Deepening Engagement with Online Resources for WIC Clients & Staff with eatFresh.org

Jessica Silldorff, MPH
September 8, 2016
Leah’s Pantry promotes healthier lives among vulnerable populations through innovative community-based nutrition and cooking programs.
Programs Overview

Food Smarts Workshops
Food Smarts Training Program (FSTP)
Cookbook Development
Online Nutrition & Cooking Tools
Cook It! Kits
Public Policy
National, provincial/territorial local laws and policy

Community
Design, access, connectedness, spaces

Organizational
Organizations, schools, workplaces

Interpersonal
Family, friends, social networks

Individual
Knowledge, attitudes, skills
Internet Use Trends

Highest rate of growth among those earning <$30k annually

Among all American adults, the % who use the internet, by income

Internet Use Among Low-Income Populations

- 74% of those earning <$30k annually use the internet.
- 62% of smartphone owners have used their phone to look up info about a health condition.
- 1 in 3 low-income Americans have accessed the internet for free from a public space.

Leah’s Pantry uses online resources because they improve the effectiveness of all of our other interventions.

Source: Pew Research, 2015
Interventions in the Online Environment

- Provide support outside of the classroom or counseling sessions
- Increase the reach of important information
- Ensure messaging consistency
- Reduce participant burden
- Meet participants at various stages of change
- Increase digital literacy
Referring Clients to Online Resources Using Motivational Interviewing

When a client is chatty, summarize what she’s saying and then ask:

- **You:** “How do you feel about breastfeeding/nutrition/feeding your kids/etc?”

- **Client:** “I have trouble getting my kids to eat vegetables.”

- **You:** “Can I make a suggestion? EatFresh.org has many recipes that are kid-friendly and tips for getting past difficulties with picky eaters. You might find some helpful information on this website.”
If you hear “Hmm… I don’t know” as though she is thinking about it:

- **You:** “Can you tell me why you don’t know?”

- **Client:** “I’m not sure if I’ll breastfeed or formula feed my baby.”

- **You:** “Can I offer a suggestion? EatFresh.org has a free Mini Course that you can take online with a lesson on the benefits of breastfeeding. This might help you make your decision.”
EatFresh.org
Online SNAP-Ed recipes and resources

- **Recipes**: 400+ easy, healthy, low budget-friendly
- **Meal Plans**: save money & time
- **Overcoming health barriers**: Ask a Dietitian, concise messaging pages
- **Breastfeeding content developed by Shasta County WIC**
- **USDA funded**
- **English, Spanish, and Chinese**
- **Ad-free!**
Families with low to medium income and children under 5 (or a pregnant mom) can qualify for WIC.

- WIC provides nutrition education, breastfeeding support and education, supplemental foods, and referrals to healthcare and community services.

- If you are interested in WIC, make an appointment at a WIC clinic and bring identification, proof of address, proof of income, and a WIC referral form.

- Bring your children with you to your appointment or you may be rescheduled.

- Receiving WIC will not make it harder to get a green card or become a US Citizen.

Try This
Click on the links under "Related Resources" to find a WIC office near your home or workplace.

Featured Recipes

Related Resources
About WIC and How to Apply
California WIC Agencies

Poll
Do you participate in CalFresh (Food Stamps, SNAP, EBT) or the Free School Meal Program?

- Yes
- No

Related Pages
Calfresh is a way to get healthy foods into your home.
The first hour or two following birth is considered the "golden hour" and allows you time to establish breastfeeding.

- Have a breastfeeding plan that you share with your doctor so that as long as mom and baby are healthy, hospital routines do not interrupt your precious "golden hour" with your baby.
- When your baby is born, your baby should be given to you for skin to skin cuddle time. This cuddle time encourages baby bonding.
- Skin to skin contact establishes brain connections in both you and your baby helping to create lasting bonds.
- Hormones involved in milk production and let down are stimulated by close contact with your baby.

Try This
Ask for assistance in the hospital from an International Board Certified Lactation Consultant (IBCLC).

Skin to Skin Contact
Dr. Nils Bergman explains the importance of skin to skin contact between mother and baby right after birth.

Related Resources
La Leche League of California
California WIC Agencies
American Academy of Pediatrics
World Health Organization: Breastfeeding
Shasta Moms' Circle

Poll
Do you participate in CalFresh (Food Stamps, SNAP, EBT) or the Free School Meal Program?

Related Pages
Some women might feel discomfort when her baby first starts breastfeeding – it will
Some women might feel discomfort when her baby first starts breastfeeding – it will get easier.

- Correct position and latch will prevent pain.
- Bring your baby to you – touching baby’s nose to your nipple; make sure that you are tummy to tummy with your baby.
- Check to make sure the angle of your baby’s mouth is wide around your areola.
- Make sure that your baby’s lips are rolled out like “fish lips”.

**Try This**

If you are feeling pain, get help from a WIC peer counselor, an International Board Certified Lactation Consultant (IBCLC), your medical provider, or La Leche League.

**How to Breastfeed: Correct Latch**

Learn how to correctly latch a baby to your breast and reduce pain.
EatFresh.org Mini Course
5-10 minute online SNAP-Ed lessons

- Direct Education: self-paced online course
- 15 total topics, taken in any order
- Accessible from EatFresh.org homepage
- English & Spanish
- Mobile-friendly
Recipe of the Month

Ethiopian-Style...
Is this your first time here?

Click the button below to create a new account.

You will need an email account. You will be asked to check it from this computer.

Passwords must be at least 4 characters long.

Log in

Username
Password

Remember username
Log in

Forgotten your username or password?

Cookies must be enabled in your browser

About EatFresh  About CalFresh  Contact Us

This material was funded by USDA’s Supplemental Nutrition Assistance Program (SNAP). USDA is an equal opportunity provider and employer. SNAP provides nutrition assistance to people with low income. It can help you buy nutritious foods for a better diet. To find out more, visit www.benefitscal.org.

©2015 EatFresh, San Francisco Human Services Agency
Choose your username and password

Username*: adrienne

The password must have at least 4 characters

Password*: ****

Your information

Email address*: adrienne@leahpantrysf.org

First name*: Adrienne

Last name*: Markworth

City/town*: San Francisco

State/Province*: California

Referral Code: LPSF

If you were not given a referral code, leave this field blank.
Welcome to the EatFresh.org Mini Course! This is a completely free nutrition, cooking, and healthy living online course. You will learn how to:

- Eat healthy on a budget
- Read nutrition labels and ingredient lists
- Avoid added sugar in foods
- Cook easy, tasty meals
- Determine portion sizes to manage your weight
- Shop smart and save money
- Plan meals for healthy holidays and celebrations

Get started by clicking the "EatFresh.org Mini Course" link below.
Welcome!

Begin by clicking on any topic below. You can earn a certificate of completion when you complete each set of topics.

### Nutrition Basics

- Finding Low-Sodium Foods Using Nutrition Labels
- How Much Sugar is in Your Favorite Drink?
- Do You Eat the Rainbow?
- Can You Identify Those Healthy Whole Grains?
- Easy Meal Makeovers
- Certificate of Completion: Nutrition Basics

### Creating Wholesome Meals

- Eating a Healthy Breakfast is Easier Than You Think

Mini Course Overview with list of topics – can be taken in any order
Feedback Survey

Mini Course Feedback Survey

Forum

Share ideas, ask questions, and chat with others in this course by posting in the forum!

Discussion Forum

Files

- Eating the Rainbow of Fruits & Vegetables [PDF document]
- Recipe: Turkey Chili
- SMART Goals [PDF document]
- Portion Size Hand Comparison [PDF document]
- Recipe: Summer Vegetable Soup
Eating Right = Balance, Variety, and Quality

Which foods are good sources of calcium? Select the 3 best choices and click Done.

- Plain yogurt
- Grapes
- Collard greens
- Canned sardines
- Fried chicken
- Popcorn
Quick activities to reinforce lessons learned in each topic

Add ingredients from other food groups to build your breakfast.

This meal includes healthy ingredients from 3 of the 5 food groups!
Earn badges for milestones and up to 3 certificates of completion

Nutrition Basics

- Finding Low-Sodium Foods Using Nutrition Labels
- How Much Sugar is in Your Favorite Drink?
- Do You Eat the Rainbow?
- Can You Identify These Healthy Whole Grains?
- Easy Meal Makeovers

Certificate of Completion: Nutrition Basics

EatFresh.org Mini Course

Certificate of Completion

This acknowledges that
EatFresh.org User
has successfully completed the
EatFresh.org Mini Course
on June 16, 2016

Authorized by San Francisco Human Services Agency

This material was funded by USDA’s Supplemental Nutrition Assistance Program (SNAP). USDA is an equal opportunity provider and employer. SNAP provides nutrition assistance to people with low income. It can help you buy nutritious foods for a better diet. To find out more, visit: www.benefitscal.org

eatFresh.org
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Reports available for participant demographics & activity
Shasta County EatFresh.org Analytics

Growth in number of sessions since launch (10/2013 – 08/2016)

- **11.6** Average number of pages viewed per session
- **08:22** Average time spent on site per session
- **150%** Number of users from FFY15 to FFY16

Shasta County visitors spend **2 more minutes** on the site and view **3 more pages** than the average EatFresh.org user.
EatFresh.org Integration in Shasta County

- Cross market EatFresh.org with other local implementing agencies (LIAs) who are SNAP-Ed funded in Shasta County

Print Materials

- Added QR code that links to EatFresh.org on all print materials distributed throughout the County
- Include seasonal recipe cards with nutrition education handouts in interview booths where SNAP clients are served
- Provide recipe cards at County regional office locations

Online/Social Media

- Added EatFresh.org link to WIC webpage (scheduled to launch October 2016)
- Share EatFresh.org recipes in Shasta Moms Circle Facebook page
Next Steps: Become an EatFresh.org - WIC Ambassador

- **Add your name to our sign up sheet** if you’re interested in promoting EatFresh.org tools
- **Pilot EatFresh.org and the Mini Course** with clients at your WIC program
- **Get a referral code** so we can track and share your clients’ Mini Course activity with you
leahspantrypsf.org/eatfresh-toolkit

- Download printable files
- Webinars
- Sign up for our newsletter
- Download worksheets and user guides

PRINT & WEB RESOURCES

- Logo Files
- Handouts
- “NEW” Mini Course
- Messaging Postcards
- Posters
- Promotional Videos
- Recipe Postcards
- Website Badges
- Webinars
- Weekly Health Tips Sign-up

SIGN UP FOR THE EATFRESH.ORG NEWSLETTER

Let **EatFresh.org** extend, strengthen and complement all the hard work you do!

EatFresh.org is designed for low-income Californians and the providers that serve them.

**EatFresh.org is mobile-friendly too!** Encourage those with smartphones to access the website through the browser on their phone.

If you don’t see what you need in the toolkit to the left, or have difficulty accessing the materials, please contact Jessica Sildorf at jessica@leahspantrypsf.org.
Contact Us

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