

wichealth.org Webcast FAQ

Q: What is wichealth.org?

A: The wichealth.org website serves as an option for the second nutrition education contact in the certification period for WIC clients. What makes wichealth.org unique is that the education provided is based on the client's stage of readiness to change their behavior.

Q: What theories drive the science behind wichealth.org?

A: The wichealth.org website is based primarily on the Transtheoretical Model of Behavior Change and incorporates Persuasive Communication, Division of Responsibility, and Behavioral Intent. This combination approach has been termed the eHealth Behavior Management Model. More information about the eHealth Behavior Management Model can be found at www.cdc.gov/pcd/issues/2004/oct/04_0070.htm.

Q: What is the purpose of the eHealth Behavior Management Model?

A: The eHealth Behavior Management Model is designed to assist users in navigating the wichealth website to stage-specific education for a given topic. The intent is to progress users through the change continuum, advancing them to a more active stage of change, and ultimately to maintain positive changes in their behavior.

Q: Can anyone use wichealth.org?

A: The modules are designed for low-risk WIC clients with infants and children age newborn to five years. Some modules are available in Spanish and new modules are continually being added.

Q: What topics are available for WIC clients to learn about on wichealth.org?

A: A variety of learning modules are available at wichealth.org that address diet, wellness, and feeding issues. There are currently 12 modules in English and 4 available in Spanish with 1 more English and 4 more Spanish being added this year. Current modules include information about the following:

- Making meals and snacks simple
- Steps to a healthier family using MyPyramid
- Breastfeeding support
- Starting solids and drinking from the cup
- Physical activity for kids
- Eating more whole grains
- Healthy drink alternatives
- Being healthy after pregnancy
- Increasing fruit and vegetable consumption
- Secrets to feeding picky eaters

Q: How does wichealth.org work?

A: The client visits wichealth.org, logs in to the system, and selects the learning module of interest. The client is then asked a short series of questions to assess stage of change for the selected module topic. The client is then directed to educational and skill-based end nodes (web links) targeted to their stage of change for that particular topic. The client is asked further questions to assess if they are ready to progress to a subsequent stage of change. The Client then receives a certificate to document completion of the learning module that identifies their beginning and ending stage of change for the chosen module topic. On the certificate, the client states what they plan to do with the information they learned from the selected module.

Q: How does wichealth.org benefit my clinic staff and WIC clients?

A: Providing WIC clients with an online resource for nutrition education offers both variety and flexibility. Many clients are looking for alternatives to traditional education, and wichealth.org allows them to complete their nutrition education requirement whenever they want, anywhere they have Internet access. Further, this approach saves time for both WIC clients and staff. Upon completion of an online learning module, clients can either print a certificate of completion to take to their next clinic visit, or have their certificate electronically submitted to their WIC office documenting fulfillment of their second nutrition education requirement.

Q: What types of support tools are available to agency staff?

A: The wichealth.org staff provides a variety of online, easily accessible support tools that are available 24 hours a day. The wichealthsupport.org website supplies WIC professionals with information and resources necessary for successful implementation, marketing, and monitoring of wichealth.org at the agency or state level as well as access to a hands on implementation guide and powerpoint training, marketing materials for agency staff and clients, access to frequently asked questions, evaluation results, and a quarterly newsletter. In addition to the wichealthsupport.org website, the wichealthstats.org website provides analyses and current statistical data for all states participating in wichealth.org. Data analysis and user statistics are specific to each state and includes the following:

- Summative usage statistics
- Module usage statistics
- Ages of clients/children
- Relationship between client(s) and child(ren)
- What agency clients are from
- Where clients are accessing the Internet
- Beginning and ending stage of change
- Client comments