

The Daily
Drop!



What to Expect Today



Project Background
and Pilot Study



Daily Drop App
installation and
features



Clinical Report Tool



Ceres
Documentation and
Nutrition Education
Report Processing



Statewide
Monitoring and
Evaluation



Troubleshooting
and Ongoing
Support



THIS – WIC

Leveling Up: Delivery of Breastfeeding Education Via Interactive Gamification

- Part of THIS-WIC: funded by USDA through Tufts University
- Purpose: to test and evaluate the use of telehealth innovations in the delivery of WIC services

This project was supported by a sub-award from the USDA/Tufts Telehealth Intervention Strategies for WIC (THIS-WIC), a cooperative agreement between the United States Department of Agriculture Food and Nutrition Service and Tufts University, Cooperative Agreement Number #OPS-WIC Telehealth-FY19-Tufts-MA.

Innovative Game-Based Breastfeeding Education and Support Telehealth Solution

- Attendance at group classes is low
- IBCLC support can be limited
- Many participants use a smartphone
- People use and value web-based platforms for pregnancy and breastfeeding info



Mobile

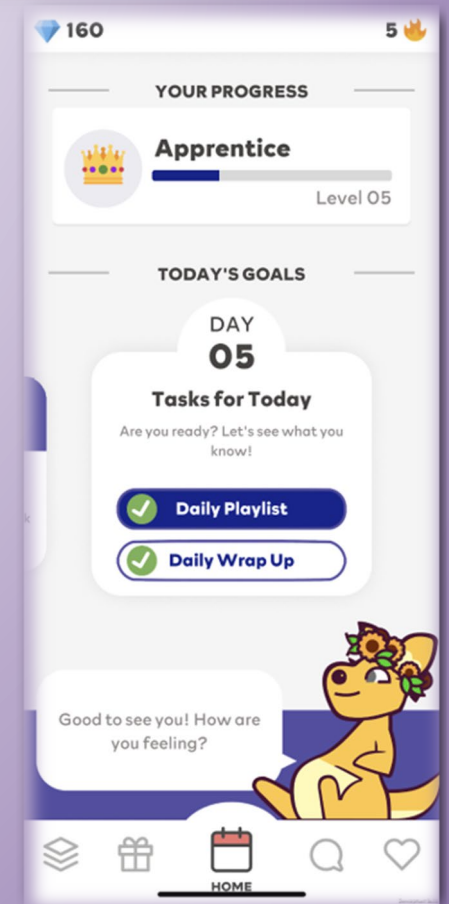
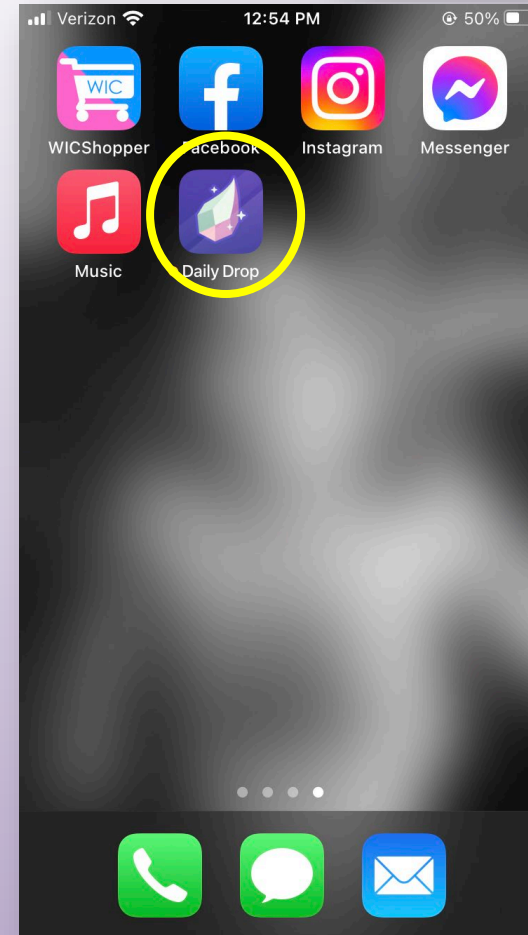
Low-bandwidth

Interactive

Time for Reflection

Digital tracking for WIC staff

Tailored game pathway



Daily Drop Timeline

Grant awarded
Contracted with GameTheory

Conducted a pilot feasibility study with support from Tufts
Added app and report enhancements based on feedback from study participants and staff

2022

2024

2021

2023

Designed initial app prototype
Conducted alpha and beta testing with users
Developed a final pilot version of the app

(And the end of 2023)
Tested and deployed enhancements
Convened a planning team to prepare for statewide launch!



Poll!

Did you download and play the Daily Drop?

Link to Whiteboard: What excites
you about the Daily Drop?

DAILY DROP



Daily Drop – User Info & Intro Survey

Let's get started!

We just need to know a few things about you and your pregnancy to get you ready to go!

Next



Daily Drop – Breastfeeding Attrition Prediction Tool

One more thing!

We just need to ask some questions about your thoughts about feeding your baby. This will let us personalize this app just for you!

Next

[Skip this for now.](#)



< Back Question 01/27

Breastfeeding is more convenient than formula feeding.

Choose the answer that most closely describes how you feel about each statement. Would YOU...

Agree

Neither

Disagree

Next

[Skip this for now.](#)

< Back Question 02/27

Human milk is healthy for the baby.

Choose the answer that most closely describes how you feel about each statement. Would YOU...

Agree

Neither

Disagree

Next

[Skip this for now.](#)

< Back Question 03/27

Human milk is more nutritious than infant formula.

Choose the answer that most closely describes how you feel about each statement. Would YOU...

Agree

Neither

Disagree

Next

[Skip this for now.](#)

< Back Question 04/27

Breastfeeding makes your breasts sag.

Choose the answer that most closely describes how you feel about each statement. Would YOU...

Agree

Neither

Disagree

Next

[Skip this for now.](#)

27 total questions

Daily Drop – Breastfeeding Attrition Prediction Tool

< Back Question 01/27

Chestfeeding is more convenient than formula feeding.

Choose the answer that most closely describes how you feel about each statement. Would YOU...

Agree

Neither

Disagree

[Skip this for now.](#)

Development Build

< Back Question 02/27

Human milk is healthy for the baby.

Choose the answer that most closely describes how you feel about each statement. Would YOU...

Agree

Neither

Disagree

[Skip this for now.](#)

Development Build

< Back Question 08/27

When you chestfeed you never know if the baby is getting enough milk.

Choose the answer that most closely describes how you feel about each statement. Would YOU...

Agree

Neither

Disagree

[Skip this for now.](#)

Development Build

< Back Question 17/27

My partner's mother thinks I should:

For each of the following individuals, indicate how they think you should feed your infant.

Feed Formula

No Opinion

Feed Human Milk

N/A

[Skip this for now.](#)

Development Build

< Back Question 18/27

My sibling (or close friend) thinks I should:

For each of the following individuals, indicate how they think you should feed your infant.

Feed Formula

No Opinion

Feed Human Milk

N/A

[Skip this for now.](#)

Development Build

Daily Drop – Daily Playlist

Welcome to Your Daily Playlist!



"Remember these good days, and let them be motivation on the bad ones."



Alright! Let's Go!




Daily Drop – Rewards

The screenshot shows a mobile app interface with a dark blue header and a white main content area. At the top left, there is a blue diamond icon followed by the number '75'. At the top right, there is a flame icon followed by the number '1'. The main content area is divided into two sections. The first section, titled 'Open a Gift!', features a yellow gift box icon with a red ribbon. Below the icon, the text reads: 'Here's information about opening the gift and what that means and what you gain from that.' There are two white buttons with rounded corners: the first says '50 to Open Pack' with a blue diamond icon, and the second says '15 to Open Gift' with a blue diamond icon. The second section, titled 'Your Collection', shows a progress bar that is almost full, with the text '00/92 UNLOCKED' below it. Below the progress bar are three grey square icons, each containing a white question mark. Under each icon, the text reads: 'Unknown' followed by 'Open More Gifts to Unlock'. At the bottom of the screen is a navigation bar with five icons: a stack of coins, a green gift box, a calendar, a speech bubble, and a heart. The word 'REWARD' is written in bold black letters below the gift box icon. In the bottom right corner, there is small text that reads 'Development Build'.

75

1



Open a Gift!

Here's information about opening the gift and what that means and what you gain from that.

50 to Open Pack

15 to Open Gift

Your Collection

00/92 UNLOCKED

Unknown
Open More Gifts to
Unlock

Unknown
Open More Gifts to
Unlock

Unknown
Open More Gifts to
Unlock

REWARD

Development Build

Daily Drop – Learn and Challenge Playlist

The screenshot displays a mobile application interface. At the top left, there is a blue diamond icon next to the number '25'. At the top right, there is a '1' next to a flame icon. Below this, a yellow cartoon character is shown next to the text 'Complete Your Daily Playlist!' and 'Finish your tasks for the day in order to keep your streak going strong.' Below that, another yellow cartoon character is shown next to the text 'Challenge Playlist!' and 'Want a perfect score? Challenge yourself with this playlist.' The main section is titled 'Your Skills' with the subtitle 'Go back and practice any of the skills you've unlocked.' Below this is a dropdown menu showing 'First / Second Trimester'. There are six skill cards arranged in two rows of three. The top row has three orange cards with a link icon, each titled 'Nutrition for You and Your Baby' or 'Breastfeeding Facts' and 'COMPLETE THE GRID'. The bottom row has one orange card with a link icon, and two green cards with a lock icon, each titled 'Breastfeeding Facts' and 'FACT LOCKER'. At the bottom, there is a navigation bar with icons for 'LEARN', a gift, a calendar, a speech bubble, and a heart.

25

1

Complete Your Daily Playlist!
Finish your tasks for the day in order to keep your streak going strong.

Challenge Playlist!
Want a perfect score? Challenge yourself with this playlist.

Your Skills
Go back and practice any of the skills you've unlocked.

First / Second Trimester

Nutrition for You and Your Baby
COMPLETE THE GRID

Nutrition for You and Your Baby
COMPLETE THE GRID

Breastfeeding Facts
COMPLETE THE GRID

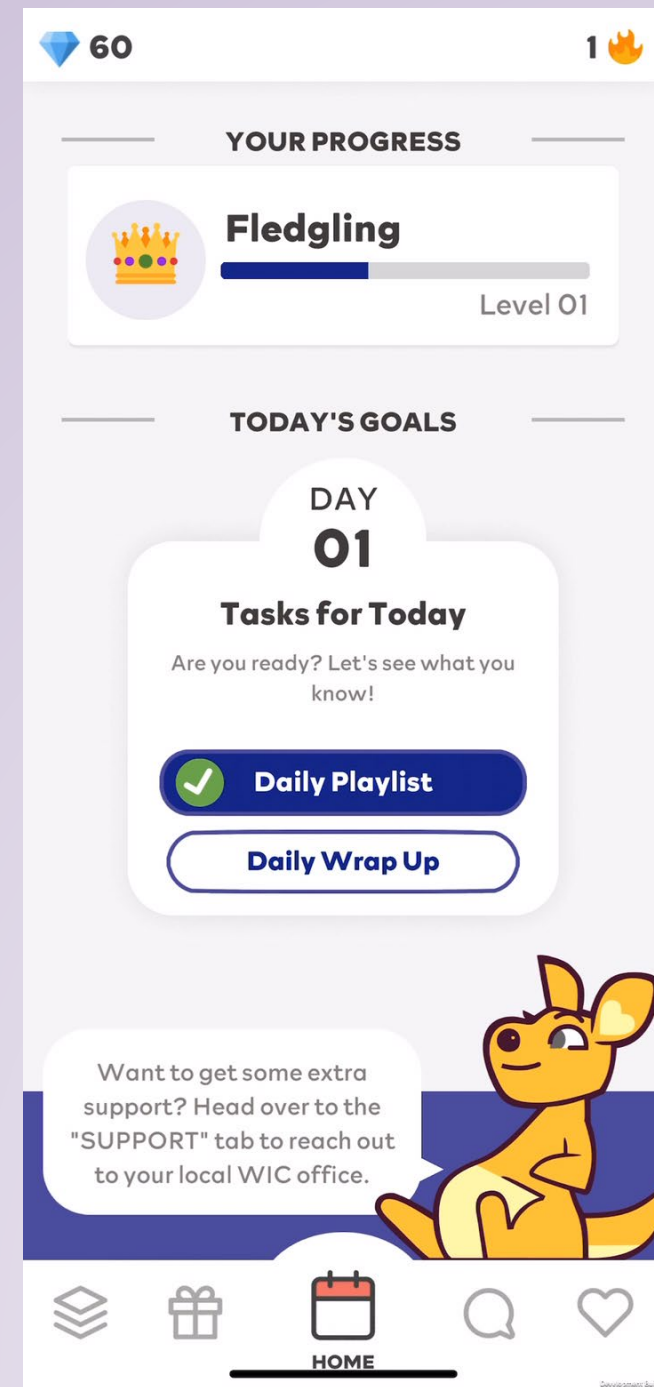
Nutrition for You and Your Baby
COMPLETE THE GRID

Breastfeeding Facts
FACT LOCKER

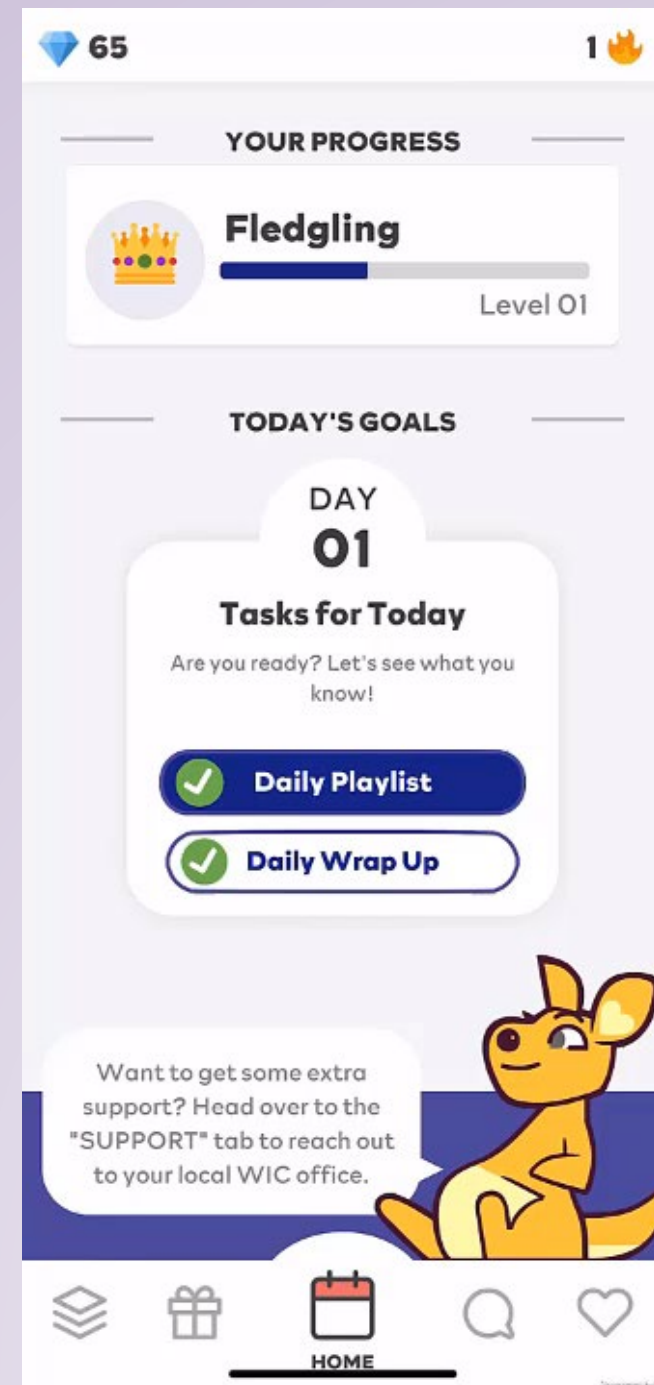
Breastfeeding Facts
FACT LOCKER

LEARN

Daily Drop – Daily Wrap Up



Daily Drop – Profile



Daily Drop – Support

The screenshot shows a mobile app interface with a purple header. At the top left, there is a blue diamond icon and the number '25'. At the top right, there is a '1' and a fire icon. Below the header, there is a section titled 'Text For Support' with a cartoon illustration of a mother rabbit and her baby. The text reads: 'Send us a text and we'll put you in touch with the right resources.' Below this is a dashed-line box containing a 'Contact Us' section with a red location pin icon, the text 'WIC Middlebury Office', the phone number '802-388-4644', and the email address 'AHS.VDHO1.HMiddlebury@vermont.gov'. Below the dashed box is a section titled 'Common Challenges' with the text 'Based on where you are in your journey, we know people can run into these issues.' This is followed by seven white rounded rectangular buttons with black text: 'I don't have the right diet for breastfeeding.', 'I won't have the skills to breastfeed.', 'My breasts aren't the right shape or size.', 'I don't feel confident breastfeeding in public.', 'I can't breastfeed if I eat a special diet.', and 'Breastfeeding will be too difficult.'. At the bottom, there is a navigation bar with five icons: a stack of papers, a gift box, a calendar, a speech bubble, and a heart. The word 'SUPPORT' is written below the speech bubble icon.

25

1 🔥

Text For Support

Send us a text and we'll put you in touch with the right resources.

Contact Us

WIC Middlebury Office
[802-388-4644](tel:802-388-4644)
AHS.VDHO1.HMiddlebury@vermont.gov

Common Challenges

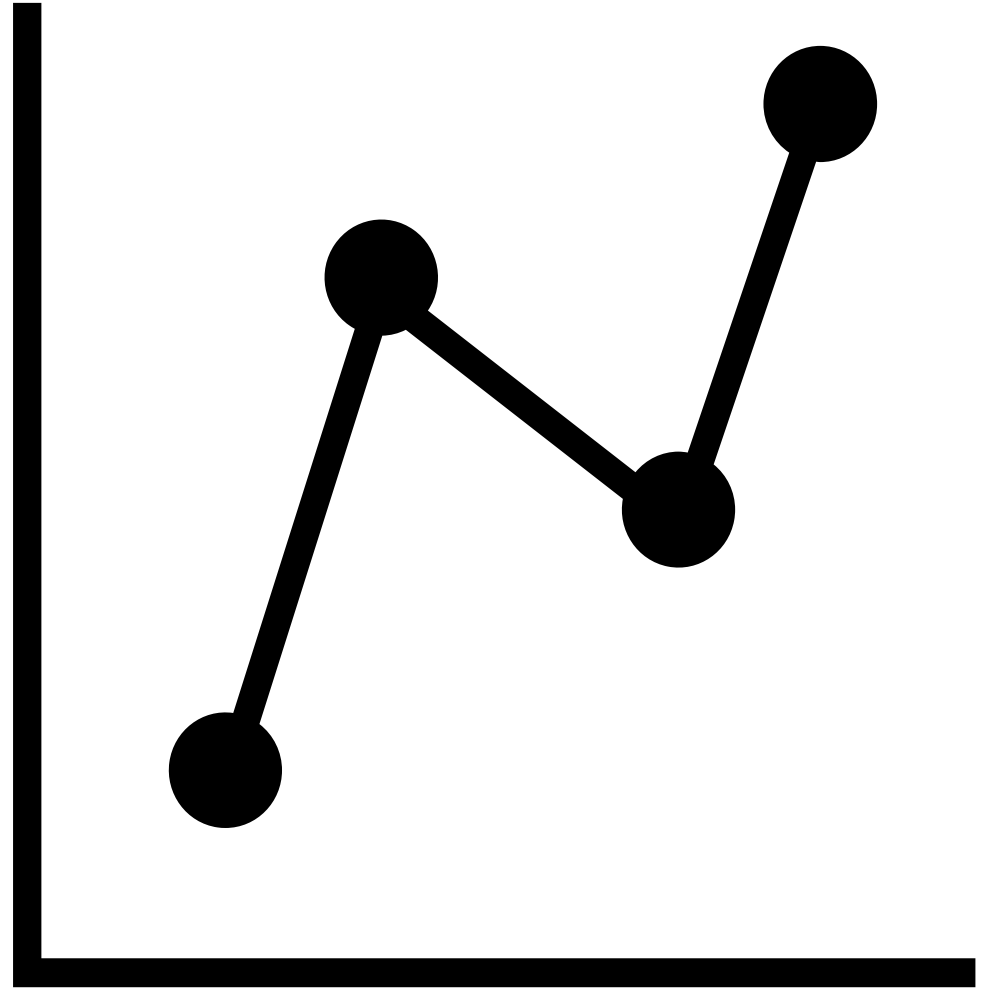
Based on where you are in your journey, we know people can run into these issues.

- I don't have the right diet for breastfeeding.
- I won't have the skills to breastfeed.
- My breasts aren't the right shape or size.
- I don't feel confident breastfeeding in public.
- I can't breastfeed if I eat a special diet.
- Breastfeeding will be too difficult.

📄 📁 📅 🗨️ ❤️

SUPPORT

CLINICAL REPORT TOOL



Clinic Services Report

Household

Select Household ID

WIC Office: **Middlebury**Date user initiated the game: **3/2/2023**Average daily time in app: **00:01:36** (hh:mm:ss)Preferred terminology: **Breastfeeding**First pregnancy?: **unknown**Total time in app: **0d 00:32** (d hh:mm)Time elapsed since last data send: **373 days**Total sessions: **20**

Last updated 03/27/24 12:32 PM

[Data notes](#)

BAPT

Select Survey Date

Scores

Confidence	11
Knowledge	14
Support	4

Total: 29
[Full BAPT survey answers](#)

Top Interests

Interest	Score
Finding Support	15
Nutrition for You and Your Baby	15
Breastfeeding Facts	5

Top 3 interests are shown

Domain Scores

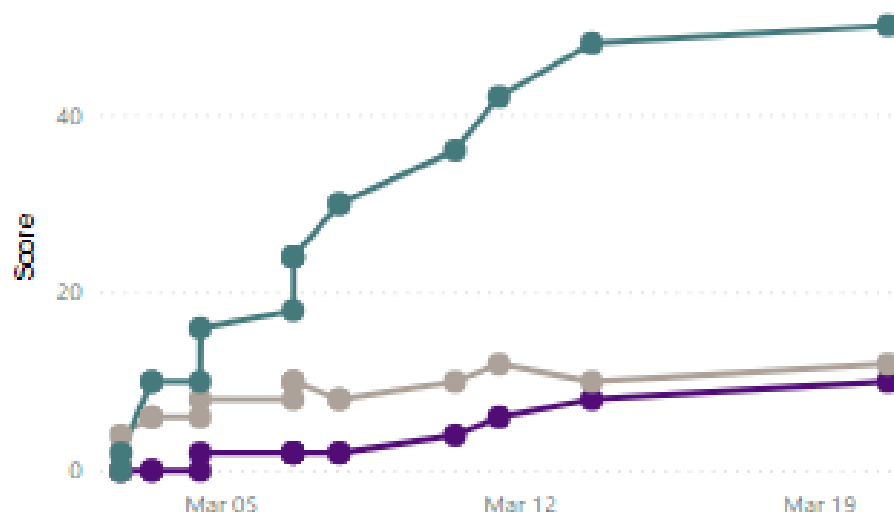
Confidence	Knowledge	Support	Milestone
10	12	50	Neutral

Domain scores range from 0 to 150 points.

Learning Area Scores Over Time

[+ Show filters](#)

Domain ● Confidence ● Knowledge ● Support



Topics for Follow-up

BAPT topics

[Peer Counselor](#)
[Social support counseling content](#)

Game play topics

Clinic Services Report

Household

Select Household ID

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Data notes

BAPT

Select Survey Date

most recent survey

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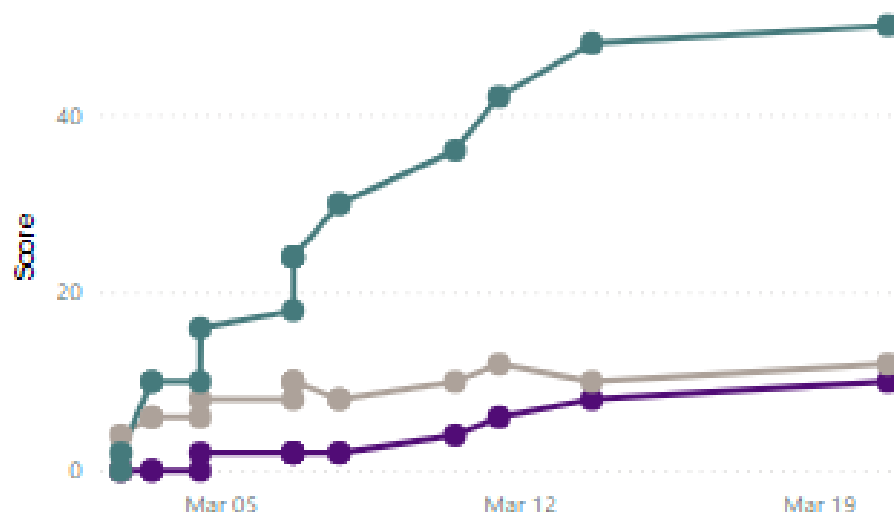
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+ Show filters

Domain ● Confidence ● Knowledge ● Support



Topics for Follow-up

BAPT topics

Peer Counselor

Social support counseling content

Game play topics

Full BAPT Survey Answers

← Back to household

Select Household ID

Select Survey Date

most recent survey



Domain	Question (short)	Answer	
Knowledge			
Bapt_Q1	More convenient	Agree	<input checked="" type="radio"/>
Bapt_Q2	Healthy	Agree	<input checked="" type="radio"/>
Bapt_Q3	More nutritious	Neither	<input type="radio"/>
Bapt_Q4	Breasts sag	Disagree	<input checked="" type="radio"/>
Bapt_Q5	Closer to your baby	Agree	<input checked="" type="radio"/>
Bapt_Q6	Returning to work	Neither	<input type="radio"/>
Bapt_Q7	More economical	Neither	<input type="radio"/>
Bapt_Q8	Getting enough milk	Neither	<input type="radio"/>
Bapt_Q9	Less rest	Disagree	<input checked="" type="radio"/>
Bapt_Q10	More time consuming	Neither	<input type="radio"/>
Bapt_Q11	Messy	Disagree	<input checked="" type="radio"/>
Bapt_Q12	Ties you down	Neither	<input type="radio"/>
Bapt_Q13	Helps you bond	Agree	<input checked="" type="radio"/>
Bapt_Q14	Better than formula	Neither	<input type="radio"/>

Domain	Question (short)	Answer	
Support			
Bapt_Q15	Partner thinks	No Opinion	<input type="radio"/>
Bapt_Q16	Parent(s) thinks	No Opinion	<input type="radio"/>
Bapt_Q17	Partners mother thinks	No Opinion	<input type="radio"/>
Bapt_Q18	Sibling thinks	No Opinion	<input type="radio"/>
Bapt_Q19	Provider thinks	No Opinion	<input type="radio"/>

Domain	Question (short)	Answer	
Confidence			
Bapt_Q20	Necessary skills	Neither	<input type="radio"/>
Bapt_Q21	Physically able	Neither	<input type="radio"/>
Bapt_Q22	Know how	Disagree	<input checked="" type="radio"/>
Bapt_Q23	Determined	Neither	<input type="radio"/>
Bapt_Q24	Wont need help	Neither	<input type="radio"/>
Bapt_Q25	It is easy	Neither	<input type="radio"/>
Bapt_Q26	Am confident	Disagree	<input checked="" type="radio"/>
Bapt_Q27	Can learn	Agree	<input checked="" type="radio"/>

Clinic Services Report

Household

Select Household ID


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[most recent survey](#)

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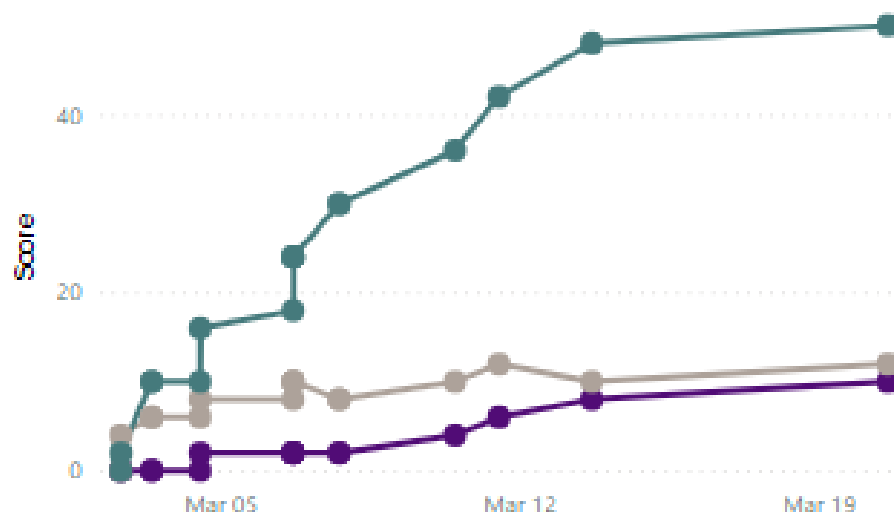
Confidence	Knowledge	Support	Milestone
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[+ Show filters](#)

Domain ● Confidence ● Knowledge ● Support



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[Social support counseling content](#)

Game play topics

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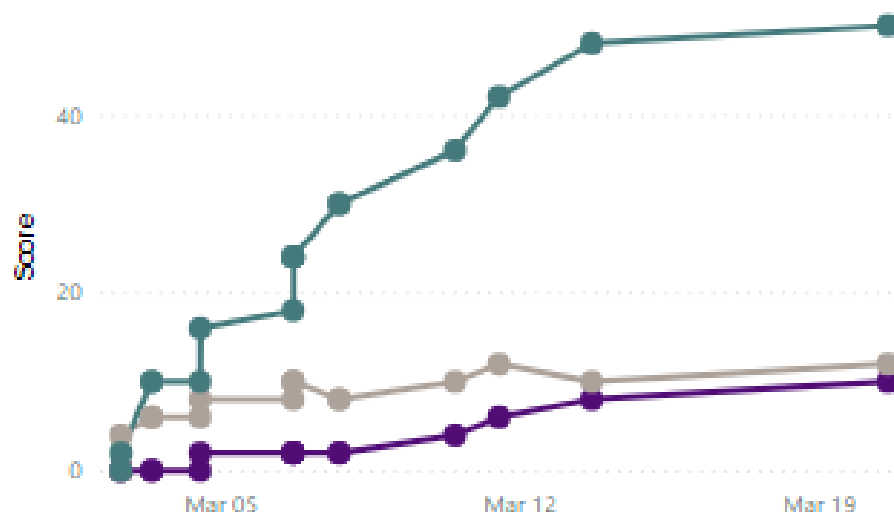
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Domain ● Confidence ● Knowledge ● Support



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Game play topics

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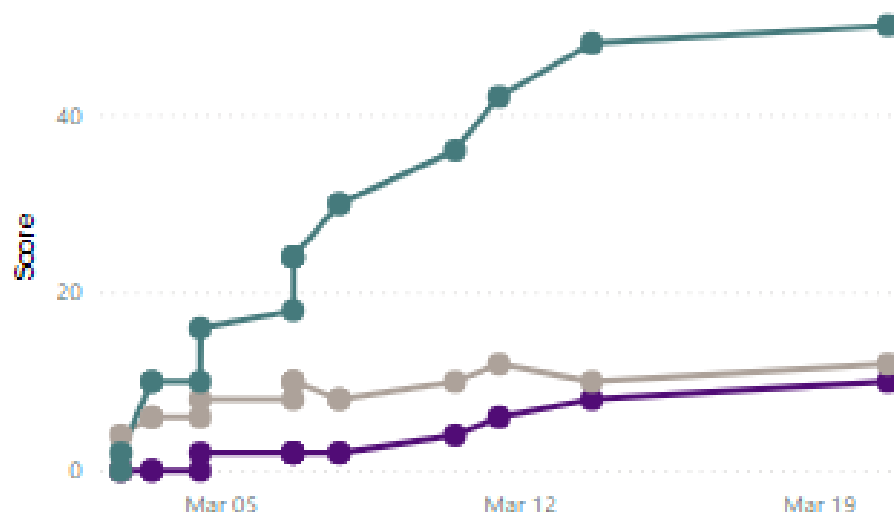
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Learning Area Scores Over Time

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Domain ● Confidence ● Knowledge ● Support



Topics for Follow-up

[BAPT topics](#)

Peer Counselor

Social support counseling content

[Game play topics](#)



Demo!

Let's go to SharePoint

Link to Whiteboard: Daily Drop
Clinical Report Tool

Documenting Nutrition Ed Choice

Category: Pregnant

EDD:

Date of Birth: 04/12/1994 (29 y)

Weeks Gest: NA

WIC Status: Active

Cert. End: 06/2025 Last FB: May 24

Nutrition Education

Record Date 3/22/2024

1 of 1 | + New | Edit | X Delete

Copy

High Risk Follow Up Appointment

Contacts Information

Nutrition Education Contacts This Certification Period: 1

Refused Nutrition Education Class

View Current View All

Nutrition Education Covered

- 2nd Nutri Ed Choice
 - WICHealth.org
 - Farm to Family
 - Nutrition Activity/Class - In Person
 - Nutrition Activity/Class - Online/Virtual
 - Will Download Daily Drop Breastfeeding App
 - Breastfeeding Activity/Class - In Person
 - Breastfeeding Activity/Class - Online/Virtual
 - Breastfeeding Support - Phone/In Person
 - Community Partner Activity

Pamphlets Provided

- Exit Counseling
- WIC Shopping
- Food and General Shopping
- Prenatal-Nutrition Practices
- Nutrition Concerns
- Breastfeeding-Infant/Child
- Baby Behavior
- Health and Medical
- Medication/Vitamin/Supplement

Use the Active Users Report

- Go to the Active Users tab in the Daily Drop Data Dashboard on SharePoint
- Filter for Active Users from the past 90 days for your District Office

The screenshot displays the WIC Active Users Report interface. At the top, there are navigation tabs: Household, Active Users (highlighted), Engagement, and Learning. The WIC logo (WOMEN INFANTS CHILDREN) is in the top right corner. Below the tabs, the report title is "Clinic Services Report" with a sub-tab "Active Users". The main content area is titled "Active game users by days since data send". It features a table with three columns: HouseholdID, District Office, and Days Since Last Data Send. To the right of the table, there is a summary card showing "3 Active game users". Below the summary card, there are two filter sections: "Days Since Last Data Send" with input fields for 0 and 90, and "District Office" with a dropdown menu set to "All".

HouseholdID	District Office	Days Since Last Data Send
000042	Barre	49
000099	Barre	5
999999	Barre	0
000042	Bennington	49
000099	Bennington	5
999999	Brattleboro	0
000099	Burlington	5
999999	Burlington	0
999999	Middlebury	0
999999	Morrisville	0
999999	Newport	0
999999	Saint Albans	0
999999	Saint Johnsbury	0
999999	Springfield	0
999999	White River Junction	0

Documenting Nutrition Ed Completion

Category: Pregnant **EDD:**

Date of Birth: 04/12/1994 (29 y) **Weeks Gest:** NA **WIC Status:** Active **Cert. End:** 06/2025 **Last FB:** May 24

Nutrition Education

Record Date 3/22/2024 1 of 1 + New Edit X Delete

 High Risk Follow Up Appointment

Contacts Information

Nutrition Education Contacts This Certification Period: 1

Refused Nutrition Education Class

View Current View All

Nutrition Education Covered

- Community Partner Activity
- Follow Up Appointment with Nutritionist/Certifier
- Family Member Upcoming WIC Appointment
- New Family Shopping/Card Use Check In
- 2nd Nutri Ed Completed
- Daily Drop App
- Farm to Family
- Community Partner Activity
- WIC Shopping
- Food and General Shopping

Pamphlets Provided

- Exit Counseling
- WIC Shopping
- Food and General Shopping
- Prenatal-Nutrition Practices
- Nutrition Concerns
- Breastfeeding-Infant/Child
- Baby Behavior
- Health and Medical
- Medication/Vitamin/Supplement

Statewide Monitoring and Evaluation



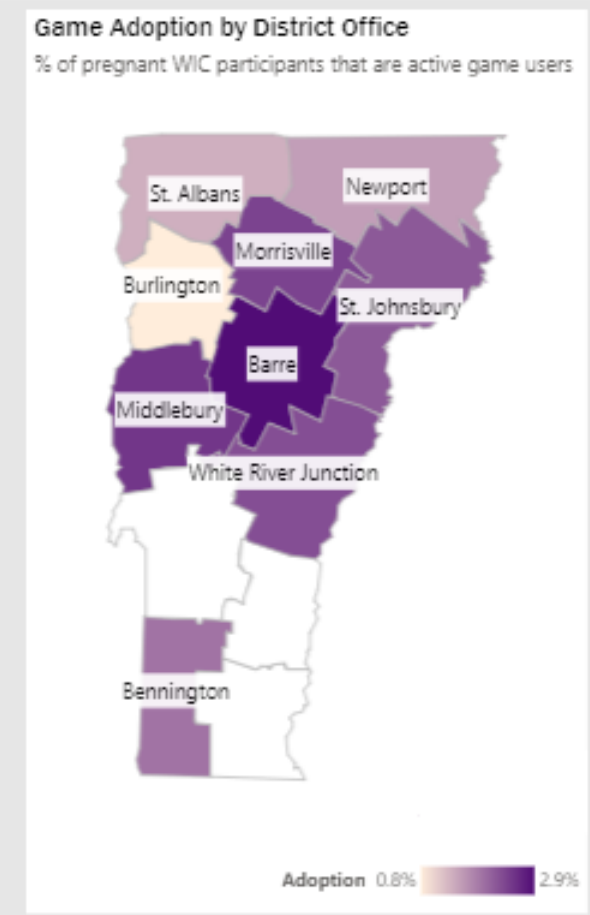
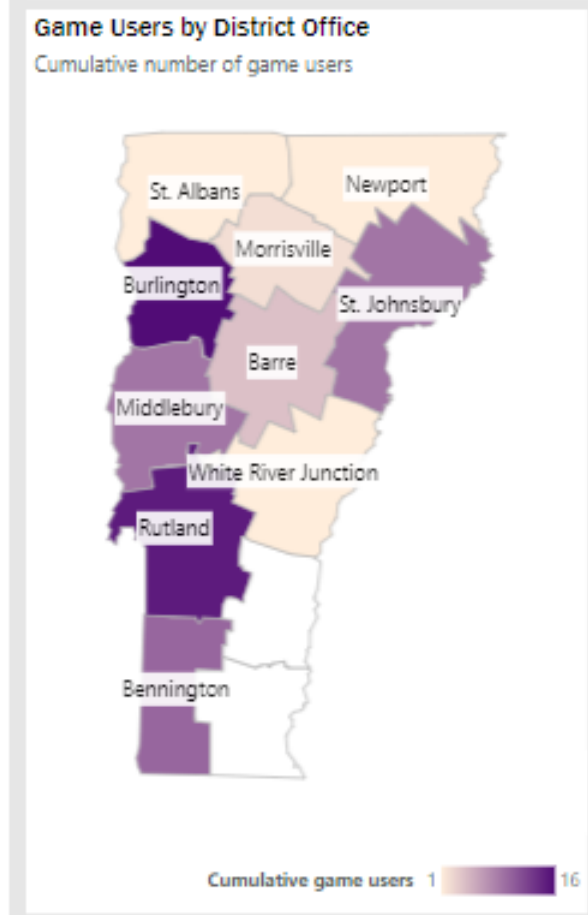
Household | Active Users | **Engagement** | Learning

Clinic Services Report

Engagement

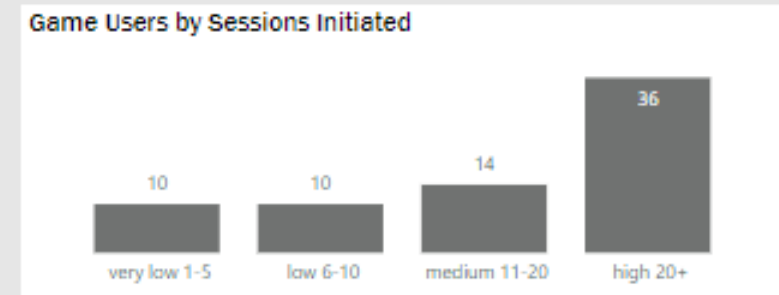
10 Participating DOs | 60 Game users | 87 Avg # of sessions | 00:07:24 Avg daily time (hh:mm:ss) | 3d 16:27 Total time in app (d h:m)

Data notes | Last updated 03/11/24 3:48 PM



Game Adoption

District Office	Game users	Active game users	Pregnant participants	% Active game users
Barre	4	2	69	2.9%
Bennington	10	1	52	1.9%
Brattleboro	0		40	
Burlington	16	1	130	0.8%
Middlebury	9	1	40	2.5%
Morrisville	2	1	42	2.4%
Newport	1	1	66	1.5%
Rutland	15		91	
Springfield	0		42	
St. Albans	1	1	74	1.4%
St. Johnsbury	9	1	46	2.2%
White River Junction	1	1	44	2.3%
Total	68	2	736	0.3%



The background is a solid purple color. It features several decorative elements: a large, irregular shape in the top center filled with a pattern of small white dots; a smaller, similar dotted shape in the top left corner; a dotted shape in the bottom left corner; and a solid purple shape on the right side. The text is centered in the middle of the page.

Demo!

Let's go to SharePoint

Poll!

After learning more about the app and clinical report tool, how confident are you in incorporating the Daily Drop into your workflow?

Troubleshooting and Ongoing Support



Common Questions / Concerns

Someone says....

“Oh, another app? That seems like a pain...”

You can respond...

It's a quick and easy way to ensure you're learning and growing! After installing, it's just checking in for 5 minutes a few times a week for a fun activity and you'll ensure you're giving yourself the best chance for success.

Common Questions / Concerns

Someone says....

“How is my data being used / tracked?”

You can respond...

All data collected in the app is only associated with your WIC ID and none of it pertains to any personally identifiable health information. The app tracks how you're learning in areas of knowledge, confidence, and support with breastfeeding, what topics you're interested in, as well as how often you use the app. That data is sent to the WIC state protected database and nowhere else. WIC use the information to you with the best advice and care.

Common Questions / Concerns

Someone says....

"Will this count as a WIC nutrition activity?"

You can respond...

Yes. You enter your WIC ID when you set up the app and with that we are able to look up your game play info and can count it as a nutrition activity.

Common Questions / Concerns

Someone says....

"Who can use this?"

You can respond...

The app was developed for Vermont WIC Participants.

Common Questions / Concerns

Someone says....

"I haven't used the app in a while..."

You can respond...

That's alright! The app is there for you when you need it. You won't be penalized for not using the app, just rewarded for using it more often with items in the game. Whenever you find it valuable and whatever schedule works for you to check in is best!

What if I look up a WIC Household ID in the report and....?

The WIC household ID is not found?

Ask the participant what number they entered, they can find it in the Profile screen. Look up the user with that number, then ask them to update their WIC ID with the correct number. Let the WIC Help Desk know and we can update the report on the back end.

The report has some data, but it is not complete?

Send the WIC ID to the WIC Help Desk and the project team will investigate.

What happens if...

Someone has an idea to improve the App

If someone has an idea on how to improve the application, pass the recommendation on to the WIC Help Desk.

What happens if...

Someone is confused on how to use the App.

See the “Staff Help Guide” on SharePoint with just a few simple solutions to common issues. You can always direct someone to the WIC Help Desk who will triage to the state project team.

What happens if...

Someone is having a technical problem.

People may encounter "bugs" while using the application. A bug is when the app is clearly broken or not functioning as designed. If this happens, please have the user reach out to WIC Help Desk who will triage to the state project team.

What happens if...

I'm having a technical problem with the Report.

If you're having an issue utilizing the Report tool, please contact the WIC Help Desk to troubleshoot.

Remember!

The App works Offline after Installation!

A user must be online to install the app, but once they are it will work offline and does not require internet or a cellular connection to work!

Remember!

Designed to encourage regular check-ins.

The goal of the app is quick and simple daily (or as often as you can) check-ins. It's not supposed to be a big time commitment, just a nice and helpful touchpoint.

Remember!

**App complements existing WIC support,
does not replace it.**

The goal is for this app to provide you with more information on user learning and help them get more learning when they can.

Only you can provide the direct breastfeeding support that makes the program so valuable.

Final Value Proposition

The aim of the app is to help solve access issues, keep people engaged and retained on the program, and meet people's educational needs through a mechanism they may already use.



Take the Training Evaluation!