Health Community Intervention Project

Food can be Fun

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**Executive Summary**

Family care health center and WIC office provide nutritional education, healthy food, food supplement breastfeeding support, and health care referrals. A population that Wick serves is a pregnant or postpartum woman, infant, and children's up to five years old. WIC's health issues prevent and improve birth weight, cognitive development, learning, immunization, and anemia. A series of videos start to be posted on Facebook to provide nutritional education to many WIC participants. This video [1] presented nutrition education showing how to cut fruits into fun shapes such as animals and flowers. The video is two minutes and ten seconds. It is a fun interactive video that young kids will have fun watching with their parents, and at the same time, they can learn a practical way to increase their children's fruit intake.

**Introduction**

Family care health center and WIC office provide nutritional education, healthy food, food supplement breastfeeding support, and health care referrals. A population that Wick serves is a pregnant or postpartum woman, infant, and children's up to five years old. To be eligible for WIC benefit, they need to meet specific criteria and individual income or nutritional risk requirements. Categorial requirements are pregnant, postpartum, breastfeeding, infant, snd child up to 5 years of age. The residential requirement is that they need to apply to the local services of their stats. Income requirements are set by the state agency's income standard, which must be between 100 percent of the federal poverty guidelines. They will automatically be eligible for SNAP benefits, Medicaid, and possibly other assistance for needy families. Another requirement is a nutritional risk such as anemia, underweight, a history of poor pregnancy outcomes, and poor diet.

The intervention was done at this site because they make a difference in the community according to many articles, one of these articles. This population was chosen for the intervention because this population needs a health assistant, and the services provided to them are improving their health outcome. The intervention was presented in a video and will be communicated through Facebook.

**Literature Review**

The special supplemental nutrition program for women, infants, and children (WIC) was established in 1974. The WIC program provides supplemental food, nutritional education, breastfeeding support, and referral to health care and social services programs. The federal support program WIC serves low-income pregnant and postpartum women and children up to five years old. The WIC program's eligibility criteria are less than 185% of the federal poverty level (FPL) (Whaley, Martinez, Paolicelli, Ritchie, & Weinfield, 2020). According to Shearer research article, WIC provides a nutritional safety net for 7 million women and children's Americans every year (Shearer, 2019). " 23.3% of total WIC participants are infants, only 19.9% is one year old, and 13.8% are two years old" (Shearer, 2019).

Similarly, an Economic Research Service report found that of the families participating in WIC nationally within the first year of their infant's life, only 77% remained in the program after the infant turned one year old" (Whaley, Martinez, Paolicelli, Ritchie, & Weinfield, 2020). There is a Multilanguage population, so there is an interoperation service provided when needed. The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) serves 8 million low-income participants annually in the United States, a high nutritional risk population. During the summer and fall of 2013, 80 WIC sites across 27 states nationwide provided services. (Whaley, Martinez, Paolicelli, Ritchie, & Weinfield, 2020). Early participation in WIC is essential because poor children may have health, behavioral, learning, or emotional issues. Some of these problems may be related to inadequate intake of certain nutrients, which can lead to poor health (WIC Work, 2017)

WIC's health issues prevent and improve birth weight, cognitive development, learning, immunization, and anemia. Participating in work for a long time and receiving the educational sessions can prevent infant mortality, low birth weight, improved diet quality, and nutritional intake. Some research also showed that participating with WIC can extend breastfeeding duration, which can impact the infant's health outcome (WIC Works, 2017).

The nutrition education that's provided by WIC has many benefits. Some of those benefits are healthier babies, better infant birth weight, better children feeding practices, healthier food environments in a low-income neighborhood, better access to fruit and vegetable, and whole-grain for low-income families (WIC Works 2017). The healthy food package that is provided by WIC can help maintain a healthy weight, which can reduce childhood obesity. The fruit and vegetable and whole grain in the food package follow the USDA recommendations. WIC tries to give foods that improve children's overall diet quality by providing accessible, practical ways for parents to increase healthy food intake through healthy recipes, quizzes, and goal setting features (Bensley et al., 2019).

All these activities, in-person or online, can provide the education needed. According to the article was published in the Journal Academy of Nutrition and Dietetics, "a study of WIC participants in Michigan found that online education improved participant's fruit and vegetable intake more than traditional group education" (Lauren, 2017). here was an intervention group of video-based curriculum via a private Facebook group that was built to deliver pregnancy advice using text messages with pregnancy advice. (Pretorius, 2019). A research study was done on Alaska Native WIC participants, and the result showed that the Alaska Native WIC participants were more likely to use text messaging (93.3%), Facebook (80.3%), and instant messaging (62.4) compeer to the general US population. This finding suggests that nutrition education delivered through massaging, Facebook is an ideal way to reach large numbers of Alaska Nativelike participants (Power, Braun, & Bersamin , 2017).

The result of one of the studies was that Facebook is the most frequent social media format. The use of social media by parents varied by different races, ethnicity, and region. Studies concluded that social media was an effective way to communicate and deliver health information and support parents. The research suggests that public health organizations need to consider social media as tools to promote infant and child health (Pretorius, 2019).

**Material and methods**

A series of videos start to be posted on Facebook to provide nutritional education to many WIC participants. This video [1] presented nutrition education showing how to cut fruits into fun shapes such as animals and flowers. The video showed how to cut fruit into the shape of animals and fun characters, so younger children can see fruits as fun and more likely to eat them. The project idea was discussed with approved.

The material needed for the project were a camera, a camera stand, cutting board, knife, plate, pretzel, cereal, and fruits. Some of the fruit was used are apple, strawberry, grape, and kiwi. The apple was cut and made into bees, the grapes were made into warm, the kiwi was made into a snack, and the strawberry was made into a flower. Other food items that were used are pretzel and cherries cereal. The pretzel was used as a stick to hold a few grapes to make it warm. The cereals were used to be an eye for the butterfly.

Education material is the vitamins we're displeased with each fruit in the video. It also contained some nutritional messages throughout the video, such as the vitamins contained in each fruit was displayed. The massage was food that can be fun to encourage parents to make fruit; other healthy food is fun to eat for young children. A photoshop application was downloaded to edit the video before it is uploaded to Facebook. It is a free and easy to use video editing application that is called In Shot. The budget of the project was the prise of the food items [2]

The video was recording while cutting the fruit into shapes and putting them on the plate as a fun display. It was recorded in separate shots and then gathered as a video through a Photoshop application. There were pictures of vitamins contained in each fruit as nutritional educational material on this side of the fruit display. Am between shots, there are some noises of kids laughing and having fun and transitional images. The video is two minutes and ten seconds. It is a fun interactive video that young kids will have fun watching with their parents, and at the same time, they can learn a practical way to increase their children's fruit intake. It will be uploaded on the Facebook of Family health care center and WIC Facebook page.

**Results**

The Facebook page posted one video on October 14, three weeks ago, and it had 147 views and two shares. Another video was posted with ta food recipes two days ago, and it had 11 views. Some images that are published in October have any likes, comments, or shares. Another post was published on October 24. There was one share. The one posted on October 27 had only one like. The image that was posted on October 28 had one like and no comments in most of the posts.

The post of images and links might be viewed quickly, but there is no interaction with the post. The few videos that were posted had more views, shared, and likes. There are no comments. The Facebook of Family Care Health Center started to have more interaction with the audience when using videos instead of images. There were more views and shares on the videos than images that were posted in the past. The increase of views and interaction through comments and shares was apparent, which will increase the nutritional education to a broader range of participants.

**Discussion, recommendations, and reflection.**

Both videos that were posted had better interaction than the images that were published. The views, likes, and comments showed the percentage of interaction on the WIC Facebook page. The videos are also providing receipts. It is an easy way for participants to use the food product by WIC benefits in a healthy creative dish using the recipes provided in the videos. This project was able to offer healthy massages on the Facebook of the family health care health center WIC office. There is interaction in the post, which makes the post more likely to be viewed and beneficial to most WIC participants. The project's cost was reasonable because most of the tools were available, and only the food items were Purchased.

Providing nutrition education online can improve health issues among young children. This intervention project is to find ways to deliver that nutritional education online to WIC participants in a fun, interactive way. The message needs to be delivered through appropriate language that can be easily understood by the WIC population. The result of one study was published in the Maternal and Children Health Journals was that social media is essential to be used as a tool when delivering a program aimed toward parents with a diverse background in order to influence behavior change (Pretorius, Johnson, & Rew, 2019). Maybe adding a question to the end of the video can provide more response comments, which might create an argument in the post. More research is needed further to identify nutritional education through social media use among parents. This project can be replicated by posting different nutritional educational topics as video on Facebook. This health communication intervention project is a successful one that can be replicated on any Facebook.

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Appendix

[1]

Prices of items

Strawberries $ 3.00

Grape $ 2.24

Apple $ 0.50

Kiwi $ 2.96

Pretzel $ 2.98

Cheerios $3.64

[2] <https://www.facebook.com/FamilyCareWIC>