

WIC - Grown Online Education



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PHFE WIC Program

PHFE WIC:

- **Largest local agency WIC Program in the nation**
- **Case load: ~305,000 individuals monthly**
- **Serves Los Angeles, Orange and San Bernardino Counties**
- **Staff size: over 650**



**We're all challenged with keeping
WIC relevant for our ever changing
population...**

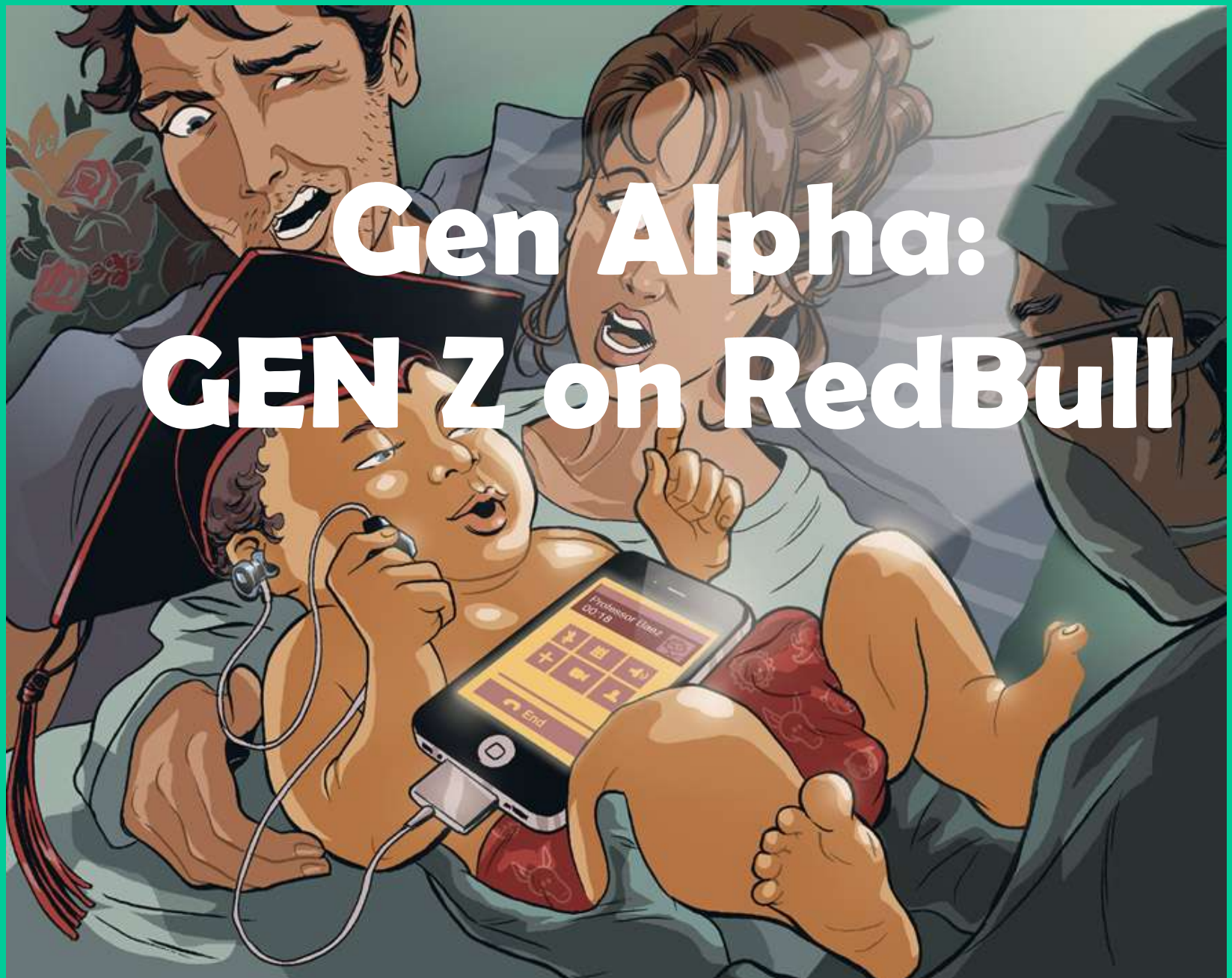


GEN Z = Our New WIC Clients

- Born between the mid 1990s and 2010
- 18 years old in 2013
- Tech savvy, social media and internet users
- Expect flexibility from institutions
- Dislike classroom lectures
- Want needs met quickly



Gen Alpha: GEN Z on RedBull



Philly/Filly

How do you **'THINK'** my first day of kindergarten went?!?

They didn't even have **Wi-Fi..**



“In-person” Education



Our Group “In-Person” Classes

- **Are designed by WIC Nutrition Education experts**

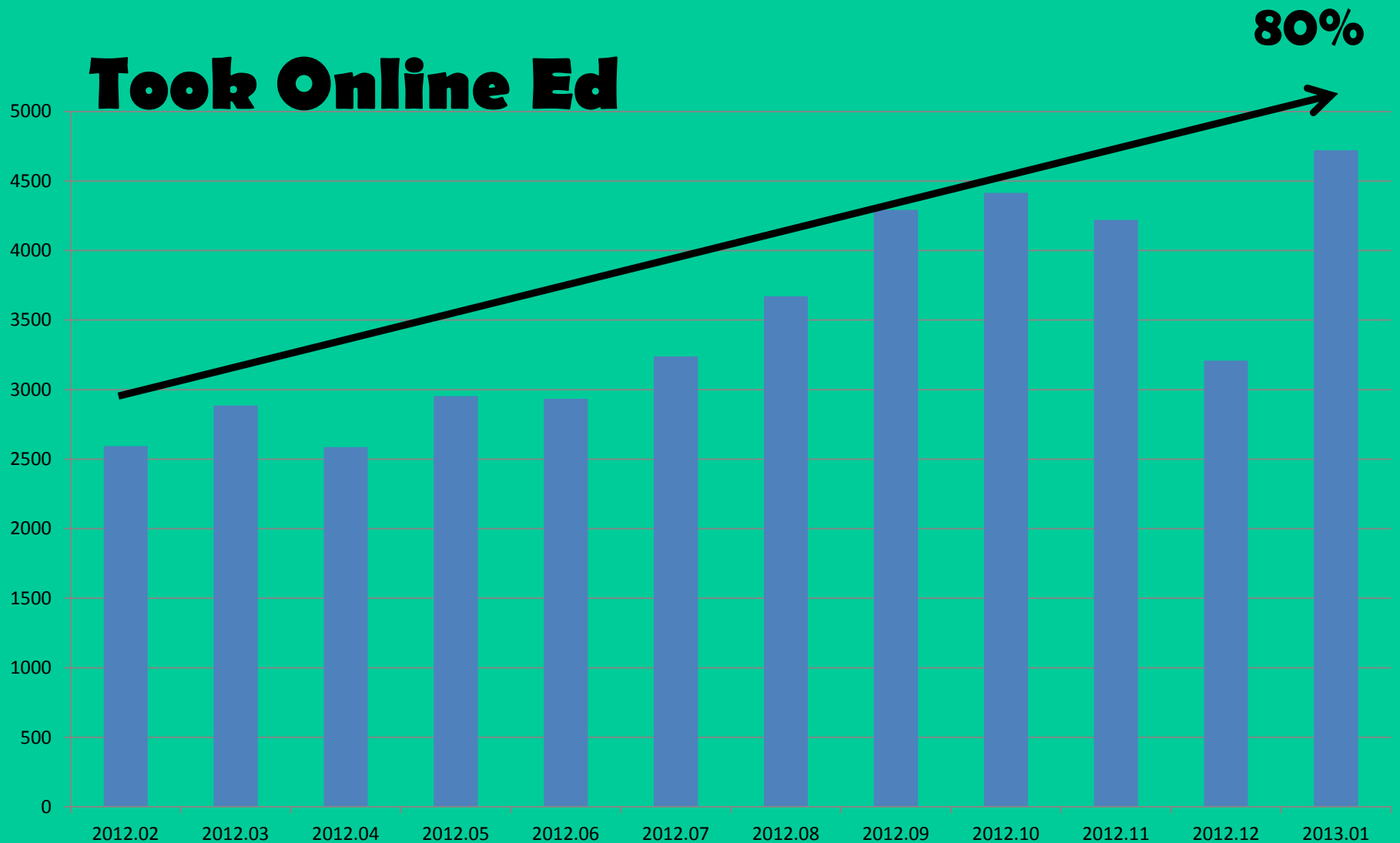


- **Are extensively tested with participants**
- ***These lesson guides become the framework for the online education design***

Our Online Matches the In-Person



- Started with *wichealth.org* in 2011
- We have the IT staff to build our own



Why Build our Own?



1. Smart Engineering

- Screens for eligibility for mailed checks and facilitates mailing process
- Online address verification
- Screens who needs to come in person for services
- Sends text/email when checks have been mailed
- Minimal staff time
- Quickly add survey questions

Why Build our Own?

2. Data and Reports

- **How long it took to complete the module**
- **Types of devices used**
- **Can “time” the pages**
- **Data on responses**
- **Tracks education history details by participant**
 - **Time to take class, mail requests, problems screened preventing mailing, individuals in family**

Tracking Screen

Browser: http://wicnet/OnlineEducationControl/ReportsASPX/New Online Education Control

WICnet Online Education Control Online Ed Home Home

Online Education Status Report (A family may take Online Education several times in a month)

For Year.Month: 2013.02 Center: * All Centers Refresh

Completed: Yes Family ID: *Go to CaTS to mail checks*

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FamilyID	Name	Online Ed Last Taken	Logons	Center	Mail Req?	Mailed Yet?	Completed?
		2/21/2013 8:32:28 PM	1	Maple Ave	Mail	Mailed: Feb 22 2013	Yes
		2/21/2013 8:21:13 PM	1	Main Street	Walk In		Yes
		2/21/2013 7:54:19 PM	4	Indian Hill	Walk In		Yes
		2/21/2013 7:46:59 PM	1	Chino	Mail	Mailed: Feb 22 2013	Yes
		2/21/2013 7:41:07 PM	3	El Sereno	Walk In		Yes
		2/21/2013 7:35:01 PM	1	Santa Ana West	Mail	Mailed: Feb 22 2013	Yes
		2/21/2013 7:12:18 PM	1	8th Street	Mail	Mailed: Feb 22 2013	Yes
		2/21/2013 7:08:48 PM	3	Santa Ana West	Walk In		Yes
		2/21/2013 6:58:07 PM	1	Montebello	Walk In		Yes
		2/21/2013 6:51:15 PM	3	Inglewood	Mail	Mailed: Feb 22 2013	Yes
		2/21/2013 6:51:01 PM	1	Amar	Mail	Mailed: Feb 22 2013	Yes
		2/21/2013 6:39:50 PM	1	Chino	Mail	Already: Feb 22 2013	Yes
		2/21/2013 6:29:04 PM	2	Main Street	Mail	Mailed: Feb 22 2013	Yes
		2/21/2013 6:18:57 PM	13	Azusa	Mail	Mailed: Feb 22 2013	Yes
		2/21/2013 5:49:07 PM	1	Santa Ana West	Walk In		Yes
		2/21/2013 5:40:20 PM	1	El Sereno	Mail	Mailed: Feb 22 2013	Yes
	OS	2/21/2013 5:30:27 PM	1	Wilmington	Mail	Already: Feb 22 2013	Yes
		2/21/2013 5:30:09 PM	1	Duarte	Mail	Mailed: Feb 22 2013	Yes
		2/21/2013 5:26:41 PM	1	Avenue 43	Mail	Already: Feb 22 2013	Yes

Details Report

Family ID:



Refresh



Lessons Taken (PHFE): *Only the last 8 are shown No Minutes means they did NOT finish*

Education Began	Lesson	Lang	Completed In	Answers
2/25/2013 3:32:42 PM	"Working and Breastfeeding"	EN	8.7 min	5
1/7/2013 9:58:52 AM	"Snack Smart"	EN	3.8 min	8
12/26/2012 1:51:50 PM	"Snack Smart"	EN	10.3 min	8


Mailings Requested for Completed Education:

Session Began	Name	Clinic	Address Change Req?	Email Req?	Text Req?	Mailed Yet?
1/7/2013 9:58:29 AM		Anaheim WIC	No	Yes	No	Jan 8 2013: Mailed
12/26/2012 1:50:48 PM		Anaheim WIC	No	Yes	No	Dec 26 2012: Already

Problems Preventing Mailing:

Logon Date	FamilyID	Problem	Severity Code	Language
2/25/2013 3:31:25 PM		SH%	4	EN
2/25/2013 3:31:25 PM		Pregnant	4	EN

Individuals in the family:

IndividualID	DOB	Age	Confidential	AddressDoc	Verification	ContactType	CertEnd	EDD
	03/24/12	11m					03/31/2013	
	05/10/87	25yrs	N	B	C	SH	09/23/2013	08/12/2013

Logon Attempts:

Logon	Code	Desc	Lang	DOB Ent	Mail Req	Browser	Ver	OS	Is Win32	Is Mobile	Mobile Manufacturer	Mobile Model	Cookies	VBScript	JS	Java Applets	ActiveX
2/25/2013 3:31:25 PM	0	OK	EN	2012-03-24	Y	Safari4	4.0	Unknown	False	False	Unknown	Unknown	True	False	3.0	True	False
1/7/2013 9:53:19 AM	0	OK	EN	2012-03-24	Y	Safari4	4.0	Unknown	False	False	Unknown	Unknown	True	False	3.0	True	False
12/26/2012 1:51:50 PM	0	OK	EN	2012-03-24	Y	IE9	9.0	WinNT	True	False	Unknown	Unknown	True	True	3.0	True	True

Why Build our Own?

3. Versatile/ Simple/ Accessible


- On a smart phone
- On a computer
 - At home
 - At the WIC site
 - Anywhere/Anytime


Verizon 7:04 AM 99%

WIC Online Education - PHFE WIC - California

www.wiconlineeducation Reader Search

WIC ONLINE NUTRITION EDUCATION
California - PHFE WIC Program


 Salt has different names, it may be called salt or sodium. For our discussion, we're going to use both words equally.



Let's learn more about Sodium...

Most of the sodium we consume is in the form of salt, and the vast majority of sodium we consume is in processed (such as canned or frozen foods) and restaurant foods.

Sodium has important functions in the body, especially in the heart. We all need some sodium for good health. Too much sodium, however, is bad for your health. It can increase your blood pressure and your risk for a heart attack and stroke. Heart disease and stroke are the leading causes of death in the United States.

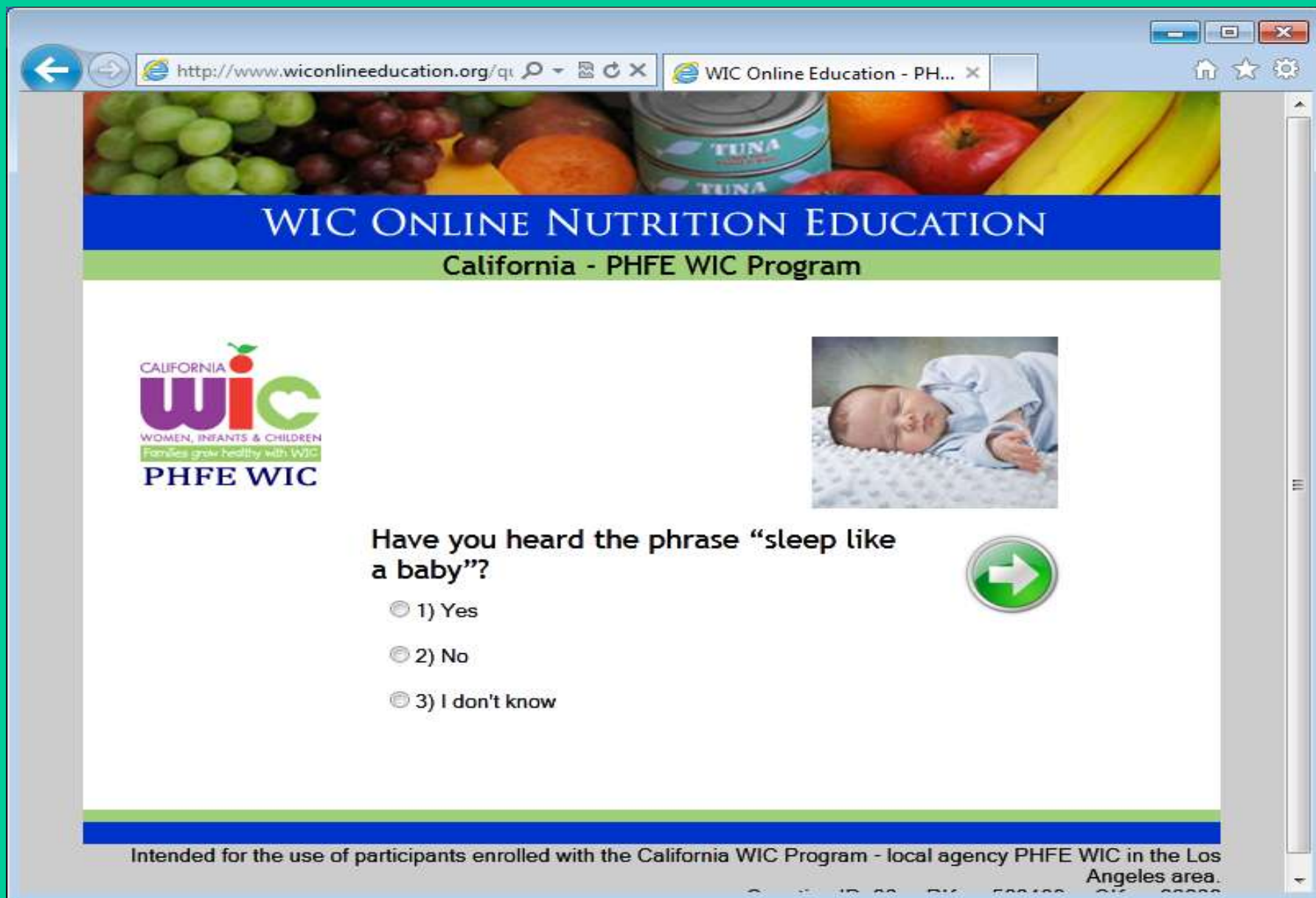
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Why Build our Own?

4. Building the Community...the future

- **WIC states and local agencies can contribute education modules**
- **Builds a library of online education**
- **Can “copy” these and customize to your needs**
- **ANYONE can take the on line ed.....WIC and non WIC**


What it Looks Like



http://www.wiconlineeducation.org/qa WIC Online Education - PH...

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California - PHFE WIC Program

CALIFORNIA wic
WOMEN, INFANTS & CHILDREN
Families grow healthy with WIC
PHFE WIC



Have you heard the phrase “sleep like a baby”?

- 1) Yes
- 2) No
- 3) I don't know

Intended for the use of participants enrolled with the California WIC Program - local agency PHFE WIC in the Los Angeles area.



WIC ONLINE NUTRITION EDUCATION

California - PHFE WIC Program



Light Sleep

During **light sleep**, a baby is dreaming. Babies bodies send more blood to the brain during **light sleep**. This supplies nutrients to help the baby's brain grow and develop.

Let's watch a short video of babies during **light sleep**.





WIC ONLINE NUTRITION EDUCATION

California - PHFE WIC Program



Let's review what we saw in the video about **deep sleep**.



When a baby is in **deep sleep**, you may see:

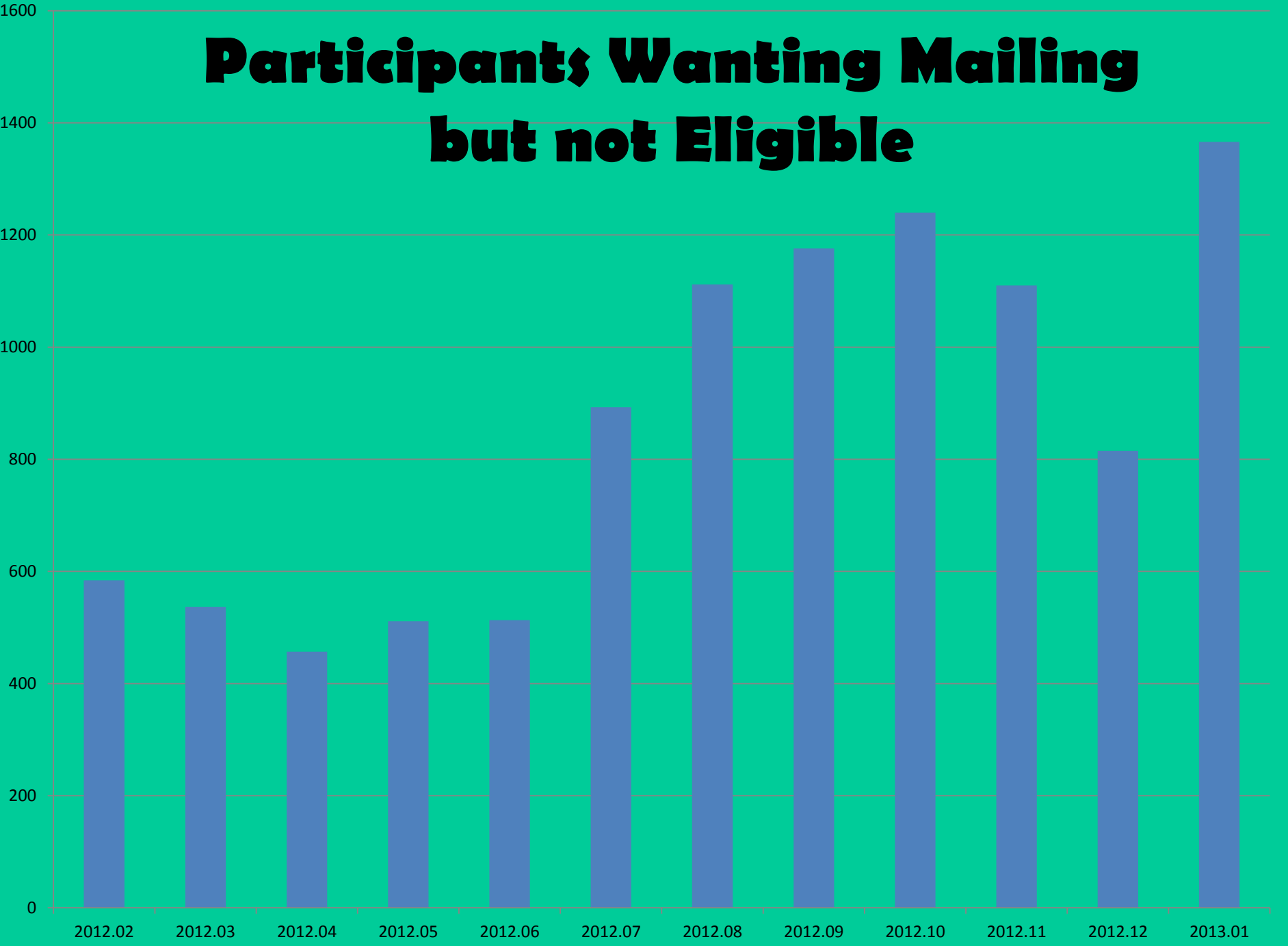
- Not much movement
- Regular steady breathing
- Arms and legs are relaxed (floppy)

A baby in **deep sleep** is hard to wake. Even undressing or touching may not wake him up.

Continue



Participants Wanting Mailing but not Eligible



"ITS GREAT!! I DONT HAVE A CAR OF MY OWN TO GO ALL THE WAY TO THE WIC OFFICE SO I HAVE TO WALK ALL THE WAY OVER WITH MY KIDS..ITS TIRING AND A LITTLE STRESSFUL... WITH THIS ONLINE NUTRITION PROGRAM ITS QUICK AND MORE EASIER FOR A BUSY MOM..THANK YOU."



I think (Online Education) is great and convenient especially for pregnant moms who have health issues which doesn't always allow them to attend WIC."



*"The Online Nutrition Education is a lot more convenient to me because I don't always have a reliable transportation and it stresses me less knowing I am able to complete the class at home..
p.s. I LOVE IT"*





