

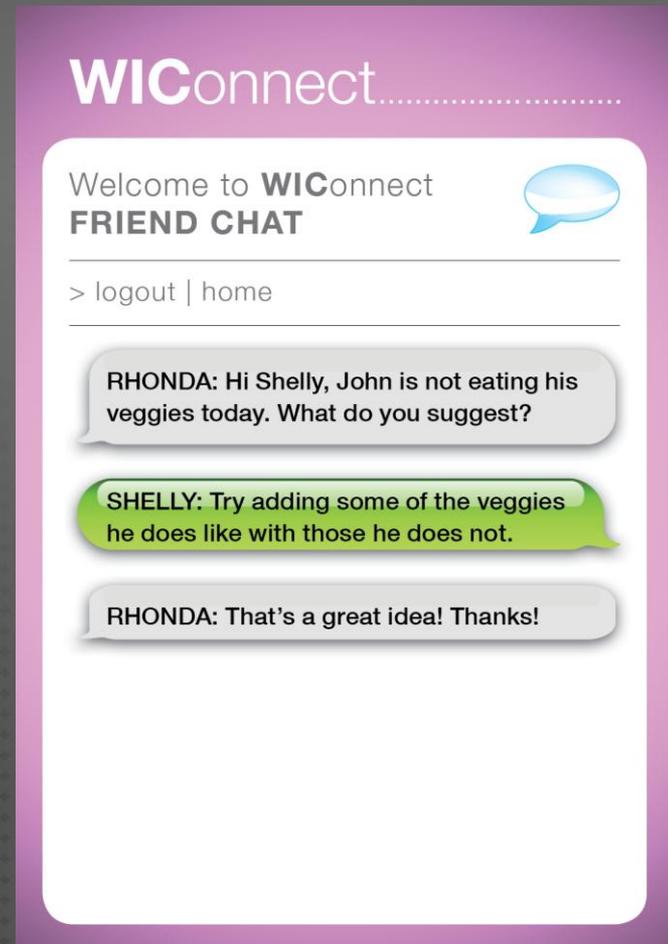
# Peer Counseling .....

*What if women could seek advice easily and instantly via WIC social networking?*

The image shows a screenshot of the WICConnect Peer Counseling website interface. The page has a purple header with the text "WICConnect.....". Below the header, it says "Welcome to WICConnect Peer Counseling". There is a link for "> login / signup". The main content area is divided into two rows of icons. The first row contains "FRIENDS" (represented by two stylized figures), "NOTIFICATIONS" (represented by an envelope icon), and "PROFILE" (represented by a yellow star). The second row contains "CHAT" (represented by a blue speech bubble), "BREASTFEEDING" (represented by a purple square with "bf" in white), and "FAQ" (represented by a purple square with "faq" in white). At the bottom, there is a "SEARCH" label followed by a search input field.

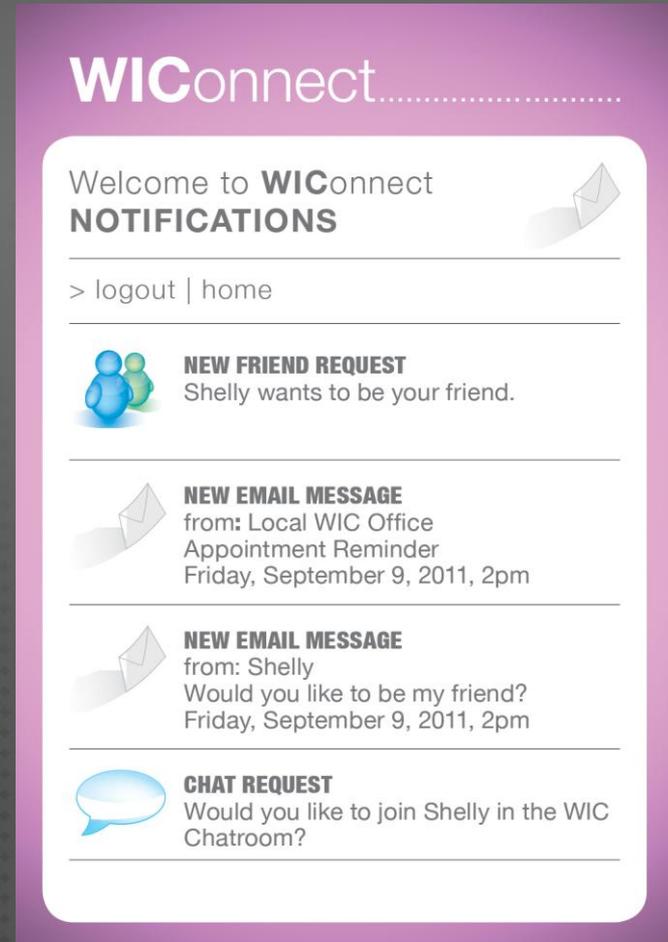
# Friends .....

*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.*



The screenshot shows a notification interface for WICconnect. At the top, it says "WICconnect.....". Below that, it says "Welcome to WICconnect NOTIFICATIONS" with a small envelope icon. There is a navigation bar with "> logout | home". The notifications are listed below, each with an icon and a title:

- NEW FRIEND REQUEST**: Shelly wants to be your friend. (Icon: two people)
- NEW EMAIL MESSAGE**: from: Local WIC Office Appointment Reminder Friday, September 9, 2011, 2pm (Icon: envelope)
- NEW EMAIL MESSAGE**: from: Shelly Would you like to be my friend? Friday, September 9, 2011, 2pm (Icon: envelope)
- CHAT REQUEST**: Would you like to join Shelly in the WIC Chatroom? (Icon: speech bubble)

# Profile .....

*Set your user information  
and select what information  
you want to receive.*

**WICconnect**.....

Welcome to **WICconnect**  
**PROFILE** 

---

> [logout](#) / [back](#)

**NAME:** Shelly Wicuser. [edit](#)

**EMAIL:** WICmom@gmail.com [edit](#)

**PASSWORD:** \*\*\*\*\* [edit](#)

To receive messages in your inbox,  
please select from the categories below:

- I am a breastfeeding mom
- I am a mother of a newborn
- I am a mother of an infant
- I am a mother of a toddler
- I am a mother of a preschooler

# Frequently Asked Questions .....

*What if there were immediate answers to the most frequently asked questions?*

**WIC**connect.....

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

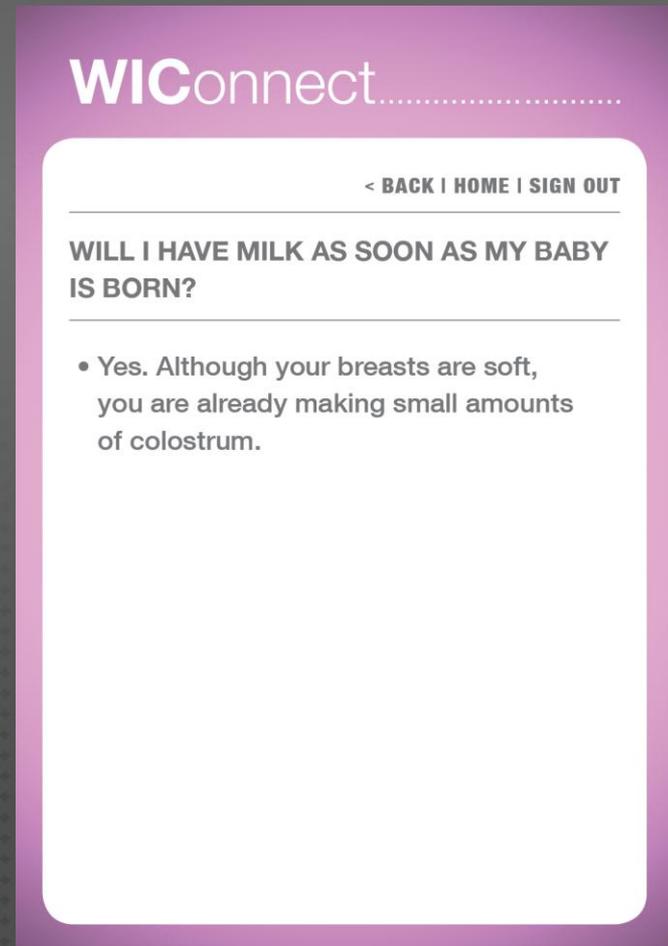


**FAQs**

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 straight-forward question and answer format.*

A screenshot of a mobile application interface for WICconnect. The header is purple with the text 'WICconnect.....' in white. Below the header is a white rounded rectangle containing the text '< BACK | HOME | SIGN OUT' in black. A horizontal line separates this from the question 'WILL I HAVE MILK AS SOON AS MY BABY IS BORN?' in bold black text. Another horizontal line follows. Below is a single bullet point: '• Yes. Although your breasts are soft, you are already making small amounts of colostrum.'

**WICconnect.....**

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

---

**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.

The screenshot shows a Google search results page for the query "Learning to Breastfeed". The search bar at the top contains the text "Learning to Breastfeed" and shows "About 43,300,000 results (0.12 seconds)". The left sidebar includes navigation options like "Web", "Images", "Maps", "Videos", "News", "Shopping", and "More", along with a location setting for "Davis, CA". The main content area displays several search results:

- WIC Mom in Her Own Words : Learning to Breastfeed**  
A YouTube video link with a thumbnail. Description: "Sept 29, 2011 - Welcome to the WIC Show. Learn how to **breastfeed** and how the WIC **Breastfeeding** counselors provide WIC moms with support."
- WIC's Breast pump Program**  
A YouTube video link. Description: "Oct 19, 2011 WIC program offer **breast pumps** to WIC moms to support **breastfeeding**. What is a **breast pump**?"
- Is my baby hungry?**  
A link to pregnancy.about.com. Description: "Early **Breastfeeding** by Robin Elise Weiss - in 364 Google+ circles - More by Robin Elise Weiss We're often told we'll just know what to do. One of the most common questions new moms ask is is how will I know if... fill in the blank. So is **my baby hungry** is a ..."
- Is My Baby Hungry? Do I Have Enough Milk?**  
A link to www.bellybaby.com.au. Description: "As your **baby's** cries escalate, you can be sure to hear well meant enquiries of, " are you sure you have enough milk?" or "maybe your milk isn't strong enough?"
- Losing confidence - is my baby hungry? - BabyandBump**  
A link to babyandbump.momtastic.com. Description: "Mar 29, 2011 - I'm losing confidence in bf, the more I've read about what I'm supposed to be doing. LO is 15 weeks and bf from birth. In hospital she lost 14% ..."
- Baby signs of hunger in the breastfed baby**  
A link to www.breastfeeding-problems.com. Description: "My breastfed **baby** acts **hungry**, but just drank a few minutes ago!" Your **baby** might not be **hungry**, but still show the signs above because of: developmental ..."
- Why Is My Baby Always Hungry? | LIVESTRONG.COM**  
A link to www.livestrong.com. Description: "Mar 28, 2011 - Why **Is My Baby Always Hungry?** If it seems as though your baby is always **hungry**, there's a reason. According to the Clemson University ..."
- Formula Feeding FAQs: How Much and How Often**  
A link to kidshealth.org. Description: "How can I tell when **my baby** is **hungry**? How often should I make **my baby's** bottles? **Is my baby** eating enough? Why does **my baby** seem hungrier than usual?"
- Confused - is my baby hungry or not?**  
A link to www.mothership.com. Description: "Jul 31, 2011 - I'm a **FTM** and the last 3 nights **my** 10 week old son has been extremely fussy at bedtime. Basically, meltdown. And sometimes that's when he's ..."
- always hungry and fussy baby | BabyCenter**

# WIC Outreach

*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?

The screenshot shows a Google search results page for the query "Why is my baby crying?". The search bar at the top shows the query and a search button. Below the search bar, the results are listed under the "Web" category. The first result is "Getting to know your baby: Crying" from a YouTube video, dated July 18, 2011. The second result is "Getting to know your baby: Cues" from another YouTube video, also dated July 18, 2011. The third result is "Twelve reasons babies cry and how to soothe them | BabyCenter" from www.babycenter.com, dated July 18, 2011. The fourth result is "Is it normal for my baby to cry all the time? | BabyCenter" from www.babycenter.com, dated July 18, 2011. The fifth result is "Why is My Baby Crying? - Fitness & Nutrition - Family Education" from life.familyeducation.com, dated July 18, 2011. The sixth result is "Seven reasons babies cry and how to soothe them" from www.babycentre.co.uk, dated July 18, 2011. The seventh result is "Why is My Newborn Baby Crying? Interpreting your Baby's Cries" from robin.hubpages.com, dated July 18, 2011. The eighth result is "Why is My Baby Crying?? - Oprah.com" from www.oprah.com, dated July 18, 2011. The ninth result is "Crying baby: What to do when your newborn cries - MayoClinic.com" from www.mayoclinic.com, dated July 18, 2011. The tenth result is "Why is my baby crying while sleeping? - Parents.com" from www.parents.com, dated July 18, 2011.

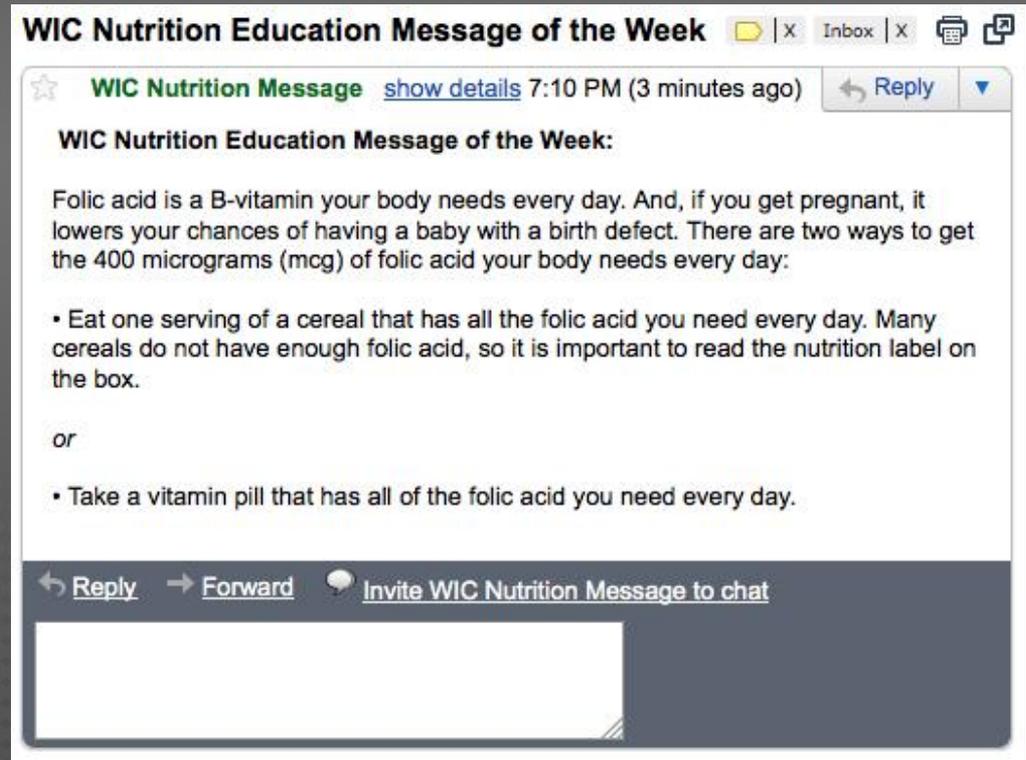
# Growing Healthy Families



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

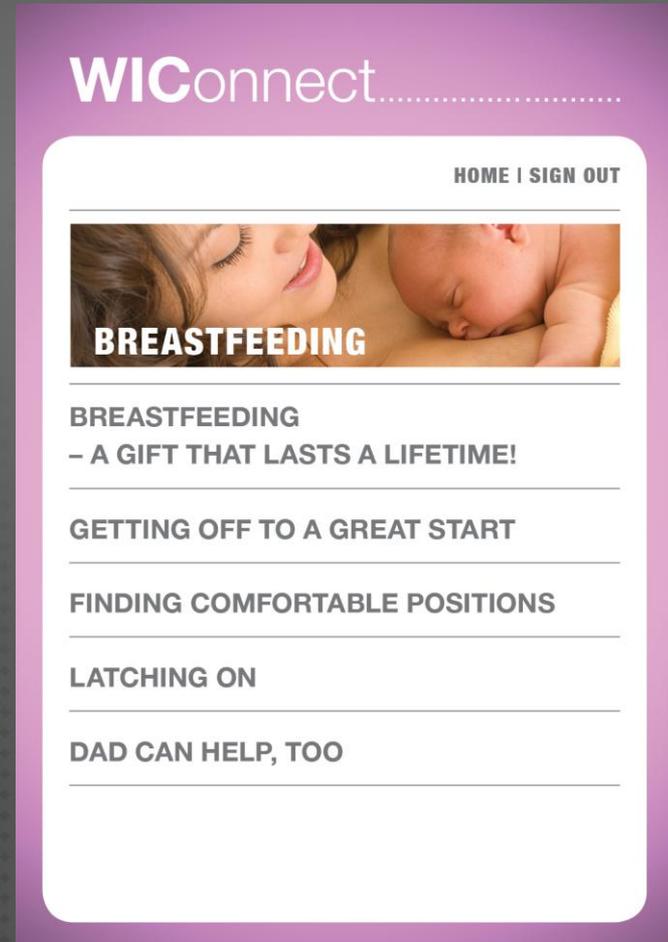
# Pregnant Moms .....

*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?*



The image shows a screenshot of the WICconnect website. At the top, the logo "WICconnect....." is displayed in white on a purple background. Below the logo, there is a navigation bar with "HOME | SIGN OUT" in black text. The main content area features a large image of a woman breastfeeding a baby, with the word "BREASTFEEDING" overlaid in white text. Below the image, there is a list of article titles, each separated by a horizontal line:

- BREASTFEEDING  
- A GIFT THAT LASTS A LIFETIME!
- GETTING OFF TO A GREAT START
- FINDING COMFORTABLE POSITIONS
- LATCHING ON
- DAD CAN HELP, TOO

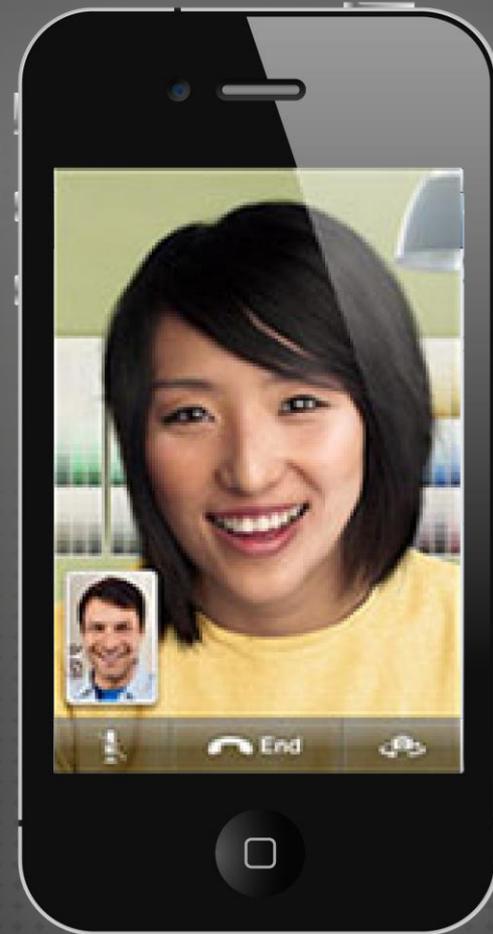
# Moms with Newborns .....

*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?*



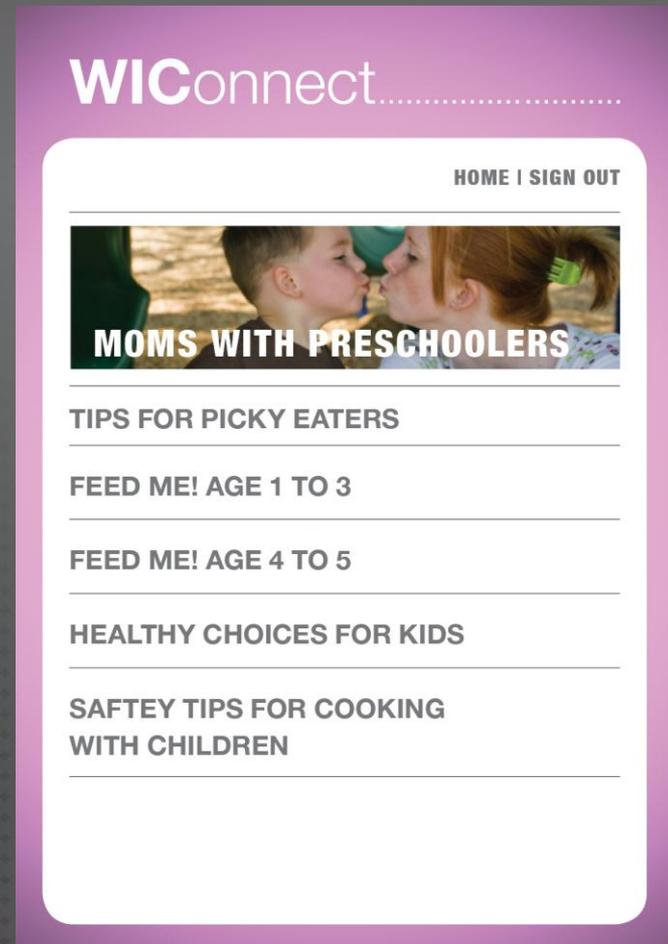
# Moms with Toddlers

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

12-24 MONTHS			
Topics	Replies	Views	Last Post
 <b>Sleeping in a 'big' bed...</b> emilyj, Wednesday, 22 June 2011 12:56 PM(UTC)	8	452	Sara7 → ☐ Thursday, 1 September 2011 10:33 PM(UTC)
 <b>weight loss pills, advice please!</b> tabbybrownca, Wednesday, 31 August 2011 1:37 PM(UTC)	6	142	kel22 → ☐ Thursday, 1 September 2011 7:53 PM(UTC)
 <b>May/June '09 Mums &amp; Bubs</b> PreeceJ&M, Wednesday, 6 May 2009 8:54 AM(UTC) - [ Goto Page: 1 ... 80, 81, 82 ]	1,626	32,063	Lily&Me → ☐ Saturday, 27 August 2011 11:30 PM(UTC)
 <b>November &amp; December 2008 Mummies</b> kazz&bianca, Friday, 28 November 2008 4:10 AM(UTC) - [ Goto Page: 1 ... 121, 122, 123 ]	2,459	42,792	kazz&bianca → ☐ Friday, 26 August 2011 8:15 AM(UTC)
 <b>Bali with 17 month old</b> hannaht, Tuesday, 16 August 2011 6:37 PM(UTC)	3	188	Lizzy62 → ☐ Saturday, 20 August 2011 3:14 PM(UTC)
 <b>DRIVING ME CRAZY!!!!!!</b> dibbsfirst, Friday, 29 July 2011 11:14 AM(UTC)	7	296	firstmemum → ☐ Friday, 19 August 2011 10:56 AM(UTC)
 <b>August 2009 Babies!</b> Mum_2_Harry, Wednesday, 29 July 2009 12:26 PM(UTC) - [ Goto Page: 1 ... 33, 34, 35 ]	699	23,441	-fara- → ☐ Saturday, 6 August 2011 6:13 PM(UTC)
 <b>Routine for a 13 month old</b> courtney, Tuesday, 12 July 2011 1:04 PM(UTC)	5	328	chicky → ☐ Thursday, 4 August 2011 4:02 PM(UTC)
 <b>March 2010 babies</b> karen246, Monday, 15 March 2010 3:09 AM(UTC) - [ Goto Page: 1 ... 50, 51, 52 ]	1,035	33,024	gemgem → ☐ Wednesday, 20 July 2011 9:07 PM(UTC)
 <b>What time does your 2 YR OLD go to bed at night</b> Sunshine Molly, Thursday, 31 March 2011 3:02 PM(UTC) - [ Goto Page: 1, 2 ]	22	1,036	deb37 → ☐ Friday, 1 July 2011 8:35 AM(UTC)

# Moms with Preschoolers .....

*What if a WIC mom had available to her, via a social networking site, a wealth of information on feeding children and picky eaters?*



The image shows a screenshot of the WICconnect website. At the top, the logo 'WICconnect.....' is displayed in white on a purple background. Below the logo, there is a navigation bar with the text 'HOME | SIGN OUT'. The main content area features a large image of a young boy and a woman kissing on the cheek. Below the image, the text 'MOMS WITH PRESCHOOLERS' is written in bold white letters. Underneath this, there is a list of menu items, each separated by a horizontal line: 'TIPS FOR PICKY EATERS', 'FEED ME! AGE 1 TO 3', 'FEED ME! AGE 4 TO 5', 'HEALTHY CHOICES FOR KIDS', and 'SAFETY TIPS FOR COOKING WITH CHILDREN'.

# Moms with Preschoolers .....

*What if moms could post questions about picky eaters and receive advice from WIC nutritionists?*

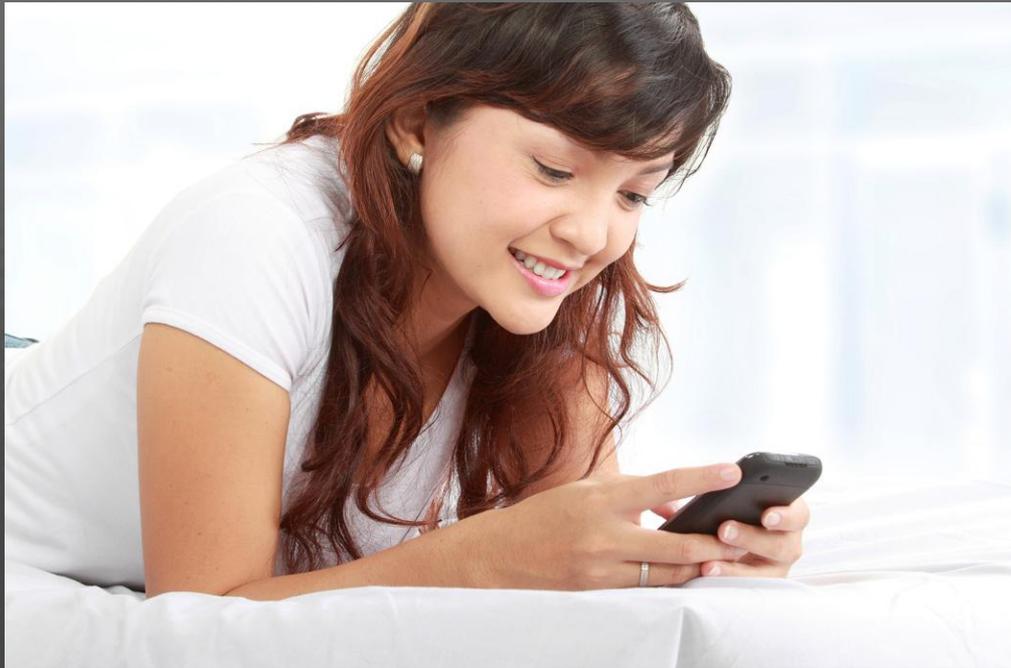
**WIC**connect.....

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

## MY CHILD WILL NOT EAT NEW FOODS

- Offer one new food at a time, with food she likes.
- Give a small amount. Do not worry if your child does not eat it. Offer it again at another time.
- You may need to offer it many times before she will eat it.
- Let her try all kinds of foods, even the ones you don't like!

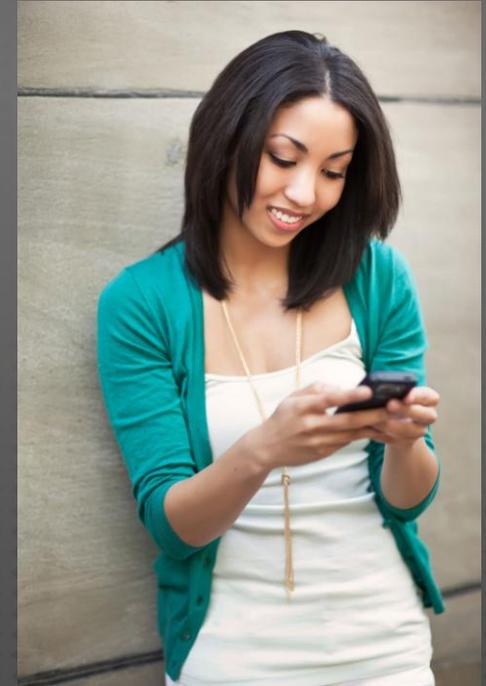
# What WIC online services are moms requesting?\*



\*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%**

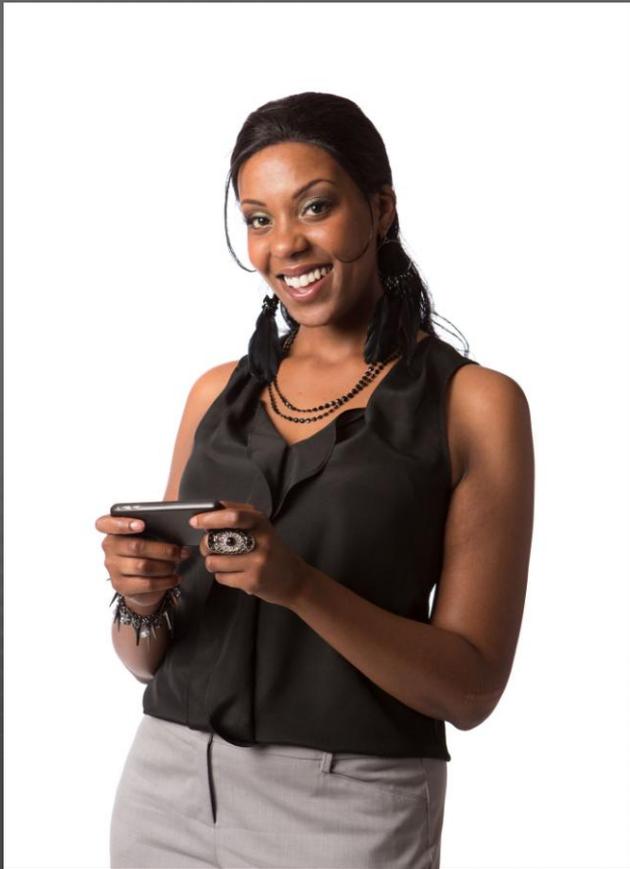
Access recipes & cooking demo videos **91%**

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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# Thank You .....

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