

Get to Know wichealth.org-5

NOVEMBER 6, 2024

Staff Resources

[Get to Know wichealth.org 3](#), focused on participant materials in the [wichealthsupport.org](#) Resource Library. This memo highlights the staff resources in the Resource Library. Staff resources include a wide array of evaluation data, media tools, [wichealth.org](#) promotional materials, and photography. To access, go to Resources for Staff on the [wichealthsupport.org](#) home page, click All Staff Resources and Advanced Search becomes available. The Advanced Search allows the user to filter resources by categories, language, and type.

Staff Resource Categories

Staff Resources has 12 categories:

- Articles and research
- Evaluations
- FAQs
- Lesson descriptions and recommendation guide
- New partner media kit
- Newsletters
- Photography
- Promotional materials - clients
- Promotional materials - staff
- Social media - Facebook
- Social media - Instagram
- Videos

Highlights of Staff Resources

Evaluations

Evaluations has [wichealth.org](#) annual program evaluations from 2012 through 2021.

Media resources

- The **New Partner Media Kit** contains customizable/printable templates for emails, flyers, and social media graphics.
- **Social media for Facebook** contains various images and captions that are ready to be posted to Facebook. Examples include: add healthy protein to your family's meal plan, apples nutrition, and 5 signs your baby is ready for solid foods.
- **Social media for Instagram** contains various images and captions that are ready to be posted right to Instagram. Examples include: 25 delicious salad recipes, a guide to food safety, and applesauce. The content is the same as social media for Facebook, just formatted for Instagram.

Promotional Materials

- **Promotional Materials – Clients** has customizable flyers and posters to promote wichealth.org. Templates include: how to create an account, add wichealth.org to your home screen, Health eKitchen, and more.
- **Promotional Materials – Staff** has a customizable template for staff members. This staff flyer is a comprehensive guide to understanding wichealth.org.
- **Videos** – The videos introduce wichealth.org to participants and staff and demonstrate how to use it.

Photography

A gallery of WIC related images is available in this section. The images are free to save, download, and use. There are hundreds of photos portraying all types of scenarios.

Examples of photos in this gallery include:

- Fresh fruit and vegetables, preparing and cooking meals, buying food, showing children how to cook, children eating.
- Families at a WIC appointment, children in a school setting, children with their parent(s), children playing outdoors.
- Breastfeeding, bottle feeding, pregnancy.

Photos can be used for local agency developed materials and as visuals within WIC clinics.

Reminders

- The October 9 [Get to know wichealth.org 1](#) memo includes links to a pre-recorded wichealth webinar and MDH resources.
- Read future WIC Weekly Updates with in-depth information about each of the new features available on wichealth.org and wichealthsupport.org. Next week's memo will share more

information about the Statistics and Data Reports available on wichealthsupport.org as well as FAQs.

Reference – Complete Listing of Hyperlinks

[Get to Know wichealth.org 3](https://www.health.state.mn.us/docs/people/wic/localagency/nutrition/edchoice/gettoknowwichealth3.pdf)

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[wichealth.org](https://www.wichealth.org/) (<https://www.wichealth.org/>)

[wichealthsupport.org](https://www.wichealth.org/support) (<https://www.wichealth.org/support>)

[Get to know WIC Health 1](https://www.health.state.mn.us/docs/people/wic/localagency/nutrition/edchoice/gettoknowwichealth.pdf)

(<https://www.health.state.mn.us/docs/people/wic/localagency/nutrition/edchoice/gettoknowwichealth.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, www.health.state.mn.us; to obtain this information in a different format, call: 1-800-657-3942.

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