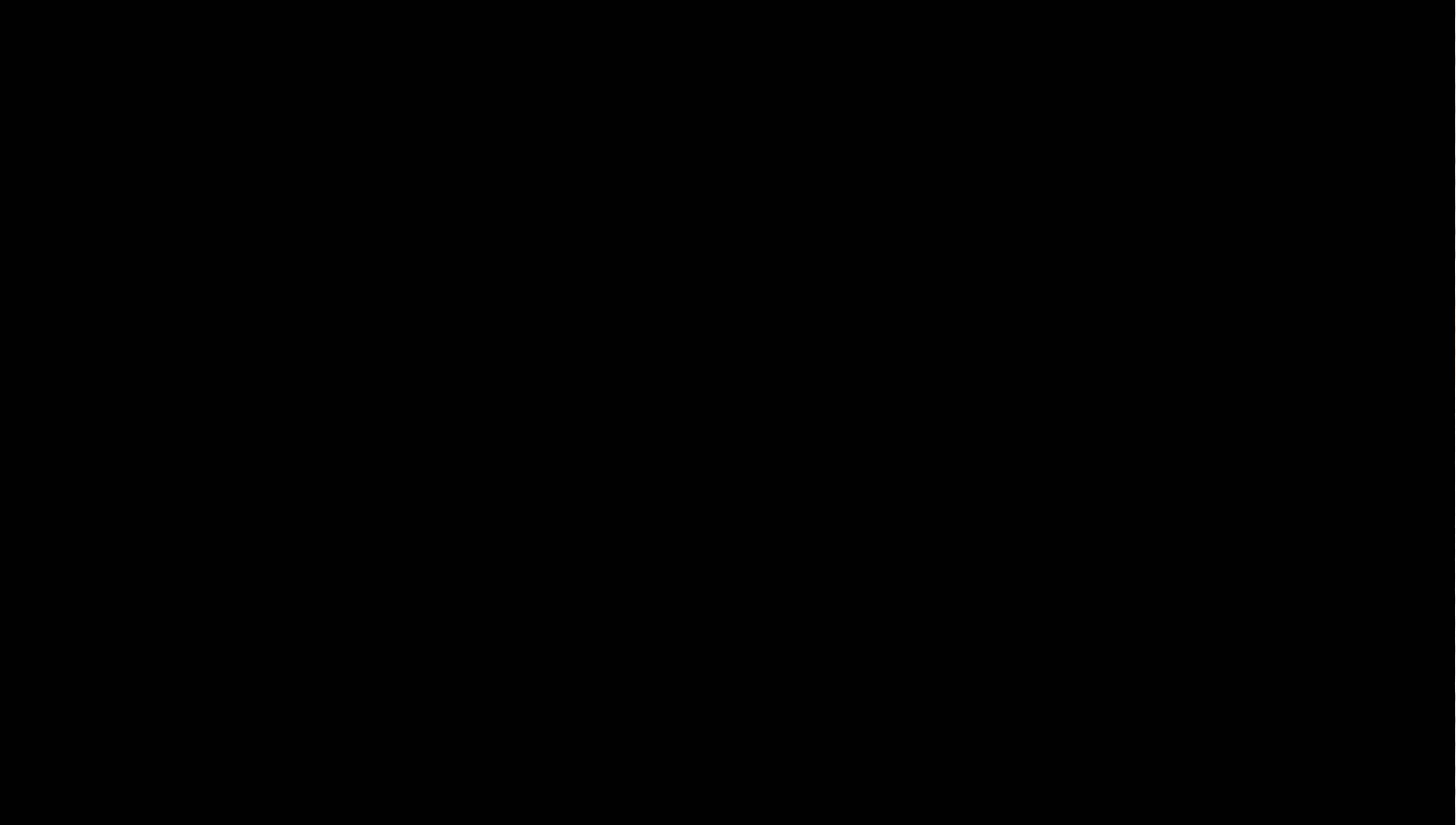


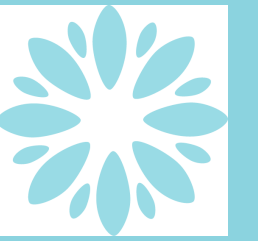
Childhood Obesity Prevention Initiatives



THREE RESEARCH PROJECTS that transformed the
The Chickasaw Nation WIC Program

Changing Our Perspective...





***PARTICIPANTS
AND STAFF***

TRANSFORMED...

not just Informed



Childhood Obesity Prevention Initiatives

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

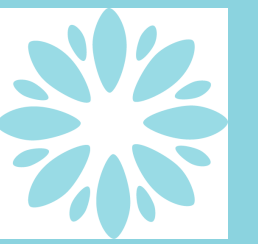
- ✿ - Tapping into the Power of Influence Project: 2010
- ✿ - Facial Coding Qualitative Research: 2012
- ✿ - Hot Buttons Marketing Research: 2014-2016

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

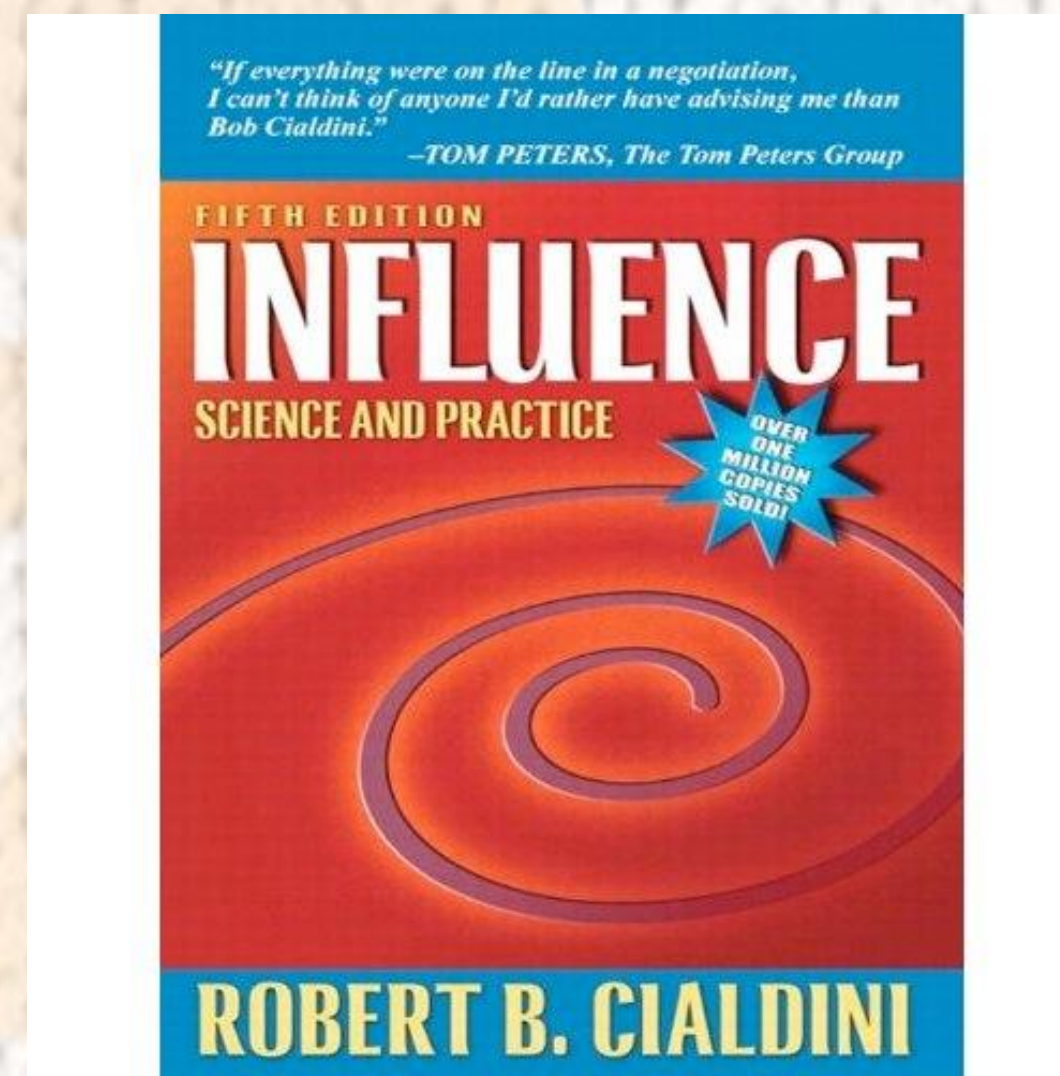
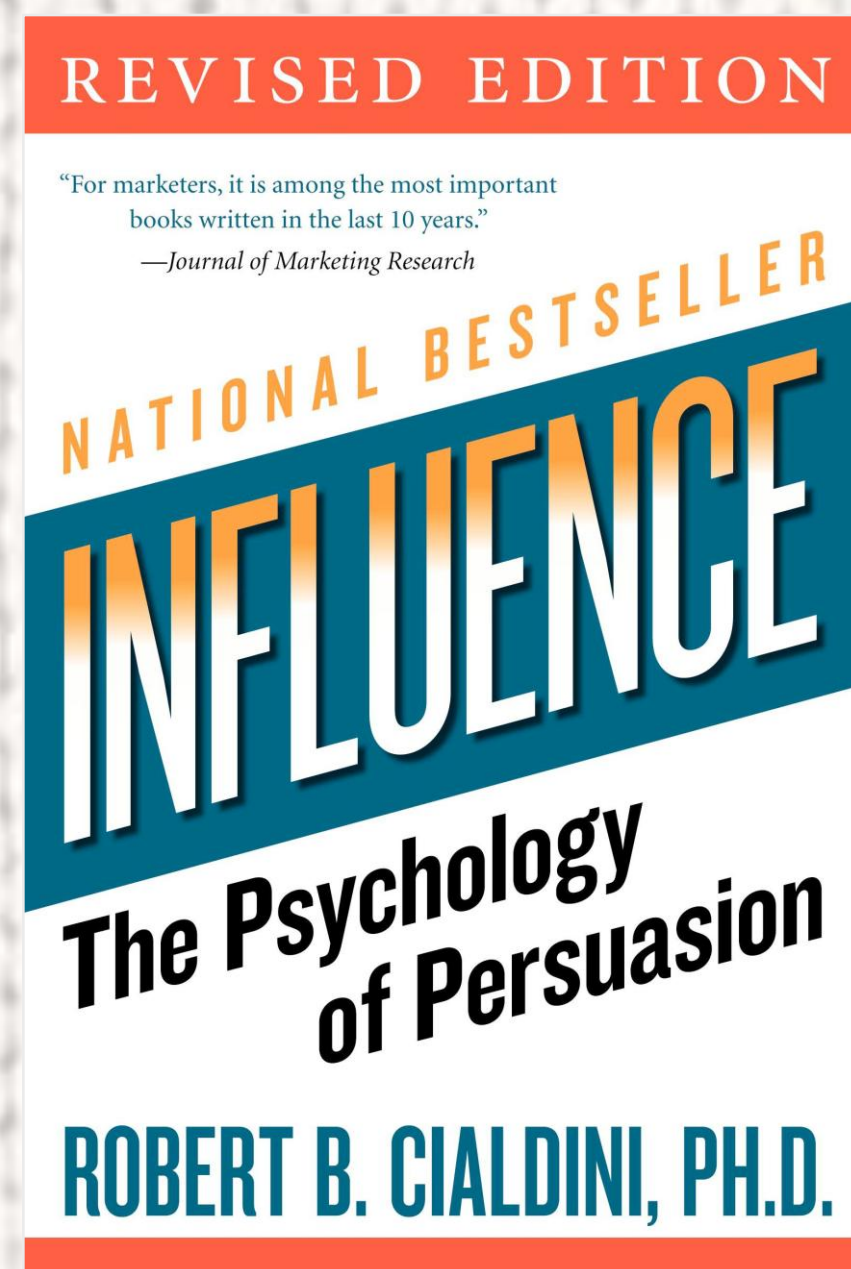
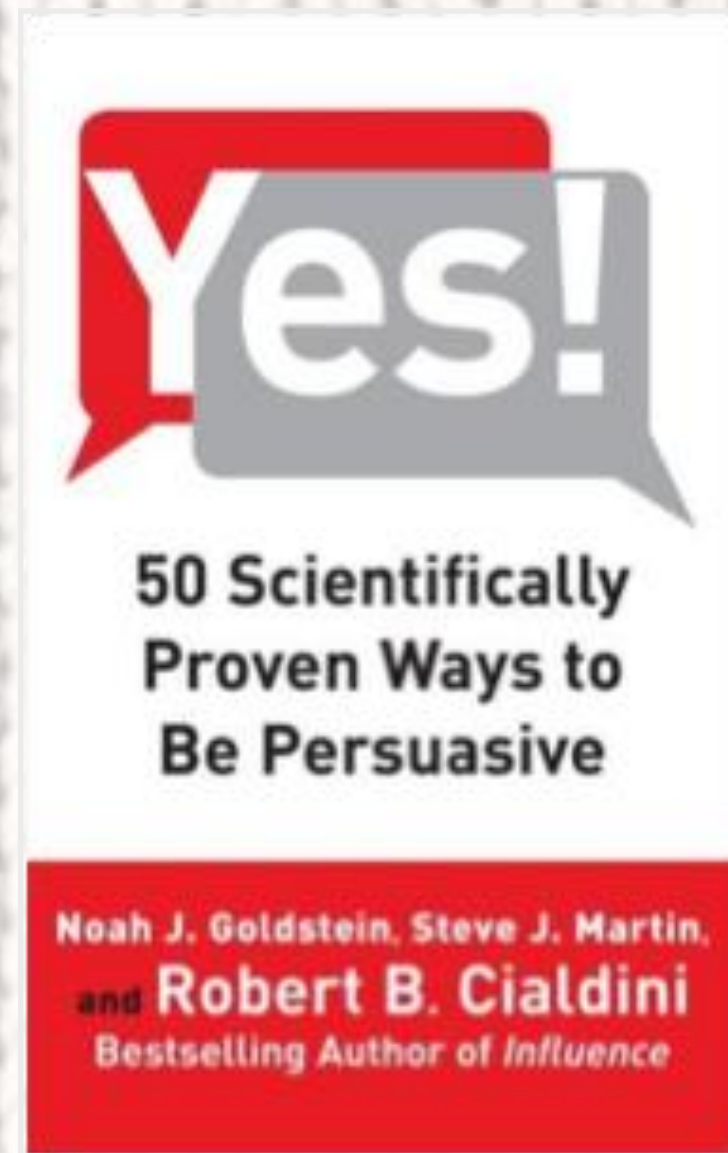
AUTHORITY

SCARCITY



The Power of Influence

Based on over **50 years** of
Scientific Research



*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



How will I Feed my baby?

Please check the answers that best describe how you feel.

When I think about breastfeeding, I feel:

- 1. Breastfeeding does not fit my lifestyle
- 2. My partner won't like it. Breasts are sexual, not for feeding.
- 3. My mother didn't breastfeed and I turned out OK, so why should I?
- 4. I can't wait to bond with my miracle in this way.

When I talk to others about breastfeeding, I say:

- 1. I can't breastfeed because I am a single or teen mother
- 2. I don't want saggy breasts
- 3. I want freedom after nine months of pregnancy
- 4. I want to give my baby a "head start" in life

When I think of formula, I feel:

- 1. It will allow me to move on with my life.
- 2. It may not be as good for my baby, but it's better for my relationships
- 3. It is important for me because I worry I won't have enough milk
- 4. It's fine for some people, but I want my child to have the best

When I talk to others about formula, I say:

- 1. I want what is easy, as I move often
- 2. I'm happy I can "party" again
- 3. I formula fed my other children, so formula will be good enough for this child
- 4. I want to be the best mom I can be, the mom I always dreamed of being

* See other side to discover what your answers say about you and your feeding decision.

Results...

1 If you checked mostly Ones...
You are facing challenges in your life. You may be a teen or single mom, or expecting twins. You are committed to your baby but you have to move on to achieve other dreams too. You believe "breast is best" but it is not the right time in your life for breastfeeding.
You can have it all: The strength and courage that allowed you to survive - even thrive in your pregnancy - has transformed you into a new person. You can achieve all your dreams including bonding with this miracle child.

2 If you checked mostly Twos...
You enjoy sex and want to continue in your relationship. And you want to party after nine to-ting months of pregnancy. You want a great body - who doesn't? Good news: Men report enjoying the larger breasts that come with breastfeeding. They watch the births of children and still find women sexy - seeing your breasts used for feeding only adds to their interest. No worries - you can party and breastfeed, with a little planning. And a good supportive bra will keep your assets looking good for years.
You can have it all: A great body, good times, rock-solid relationships AND wonderful bonding with your baby.

3 If you checked mostly Threes...
You crave freedom and independence. Yeah, you know "breast is best" but you believe formula is good enough. After all, your friends and relatives didn't breastfeed and their children turned out OK, right? Besides, you worry that you won't have enough milk, so why bother? Most babies do fine on formula, but a "fine" enough for your baby?
You can have it all: Breastfeeding gives you more freedom and independence than formula. No bottles to wash and pack, no formula to mix and heat to just the right temperature. Nature is wonderful - the body that perfectly nurtured your baby for nine months will allow your breasts to take over that role after birth. Grab your baby and take off knowing you have everything you need including feeling like the best mom on earth.

4 If you checked mostly Fours...
You know in your heart you want to be an amazing mother. You recognize that breastfeeding is the gift you want to give to your child and so you. You crave the bonding that it will provide. You know that it can be healing - even therapeutic - to breastfeed. You want to experience complete love and acceptance.
You can have it all: Bonding and the pride of knowing your gift will give your child a "head start" in life.



The Power of Influence - Research Results



16%
increase

“I enjoy my
WIC visits.”

The Power of Influence - Research Results



20%
increase

Breastfeeding Initiation Rates

Staff Satisfaction is key to Influencing Behaviors



Qualitative Research - Facial coding

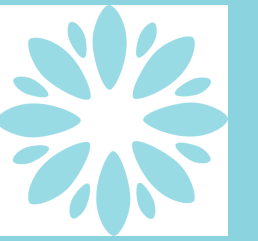
Conducted FOCUS GROUPS
WIC moms participated

*Child's BMI is
at or above 85%*

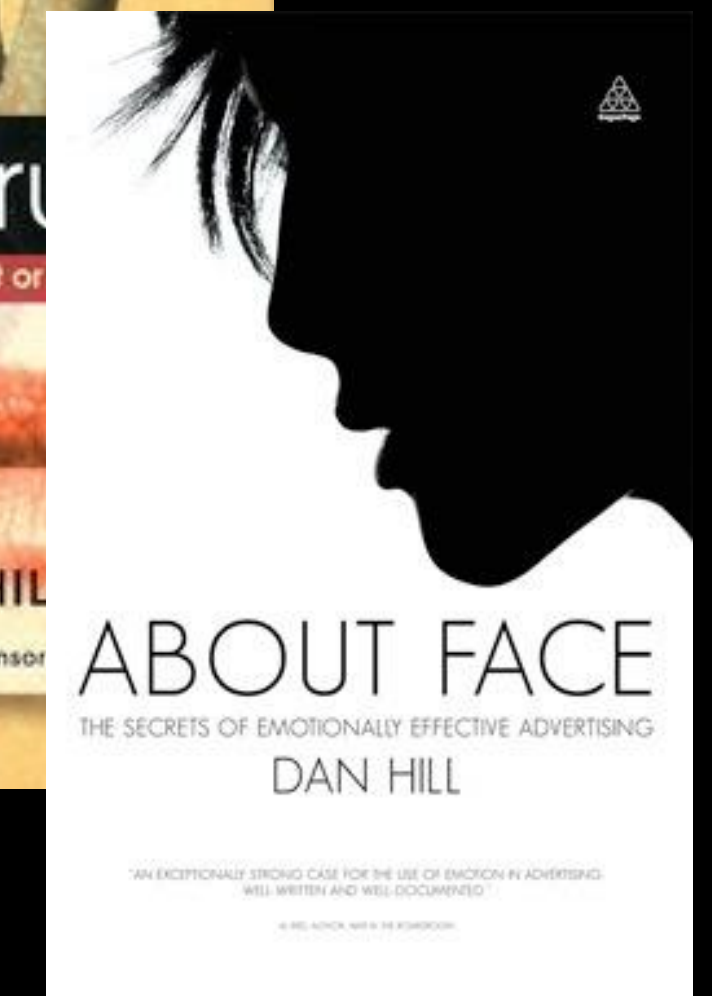
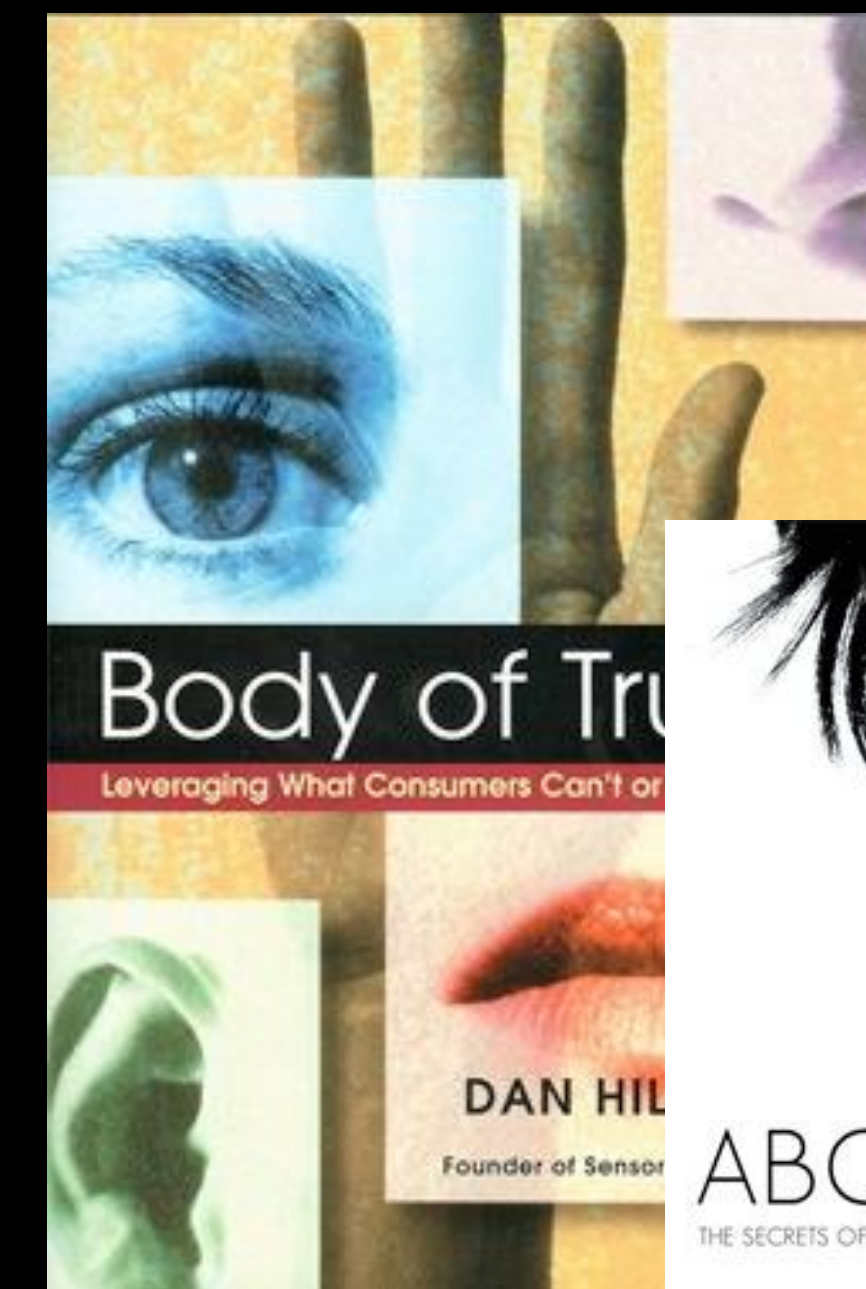
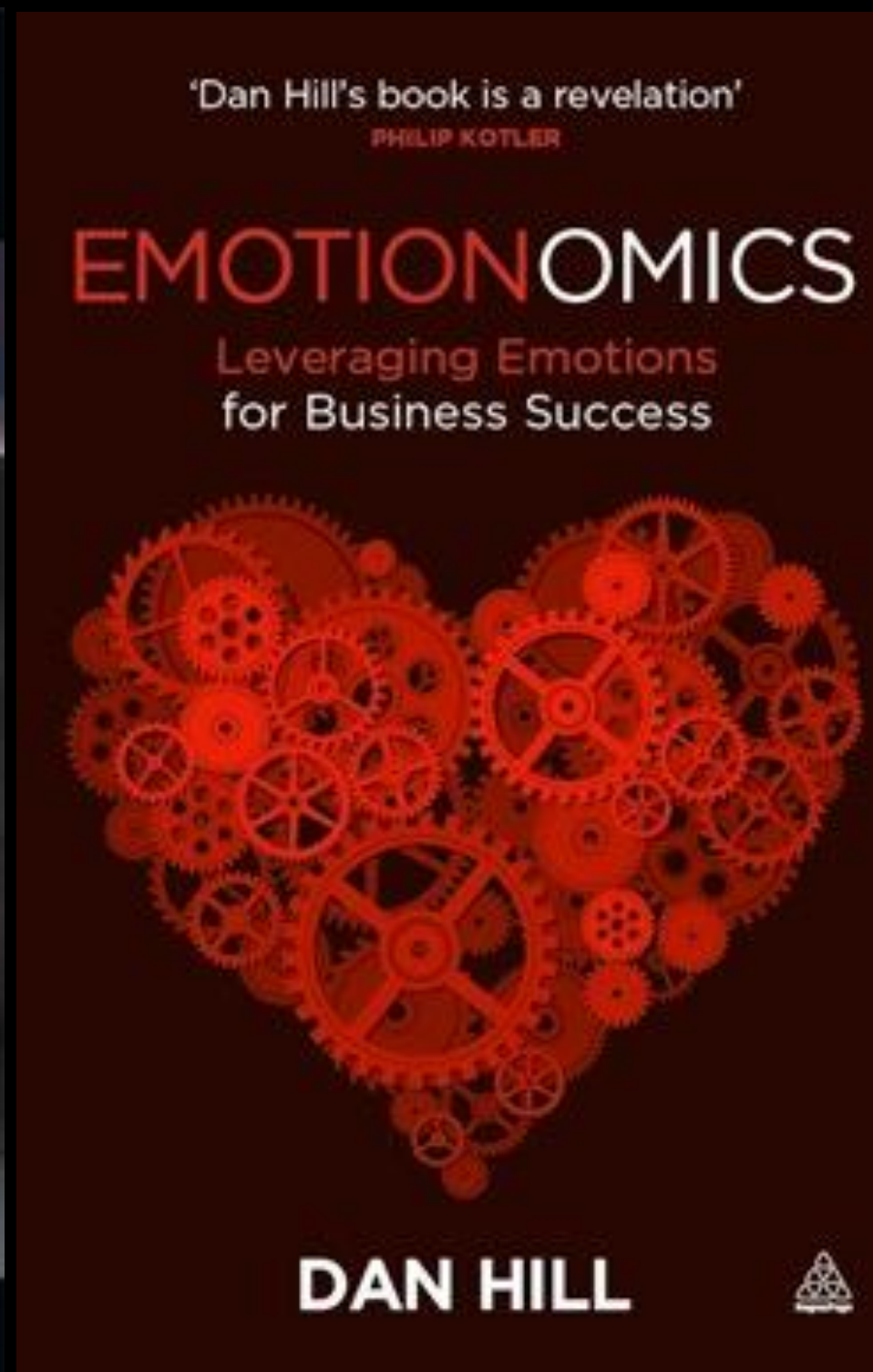
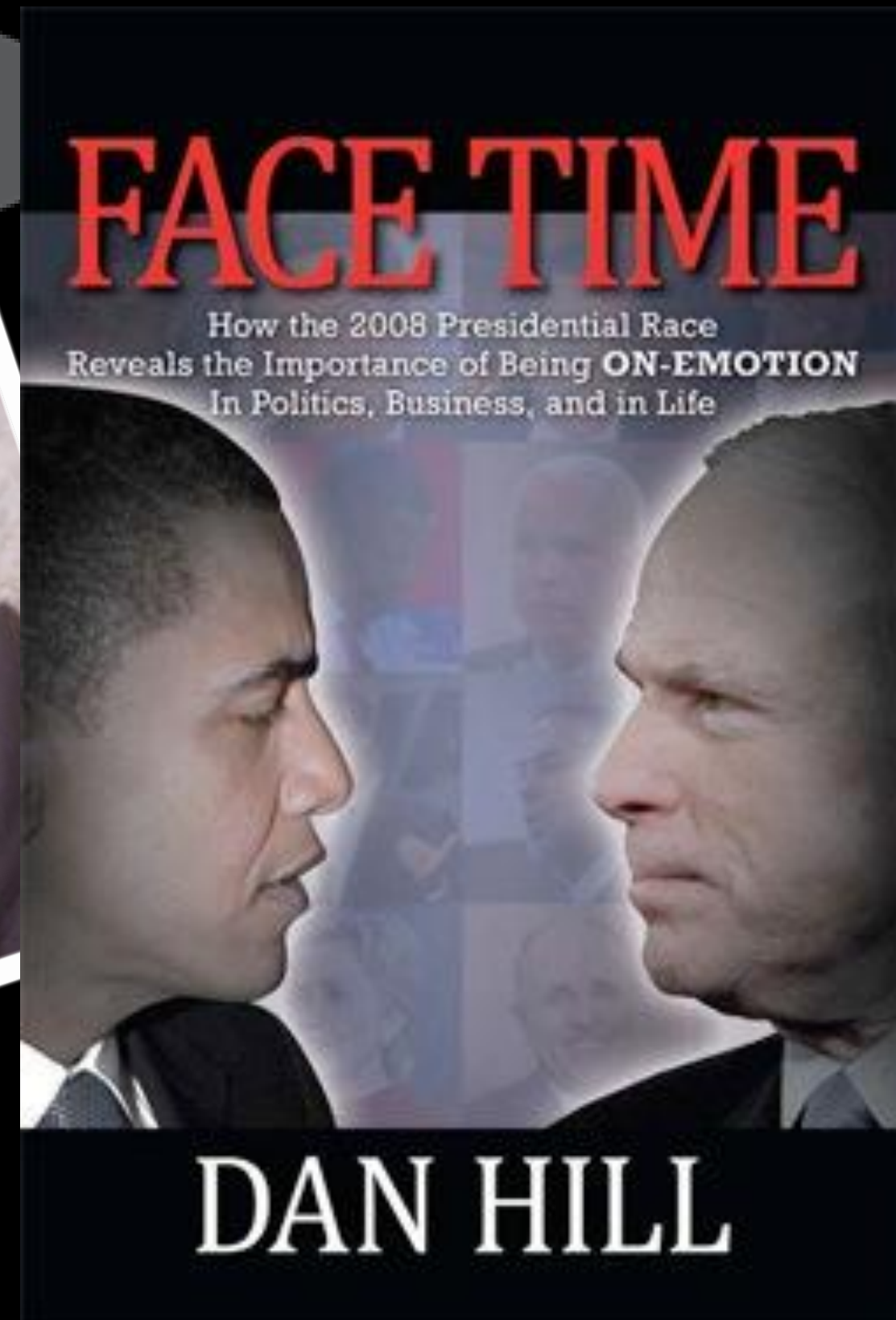
TESTED 13
innovative
approaches to
obesity prevention
with moms

FACIAL CODING
DR. DAN HILL

Facial Coding Science



Dr. Dan Hill of Sensory Logic



Why Facial Coding Changes things?

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

Kids in the Kitchen ONLINE COOKING CLASSES

The screenshot shows the 'Kids in the Kitchen with Mom' website. The main heading is 'Making TURKEY BURRITO'. Below the heading is a video player showing a woman and a child cooking. To the left is a sidebar with 'Meals' and 'Recipes' categories. Below the video player are sections for 'Ingredients' and 'Preparation'.

Meals
Breakfast recipes
Lunch recipes
Snack recipes
Main dish recipes

Recipes
Quick & easy recipes
Kid-friendly eats
Breakfast recipes
Lunch recipes
Sandwich recipes
Casserole recipes
Chicken recipes

Ingredients
3 tablespoons olive oil
2 red onions, sliced
2 bell peppers, seeded, sliced
4 cups diced cooked turkey
3/4 cup salsa
1 tablespoon ground cumin
2 cups grated cheese
3/4 cup fresh cilantro, chopped
6 whole wheat flour tortillas

Preparation
Heat oil in large skillet over medium-high heat. Add onions and bell peppers; sauté until tender and golden, about 15 minutes. Add turkey, salsa, and cumin; stir until heated through, about 5 minutes. Stir in cheese and cilantro; season with salt and pepper. Remove from heat.

Heat 1 tortilla at a time in dry skillet over medium-high heat until warm and browned in spots, about 30 seconds per side. Place tortilla on work surface. Spoon 1 cup warm turkey mixture along center of each tortilla; fold sides in over filling, then roll up tortillas to enclose filling. Serve.

Insurance Policy DIRECT GUARANTEE

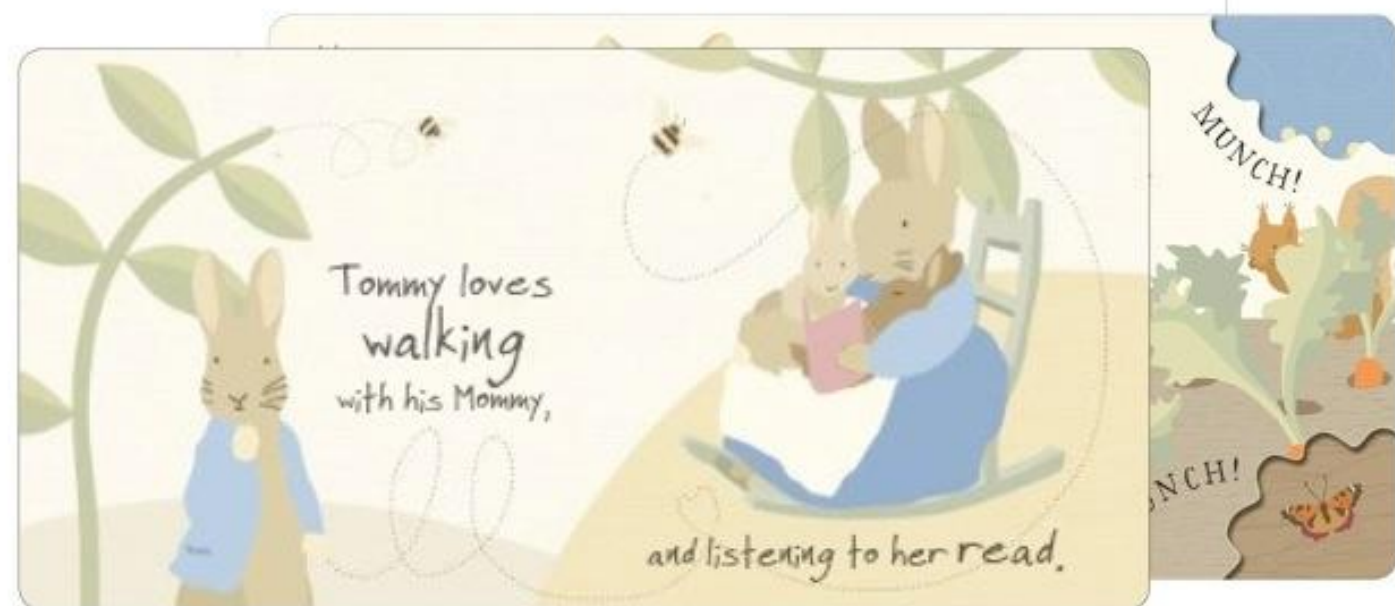
The document is a parody of an insurance policy. It features a decorative blue border and a central logo that says 'INSURE TODAY!'. The text reads: 'Great Moms Insurance Policy', 'To assure your child's perfect weight', and 'You are invited to join the Great Moms Insurance Group. By applying five simple guidelines, you are assured that your child will reach their perfect weight.' The 'Dividends include:' section lists: 'Feeling like the best mom on earth', 'Freedom from worry about your child's weight', and 'Peace that comes from knowing you did right by your child'. It is signed by 'Doris H. [Signature]' as Secretary and 'M. Martha [Signature]' as President. The policy number is 96050.

Crazy Legs GAMES

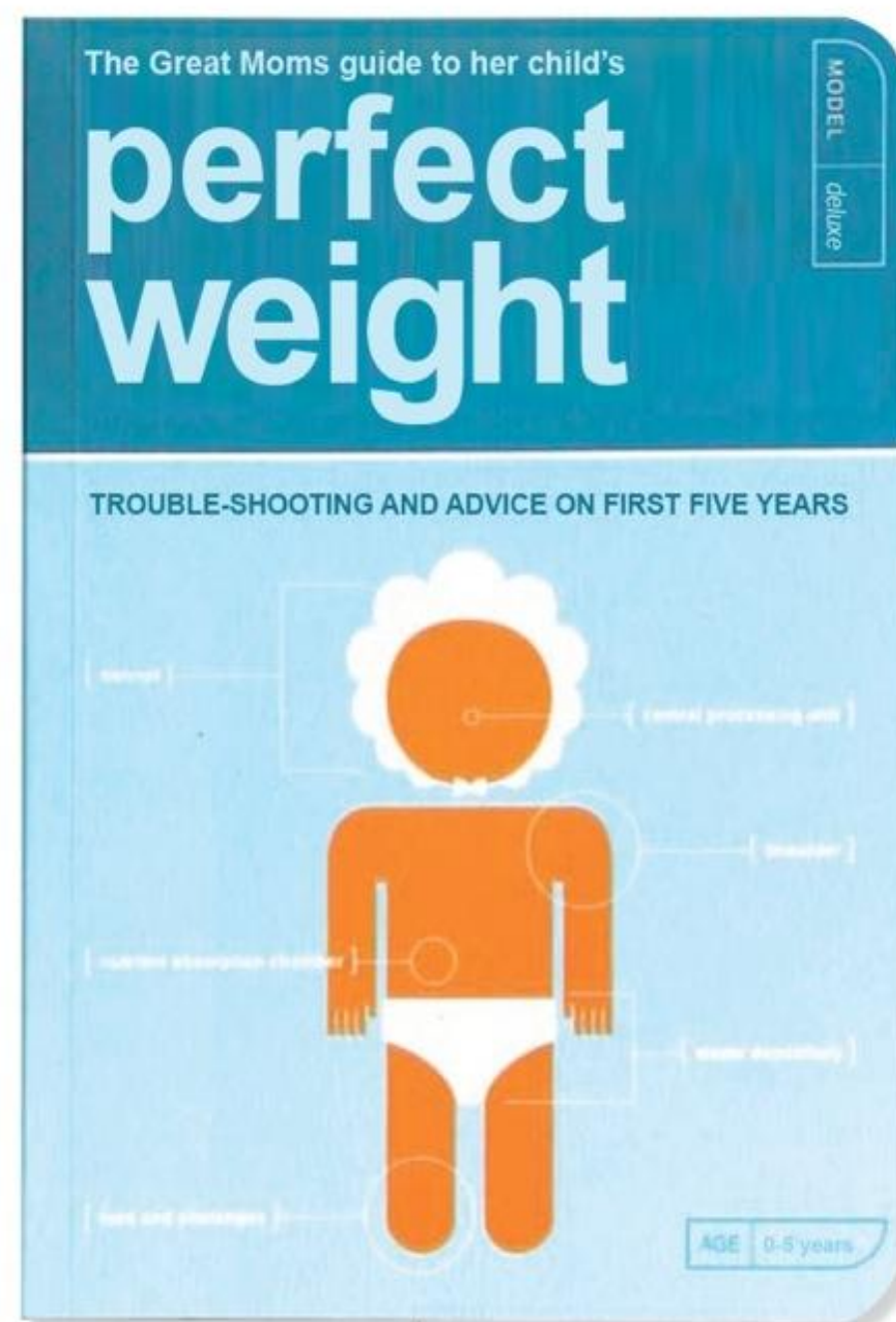


CONCEPTS TESTED

Forever I Love You BOOK SERIES



Mom's Guide to the Perfect Child GUIDE BOOK



CHALLENGE:
Child wants to buy candy at the check out counter.

SOLUTION:
Children are experts at pester power! But the good news is that Great Moms have great vision. They know that caving in for every candy demand creates a child who craves immediate satisfaction with food. Great Moms know that short-term pain (crying, demands, etc) is fleeting. Great Moms pride themselves in holding on for long-term gains like the perfect weight for their child.

CHALLENGE:
Grandparents offer candy to children as a form of love.

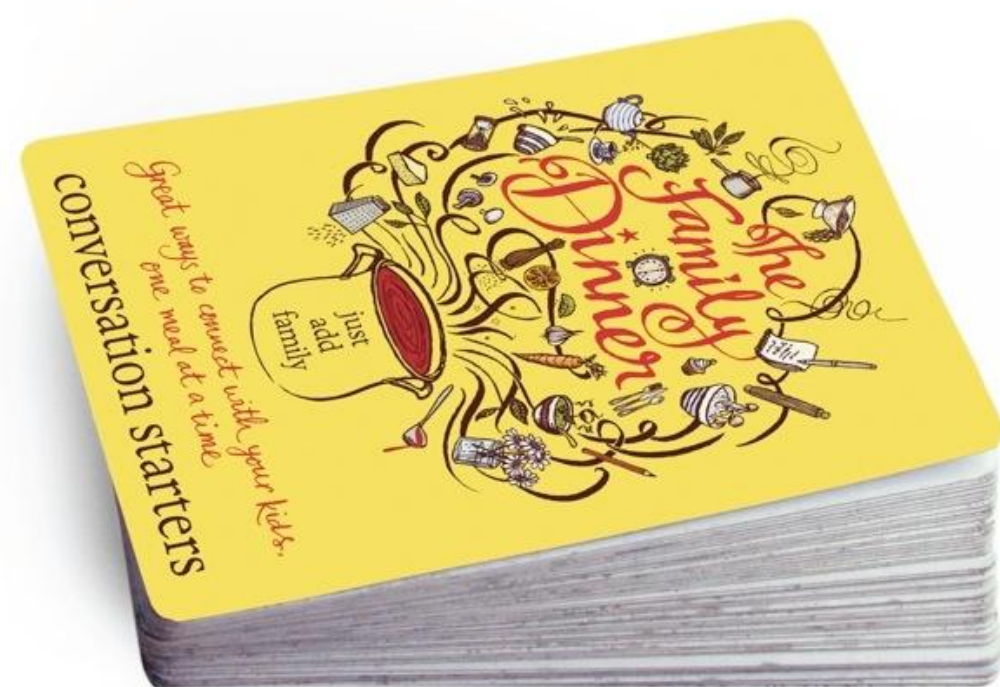
SOLUTION:
Grandparents love to be loved. Candy is a quick way to create smiles and buy affection. But Great Moms know that candy-fueled smiles can lead to a lifetime of weight struggles. Great Moms take control. With loving words, share better ways to love your child. A funny story or walk to the park are powerful ways to connect generations—without the guilt.

Dynamic Daily Dose SOCIAL MEDIA CONNECTIONS



CONCEPTS TESTED

Make Mealtime Fun CONVERSATION STARTERS



What is your favorite breakfast?

What do you like about the person sitting next to you?

What makes you happy?

What makes you sad?

What about summer makes you happy?

How do you feel when you play with your favorite toy?

What do I do that let's you know I love you?

What is your favorite book?

What made you smile today?

What is your favorite part of the park?

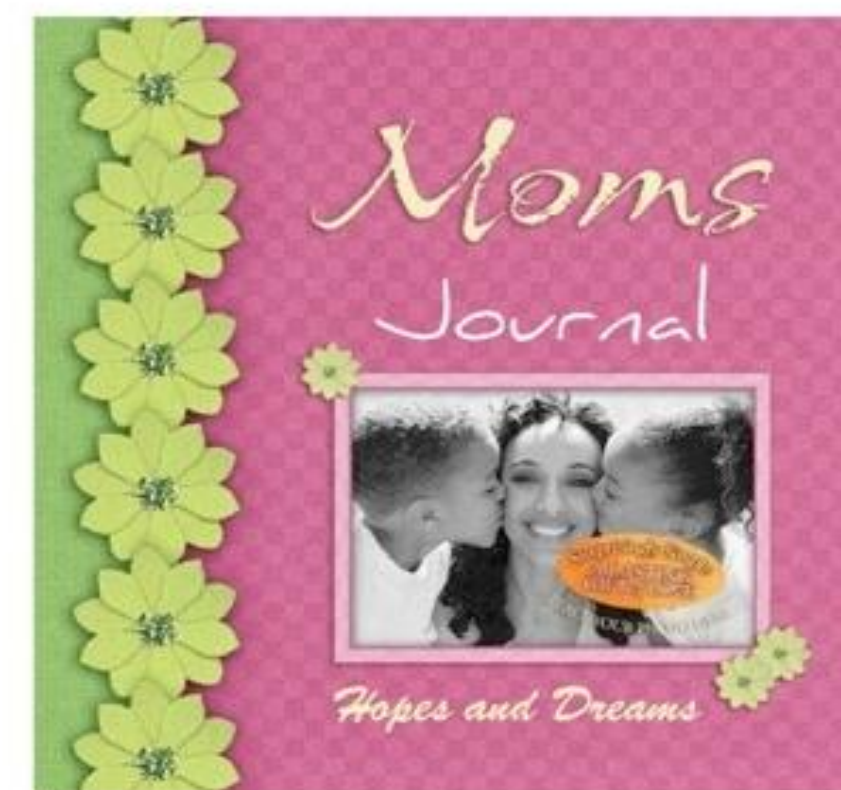
How do you feel when we walk together?

How do you feel when we read books together?

You're a Star REWARD CARDS



Mom's Hopes and Dreams DIARY SCRAPBOOK



CONCEPTS TESTED

Moms Taking Action FRAMED PHOTOGRAPHS



Mom Boosters STATIC CLING MESSAGES



Security Blanket for Moms PROGRESS REPORT

security blanket
for Moms The Great Moms Guide to Her Child's Perfect Weight

- The Great Moms Guide to Her Child's Perfect Weight **12-24 months**
- The Great Moms Guide to Her Child's Perfect Weight **12-24 months**
- The Great Moms Guide to Her Child's Perfect Weight **4-5 years**
- The Great Moms Guide to Her Child's Perfect Weight **3-4 years**
- The Great Moms Guide to Her Child's Perfect Weight **2-3 years**

Connect celebrations with fun, not food	Reward good behavior with positive words and hugs, not food	Honor your child's right to know when he is full
Moms love to celebrate happy times. Who hasn't enjoyed cake on birthdays or pie on Thanksgiving? But celebrating everyday events with food can lead your child to believe that food is central to every celebration. Rather than celebrate special days with ice cream or full days with caramel apples, choose to take a walk together, talking about the events and what they mean to you. Create a picture of the event to share with others. Take pictures and share the event with others. This allows the Great Mom to present her child's health by getting her good habits for life.	It's tempting to reward the well-behaved child with cookies. Or promise dessert if the child cleans her dinner plate. These small, inexpensive ways to mold good behavior backfire when the child continues these habits throughout life. In addition, children learn to love "treats" more when they are wrapped in good vibes from mom about their behavior. Rather than reward good behavior with food, read a book, give a fist pump, sing a happy song that tells about the event, or treat your child to an hour at the park. Great Moms will be shocked someday by their perfect weight children.	It would be silly—and ineffective—to tell your child how often to breathe or when to laugh. It's equally ineffective to tell a child how much to eat. Every child is born with the ability to know exactly how much to eat at each meal. Great moms don't encourage their child to eat more or "clean their plate," even when it appears they have not eaten enough. Great moms trust their child. This allows their child to stay at their perfect weight, eating more or less as they listen to their bodies.

CHALLENGES: _____

SUCCESSES: _____

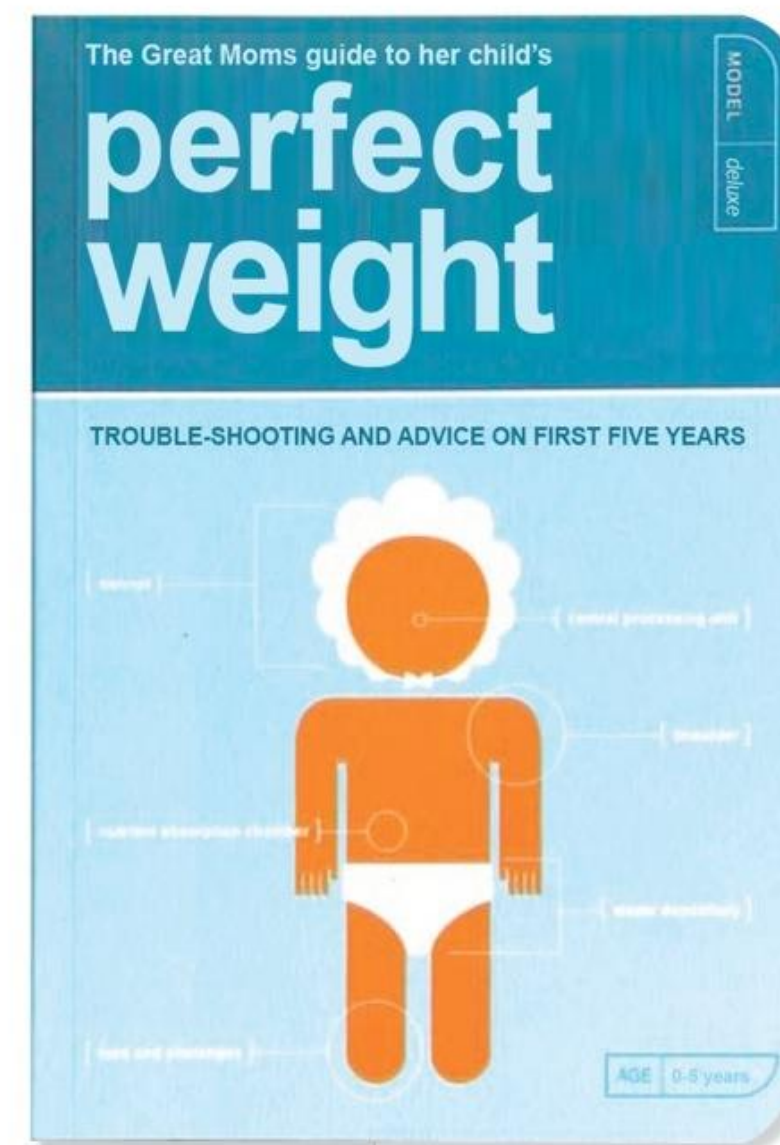
CONCEPT Winners – Facial Coding

And the winners are.....

Crazy Legs GAMES



Mom's Guide to the Perfect Child GUIDE BOOK



CHALLENGE: Child wants to buy candy at the check out counter.
SOLUTION: Children are experts at pester power! But the good news is that Great Moms have great vision. They know that caving in for every candy demand creates a child who craves immediate satisfaction with food. Great Moms know that short-term pain (crying, demands, etc) is fleeting. Great Moms pride themselves in holding on for long-term gains like the perfect weight for their child.

CHALLENGE: Grandparents offer candy to children as a form of love.
SOLUTION: Grandparents love to be loved. Candy is a quick way to create smiles and buy affection. But Great Moms know that candy-fueled smiles can lead to a lifetime of weight struggles. Great Moms take control. With loving words, share better ways to love your child. A funny story or walk to the park are powerful ways to connect generations—without the guilt.

Kids in the Kitchen ONLINE COOKING CLASSES



Facial Coding - Common Finding

**Focus on SOLUTIONS,
Not Pointing OUT the problem**

Focusing on Solutions – Childhood Obesity Prevention

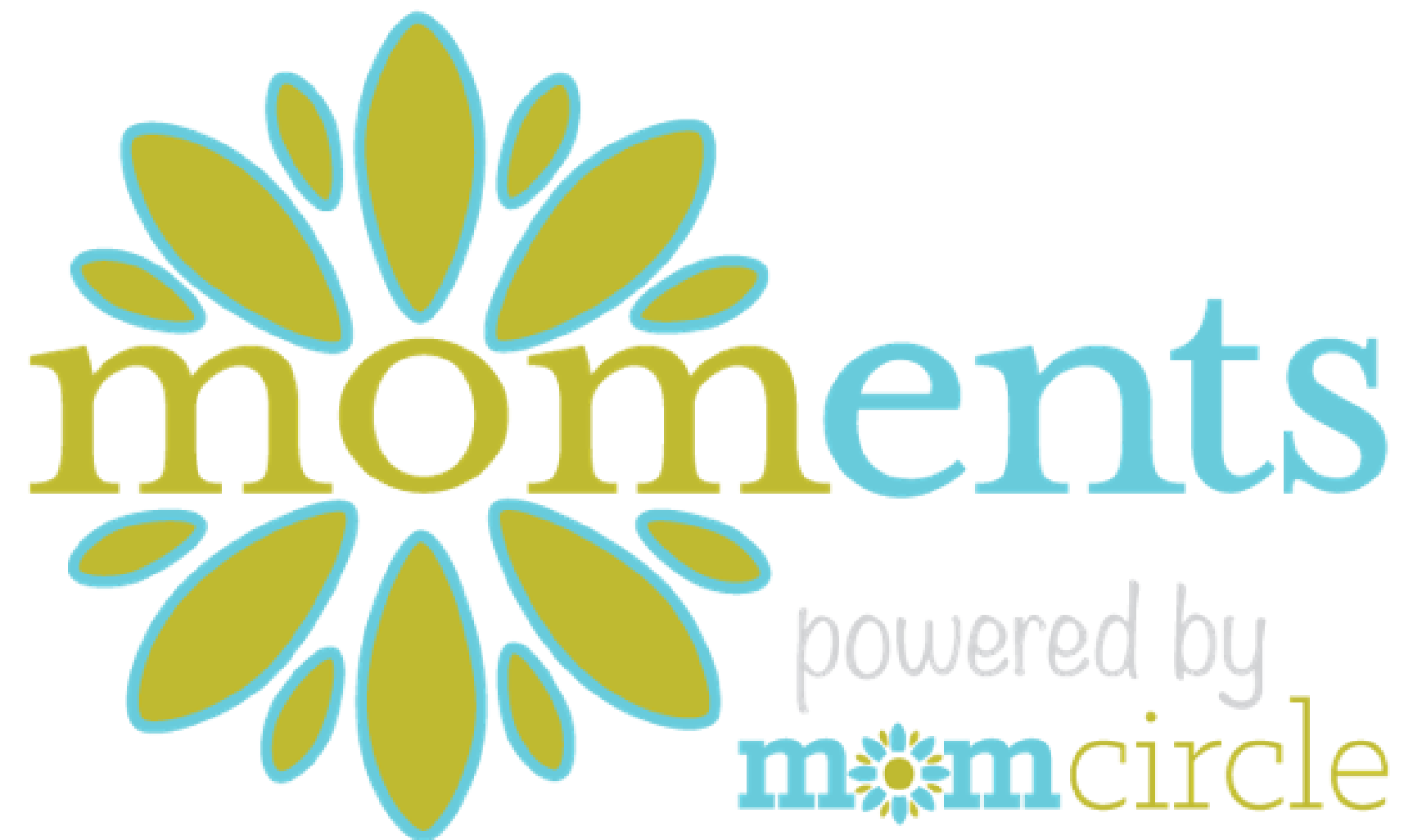


A great new app
for Amazing
Moms like YOU!



Download it today!





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](#)

MOMents Mobile Application

WELCOME TO . . .

- **MOMents Messages**
- **Let's Eat Recipes**
- **MomCircle Blog**
- **365 Inspirational Quotes**

10:14 AM

MOMents



welcome...

No matter where you are on your journey as a Mom, MOMents has something for you! Take a MOMent every day to discover gifts that last a lifetime.

Pregnant

Breastfeeding

Infant (0-24 months)

Toddler (2-3 years)

Child (3-4 years)



MOMENTS Health Messages


Five Individual Categories for MOMs

**Over 450 Encouraging
Emotional Health Messages**

MOMENTS Messages

Carrier 10:41 AM

Infant



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.

[More Infant Moments](#)

Home, Moments, Dining, Messages icons

Carrier 10:41 AM

Breastfeeding



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.

[More Breastfeeding Moments](#)

Home, Moments, Dining, Messages icons

Carrier 1:17 PM

Toddler



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!

[More Toddler MOMents](#)

Home, Moments, Dining, Messages icons

Carrier 1:18 PM

Toddler



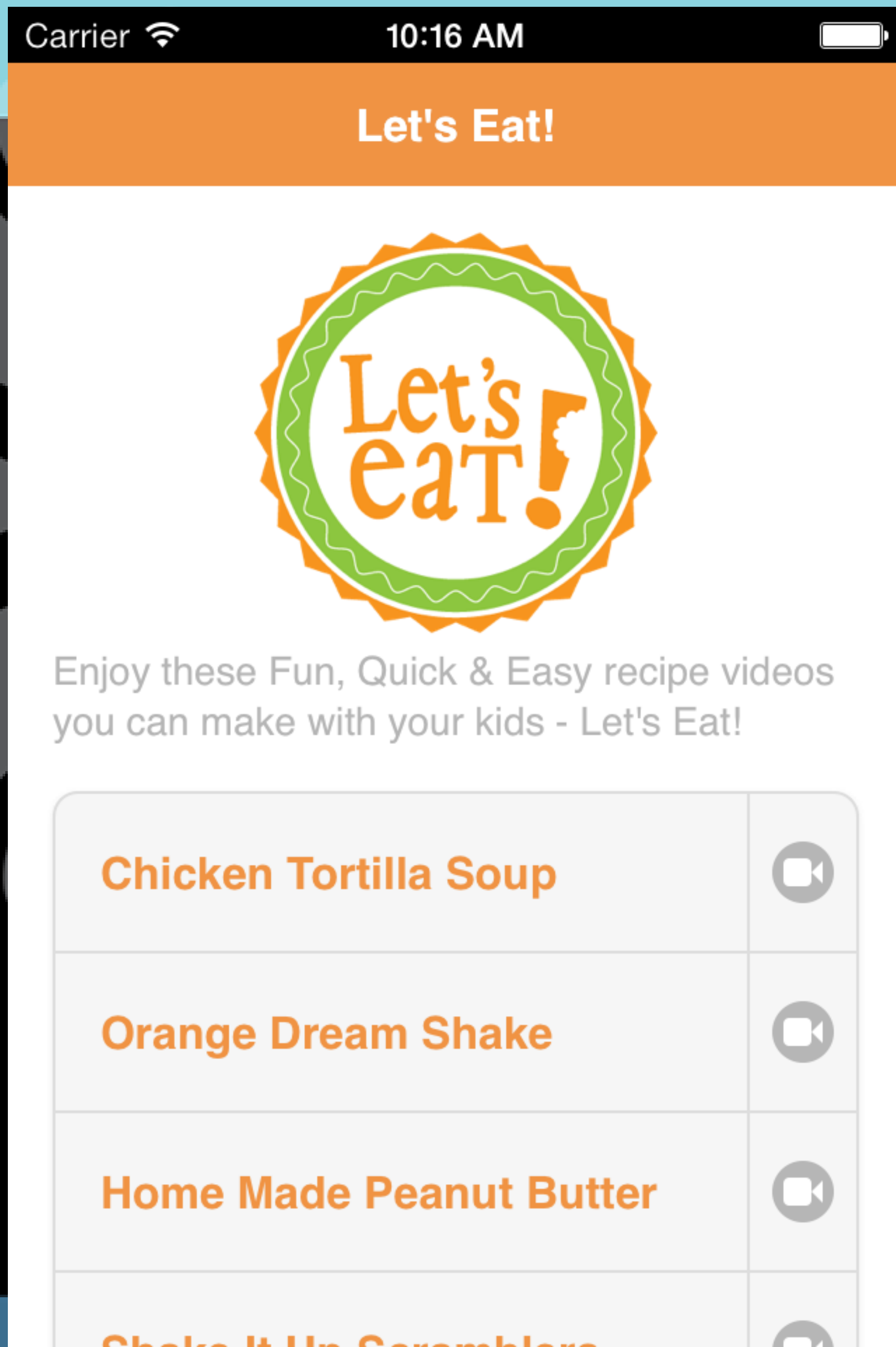
Cool Catch

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.

[More Child Moments](#)

Home, Moments, Dining, Messages icons

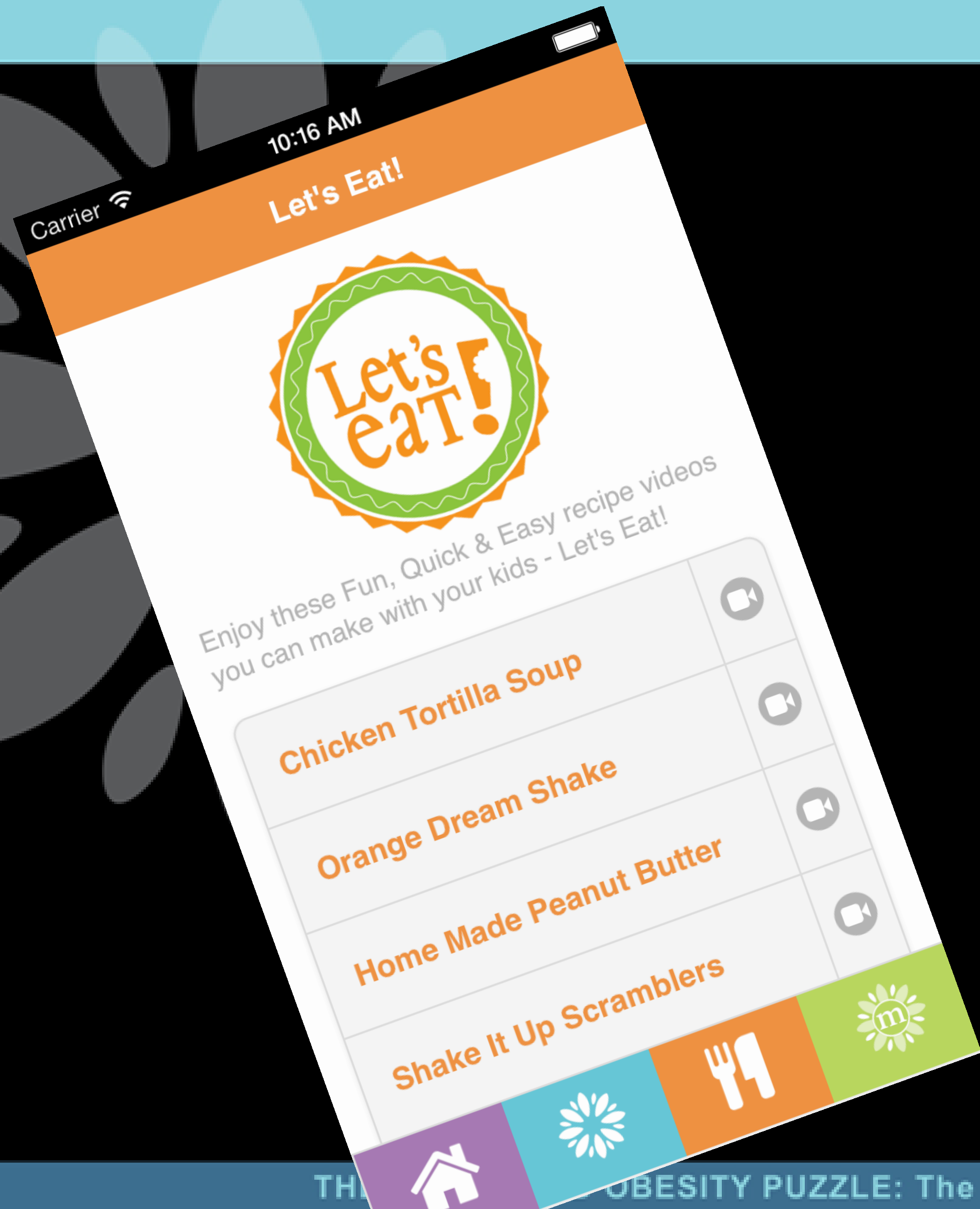
MOMENTS Recipes



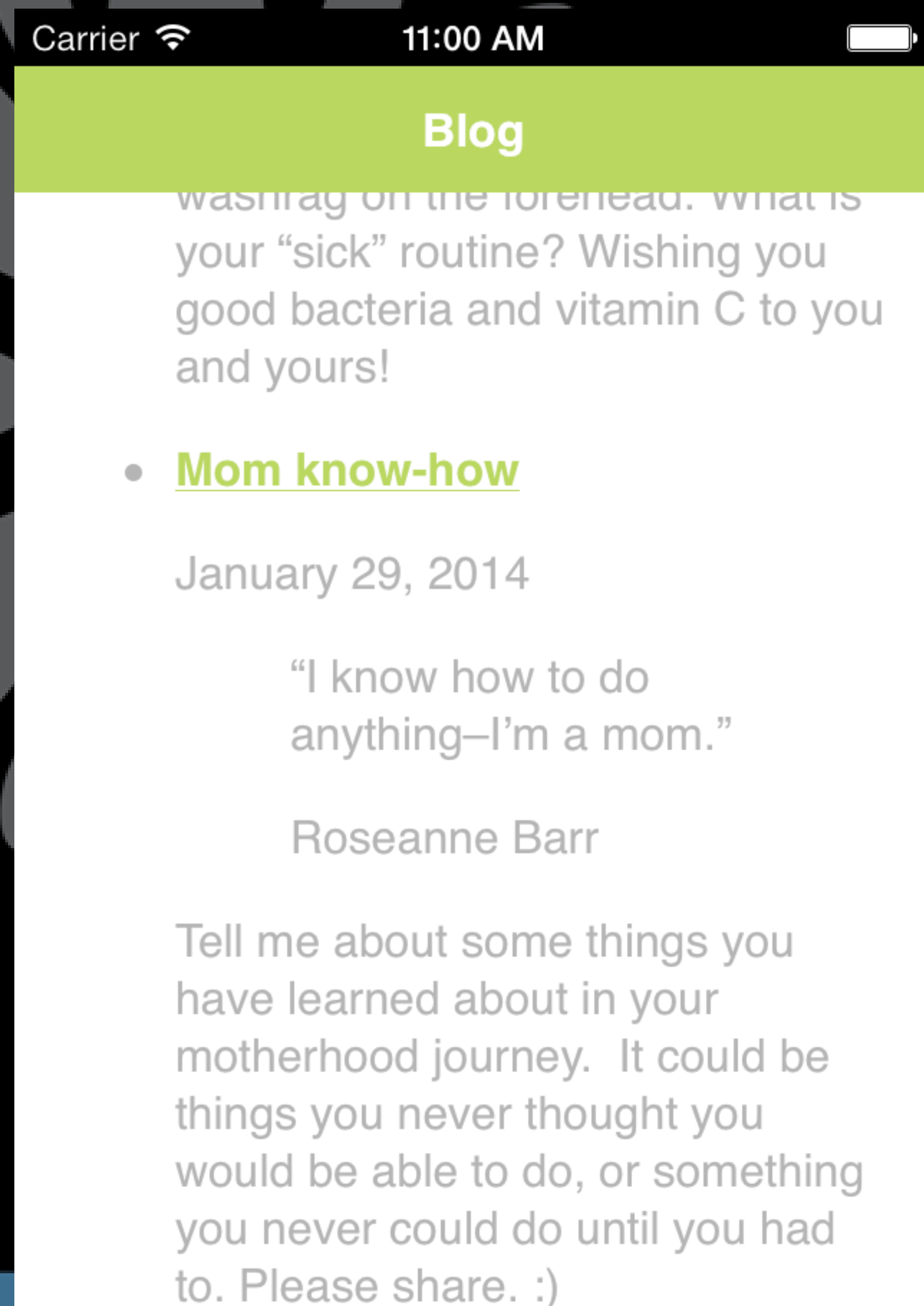
LET'S EAT!

**30 easy to prepare
Recipes with videos with
MORE to Come.**

MOMents “Let’s Eat” Recipes



MOMents Blog Connection



A MOM'S Blog Social Media

MOMents: 365 Days of Mom Inspiration

Carrier 10:49 AM



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



No m
Mom
a MO
a life

Pr

Br

In

To

MOM's 365 Days of Inspiration

E: The Greatest Challenge to the Next Generation (A call to action for WIC)

MOMcircle.com - A place for every MOM



MOMcircle

YAHOO!

momcircle.com

YAHOO! Yahoo Search

momcircle

Home MOMents Tool Kit Let's Eat! Blog Support

MOMents

Get weekly messages that encourage and inspire!

START HERE!

MOMents Gifts for a Lifetime

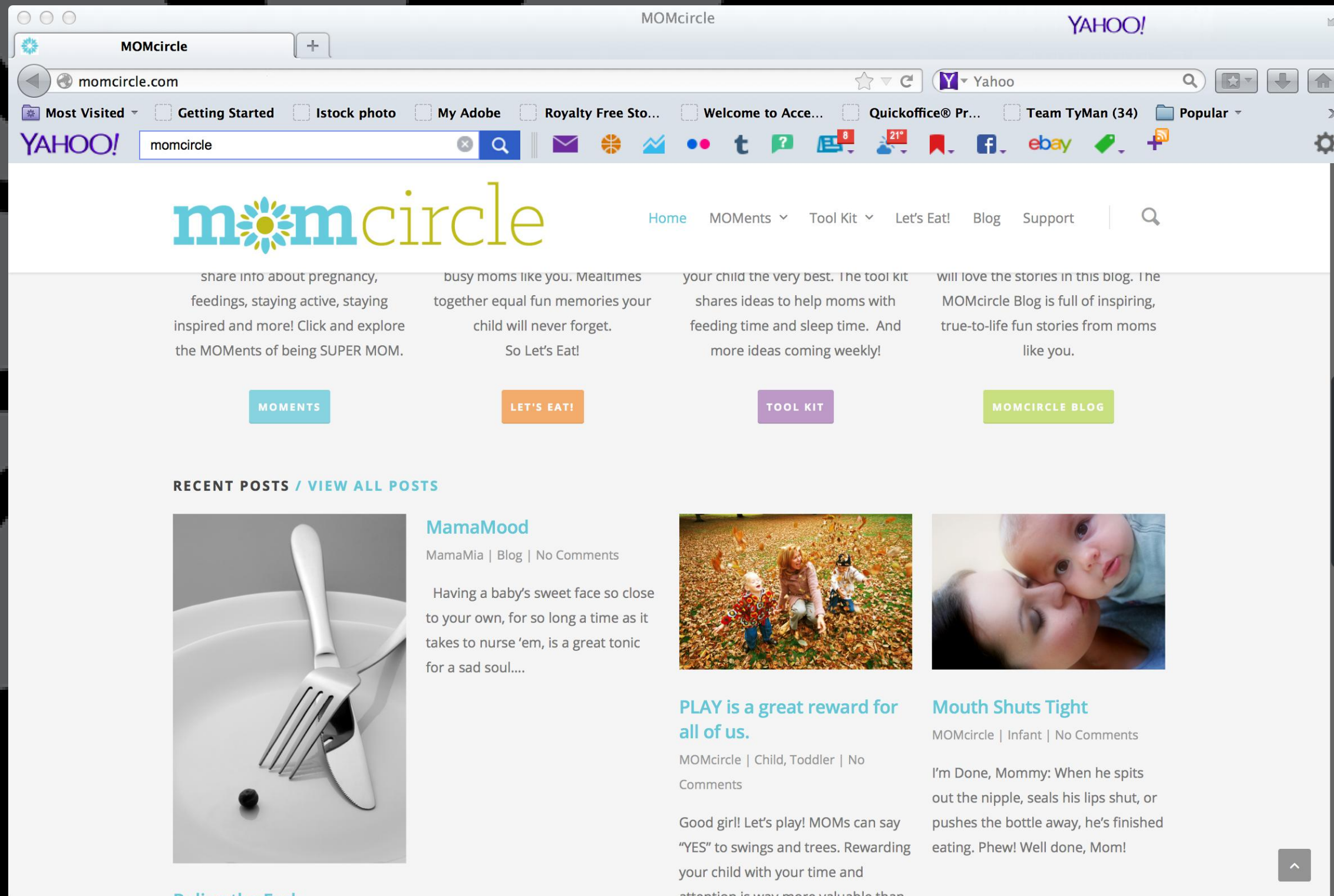
MOMents for Moms Let's Eat! Mommy Tool Kit MOMcircle Blog

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.



Engaging with Clients for Behavior Change



Client testimonies...



Heart Button Counseling

How to trigger behavior change by
pressing emotional Hot Buttons.

HOT BUTTONS Research

What do commercial
marketers know that
WIC doesn't know?

HOT BUTTONS Research

**They know that
Feelings are more
important than Facts.**

Universal “Hot Buttons”

Recognition

Power and influence

I'm better than you

The nurturing response

Make me smarter

Achievement

Reinventing oneself

Time

Wish fulfillment

Love, sex and romance

Thrill of discovery

Belonging

Fun!

Control

Family values



Hot Button Marketing – by Barry Feig

HOT BUTTONS Research

Can WIC apply the Hot Button science to nutrition education and counseling?

HOT BUTTONS Research

**WHAT HOT BUTTONS MOVE MOMS
TO POSITIVE HEALTH ACTIONS?**

UNIVERSAL HOT BUTTONS FOR WIC MOMS

Reinventing
Oneself

The Nurturing
Response

TOP 4

“Hot Buttons”

Fun

Family
Values

Wish
fulfillment

Thrill of
discovery

Control



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.

Chickasaw Nation WIC - Forever Changed

