

CONNECTING WITH WIC MOMS ONLINE



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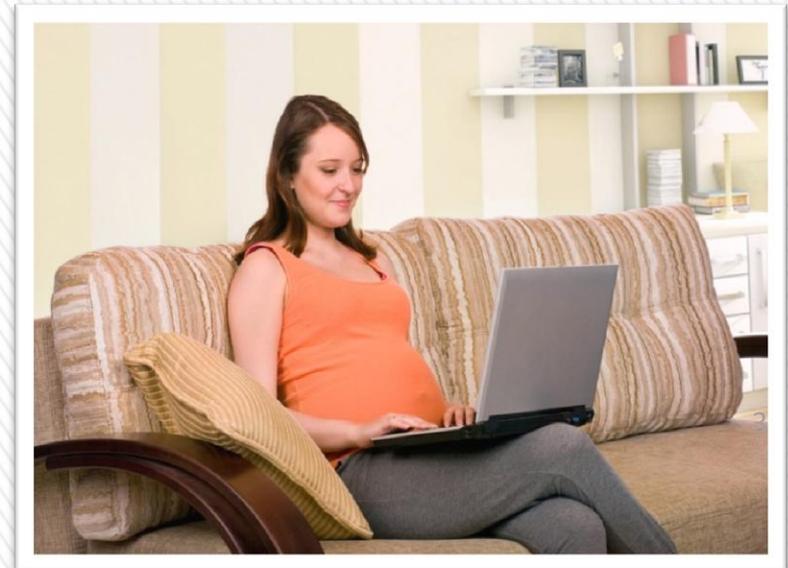


Overview

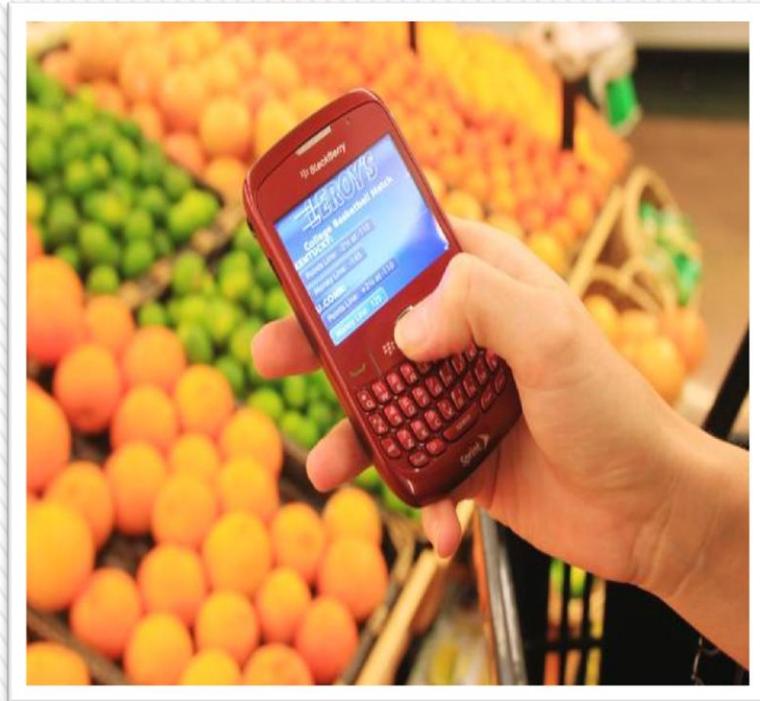
- » **USDA Western Region WIC Electronic Technology (ET) Project**
- » **What online applications are WIC moms using today?**
- » **What are WIC mom's expectations for social networking with WIC programs?**
- » **What online WIC services are WIC moms requesting?**
- » **Next steps**

ET Project Goal

**To discover new ways to serve
WIC moms & guide us towards
online options**



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

ET Project Online Survey

8144 WIC Participants

7504 in English

640 in Spanish

366 (4.6%) 15-19 y/o

5029 (63.9%) 20-31 y/o
Millennial generation

2479 (31.5%) 32+ y/o

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

	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

WIC mom's age is a factor online

- » Older WIC moms use the computer more when accessing the Internet.
- » Millennial WIC moms are more likely to use a cell phone when accessing the Internet.
- » Facebook use by age group:
 - Millennial generation 83%
 - Younger age group 82%
 - Older age group 77%



Location is a factor online

Remote places such as villages in Alaska and Inter Tribal Councils (ITOs) have difficulty accessing the Internet and cellular technology.

Higher use of WIC nutrition video chats in Hawaii and Guam

Facebook use was the lowest among ITOs at 48% as compared to 80% to 86% range in the western region



Diversity is a factor online

Text messaging, Internet and e-mail are the top three technologies used by WIC moms of all races -- with American Indians and Alaskans using them at a slightly lower rate.

Video use among Asian and African Americans is higher than other WIC moms.

The online application use is consistent among the represented races of WIC moms.

All WIC moms use navigation technology more than other applications.

Online appointment scheduling and apps are most highly used.



Do WIC mom's own cell phones?

92.5 % own cell phones

79% own cell phones with
unlimited texting

Data Plans

54.6% unlimited

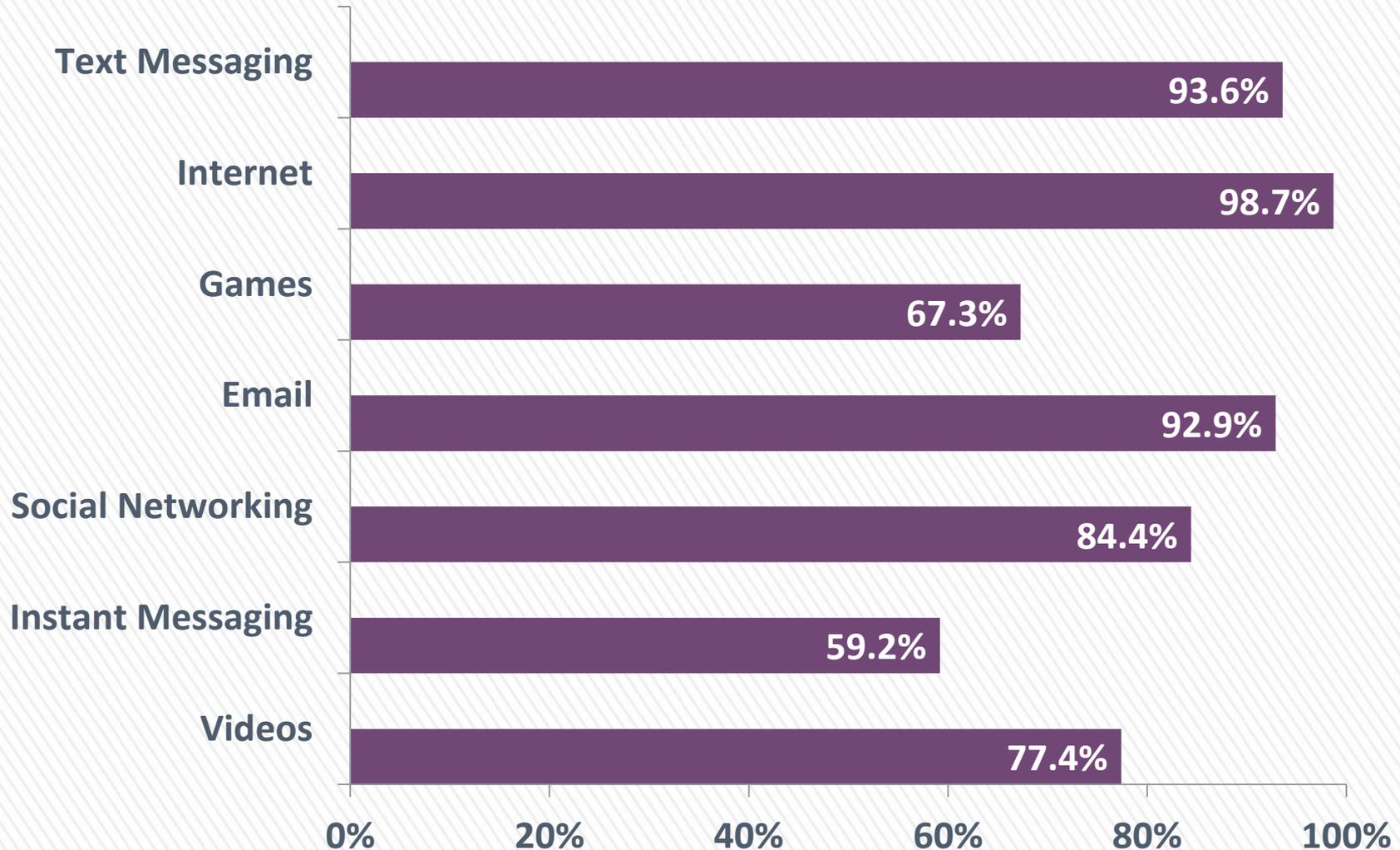
18% limited (estimate)



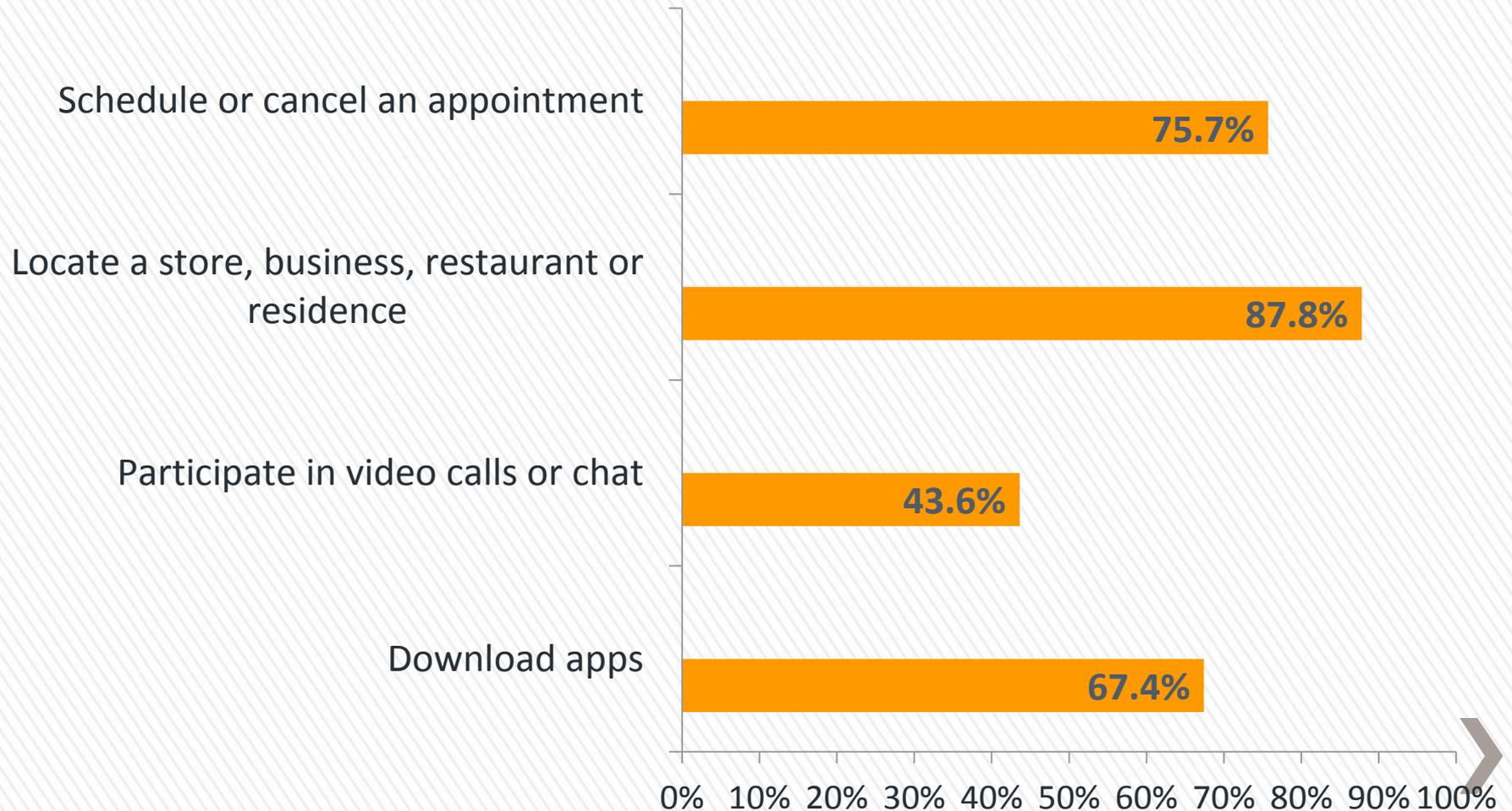
26.9% own a basic cell phone without a data plan

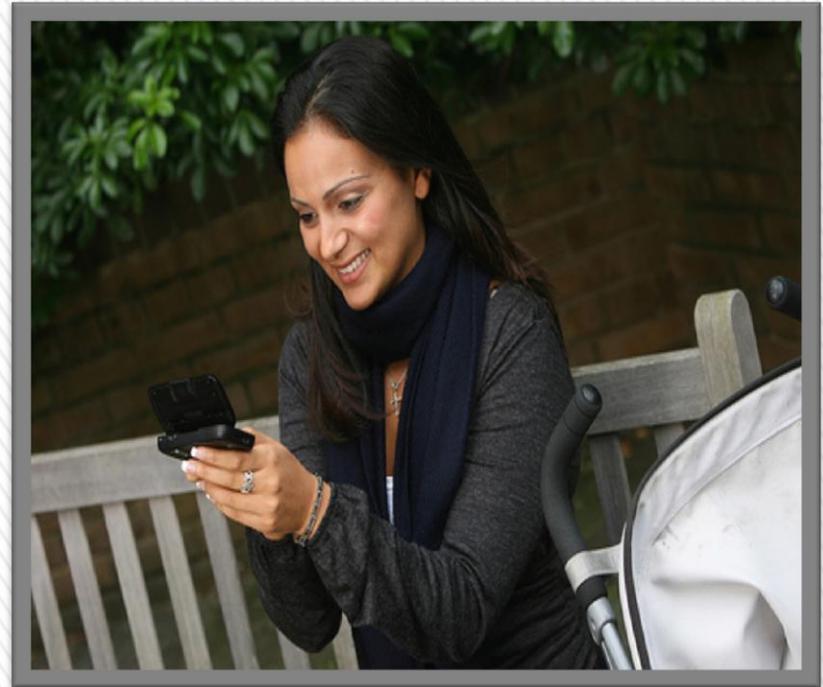
What online tools are WIC moms using today?

Percentage of WIC Participants using online tools
(including cell phone/computer/tablet)



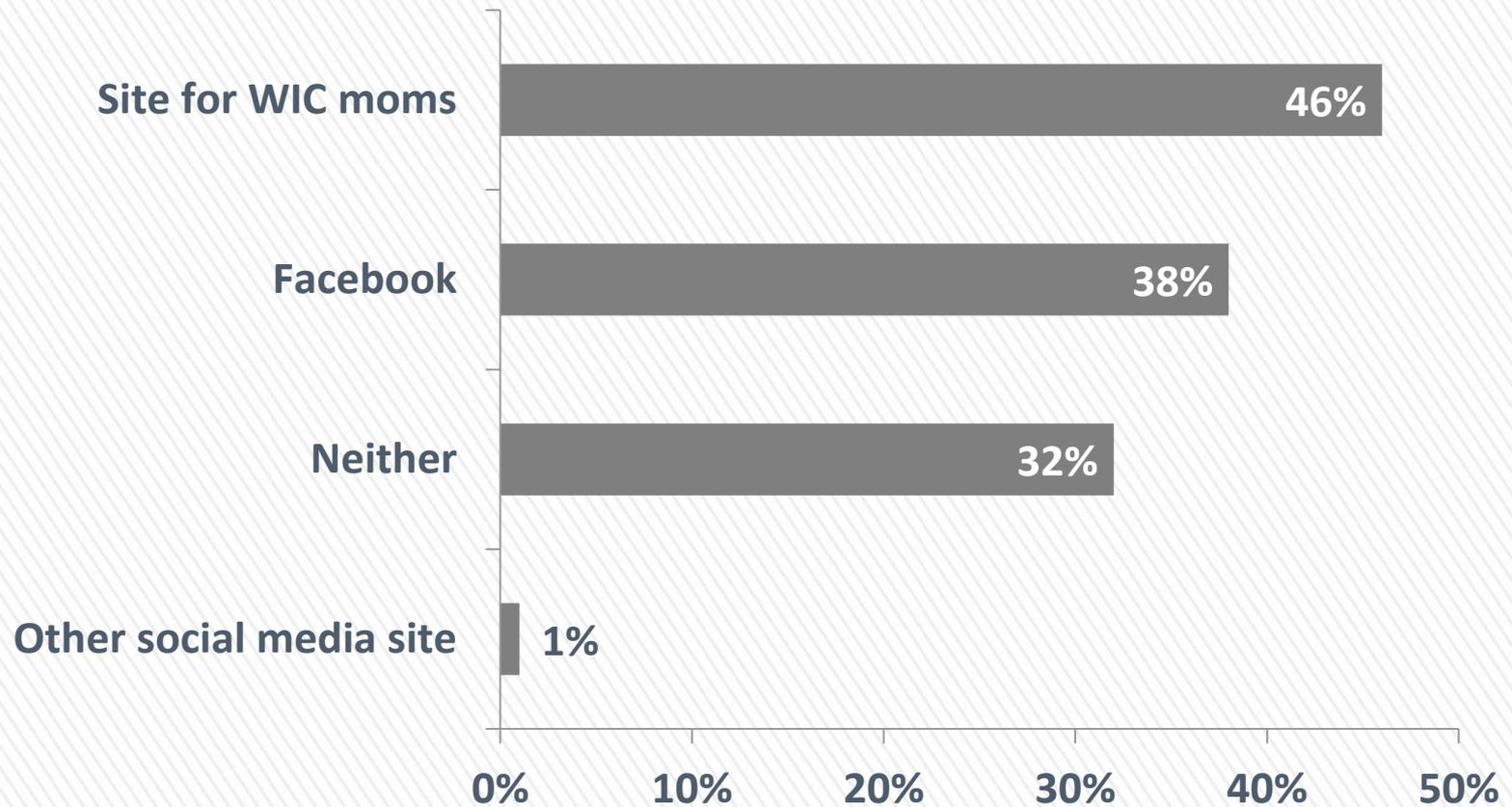
Percentage of WIC participants that do currently use the internet to...





What are WIC mom's expectations for social networking with WIC?

WIC moms' social media preferences to communicate with other WIC parents?



What are WIC moms comments about the benefits of Facebook?

- » Keeping in touch and staying up-to-date with family & friends
- » Sharing pictures with family and friends
- » Staying connected with family and friends that live far way
- » Inviting family and friends to events



What are WIC moms comments about the potential barriers of Facebook?

Conflict with others due to miscommunication and “drama”

Rarely join any Facebook groups other than to join family, parents or college-related groups

Lack of face-to-face contact

Concerns about privacy



“Liking” a business adds too much clutter to news feed

Possible risk of personal information being released by Facebook employees and hackers

What do WIC moms say about a WIC Facebook page?

Benefits

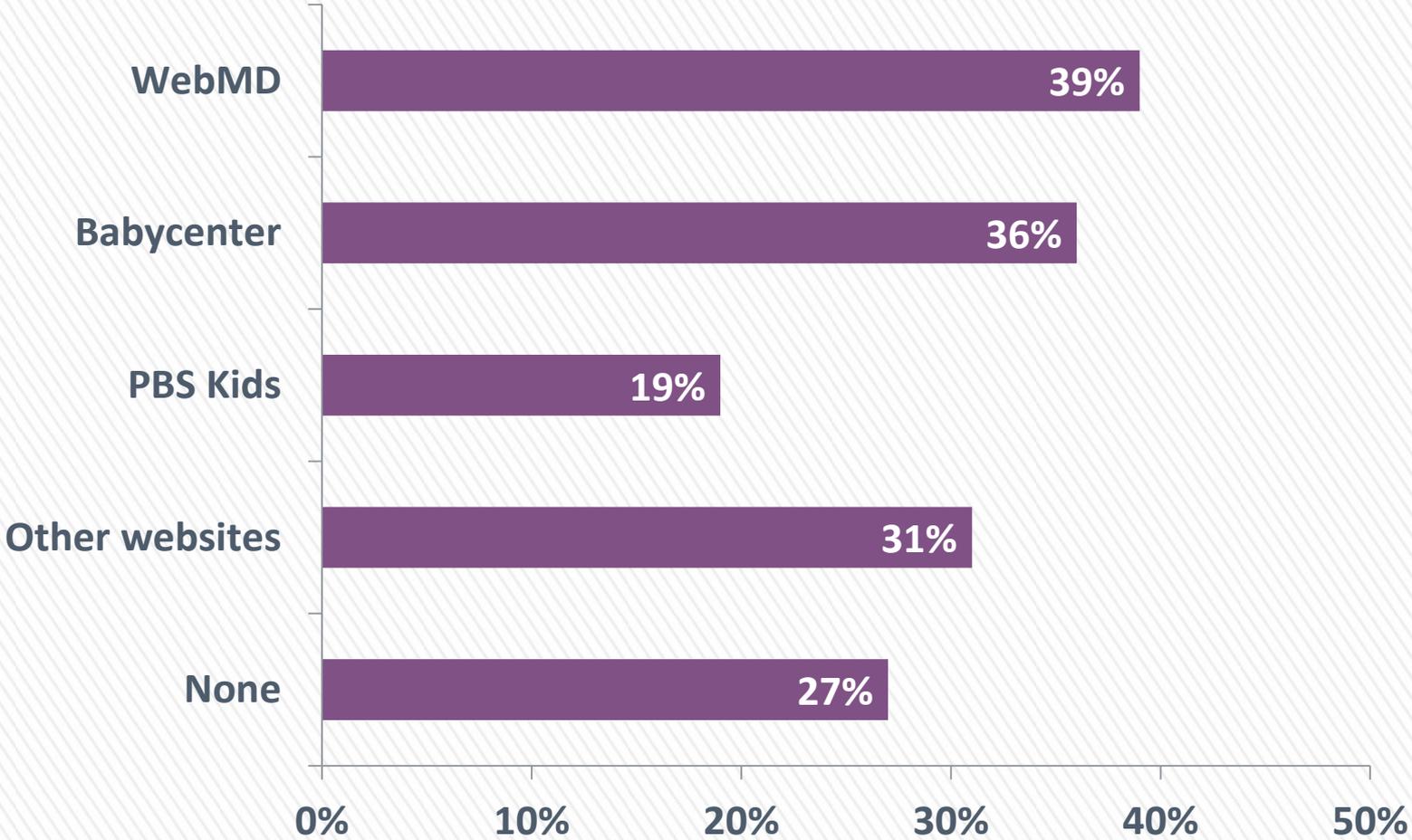
- » Educate the public about WIC
- » Great outreach tool
- » Access to WIC services & information including after hours

Potential barriers

- » Do not want family & friends to know that I am on WIC
- » Prefer to keep communication confidential, like text and email
- » Some WIC moms may not access the Internet



Websites used for health & parenting information

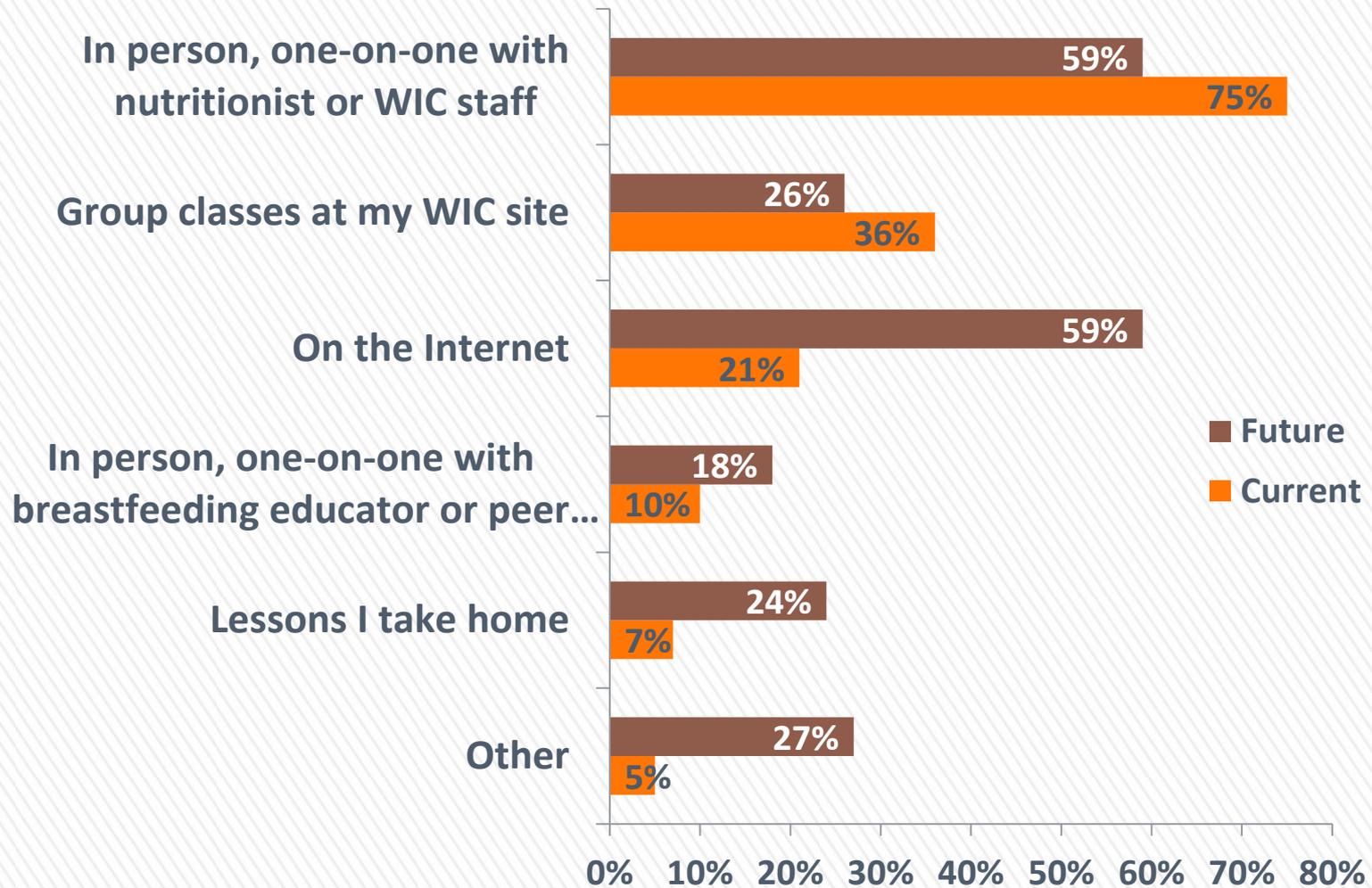


What WIC moms say about seeking health & parenting information online

- » WebMD, BabyCenter, and Google are the most popular websites
- » Identify WIC as a credible source for information
- » 91% surveyed request access to WIC frequently asked questions (FAQs)
- » Trust WIC to teach them how to use the online tools



WIC participants' expectations for future services compared to current services

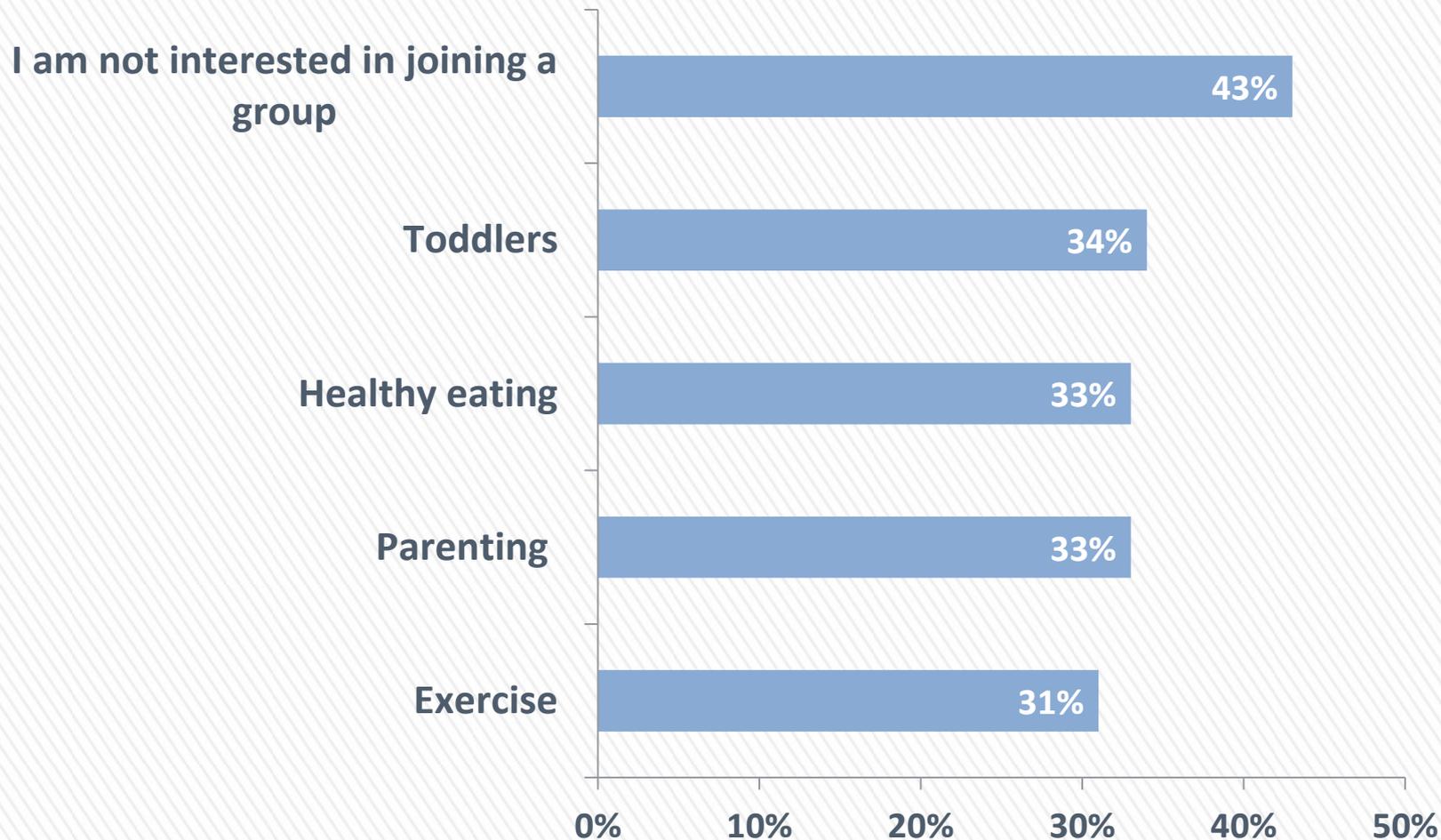


What WIC moms say about online nutrition education & breastfeeding support

- » WIC moms with video chat experience see it as a great option to receive nutrition education & breastfeeding support
- » Many prefer to meet the WIC staff in-person before chatting via video
- » Pregnant, breastfeeding and moms with infants indicate a video chat option with a breastfeeding educator is “very useful.”

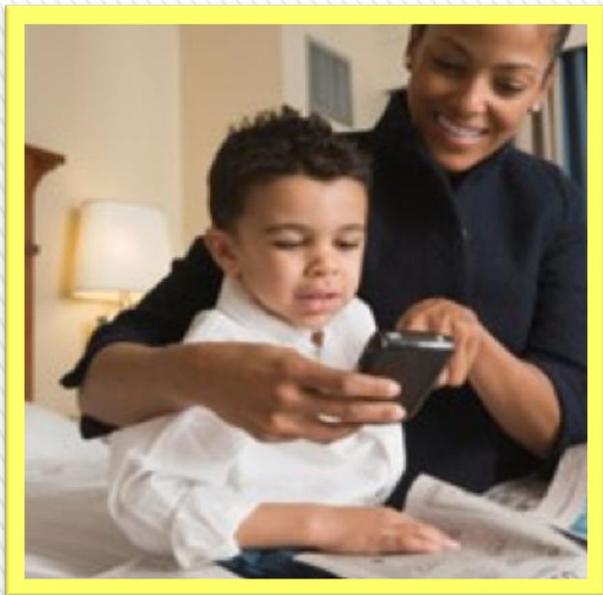


WIC moms interested in joining a virtual or online group by topics



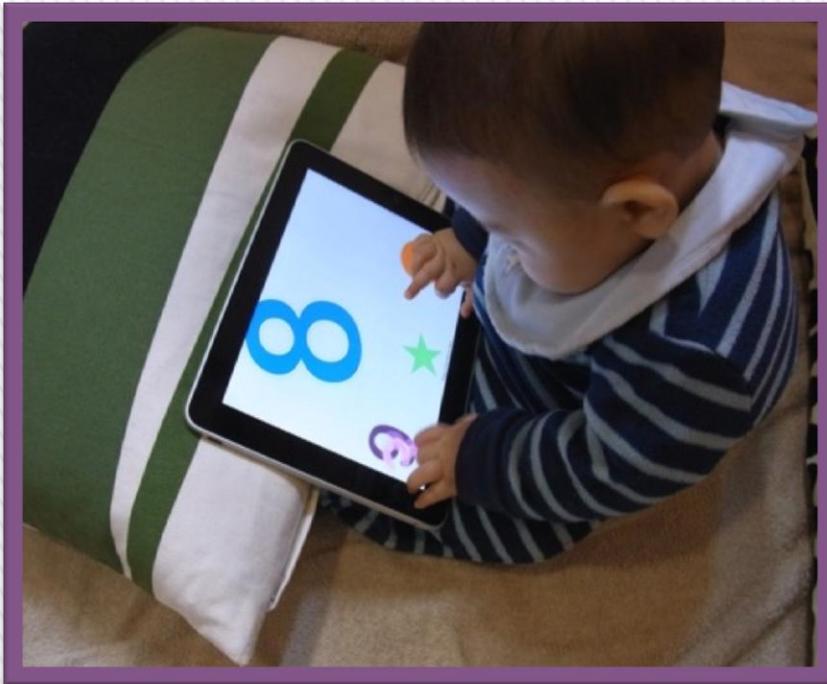
Online groups based on WIC participant status

70% of WIC moms in the survey want to participate in a chat room with other WIC parents



Topics of interest for online groups vary by parental category: pregnant, breastfeeding, and age of child

What online WIC services are WIC moms requesting?



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%**



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

**To identify WIC program priorities
to offer online services
for WIC moms**

What are your questions?

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Thank You

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