

Using the Internet to Impact Parent-Child Feeding Behaviors

Michigan
Illinois
Indiana
Ohio
Minnesota
Wisconsin
Washington



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Benefits of Internet Approach

- Can serve large numbers at low cost
- Access to stage specific education
- Access at home or work

Benefits of Internet Approach

- **For WIC Clients:**
 - Easy – Fun – Convenient
 - Targeted to their interest, needs, and readiness to change
- **For WIC Staff:**
 - Saves staff time
 - Allows staff to follow-up with clients
 - Reinforces educational strategies using stage-appropriate educational information

Project Purpose

- Develop alternative and innovative behavioral approach for providing nutrition education to WIC participants
- Provide WIC participants with information and tools *specific* to their situations, needs, and interests

Theory-Driven Approach

- Stages of Change
- Persuasive Communication
 - Transactional
 - Response dependent
- Behavioral Intent
- Division of Responsibility

Program Features

- Unique Approach
 - Clients are directed to existing web-based information based on the stage of readiness to change behavior
 - Ability to advance in intent toward stage change
- Use of existing web sites as “end nodes”
- Screen messages include:
 - Question/Feedback
 - Empowering statement
 - Information

Program Features

User receives a Certificate of Completion

- Indicates module completed
- Identifies starting and ending stages
- Indicates what they intend to do with what they have learned

wichealth Modules



Support for breastfeeding moms



Happy, healthy, active children

Be healthy as your baby grows (also in Spanish)

Trust your child to eat enough (also in Spanish)

Make meals and snacks simple (also in Spanish)

Secrets for picky eaters (also in Spanish)

Create good eating habits in your child

Help your child make good eating choices



Baby's first cup



Starting to feed your baby solid foods



Fun and healthy drinks for kids (new 2007)



Evaluation Mid-Year 2007

6-month evaluation

- Total participants: 150,000+ (2003-2007)
- Youth age correlated with use (younger=higher use)
- Easy computer access: 82%
- Computer access from home: 57%
- Consistent results across 5 years

Evaluation Mid-Year 2007

Most users:

- Find the website easy to use and helpful (97%)
- Learned something that will help them with child feeding (90%)
- Believe they can make changes using what they learned (92%)
- Want to learn about other WIC eating topics using a web-based approach (85%)
- Liked the web better than other nutrition education formats from their WIC office (81%)

Evaluation Mid-Year 2007

- Maintenance, action, and preparation are the most frequent entry points
- Movement toward action in all modules
- 98% in preparation moved to action
- 71% in contemplation moved to action
- Implications for use: Action oriented clients

Evaluation Mid-Year 2007

- Relationship between number of end nodes visited and stage movement
- Relationship between number of end nodes visited and stage movement
- Most popular modules:
 - My Pyramid
 - Happy, healthy, active children
 - Meals and snacks

Resource Matrix

- Follow up tool used during counseling
- Takes off from certificate of completion
- Database organization of agency and state resources
- Categorized by age, module, stage, and processes of change
- Allows ability to share resources across agencies and states

Certificate of Completion

This certificate is awarded to:

For successfully completing the WIC lesson:

Secrets For Feeding Picky Eaters

This is what I will do with the information that I have learned today:

I am going to try and offer a choice of three foods and not give in to tantrums if he refuses to eat one of those choices.

Initial Stage: Preparation

Ending Stage: Action



Signature

Date

WIC Resource Matrix - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites

Address http://wichealthmatrix.org/home.htm?47289a440bad33d0=47289a440bad33d0&logged_in=1 Go Links

wichealthmatrix.org [home](#) | [about](#) | [advanced search](#) | [contact](#) | [help](#) | [logout](#)

HOW TO USE THE RESOURCE MATRIX

- First choose a topic from the list below
- Enter a selection for age group, enter multiple selections by holding down the Ctrl key while clicking on the topics
- Choose the appropriate stage of readiness to change based on your experience with the client and this topic
- Choose the appropriate strategies for change from the list and click search
- For a more advanced search, click the "advanced search" link from the topic menu



TOPIC:	AGE GROUP:	STAGE OF READINESS TO CHANGE:	STRATEGIES FOR CHANGE:
<input type="checkbox"/> Breastfeeding	<input type="checkbox"/> Infant (0-1)	<input type="checkbox"/> Education	<input type="checkbox"/> Increases Awareness
<input type="checkbox"/> Physical Activity	<input type="checkbox"/> Toddler (2-3)	<input type="checkbox"/> Motivation	<input type="checkbox"/> Provides Emotional Impact
<input type="checkbox"/> Postpartum Wellness	<input type="checkbox"/> Preschooler (4-5)	<input type="checkbox"/> Participation	<input type="checkbox"/> Shows How Behavior Affects Self and Others
<input type="checkbox"/> Meals and Snacks	<input type="checkbox"/> Parent/Guardian		<input type="checkbox"/> Helps Control Environment
<input type="checkbox"/> Help for Picky Eaters			<input type="checkbox"/> Offers Support
<input type="checkbox"/> Introducing Solid Foods			<input type="checkbox"/> Helps Maintain Behavior Change
<input type="checkbox"/> Introducing the Cup			
<input type="checkbox"/> Fruit & Vegetable Intake			

Contains commands for working with the selected items.

Start | Inbox - Outlook Express | wichealth 2007 | FNS conference 2005 | WIC Resource Matrix ... | 11:12 AM

WIC Resource Matrix - Microsoft Internet Explorer

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Address <http://wichealthmatrix.org/resources.htm?fkeyResourceTopicsTopicID=2&fkeyResourceTopicsTopicID=3&fkeyResourceTopicsTopicID=4&fkeyResourceTopicsTopicID=4> Go Links

wichealthmatrix.org [home](#) | [about](#) | [advanced search](#) | [contact](#) | [help](#) | [logout](#)

RELATED RESOURCES

The following resources were related to your query. Please click the resource type to see all related resources. Then click a resource name for more information.

Internal Resources

Type of Material	Number of Resources
Agency Materials	2
Website	11

External Resources

Type of Material	Number of Resources
Agency Materials	12
Website	17
Class	3



Name	Clinic	Description	Location	Electronic Version Available:
Introducing Cow's Milk	Kalamazoo	Steps to introducing cow's milk to your baby.	wichealth	YES
Sugary Drinks and Your Child	Kalamazoo	What you should know about sugary drinks when it comes to your baby.	wichealth	YES

Contains commands for working with the selected items.

Start | Inbox - Outlook Express | wichealth 2007 | FNS conference 2005 | WIC Resource Matrix ... | 11:14 AM

Challenges

- Staying ahead of technology
- Compatibility issues
- Maintaining end nodes

Next Steps

- Add 1 additional modules
- Translate 4 modules into Spanish
- USDA special projects grant for 2 fruit and veggie modules
- Partner with other states
- Expand avenues for Resource Matrix

Conclusion

- Innovative use of technology to deliver low cost and stage-specific education to WIC participants
- Promising and consistent impact
- Expanding modules
- Multi-phased intervention with follow up