

WIC Staff Training Part 1:  
**Introduction**



# Agenda

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- Background on Project
- Using the App – Intro, Features
- What to expect in the next training
- How you can install to try it out for yourself

# What is this project about?

## 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 by awarding grants to state WIC agencies.

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.

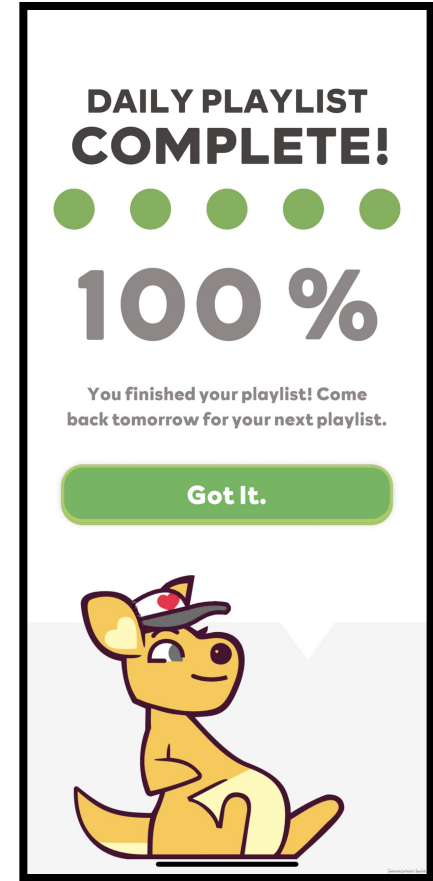


# What is this App?

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An telehealth application to provide interactive breastfeeding education

- A Daily playlist / mini-game challenge for growing knowledge and confidence around breastfeeding.
- Reports app usage data and changes in learning over time to WIC staff for more directed counseling and support.



## Why did WIC create this app?

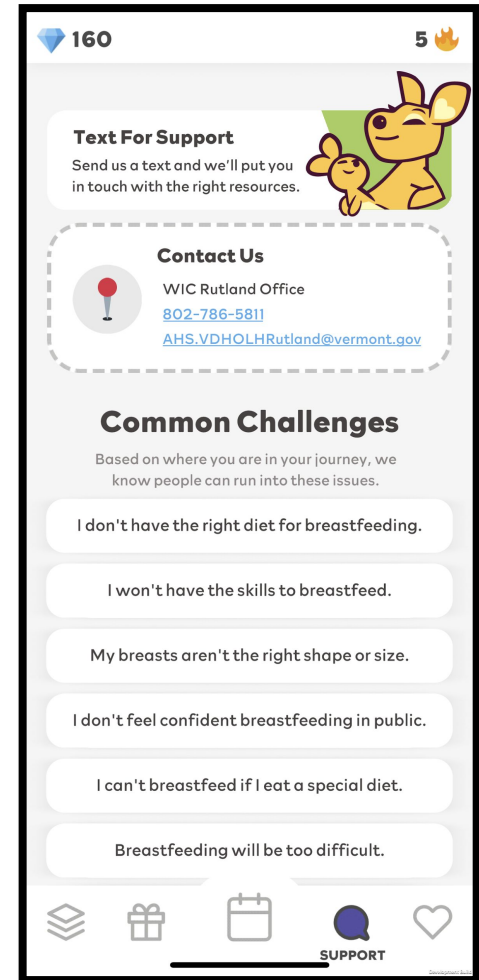
- Attendance at group classes is low
- IBCLC support can be limited
- Many participants use a smartphone
- People use and value web-based platforms for pregnancy and breastfeeding info
- Vermont is a rural state with limited cell service and broadband access



# What does this mean for me?

As WIC certifiers you will play a key role in supporting the pilot phase of this application. You will be:

- Assessing interest of pregnant participants in participating in the pilot feasibility study and sending referrals to the State project team
- Incorporating use of the app into your clinical practice
- Using app reports to understand BAPT scores and changes in learning while participants use the app



# Project Timeline

2021

Spring

- Convene Advisory Council
- Recruit Project Coordinator
- Develop Game Content
- Prep for Request Proposals (RFP)

2021  
Summer/Early  
Fall

- Conduct game developer RFP
- Game content consolidation

2021  
Fall

- Finalize contract with game developer
- Game content revisions

2022  
Winter

- Game Development: Discovery Phase

2022  
Spring-Fall

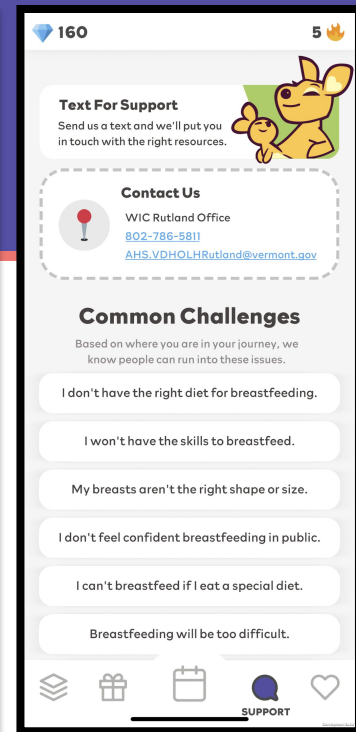
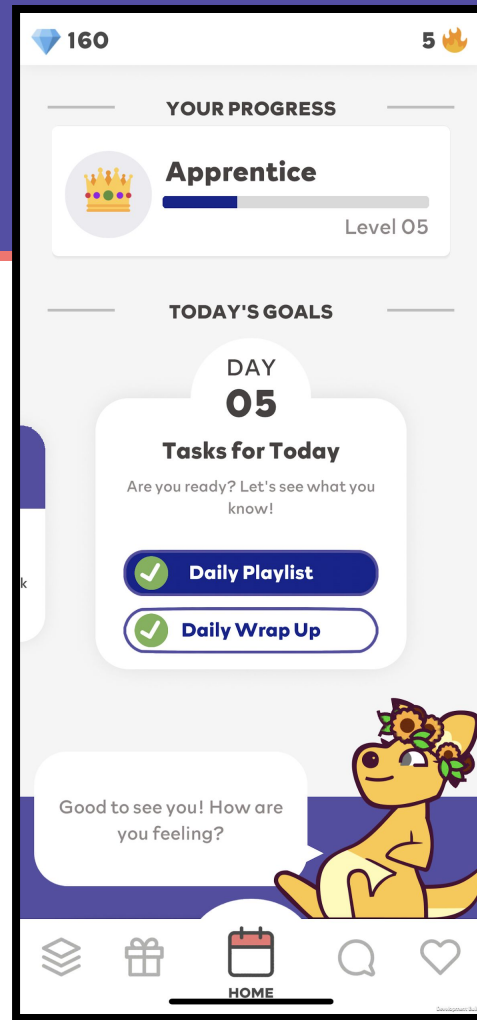
- Foundational Development: Alpha/Beta development testing
- Final Development

2023  
Winter-Spring

- Final Quality Assurance
- Evaluation and Reporting
- Evaluation and Testing

We are here!

# Using the App

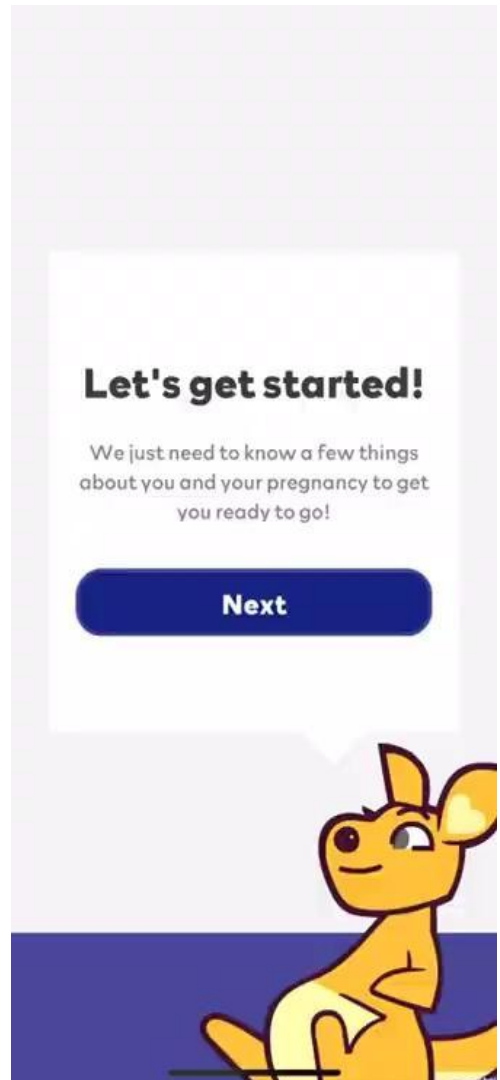




# How do I get started?

To start using the application, you'll need to answer a few setup questions:

1. Enter your "WIC Household ID" (find more on this later in this presentation)
2. Select your "WIC Office Location"
3. Select your term preference
4. Select your current pregnancy status and your expected delivery date if relevant.

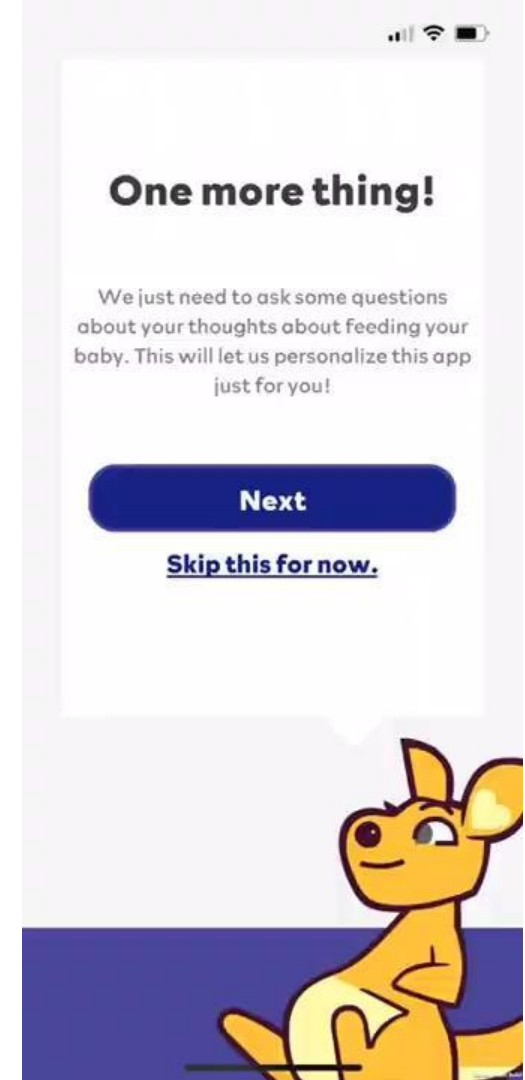


# Completing the BAPT Survey

Following these setup questions, the app will ask the user to complete the Breastfeeding Attrition Prediction Tool (BAPT).

The Answers and score of this initial BAPT survey will be accessible in the user report, so if a pregnant person installs the app and completes the BAPT, there is no need to send them one separately.

In addition to continuing to be the tool used to guide our You Can Do It protocol, the first 10 active days of game play are guided by the BAPT scores so a user sees more content related to their lower domain scores. ip these questions, but all users will need to complete them. If the user does not complete them during setup, you can access the questions again from your Profile page and complete them. Note that users will not be able to engage with key features of the application until this survey is completed.



# What's the Daily Playlist?

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Once you're in the application, you can access your Daily Playlist.

The Daily Playlist is the main feature of the application. It is a series of mini-games that are presented for users to help increase their knowledge, confidence, and support around breast/chestfeeding.

There are five mini-games in the Daily Playlist to complete. Before every question, if they user hasn't encountered the topic before, they'll get a Knowledge Summary on the subject. If you don't get a question right, you'll have to try again until you complete it correctly.

Getting more answers right results in more Gems!

Welcome to Your Daily Playlist!



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



**Alright! Let's Go!**



# What's the Daily Wrap Up?

At the end of the day, users are encouraged to complete a “Daily Wrap Up”.

This is a simple reflection on how your day has been going it. Once you've made a selection, you'll be shown a relevant Daily Affirmation.

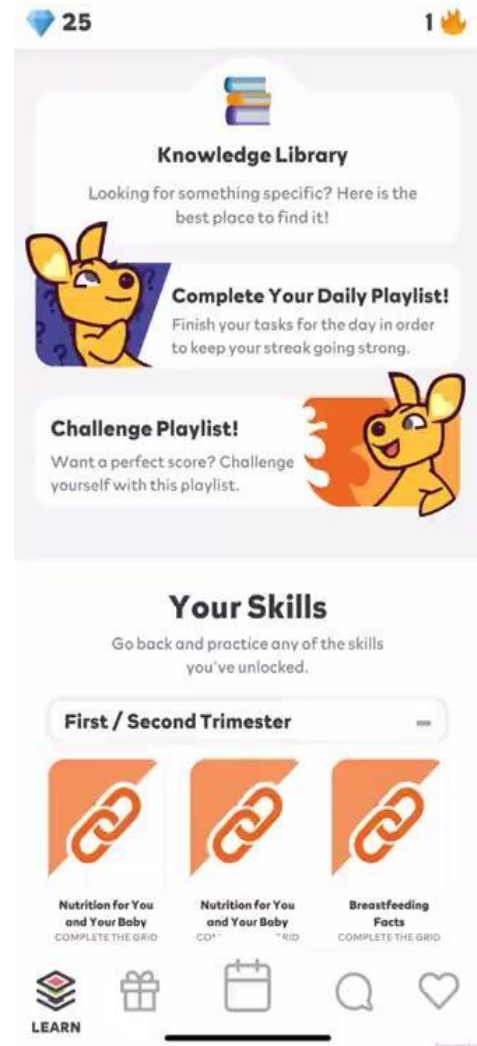
When you complete your Daily Wrap Up you will be able to see it in the future by swiping back through the days on the center of the home page.



# What's the Learn Section?

Users can go to the Learn section to access their Daily Playlist, Challenge Playlist, Knowledge Bank, and to replay minigames.

- **Challenge Playlist:** a daily hard mode that reviews material users have had difficulty with previously. Consists of 8 questions. Awards bonus gems.
- **Knowledge Library:** a record of information on all the topics the app covers.
- **Minigames:** you can see all the minigames in the app based on your current progress with your pregnancy and replay them in that list.

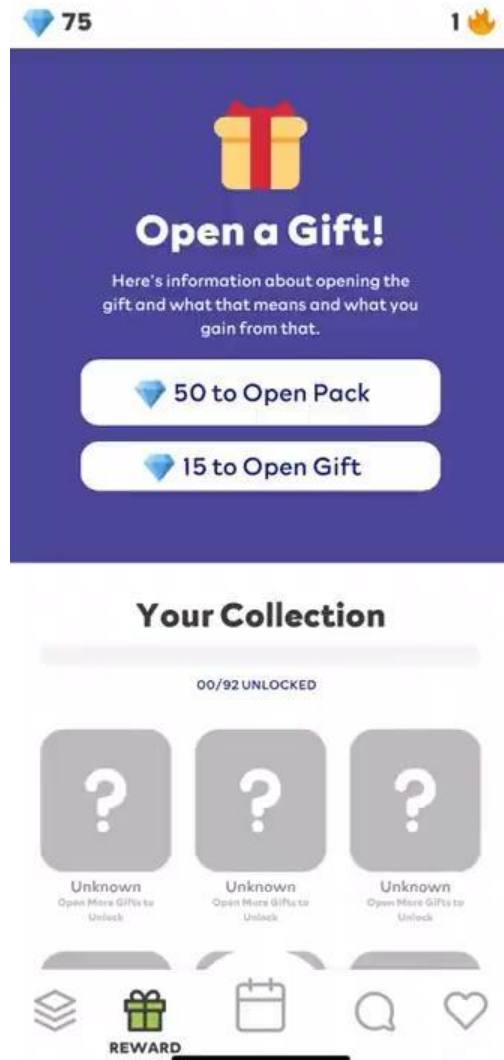


# What's the Rewards Section?

For completing activities in the application, you'll be rewarded with Gems.

Gems can be used to open "gifts" that contain unique costumes and outfits for your guide.

You can buy and open gifts in a pack or individually, then equip items onto your guide that you'll see elsewhere in the application.



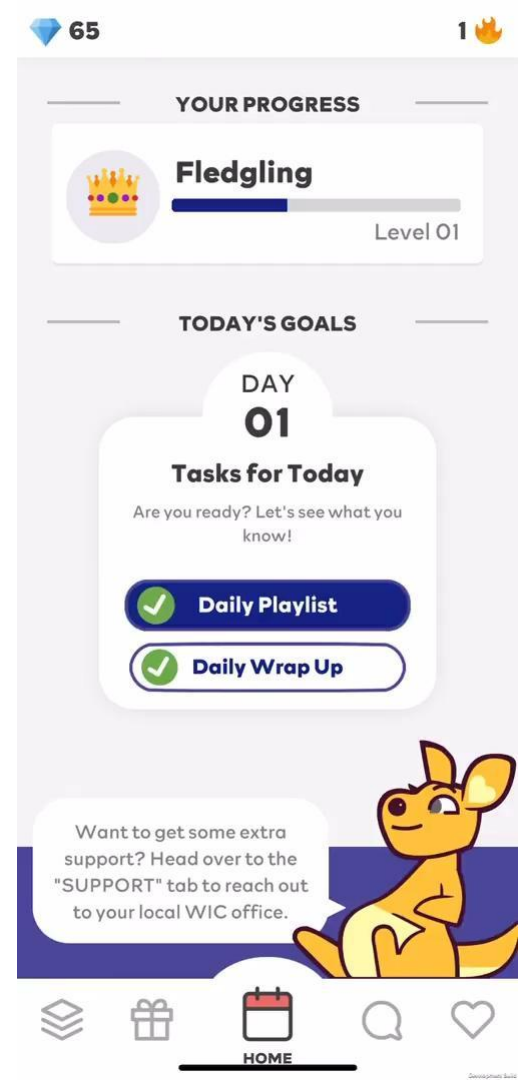
# What's the Profile Section?

In your Profile you can see general stats and profile information that you can update if needed.

It's important to let the app know when you've had a baby and can do that right here.

Also there are achievements listed that will reward you bonus Gems. Be sure to check those and work towards them if you'd like more rewards.

The profile is also the place where someone can update the WIC Household ID if they inadvertently enter the wrong number.



# What's the Support section?

In the Support section users can text, email, or call their WIC office.

- Text opens up 855-11 in user's native text app
- Phone opens triggers phone to call main district office phone number
- Email opens up email to main office email in user's native email app

Also there will be prompts to visit the knowledge bank for common questions or concerns for that users' stage of breast/chestfeeding.





# Other features of the App

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## Your Title & Experience

When you complete your playlists your title levels up to reflect your experience. See how far you can go!

## Streaks

The app keeps track of days you've used it and rewards you more for using it multiple days in a row. You don't have to use it every day to keep your streak going and can check your "streak forgiveness" in the Profile Page.

Welcome to Your Daily Playlist!



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



**Alright! Let's Go!**



# Reports and Pilot Feasibility Study



# Clinic Services Report

Select Household ID

619515

WIC office: **Rutland**

Date user initiated the game: **7/28/2022**

Average daily time in app: **1 minutes**

Preferred terminology:

Total time in app: **00:34** (hh:mm)

Time elapsed since last data send: **77 days**

## BAPT

Select Survey Date

most recent survey

### Scores

Confidence	9
Knowledge	11
Support	3

**Total: 23**

### Participant Follow-Up Needed

- Breastfeeding knowledge counseling content
- Peer Counselor
- Social support counseling content

Full BAPT survey answers

## Domain Scores

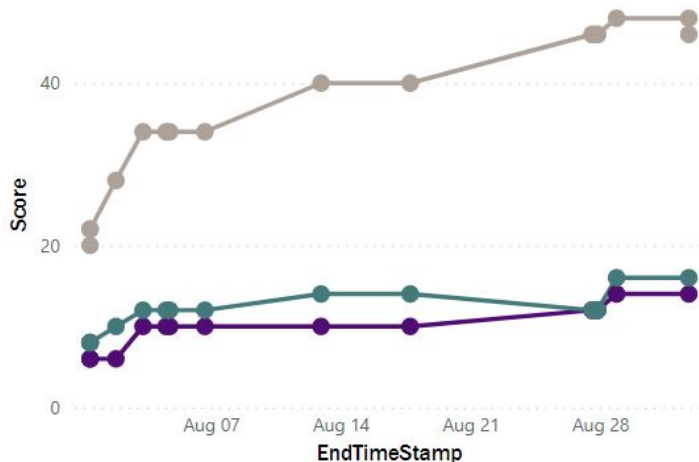
Confidence	Knowledge	Support	Milestone
14	46	16	

Domain scores range from -50 to 50 points.

### Learning Area Scores Over Time

+ Show filters

Domain ● Confidence ● Knowledge ● Support



## Top Interests

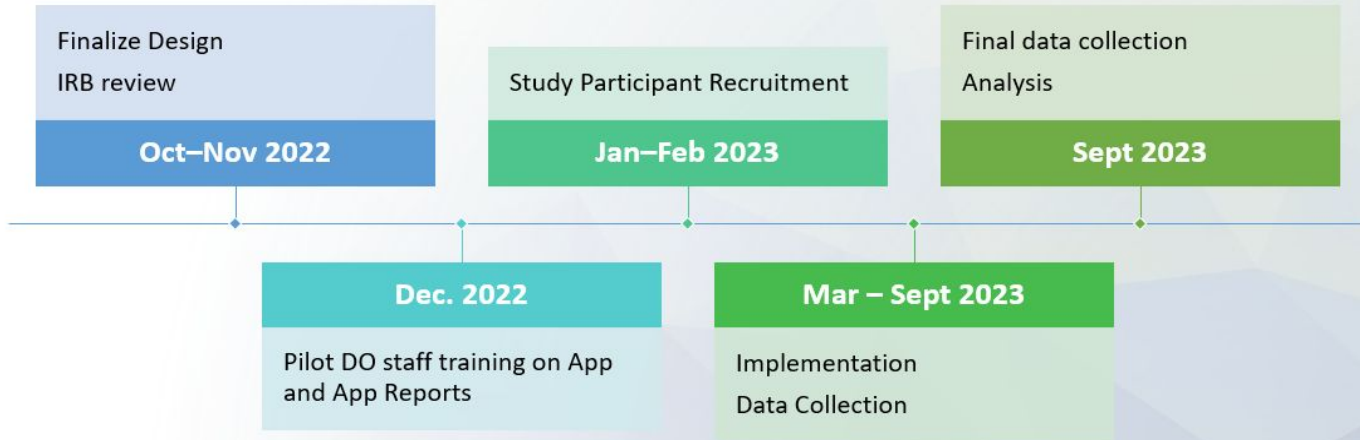
Interest	Score
Nutrition for You and Your Baby	28

Top 3 interests are shown

Last updated 11/17/22 10:01 AM

# Pilot Feasibility Study

## Breastfeeding Education App Feasibility Pilot Study –Draft Timeline



# How to Use On Your Own



# How to use and explore on your own

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We're excited for you to explore!

1. **When you open the app, use the WIC ID: 999999**
2. You can reference this powerpoint if you forget how to take a certain action, and you can change the “stage” your in on your Profile to explore more.
3. If you encounter a technical problem, or bug (e.g. something clearly not functioning as it was design to) you can email this address: [wic@vermont.gov](mailto:wic@vermont.gov)

# Help Us Name the App!

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Following this session you'll get a survey with potential names for this application. Let us know what you think!

# Questions?

Thank you and we look forward to Part 2  
on December 13!

