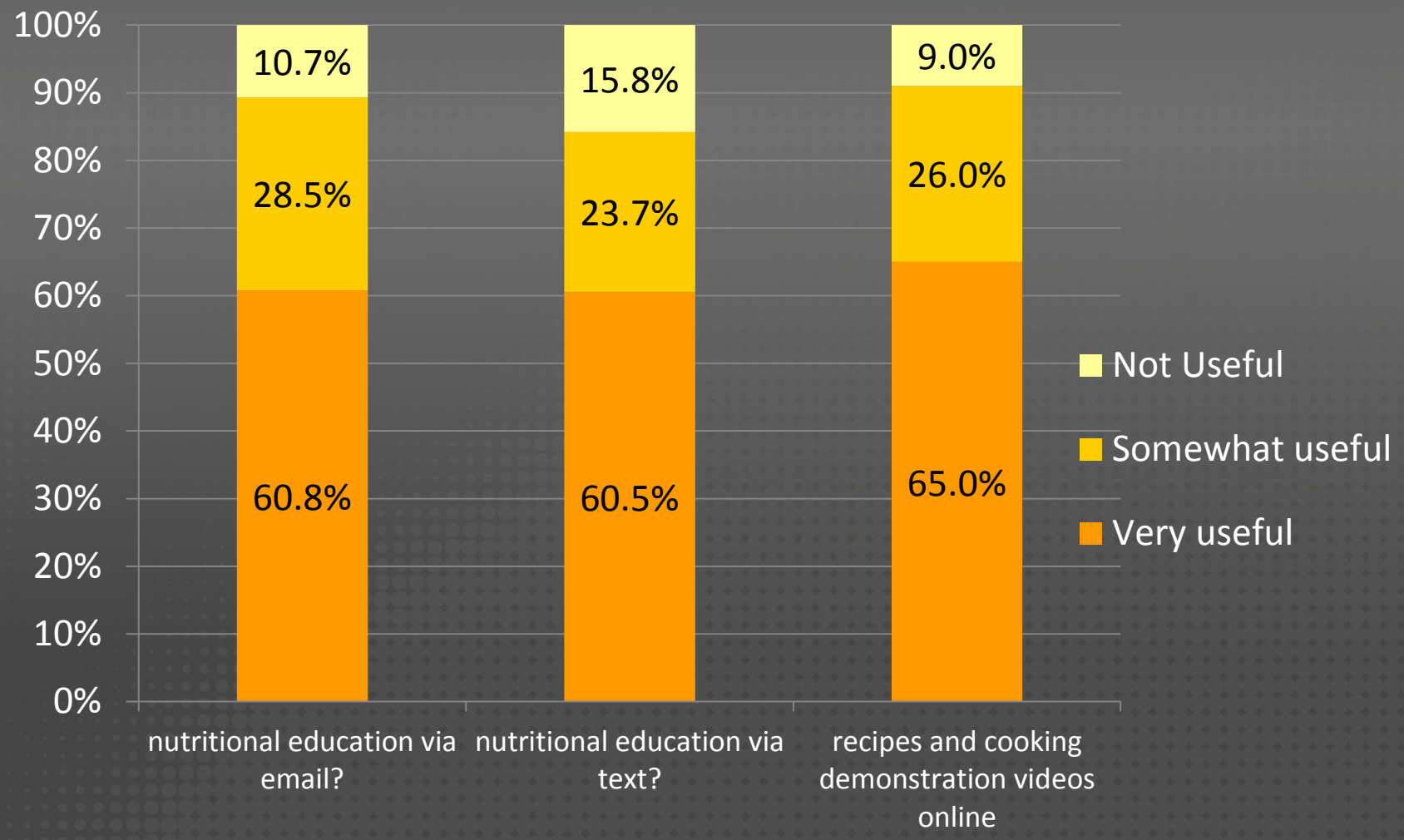


How useful would it be to…?

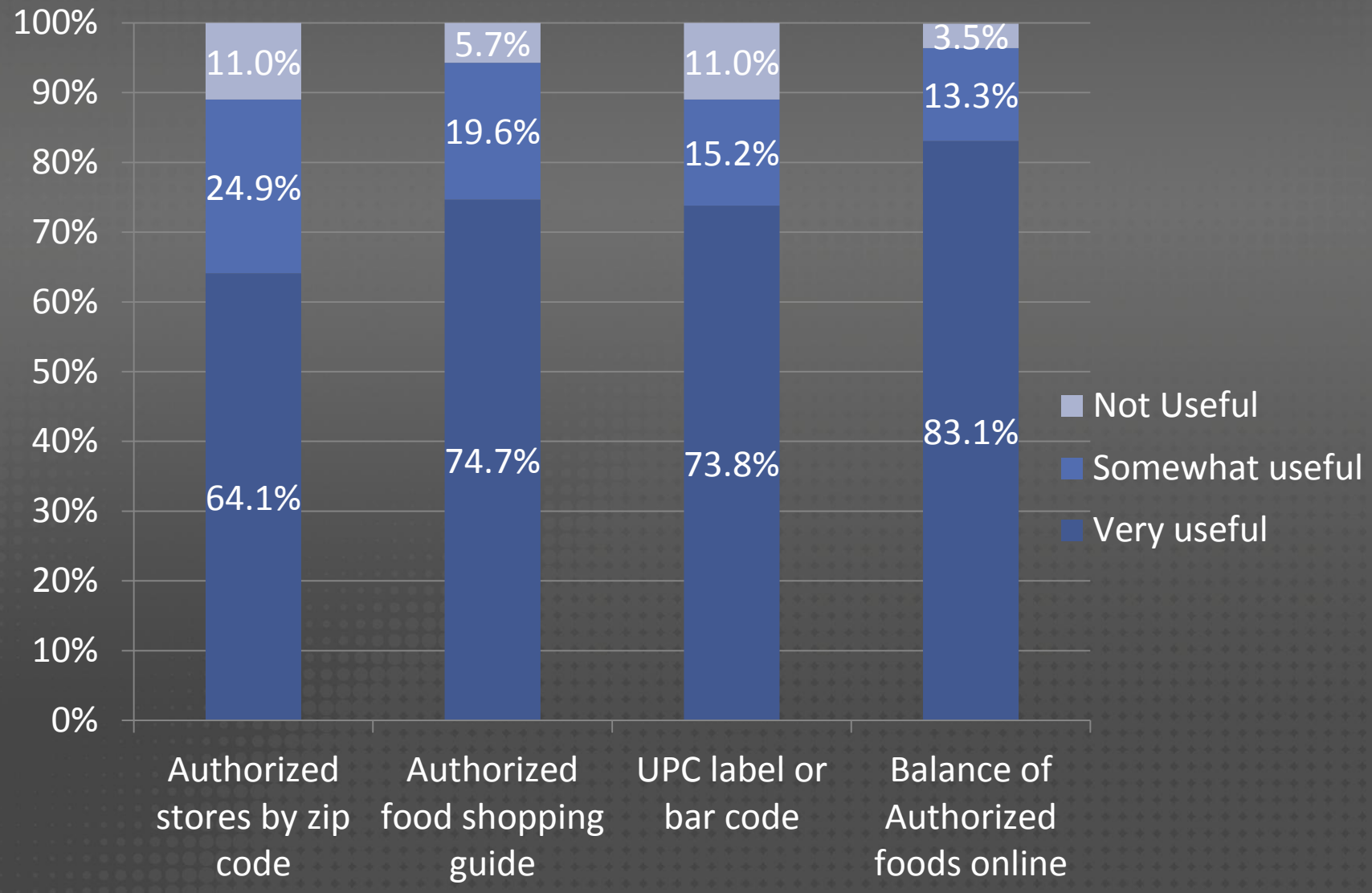
Do a video chat/counseling session with a BF educator:

"I think that would be convenient just talking to the lactation consultant. I'm here like a lot. I always have questions for the lactation person. So if I could set up a time for a video chat and ask her, it's more personal like that. You can always call and ask on the phone but like one on one, I like that comfort and reassurance. So I think if you could video chat, it would be like being there one on one in person without the hassle of traffic and getting everybody in the car and being on time."
-Hawaii focus group

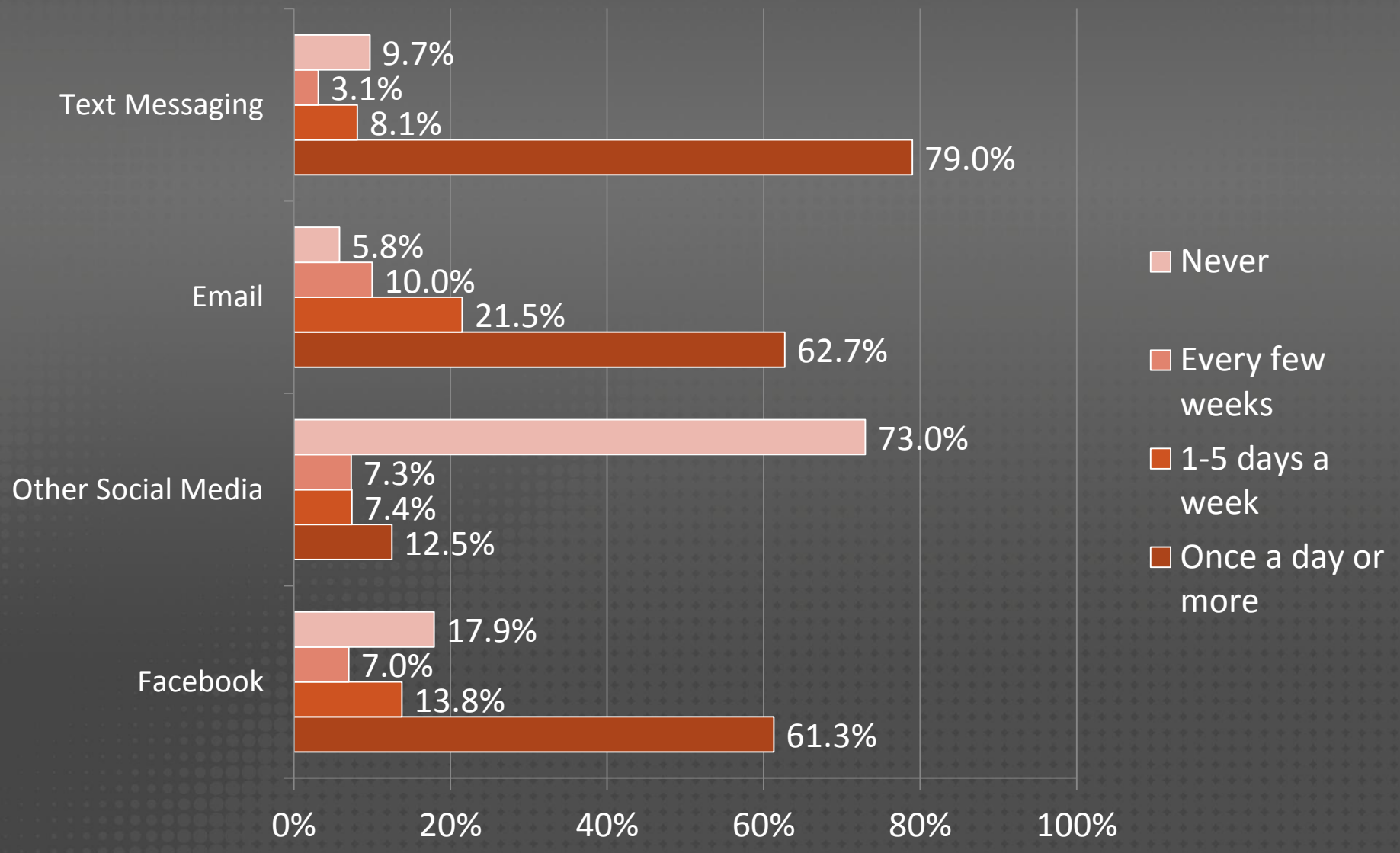
How useful would it be to receive or access …?



How useful would it be to access…?



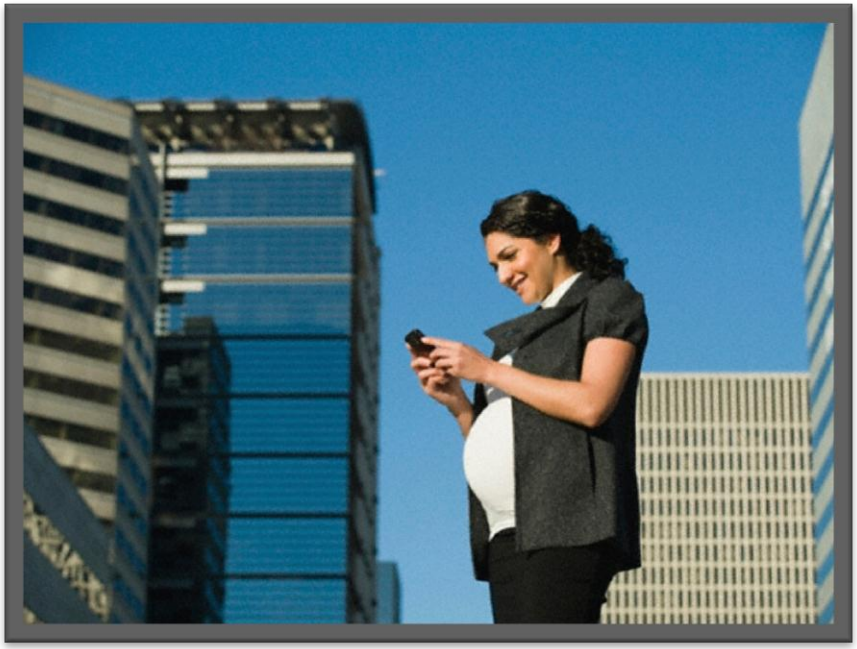
How often do you use the following?



How often do you use the following?

Text messaging:

"I like text messaging because it is the fastest and best way to get a hold of somebody and give them information."
-Oregon focus group



NEXT STEPS

- Identify WIC participants preferred tools and WIC services
- Prioritize tools and services for strategic planning
- Strategic planning and implementation plan

THANK YOU

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

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