THREE RESEARCH PROJECTS that transformed the
The Chickasaw Nation WIC Program

Childhood Obesity Prevention Initiatives
Changing Our Perspective…
PARTICIPANTS AND STAFF TRANSFORMED... not just Informed
Childhood Obesity Prevention Initiatives

3 - WIC Research Projects that impact Health Outcomes . . .

- Tapping into the Power of Influence Project: 2010
- Facial Coding Qualitative Research: 2012
The Power of Influence

Influence is:
The process of guiding someone to a new idea, attitude or action
The Power of Influence

The SIX Principles

LIKING        RECIPROCITY
CONSISTENCY   CONSENSUS
AUTHORITY     SCARCITY
The Power of Influence

Based on over 50 years of Scientific Research

Influence: The Psychology of Persuasion

Robert B. Cialdini, Ph.D.

Revised Edition

NATIONAL BESTSELLER

50 Scientifically Proven Ways to Be Persuasive

We influence change
Could the Principles of Influence help change specific health behaviors?

- **Breastfeeding Initiation**
- **WIC Staff’s Job Satisfaction**
The Power of Influence

Over 40 small changes in the WIC clinic setting.

- Lobby Greeting
- Knee to Knee
Influence Project Tools

Integrating Influence into the WIC Setting
The Power of Influence - Research Results

16% increase

“"I enjoy my WIC visits."”
The Power of Influence - Research Results

Breastfeeding Initiation Rates

20% increase
Staff Satisfaction is key to Influencing Behaviors
Conducted FOCUS GROUPS
WIC moms participated

*Child’s BMI is at or above 85%*

TESTED 13 innovative approaches to obesity prevention with moms

FACIAL CODING
DR. DAN HILL
Facial Coding Science

Dr. Dan Hill of Sensory Logic
Emotions drive behaviors.

FACIAL CODING measures Emotions

What we say? -vs- How we feel?
Facial Coding in Focus Groups

Chickasaw Nation WIC tested 13 Obesity Prevention Concepts while Dr. Hill facially coded moms’ reactions.
CONCEPTS TESTED

THE CHILDHOOD OBESITY PUZZLE: The Greatest Challenge to the Next Generation (A call to action for WIC)
CONCEPTS TESTED
CONCEPTS TESTED
CONCEPT Winners – Facial Coding

And the winners are.....
Facial Coding - Common Finding

Focus on SOLUTIONS, Not Pointing OUT the problem
Focusing on Solutions — Childhood Obesity Prevention

A great new app for Amazing Moms like YOU!

moments
powered by momcircle

Download it today!

THE CHILDHOOD OBESITY PUZZLE: The Greatest Challenge to the Next Generation (A call to action for WIC)
Welcome to MOMents for Moms!

Be inspired, learn something new, build traditions that last a lifetime and celebrate being a MOM with the MOMents app!

Your Daily Moment

WELCOME TO . . .

• MOMents Messages
• Let’s Eat Recipes
• MomCircle Blog
• 365 Inspirational Quotes
MOMENTS Health Messages

Five Individual Categories for MOMs

Over 450 Encouraging Emotional Health Messages
**A Spoonful of Patience**

At 6 months or when she is sitting up by herself, start trying rice cereal. Don’t be surprised if she spits it out. She’s just getting used to the texture.

**Connection Time**

When you’re breastfeeding, your baby looks right into your eyes and ‘says thank you’ every time. Drink that in. Cherish it. You may not see that look during the teen years.

**Play More**

Your little one loves to play. It’s also good for him. 6 hours of activity a day means less chance of childhood obesity. What will your child remember about your time together today? Ready, set, go!

**Cool Catch**

On a hot summer day, play catch outside with a soaking wet sponge. You and your little one can cool off while you giggle! Capture a memory today.
MOMENTS Recipes

LET’S EAT!

30 easy to prepare Recipes with videos with MORE to Come.
MOMents “Let’s Eat” Recipes

Enjoy these Fun, Quick & Easy recipe videos you can make with your kids - Let's Eat!

- Chicken Tortilla Soup
- Orange Dream Shake
- Home Made Peanut Butter
- Shake It Up Scramblers
Blog

washrag on the forehead. What is your “sick” routine? Wishing you good bacteria and vitamin C to you and yours!

- **Mom know-how**

  January 29, 2014

  “I know how to do anything—I’m a mom.”

  Roseanne Barr

Tell me about some things you have learned about in your motherhood journey. It could be things you never thought you would be able to do, or something you never could do until you had to. Please share. :)

A MOM’s Blog
Social Media
When you walk with your child, the world stops. Your voice is powerful. It's your time to tell your child what she does that makes you proud. To tell her you love her in words that speak of security and possibilities for her future.

– MOMcircle
MOMcircle.com - A place for Every MOM

Easy Social Media SHARING

• Facebook
• Twitter
• Pinterest

NO REFERENCE to WIC nor any reference to the Chickasaw Nation.
Client testimonies...
Heart Button Counseling

How to trigger behavior change by pressing emotional Hot Buttons.
What do commercial marketers know that WIC doesn't know?
They know that Feelings are more important than Facts.
Universal “Hot Buttons”

- Recognition
  - I’m better than you
- Power and influence
- The nurturing response
- Achievement
- Time
- Love, sex and romance
- Belonging
- Family values
- Control
- Fun!
- Thrill of discovery
- Wish fulfillment
- Reinventing oneself

Hot Button Marketing – by Barry Feig
Can WIC apply the Hot Button science to nutrition education and counseling?
WHAT HOT BUTTONS MOVE MOMS TO POSITIVE HEALTH ACTIONS?
UNIVERSAL HOT BUTTONS FOR WIC MOMS

TOP 4 “Hot Buttons”

- The Nurturing Response
- Family Values
- Control
- Reinventing Oneself
- Wish fulfillment
- Thrill of discovery
- Fun

UNIVERSAL HOT BUTTONS FOR WIC MOMS
HOT BUTTONS Research

Project Deliverables – Coming Soon

• Oklahoma State University is conducting research on the implementation of Heart Buttons in WIC Nutrition Counseling.

• Implementing 10 new conversation strategies being used in class and individual education.

• Producing videos that will be accessible to WIC nationally through an online resource center.