

# Nutrition Education **ON**the**GO**



## What is wichealth.org?

wichealth.org is a secondary contact education method designed to provide WIC clients with an innovative, easy to use and effective approach to impact nutrition behaviors. Additional tools are available for your clients including Health eKitchen, a collection of healthy recipes featuring WIC approved foods and our blog which highlights both the challenges and success of WIC families as they move towards healthier behaviors.



**More than 50  
educational lessons**



**Healthy recipes featuring  
WIC approved foods**



**Available on a computer,  
tablet or smartphone**

## What makes this learning approach unique?

wichealth has incorporated many theories and models throughout the lessons to impact behavior change including:



- TRANSTHEORETICAL MODEL
- THEORY OF PLANNED BEHAVIOR
- PERSUASIVE COMMUNICATION
- MOTIVATIONAL INTERVIEWING

wichealth is participant-centered allowing the client to choose the lesson and resources that most meet the needs of her family along with the time that is convenient for her busy schedule.

## How does wichealth.org work?



**ACCOUNT**  
The first time the client visits wichealth.org she will need to enter her state, agency and clinic as well as her WIC Family ID to create her account. She will then choose her username, password and security question as well as answer a few profile questions.

**DASHBOARD**  
Once her account is created, she arrives at the dashboard. The dashboard allows her to select her lesson and view recipes in Health eKitchen.

**LESSONS**  
Using a participant centered approach, the client chooses a lesson that most meets the needs of her family. She is then presented a series of questions to assess her stage of change in the selected lesson.

**RESOURCES**  
Based on her stage of change, the client is presented with educational and skill-based resources. There are more than 1200 resources in wichealth.org. The resources are designed to meet a number of learning styles.

**CERTIFICATE**  
Upon completion of the lesson, the client can view and/or print a certificate showing the date, the lesson completed and an action statement detailing how the client plans to use the information learned in the lesson.

**FOLLOW-UP**  
Once the lesson is completed, the local agency will receive an email regarding the lesson completion. In addition, the participant's Crossroads Nutrition Education Topic Status will be updated by an overnight batch process.

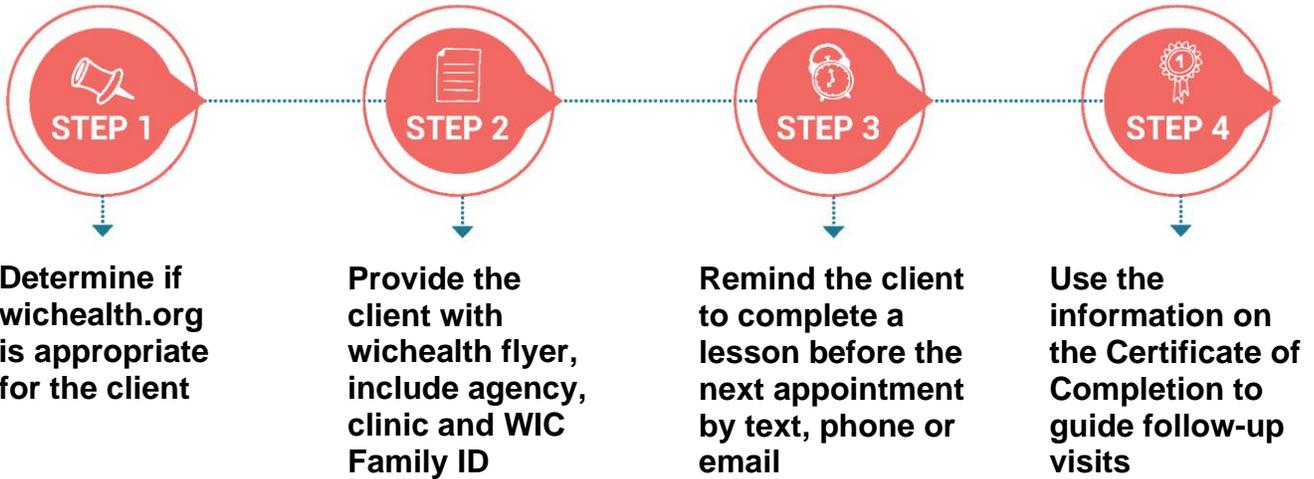


## Who can use wichealth.org?

English and Spanish speaking pregnant, breastfeeding, and postpartum (non-breastfeeding) women, non-breastfeeding infants on a contract standard milk- or soy-based formula, or a children ages 1-5 completing low-risk follow-up nutrition education.

Clients with the ability to access the internet from home, work, library, a friend's home, the WIC clinic or anywhere they may have access.

## How does agency staff promote wichealth.org to clients?



## wichealthsupport.org - Your Tool For Success

wichealthsupport.org allows for staff to keep up with ongoing enhancements and upgrades to wichealth.org and provides WIC staff with the information and tools important for successful implementation including;

- ✓ State and agency reports
- ✓ Access to clients' completed lessons
- ✓ Downloadable materials for staff such as client promotion fliers and implementation materials
- ✓ Annual evaluation reports
- ✓ Newsletters and updates
- ✓ Ongoing training with wichealth Academy
- ✓ Access wichealth.org as a client



To request a staff account or for more information email  
[help@wichealth.org](mailto:help@wichealth.org)



## NORTH CAROLINA



Department of Health and Human Services  
Division of Child and Family Well-Being  
Community Nutrition Services Section  
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