

WIC Staff Training Part 2:  
**Pilot Study &  
Using the App**



# Agenda

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- Details on Pilot Feasibility Study
- App Use in Clinic
- Working with the App

The Name of the Game!

# Daily Drop



# Pilot Feasibility Study

# Pilot Feasibility Study

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**What is the timeline?** January – September 2023

**Who is eligible?** English-speaking, pregnant participants who are 18 years or older and have access to a smartphone or tablet

**What do study participants do?**

- Install the application, complete the Intro survey, and play it at least once
- Complete 3 online surveys about use of the app: Baseline Assessment (which includes study consent), One-Month Assessment, Three-Month Postpartum Assessment

**Will study participants be compensated?** Up to \$100 dollars: \$50 after completing the Baseline Assessment and \$50 dollars after completing the One-Month Assessment.

- Participants that do not complete required gameplay expectations by the one-month assessment will be provided the opportunity to receive a \$10 gift card if they complete the non-game play assessment survey at that time point.

# Pilot Feasibility Study – Your Role

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- Assess participant interest in the study to support recruitment.
- Use the App reports in your clinical practice.
- Let us know how implementation is going.
- Participate in Tufts University led data collection on your experiences.

# What outcomes can we expect?

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- Changes in sentiments and knowledge, confidence, and support to breastfeed
- Understanding of the ease of use and efficacy of this particular tool.
- Understanding of the feasibility of using this tool as part of current clinical practice

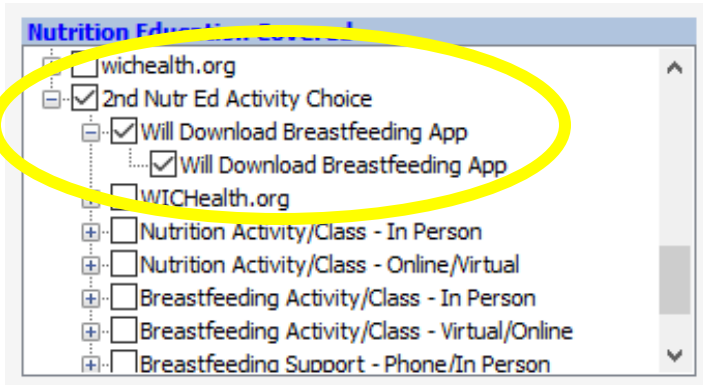
# App Use in Clinic



# How to document in Ceres

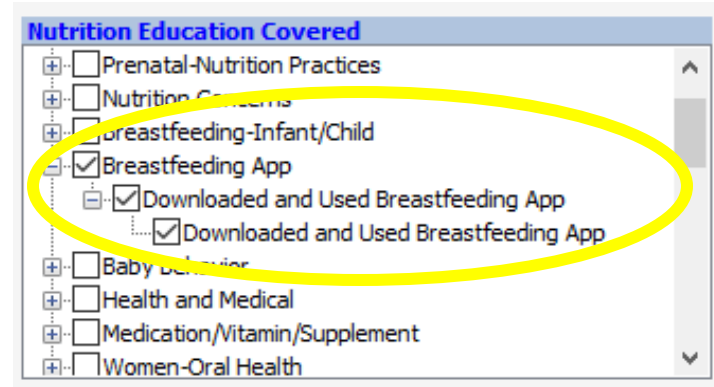
## At initial appointment:

- Document if participant plans to download and use App on the Nutrition Education screen under 2nd Nutr Ed Activity Choice



## Prior to follow-up appointment/Nutrition Ed Report processing:

- Go to App Clinic Services Power BI report, search Household ID
- If BAPT and game use data are present, complete a new Nutrition Ed screen, selecting the Breastfeeding App option



## 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

14 46 16

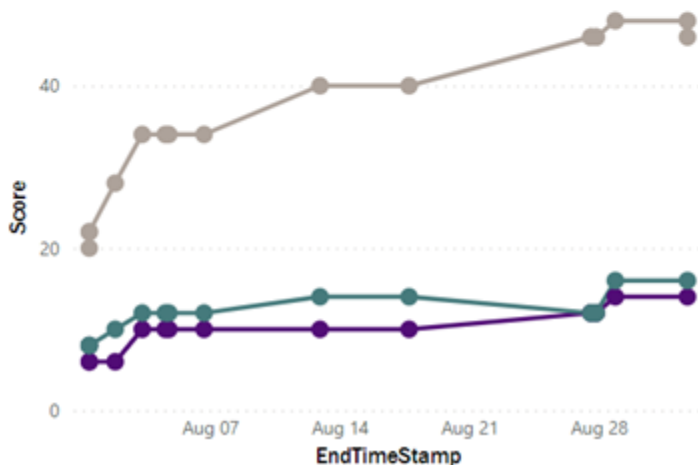
Milestone

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

# Breakout rooms!

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- Breakout rooms with prompts and a sample report to review.
- 15-20 minutes with 5 mins to share.

Shared PowerPoint: [BreakoutSessionPowerPoint - OneDriveCopy.pptx](#)

Facilitators:

Room 1: Heidi Kalb

Room 2: Tricia Cassi

Room 3: Stephanie MacCrea

Room 4: Jen Woodard

Room 5: Amy Malinowski (if needed?)

# Working with the App

# How should I tell people about study?

- Make sure someone might be eligible.
- Promote it as a fun and interactive new way to learn about breastfeeding.
- Up to \$100 in compensation for installing and playing the app and answer short surveys.
- Send any interested names to the State Project Team (Amy, Noah, and Tricia) and we will follow-up to complete recruitment and enrollment.

## Get Exclusive Access to New Vermont WIC App

- ✓ Are you 18 years old or older?
- ✓ Do you speak and read in English?
- ✓ Are you currently pregnant?
- ✓ Are you enrolled in WIC?
- ✓ Do you have access to a smartphone or iPad?

If you answered yes to all these questions, you could participate in our study and **receive up to \$100** in [insert store] gift cards!

Email [insert email] for more information about participating.

The study will involve playing a new VT WIC app called [app name]. We will also ask you to complete surveys to learn more about you, your plans and how you will feed your infant, and about your experience playing the app.



Gerald J. and Dorothy R.  
Friedman School of  
Nutrition Science and Policy



# Common Questions / Concerns

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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! Installing is usually the trickiest part, and once that's done 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

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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 doing in knowledge, confidence, and support, 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. The goal of this is to help WIC staff provide you with the best advice and care.

# Common Questions / Concerns

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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

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Someone says....

"Who can use this?"

You can respond...

Research participants only at this time since we will be looking at overall data on game use and are learning about the best ways to use the app.

# Common Questions / Concerns

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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....?

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**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.

**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...

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## Someone has an idea to improve the App

If someone has an idea on how to improve the application, let them know that this is a pilot phase where we're learning how people use it and cannot update at this time, but will be making updates in the future.

## Someone is confused on how to use the App.

We will make a "quick help" guide available with just a few simple solutions to common issues, but you can always direct someone to the WIC Help Desk who will triage to the state project team.

## 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.

## 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!

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## **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!

## **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 touch-point in the days of our participants.

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

The goal is for this app to provide you with more information on users and help them get more learning when they can. Only you can provide the nuanced understanding of the participants that makes the program so valuable.

# Final Value Proposition

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This project is part of a larger effort to test and evaluate the use of telehealth innovations in the delivery of WIC services.

The aim 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.

The study will help us understand the facilitators and barriers to this educational method and help us be more effective in expanding statewide.



# Questions?

[WIC@vermont.gov](mailto:WIC@vermont.gov):technical errors with the App or Report

State Project Team: Amy Malinowski, Noah Praamsma, Tricia Cassi