




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

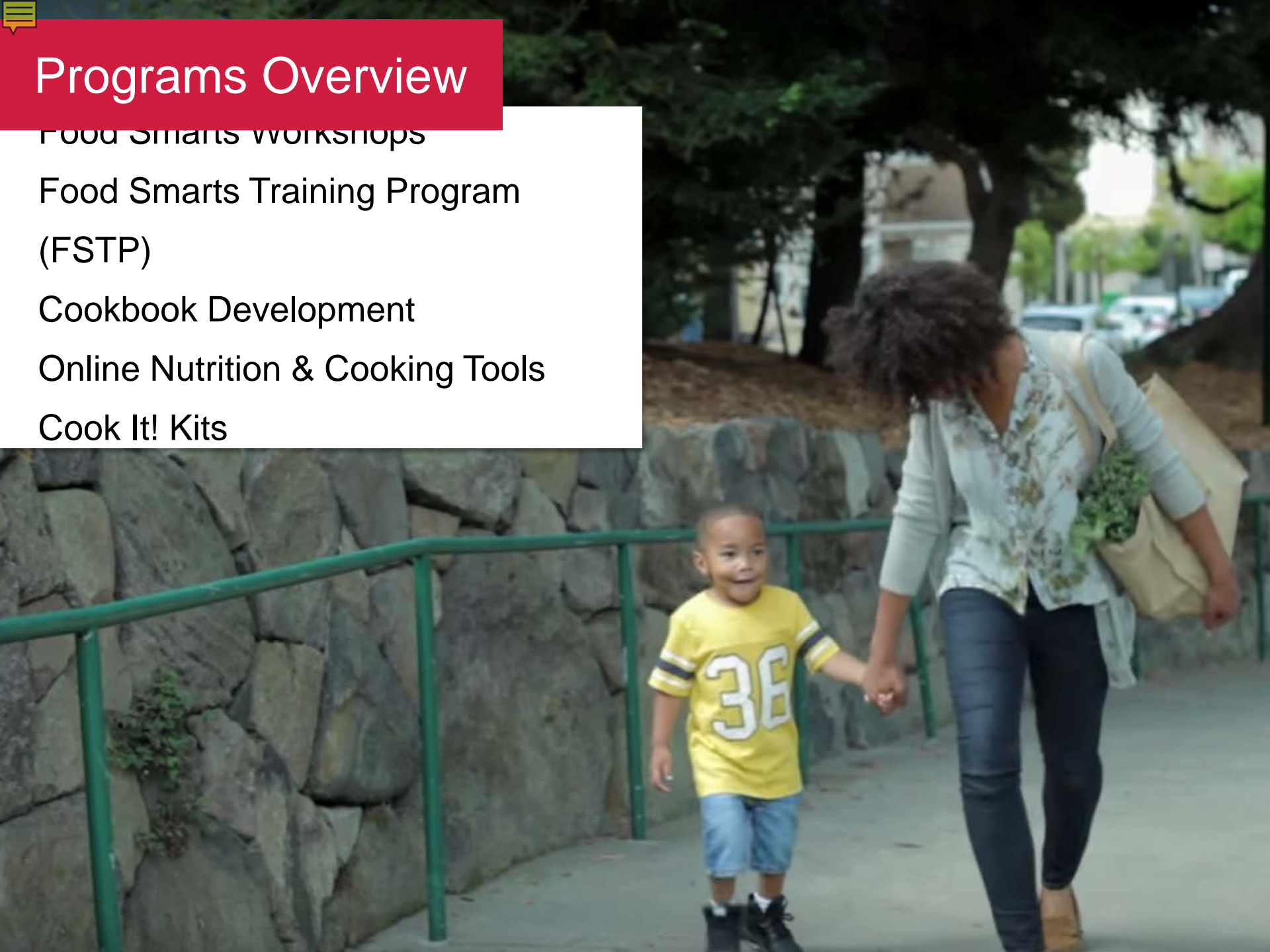
Food Smarts workshops

Food Smarts Training Program
(FSTP)

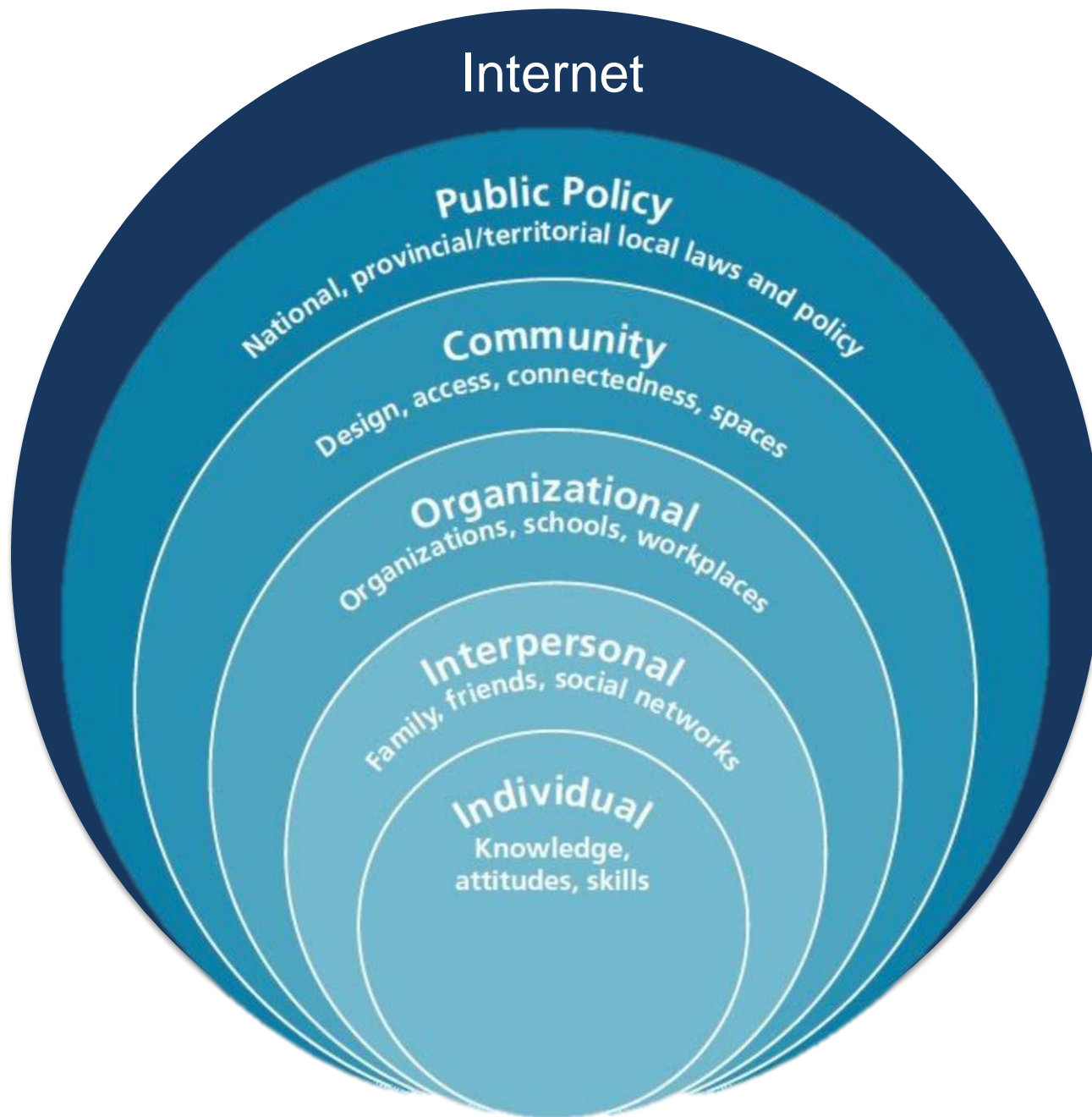
Cookbook Development

Online Nutrition & Cooking Tools

Cook It! Kits



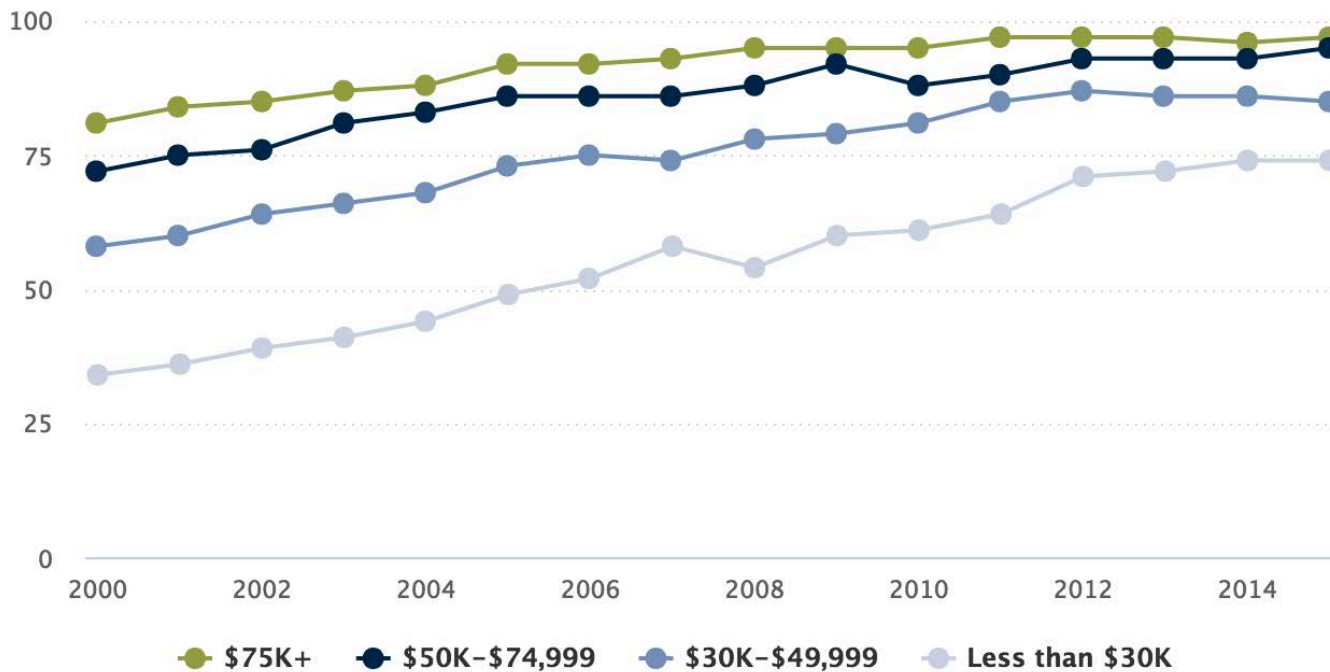




Internet Use Trends

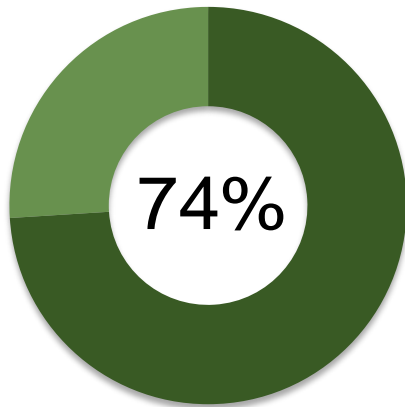
Highest rate of growth among those earning <\$30k annually

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

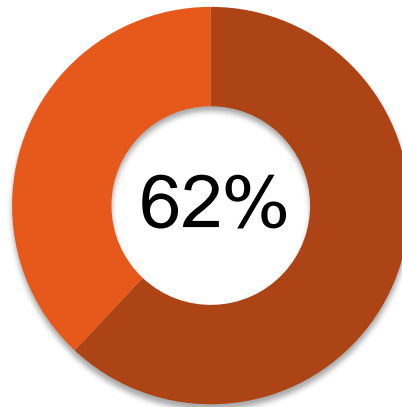




Internet Use Among Low-Income Populations



of those earning <\$30k
annually use the internet



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.**

godnetwork.com/grilling/healthy/fresh-healthy-summer-recipes.page-24.html




CREATIVE TWISTS FOR SUMMER MEALS

GET RECIPES AND FRESH IDEAS >

eggplant and tomatoes, is hearty enough to be a vegetarian main dish.

Get the Recipe: [Farro Salad with Grilled Eggplant, Tomatoes and Onion](#)


FEATURED IN THIS GALLERY



Grilled Honey Glazed Chicken with Green Pea and Mint Sauce
Recipe courtesy of [Bobby Flay](#)

★ ★ ★ ★ ★ 21 Reviews


Cook Time: 20 min



American Macaroni Salad
Recipe courtesy of [Food Network Kitchen](#)


★ ★ ★ ★ ★ 299 Reviews

Cook Time: 10 min




Peach Glaze


STORIES WE'RE FOLLOWING




How to Perfect Your Posture in 3 Weeks
Health.com



20 Little-Known Facts About Being Left-Handed
Health.com



Treat Yourself! The Sweetest Desserts In NYC
Refinery29



12 Worst Habits For Your Mental Health
Health.com

powered by PubExchange

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See What Makes Our Hot Dog The Best >

epicurious

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SEARCH

RECIPES & MENUS EXPERT ADVICE INGREDIENTS HOLIDAYS & EVENTS COMMUNITY VIDEO FLAMING HOT!



COOK LIKE A DINER!


COOK LIKE A DINER

Cook Like a Diner




Y UN TOQUE DE FRAMBUESAS

www.myrecipes.com



CHECK OUT CHILI NATION'S FAVORITE RECIPES

Find them on myrecipes



Thursday August 11

Mongolian Beef

Homemade Takeout Favorites

Party by the Pool

Fabulous Frozen Pies

Our Best Quinoa Recipes

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Meal Plans Share Google+ Pinterest

Get the best of MyRecipes, plus special offers

Email Address **SUBMIT**

See More Newsletters

CLICK FOR CHILI RECIPES

WE ARE CHILI NATION.

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More Great Stuff

Blog: Taste This!
How to Make the Most of a Small Kitchen: 7 Simple Tips for Creating More Space

Search Our Favorites

Ask the Expert

www.myrecipes.com/kids/back-to-school-recipes







Gluten free just got more delicious

Find recipe myrecipes

myrecipes

GET 1 FREE PREVIEW ISSUE to one of these great magazines!



Vegetarian Kids College Students

Make-Ahead Ideas Pasta Sandwiches

Most Popular Recipes

1. Grilled Zucchini with Lemon Garlic



Recipe search

Filter By:

Meal Type

✓ Snacks

Cuisine

✓ Kid-Friendly

Cooking Environment

Dietary Info

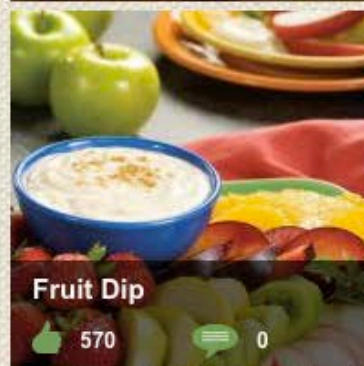
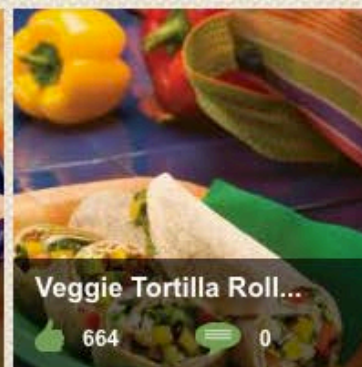
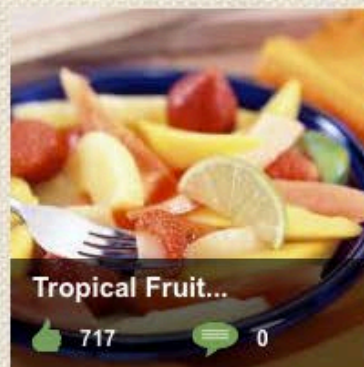
Step-By-Step Recipe

Ingredient or keyword...



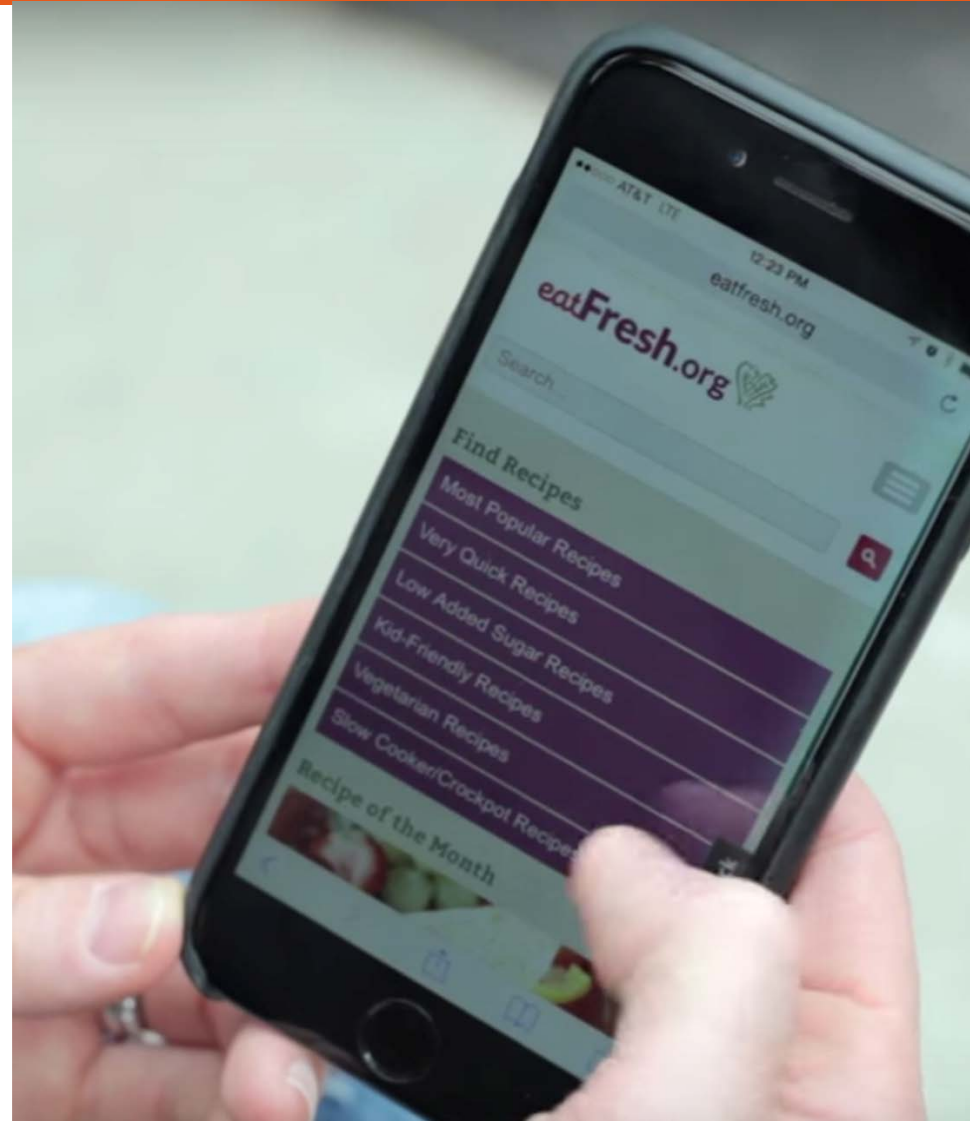
Clear Filters

Search found 20 recipes



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.”

Referring Clients to Online Resources Using Motivational Interviewing

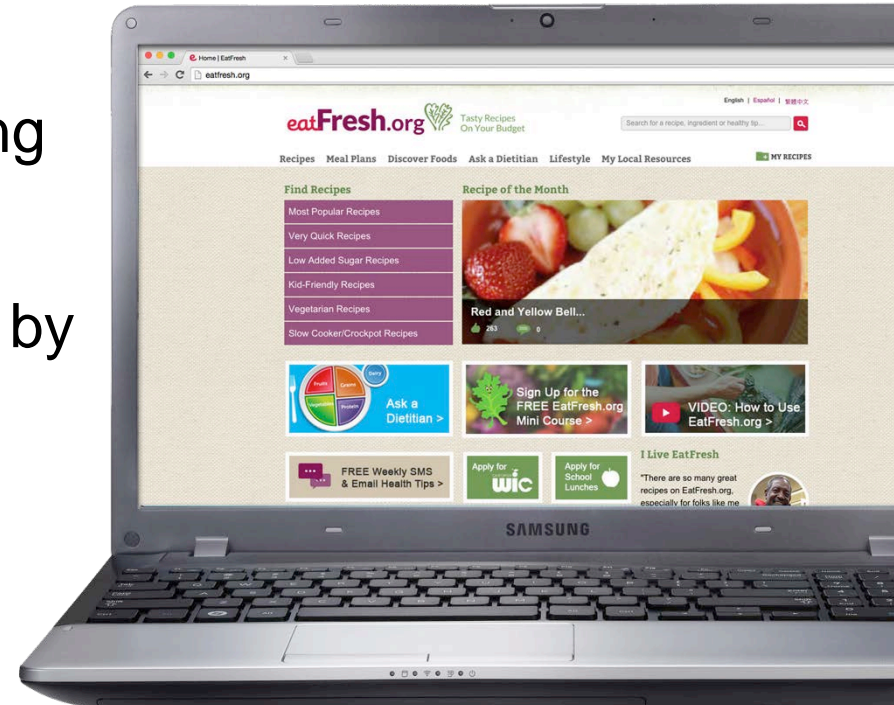
If you hear “Hmm...I don’t know” as though she is thinking about it:

- **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!



"Do I qualify for WIC?"



Get Tips



Email



Share



Print

Families with low to medium income and children under 5 (or a pregnant mom) can qualify for WIC.



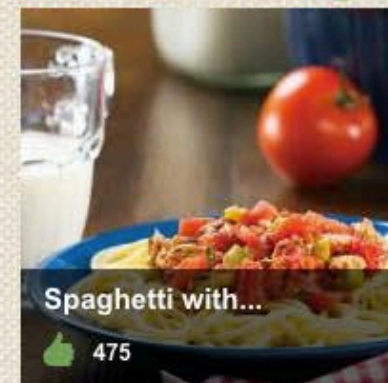
- WIC provides nutrition education, breastfeeding support and education, supplemental foods, and referrals to healthcare and community services.
- If you are interested in WIC, make an appointment at a WIC clinic and bring identification, proof of address, proof of income, and a WIC referral form.
- 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.

Filed under: [Breastfeeding](#)[Shopping & Budgeting](#)[Feeding Children](#)[Nutrition Assistance](#)

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](#)

"At the hospital, when should I start breastfeeding?"



Get Tips



Email



Share



Print

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.

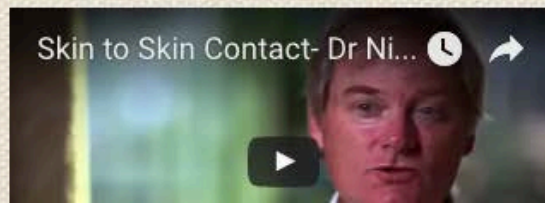
Try This

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

Filed under: [Breastfeeding](#)

Skin to Skin Contact

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



Featured Recipes



Cinnamon-Orange...

546

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?

☐ Yes

☐ No

[Vote](#)

Related Pages

Some women might feel discomfort when her baby first starts breastfeeding – it will

"I have heard that breastfeeding is difficult and it hurts."



Get Tips



Email



Share



Print

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



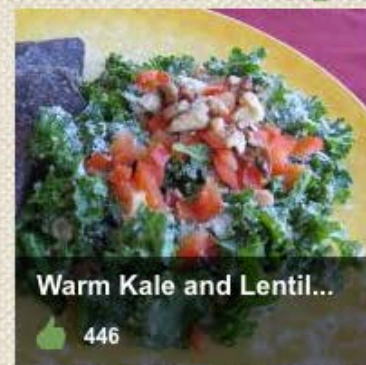
- Correct position and latch will prevent pain.
- Bring your baby to you – touching baby's nose to your nipple; make sure that you are tummy to tummy with your baby.
- Check to make sure the angle of your baby's mouth is wide around your areola.
- Make sure that your baby's lips are rolled out like "fish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

Filed under: [Breastfeeding](#)

Featured Recipes



Warm Kale and Lentil...

446

Related Resources

[California WIC Agencies](#)

[La Leche League of California](#)

Poll

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

☐ Yes

☐ No

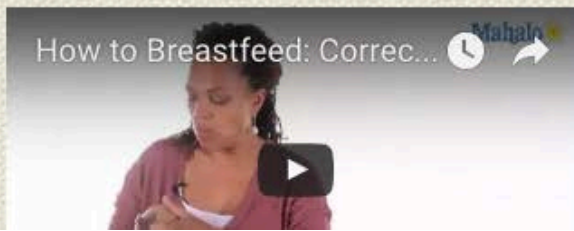
[Vote](#)

Related Pages

The first hour or two following birth is considered the "golden hour" and allows you time to establish breastfeeding.

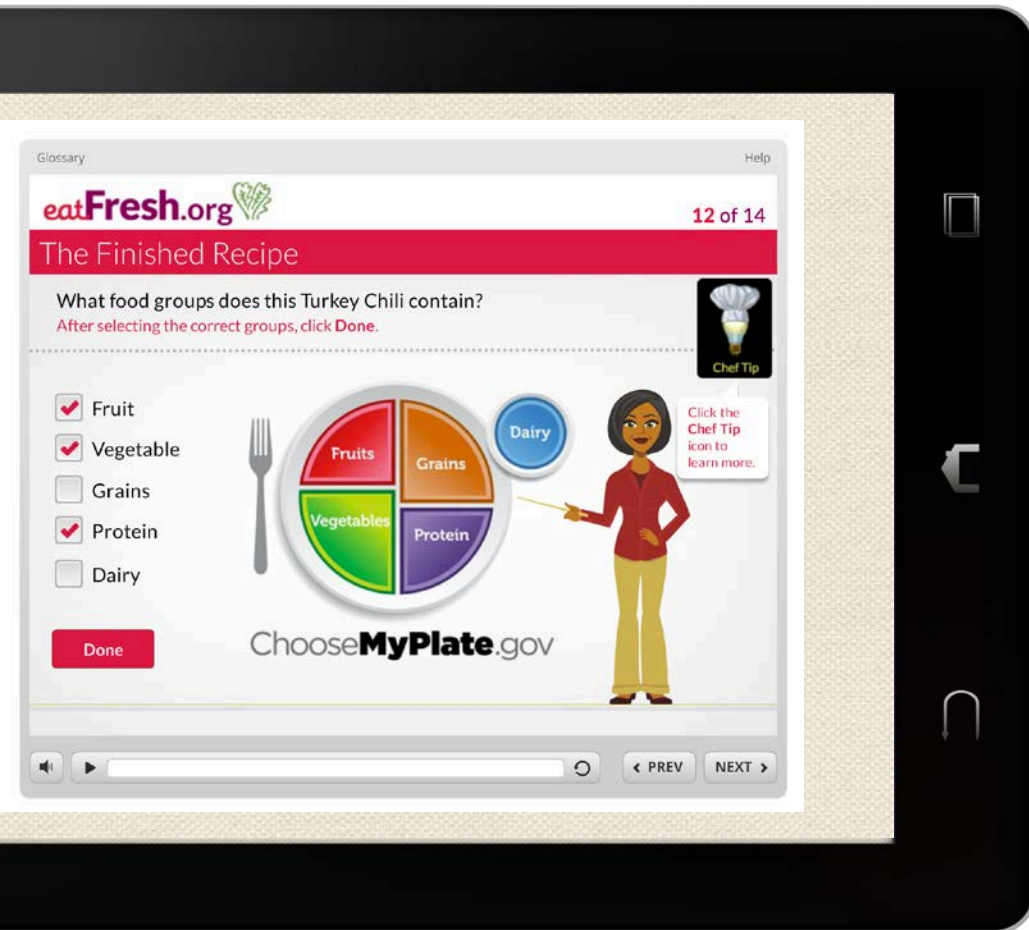
How to Breastfeed: Correct Latch

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



Find Recipes

[Most Popular Recipes](#)

[Very Quick Recipes](#)

[Low Added Sugar Recipes](#)

[Kid-Friendly Recipes](#)

[Vegetarian Recipes](#)

[Slow Cooker/Crockpot Recipes](#)

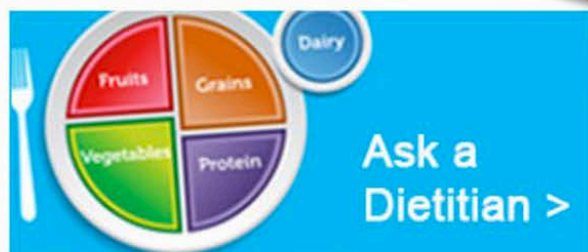
Recipe of the Month



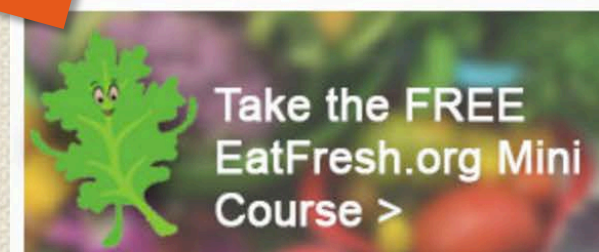
Ethiopian-Style...

37

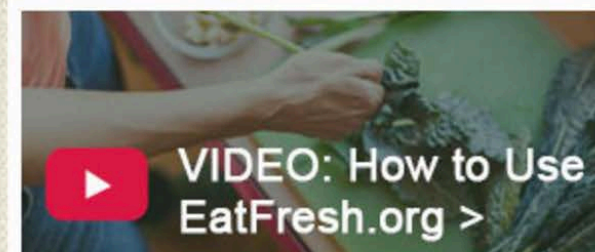
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Ask a
Dietitian >



Take the FREE
EatFresh.org Mini
Course >



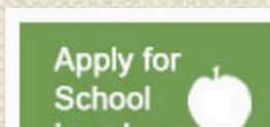
VIDEO: How to Use
EatFresh.org >



FREE Weekly SMS
& Email Health Tips >



Apply for



Apply for

School



**Watch: Youth Cooking
Challenge Winners**

[Spicy Sweet Potato Soup](#), [Spring Spread](#)

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.

[Create new account](#)

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](#)

You are not logged in.
[Home](#)



Account creation/log in page – lms.eatfresh.org

▼ Choose your username and password

Username*

adrienne

The password must have at least 4 characters

Password*

....

☐ Unmask

▼ Your information

Email address*

adrienne@leahspantrysf.org

First name*

Adrienne

Last name*

Markworth

City/town*

San Francisco

State/Province*

California

If you were not given a referral code, leave this field blank.

Referral Code

LPSF



Account creation: referral code & data card information

NEED HELP?

If you have accidentally unenrolled from the Mini Course, please email us at info@eatfresh.org for assistance.

WHAT IS THE EATFRESH.ORG MINI COURSE?



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.

LATEST BADGES




Bright Spot Thinker

CALENDAR

UPCOMING EVENTS


COURSE OVERVIEW

EatFresh.org Mini Course


SEARCH FORUMS 

Go

Advanced search ?

ADMINISTRATION 













▼ Course administration

-  Grades



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 These Healthy Whole Grains? 
-  Easy Meal Makeovers 
-  Certificate of Completion: Nutrition Basics 

Creating Wholesome Meals


-  Eating a Healthy Breakfast is Easier Than You Think 

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](#)

- ▶ Course administration



Topic: Breastfeeding Means Mom & Baby Eating Right

Glossary Help


eatFresh.org 8 of 9

Make a Plan


Add ingredients from other food groups to build your breakfast.



Oatmeal



Nuts





Sunflower Seeds

Glossary Help


eatFresh.org 8 of 9

Make a Plan


This meal includes healthy ingredients from 3 of the 5 food groups!




Oatmeal



Sunflower Seeds



Apple



Quick activities to reinforce lessons learned in each topic

Glossary Help

eatFresh.org 10 of 16

Danger in the Middle Rows!

PACKAGED FOODS

So the bagged rice is a better deal.

Unit Price \$.13 per oz.	Total Price \$5.20 40 oz.
Brown Rice	

Unit Price \$.16 per oz.	Total Price \$3.85 24 oz.
Brown Rice	

PREV NEXT

Glossary Help

eatFresh.org 4 of 14

Breastfeeding Is Great for Babies

I had not heard about that! Can breastfeeding prevent diabetes too? My husband has diabetes.

PREV NEXT

Glossary Help

eatFresh.org 10 of 14

Eating Right = Balance, Variety, and Quality

Prunes

Oatmeal

Lean ground beef

Cabbage

Milk

White pasta

Breastfeeding

Done

Drag the correct choices and drop them into each participant's hand. After completing the exercise, click Done.

PREV NEXT

Glossary Help

eatFresh.org 8 of 14

Chop Like a Pro

Step 1

Step 2

Step 3

Step 4

Then hold the food with your hand in a "C" shape, fingertips pointing down. This keeps your fingertips safe.

After clicking all the tabs, click Next to continue.






PREV NEXT

LATEST BADGES



Bright Spot Thinker

Nutrition Basics

-  Finding Low-Sodium Foods Using Nutrition Labels
-  How Much Sugar is in Your Favorite Dish?
-  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 Assessments Programme (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



Earn badges for milestones and up to 3 certificates of completion

Date Range Selected	5/1/16 - 6/30/16					
Total Enrolled Users	72					
User Data						
User ID	Account Creation Date	Access count	Language	City	State	Referral Code
0001	2016-05-17		en_us	Oakland	CA	
0002	2016-06-14		en_us	Santa Ana	CA	
0003	2016-06-14	22	en_us	San Diego	CA	LPSD
0004	2016-06-14		en_us	La Jolla	CA	LPSD
0005	2016-06-14		en_us	Moscow	ID	
0006	2016-06-14		en_us	Canoga Park	CA	
0007	2016-06-14	7	en_us	Santa Ana	CA	
0008	2016-06-14		es	Stockton	CA	
0009	2016-06-15	1	en_us	sacramento	CA	
0010	2016-06-15	1	en_us	San Francisco	CA	UCCE-SF
0011	2016-06-16	3	en_us	Davis	CA	UCD
0012	2016-06-16		en_us	San Jose	CA	
0013	2016-06-16	3	en_us	San Francisco	CA	SFMFB
0014	2016-06-16	1	en_us	Woodland	CA	
0015	2016-06-16		en_us	Bellflower	CA	
0016	2016-06-16		en_us	Hanford	CA	
0017	2016-06-16	3	en_us	vallejo	CA	

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

Number of users
from FFY15 to FFY16



150%



08:22

Average time spent
on site per session

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



leahspantrysf.org/eatfresh-toolkit

EatFresh.org
ABOUT
MINI COURSE
EATFRESH
INTEGRATION TOOLKIT



PRINT & WEB RESOURCES

Logo Files

Handouts

NEW Mini Course

Messaging Postcards

Posters

Promotional Videos

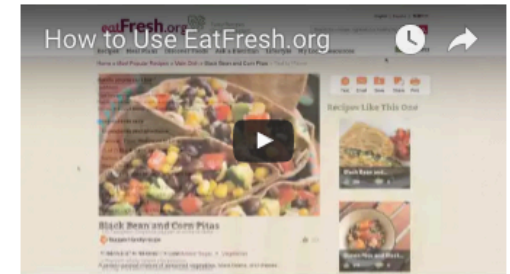
Recipe Postcards

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 Silldorff](mailto:jessica@leahspantrysf.org) at jessica@leahspantrysf.org

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



Contact Us

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858-212-1992