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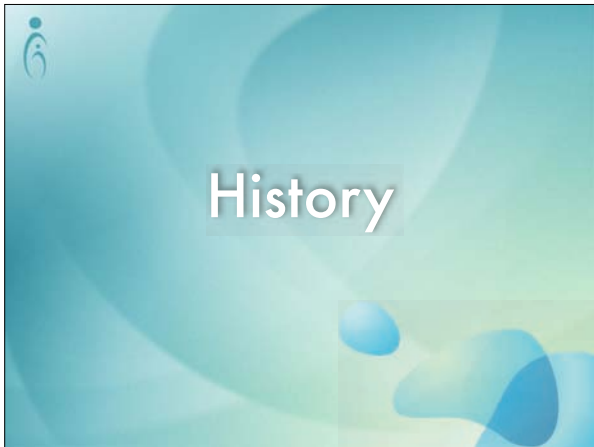
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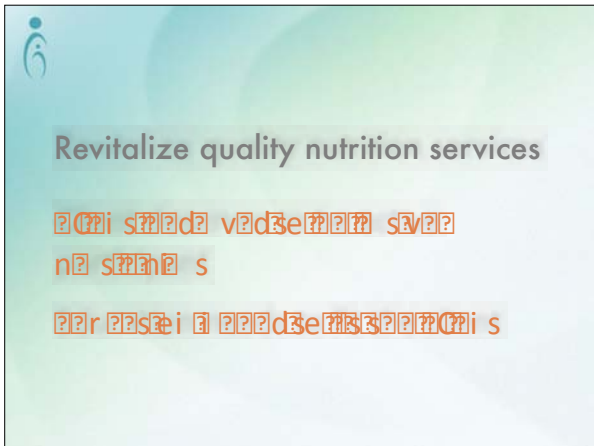
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# Born in 2001

Partnership between

- WIC States
- WIC Clients
- WIC Development Team

## WIC Healthy Child Eating Education



Click here to begin

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2002



2003



2009



2012

5

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# 2002

2 Educational Lessons

6

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# 2014

30 Educational Lessons

7

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23 and counting...



wichealth Partner States

8

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# Data



9

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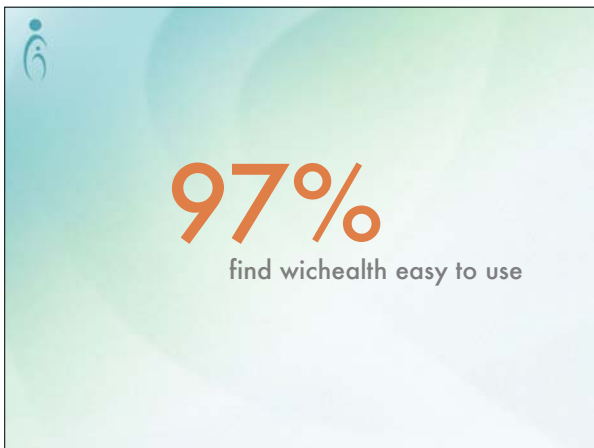
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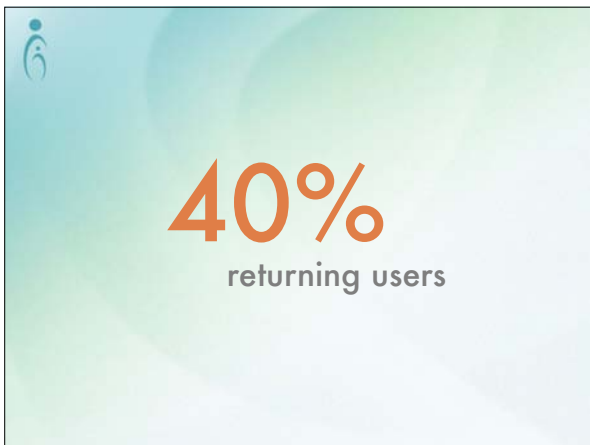
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**11 mins**  
average time  
spent per session

16

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**Target Population**

17

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**Who should use wichealth?**

- Low-risk participants
- High-risk can only use for personal knowledge
- Participants with Internet access who have interest in doing nutrition education online
- Can they complete one lesson for all eligible participants in their family?

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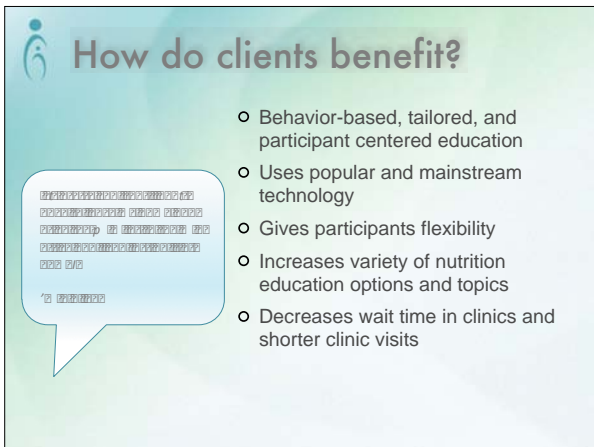
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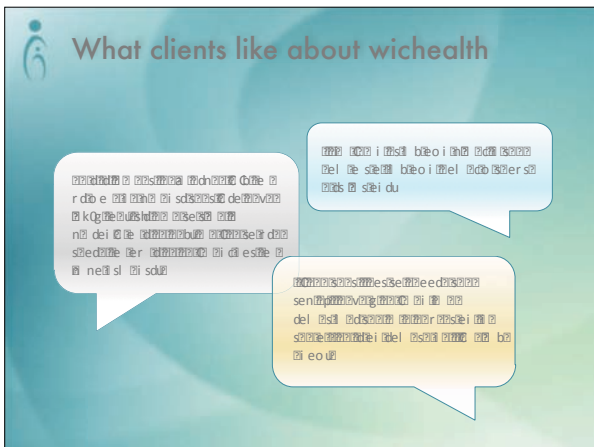
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## How do staff benefit?

- Gives staff the ability to provide another option for completing nutrition education
- Allows for accessibility to reports/survey results to see what topics participants like and measure impact on behavior
- Saves staff time especially when it comes to scheduling nutrition education
- Decreases likelihood of missed nutrition education contacts due to staff leave time, absences, or vacation.
- More appointment times open for certifications

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## What staff like about wichealth

Three speech bubbles containing placeholder text:

- Top left bubble: "The first step in the process is to identify the needs of the community. This is done through a series of interviews and focus groups. The next step is to develop a plan of action that addresses the identified needs. This plan is then implemented and evaluated. The final step is to report the results of the evaluation to the community and the funding agency."
- Top right bubble: "The second step is to develop a plan of action that addresses the identified needs. This plan is then implemented and evaluated. The final step is to report the results of the evaluation to the community and the funding agency."
- Bottom bubble: "The third step is to report the results of the evaluation to the community and the funding agency. This is done through a series of meetings and reports. The final step is to develop a plan of action that addresses the identified needs. This plan is then implemented and evaluated. The final step is to report the results of the evaluation to the community and the funding agency."

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## Theories & Models

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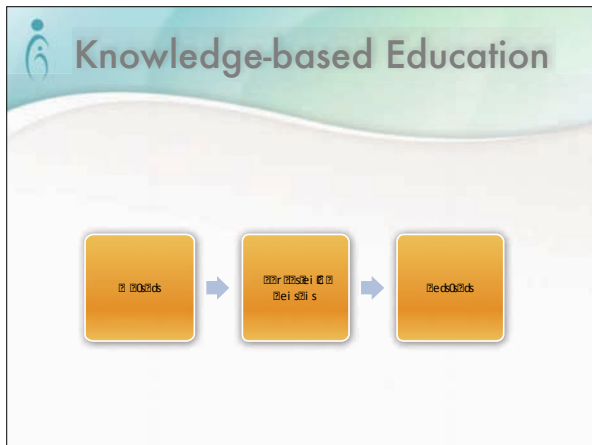
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The slide features a light blue and green wavy background. In the top left corner, there is a small icon of a person with a gear inside their head. The text 'Knowledge alone is not enough' is written in a bold, orange font.

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The slide has a light blue and green wavy background. In the top left corner, there is a small icon of a person with a gear inside their head. The title 'eHealth Behavior Management Model' is written in a dark grey font. Below the title, the text 'Stages of Change Theory' and 'Theory of Planned Behavior' are listed in a dark grey font. At the bottom, a list of five strategies is provided in an orange font: 'Persuasive Communication', 'Motivational Interviewing', 'Division of Responsibility', 'Emotion-Based Messaging', and 'Participant Centered Education'.

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28

**Transtheoretical Model**

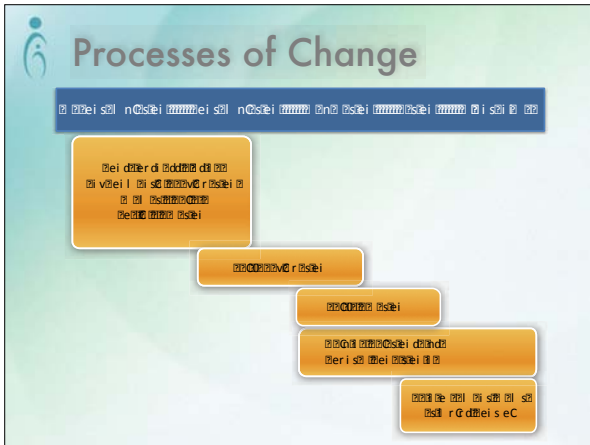
1977  
James Prochaska  
University of Rhode Island

Process of changing behavior occurs over 5 stages

29



30



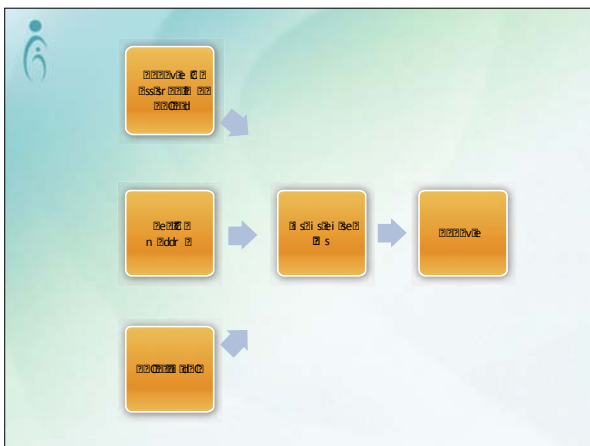
31

# Theory of Planned Behavior

1985  
Icek Ajzen  
University of Massachusetts

Links intent with actual behavior change

32



33

## Apply Behavioral Intent to wichealth

## Behavioral Intent Statements

## Persuasive Communication



# Motivational Interviewing



William Miller

Stephen Rollnick



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# Motivational Interviewing

## Open-ended questions

As the parent of a picky eater, you probably already know how quickly mealtimes can turn into battles when your child won't eat the food you're offering. This is stressful for many moms, but have no fear! There are ways to overcome and avoid these struggles that will make both you and your child happy.

I'm excited to talk with you about this, but before we begin I'd like to learn a little more about you and your picky eater.

Please share with me what statement below best describes mealtime with your picky eater:

- ☐ I don't give in to my child's demanding eating behavior.
- ☐ My child demands certain foods and won't eat anything else.
- ☐ My child acts like I am a "short order cook."
- ☐ My child refuses to eat certain foods.

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# Motivational Interviewing

## Provide Affirmations

You're not alone. Even though parents want to be in control of their children's eating habits, many parents and caregivers have trouble with this.

You don't have to give in to your picky eater's demands. I have a few ideas to help you with this, if you're interested.

Would you like to learn how to avoid giving in to your child's demands?

Yes

No, not really.

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## Motivational Interviewing

### Reflective Listening

You're not alone. Even though parents want to be in control of their children's eating habits, many parents and caregivers have trouble with this.

You don't have to give in to your picky eater's demands. I have a few ideas to help you with this, if you're interested.

Would you like to learn how to avoid giving in to your child's demands?

Yes

No, not really.

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## Motivational Interviewing

### Provide Summary Statement

# Coming Soon!

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## Division of Responsibility

Parent  
Responsible  
for what,  
when and  
where

Child  
Responsible  
for how  
much and  
whether

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## Emotion-Based Messaging

Emotions are more powerful than logic or facts

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## Participant Centered Education



ALTARUM  
INSTITUTE

SYSTEMS RESEARCH FOR BETTER HEALTH

2006

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## Participant Centered Education



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