

# Procedures for using wichealth.org

MARCH 2024

## Policy

The policy [Section 6.7 Additional Nutrition Education](#) describes options for providing additional education, including alternatives to face-to-face contacts. Self-guided education contacts may be used for providing additional education for participants who do not require a high-risk contact. The self-guided nutrition education option available to Minnesota WIC is **wichealth.org**.

## What is wichealth.org?

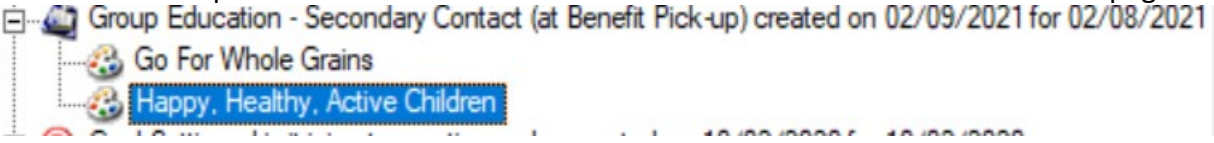
- A website with numerous lessons for pregnant and breastfeeding women and for the parents/caregivers of infants and children. Lessons are available for both English and Spanish speaking participants.
- Nutrition education that WIC participants can complete on their own time, anywhere they access the internet. It works well on mobile devices!
- Learning modules are developed using educational and communication theories. Each lesson is individualized to the participant's interest and readiness for change.

## How does wichealth.org work

- Let's start with what happens at a WIC appointment!
- A CPA determines wichealth is appropriate for a participant needing a **low-risk** additional education contact and offers it as an option. Confirm that the participant has internet access or a smartphone.
- A WIC staff member explains how to use the site and provides written information.
  - Minnesota WIC flyer templates are available in English and Spanish.
    - The flyer templates are modifiable. The local agency may add and/or change information on the flyer to meet needs of agency. In particular, the agency is encouraged to add information on how follow-up on the wichealth lesson will occur, e.g., add date and time for phone follow-up.
    - The WIC staff member should complete the Household ID and County information on the flyer. The participant will need this information to set up an account with wichealth.org. (The Bloomington WIC program and the Tribal WIC programs are listed separately on the drop-down list of Minnesota WIC programs.)
  - Additional promotional materials are available on [wichealthsupport.org](#). See information on accessing wichealthsupport.org later in this document.

- Give the participant a target date or month for completing a wichealth.org lesson. The participant completes a lesson any time after their WIC appointment and before the next date of benefit issuance.
- The participant creates an account and completes a lesson on the wichealth site.
- The participant may self-select which lesson(s) to complete, **OR** the CPA may refer the participant/parent to a specific wichealth lesson to expand on the education provided at clinic. Here are some examples:
  - A mother is concerned about her 2-year old's "picky eating". The CPA uses PCS skills to help the parent explore feeding options. The CPA can offer the wichealth lesson "Solving Picky Eating" as a way for the parent to review additional information at home.
  - After discussing ideas for increasing a child's activity, suggest the parent check out the lesson "Happy, Healthy, Active Children" for additional child-appropriate activities.
- The family may complete one lesson. However, as with in-person educational contacts, education should be relevant and individualized to the category and needs of each family member. There will be an opportunity to discuss the specific educational needs of individual family members at the time of follow-up.
- Lesson information is imported by Quick Connect.

## Quick Connect

- When a user completes a wichealth.org lesson, the lesson topic and date information imports from wichealth.org to the Nutrition Education page, Group Education Contacts in the Information System. This import in the system occurs in the early morning of the next day.
- Below is an example of what a contact looks like inserted into the Nutrition Education page:
 
- Lesson information is imported for all household members in an active certification. Every wichealth.org lesson is available for every category of participant in the Nutrition Education page including Pregnant, Breastfeeding, Non-Breastfeeding Postpartum, Infant and Child participants.
- The local agency has options for identifying families with completed lessons. The options include:
  - Use the [Wichealth.org Contacts InfoView](#) report to identify participants with a completed wichealth.org lesson. This report provides the SWID and HHID for all participants with a wichealth.org lesson documented in the Nutrition Education Tab for a specified time. The local agency determines how frequently they would like to run the report, e.g., daily, or weekly. **(Recommended option)**
  - Receive emails from wichealth.org with the Certificates of Completion. The emails are sent after the completion of every lesson. If you would like the Certificates of Completion for your participants to be emailed directly to your agency, contact [help@wichealth.org](mailto:help@wichealth.org) and provide the email address for your agency. For multi-county

agencies, let [wichealth.org](http://wichealth.org) know which counties to include. We suggest using a generic “non-person” email account to receive these emails from [wichealth.org](http://wichealth.org).

- Or use both options above.
- WIC staff can also verify lesson completions on [www.wichealthsupport.org](http://www.wichealthsupport.org) website. On this site, go to:
  - **Client Search:** Enter a Household ID and find out when they completed a nutrition education lesson and other details about their sessions.

## Following up with participants

- Offer the participant the opportunity to discuss the content of the [wichealth](http://wichealth.org) lesson and to ask questions. This may be by phone, email, or text. See [Section 6.7 Additional Nutrition Education](#) for information on self-guided education requirements and options for follow-up.
- If there are multiple family members and only one lesson was completed, the CPA may discuss the specific nutrition needs of other family members. For example, a parent with a 3-year-old child and a 3-month-old infant chooses to complete the “Happy, Healthy, Active Children” lesson. At the follow-up contact, the CPA can offer anticipatory guidance for the infant, such as how to introduce solid foods. Assure high-risk care follow-up is provided for any household members with a high-risk condition. Document the education provided for household members not covered by the [wichealth.org](http://wichealth.org) lesson.
- Quick Connect documents the completion of the [wichealth.org](http://wichealth.org) lesson in the participant’s record. Additional documentation of the lesson is not necessary.
- If a participant does not complete a [wichealth](http://wichealth.org) lesson as anticipated, offer these options for nutrition education:
  - [Wichealth.org](http://wichealth.org) – offer additional time to complete a lesson.
  - Phone contact – follow your local agency procedures for phone contacts.
  - In-person – provide a nutrition education contact at the clinic.

## How to access [wichealth.org](http://wichealth.org) and [wichealthsupport.org](http://wichealthsupport.org)

- Send an email to [help@wichealth.org](mailto:help@wichealth.org) to request access to the [www.wichealthsupport.org](http://www.wichealthsupport.org) website. Indicate your email address and agency name. For multi-county agencies, list all the counties in your agency. Be sure to specify you want “Local Rep” access. This will allow you to access stats and lesson completions for all Minnesota WIC participants. The user will then receive an email inviting them to create a username and password for [www.wichealthsupport.org](http://www.wichealthsupport.org).
- Access [wichealth.org](http://wichealth.org) by navigating from the [wichealthsupport.org](http://wichealthsupport.org) site. With your [wichealthsupport.org](http://wichealthsupport.org) account, you can visit the [wichealth.org](http://wichealth.org) site, complete lessons and become familiar with the content of the site. This will be your “practice” account.

## Wichealthsupport.org

[wichealthsupport.org](http://wichealthsupport.org) is an administrative site for state and local agency staff. On this site, you will find:

- Client search – Enter a client’s WIC ID and see details for each of their completed nutrition education lessons
- Statistics – Check out the wichealth usage statistics for your state or agency.
- Resources
  - Access a variety of promotional materials for WIC staff and clients.
  - Assess Nutrition Education Resources for clients. Check out the numerous wichealth to go educational materials. The materials are available in PDF and images which may be emailed or texted to clients.
- Data Reports – Discover the impact of wichealth by checking out annual and semi-annual evaluation reports.
- FAQs – Get answers to the most frequently asked questions.
- Academy – Includes modules for training WIC staff. Learn all about wichealth – how to use it, promote it and integrate it into your daily clinic workflow.

## Promotional Ideas

- Promotional materials are available on [wichealthsupport.org](http://wichealthsupport.org) under **Resources**.
  - Client flyers and inserts
  - wichealth promotional sticker and button
  - Educational materials for staff
- Minnesota WIC flyer templates are available in English and Spanish. The flyer templates are modifiable.
- Other ideas for promoting wichealth
  - Bulletin Board
  - Poster
  - Facebook, Twitter, Instagram

## Evaluating your implementation of wichealth.org

Here are some ways you can evaluate how wichealth.org is working for your agency.

- Go to [wichealthsupport.org](http://wichealthsupport.org) and select **Statistics**. Numerous reports are available by state or agency. Some examples include Total Lessons Completions and Active Accounts Report.
- Survey participants for their opinions.
- Discuss how wichealth implementation is going at staff meetings.
- Let your state Consultant know of any issues you identify with the content or functionality of wichealth.org.

## Considerations for implementing wichealth.org in your agency

- Create wichealthsupport.org accounts for staff
- Training staff – wichealthsupport.org has an Academy for training. Training can occur at staff meetings. The state Consultant can assist.
- Timeline – Consider when to start, how to start offering.
- Staffing – Consider how this affects staffing.
- Promotion – Determine how you will promote wichealth to staff and participants.
  - See promotion materials on wichealthsupport.org
  - are available in English and Spanish.
- Determine clinic procedures for following up on wichealth lesson completion.

## A word about the Health eKitchen WIC Meal Planner

- Direct participants to the **Health eKitchen WIC Meal Planner** for meal and recipe ideas. Health eKitchen is a library of the best WIC approved recipes and videos and found on the home page of wichealth.org. With Health eKitchen the user can:
  - Search for recipes that include WIC ingredients they have on hand.
  - Browse meal ideas.
  - Create a weekly meal plan.
- Health eKitchen WIC Meal Planner does not count as a completed lesson.

## References – Complete Listing of Hyperlinks

### Section 6.7 Additional Nutrition Education

([https://www.health.state.mn.us/docs/people/wic/localagency/program/mom/chsctns/ch6/sctn6\\_7.pdf](https://www.health.state.mn.us/docs/people/wic/localagency/program/mom/chsctns/ch6/sctn6_7.pdf))

Wichealthsupport (<https://www.wichealth.org/support>)

### Wichealth.org Contacts

(<https://www.health.state.mn.us/docs/people/wic/localagency/reports/infoview/reference.pdf>)

Minnesota Department of Health - WIC Program, 625 Robert St. N, PO BOX 64975, ST PAUL MN 55164-0975; 1-800-657-3942, [health.wic@state.mn.us](mailto:health.wic@state.mn.us), [www.health.state.mn.us](http://www.health.state.mn.us); to obtain this information in a different format, call: 1-800-657-3942.