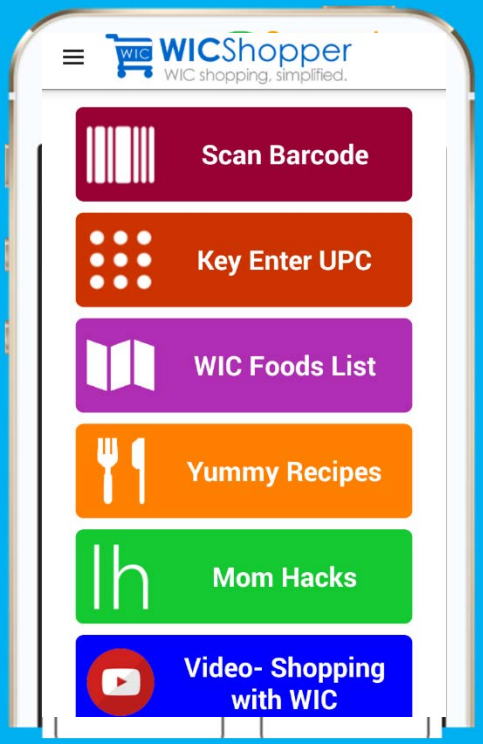
jpma

Mobile apps for WIC participants

Smart Nutrition Education

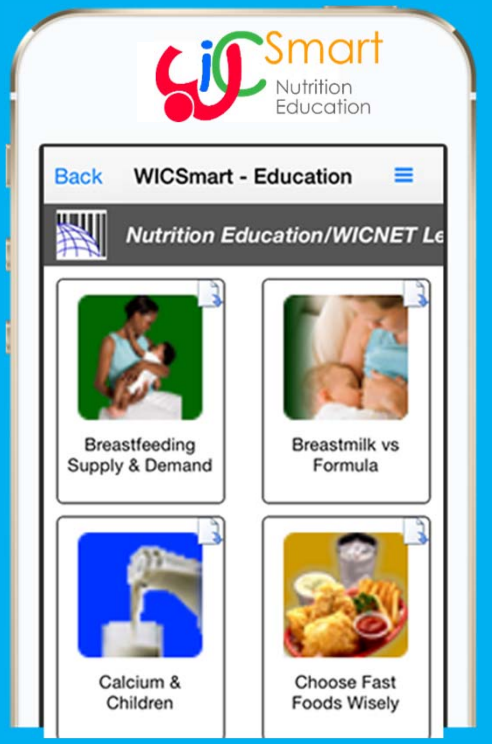
Shopper™ WIC shopping, simplified.

We Offer Two Applications



Both applications exist, are running on thousands of mobile devices and are deliverable today

No ‘smoke & mirrors’



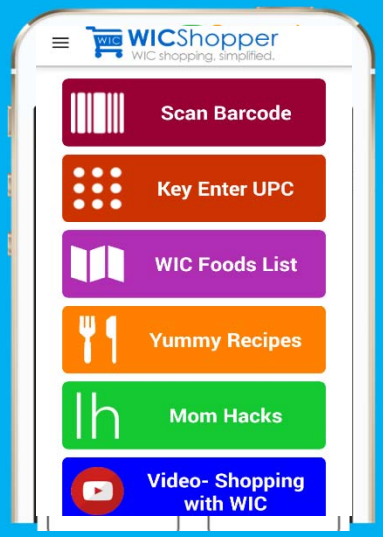
Lady, that is
NOT a WIC
item!
SCARLET

WIC Shopper™

WIC shopping, simplified.

Available in :

Kentucky
West Virginia
Florida
Massachusetts
Iowa
Vermont
Oregon
Kansas
District of Columbia
Arizona ITC



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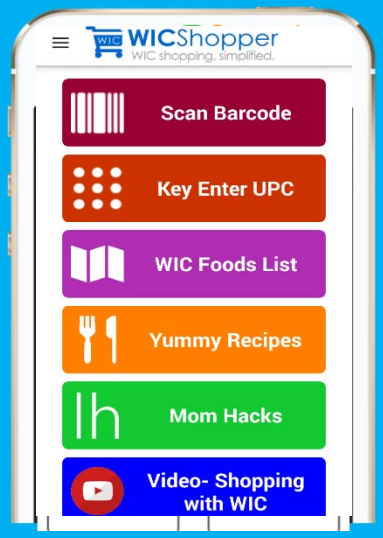
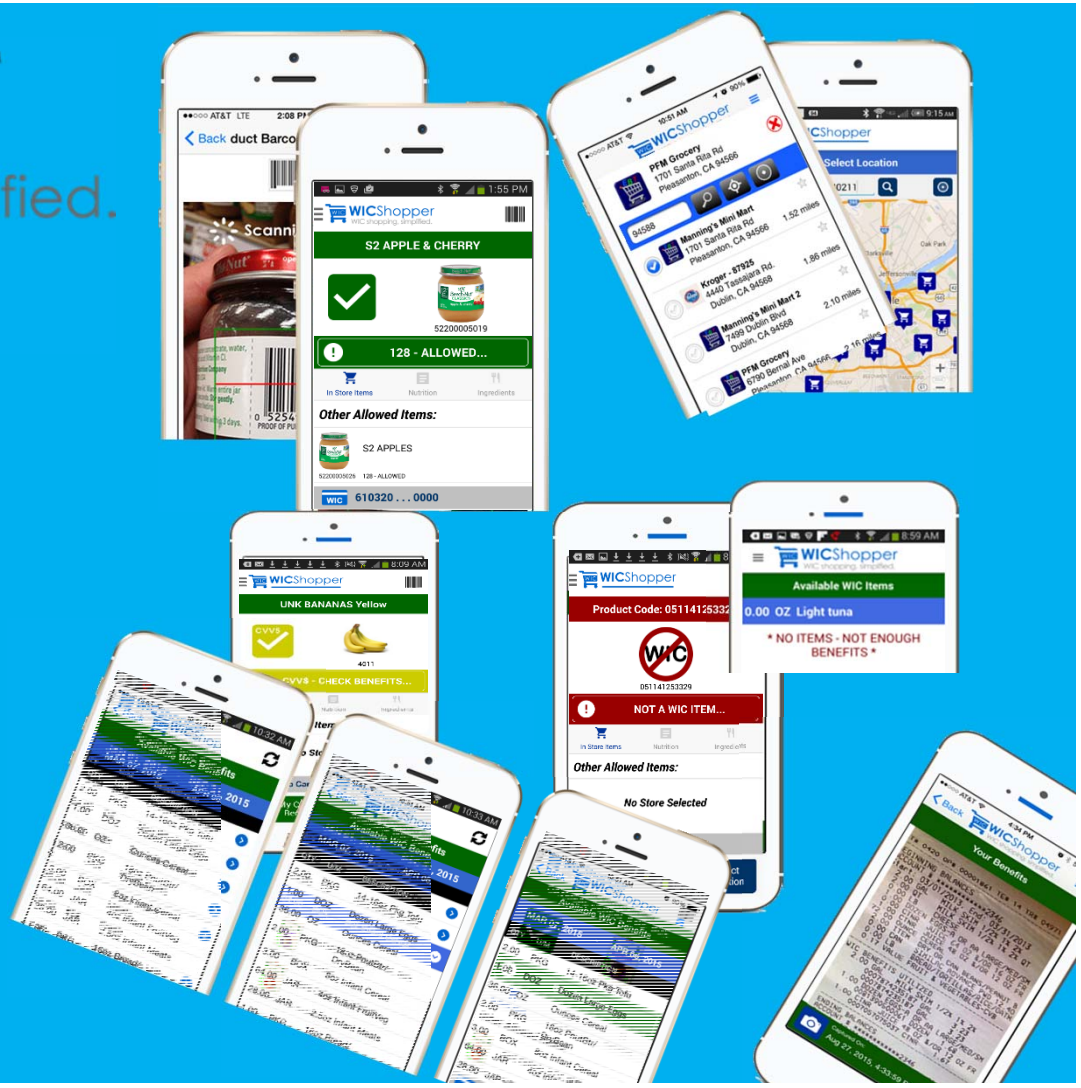
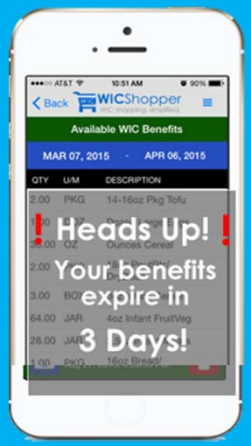
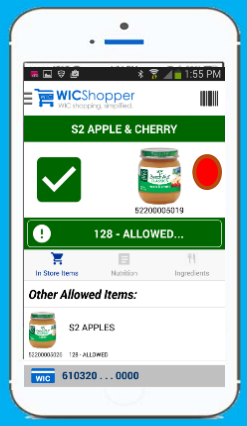
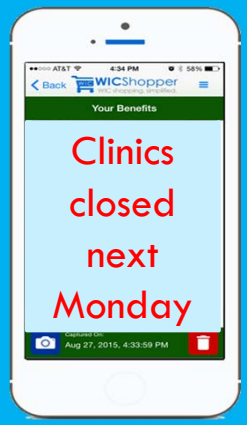


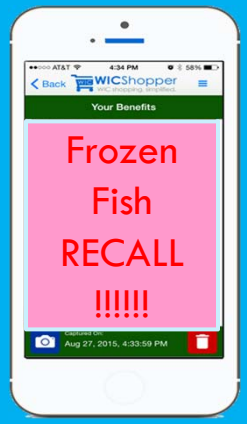


and

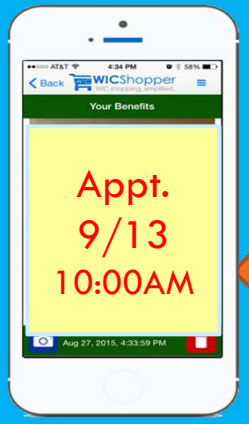




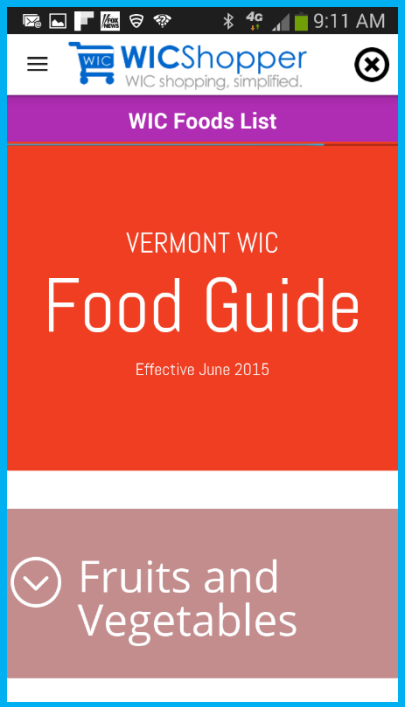


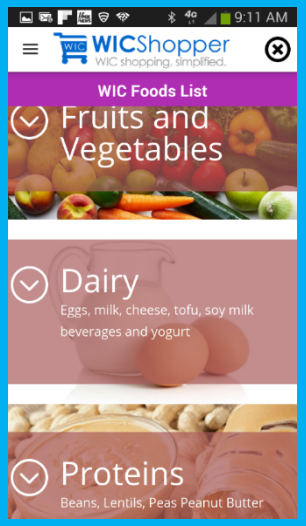


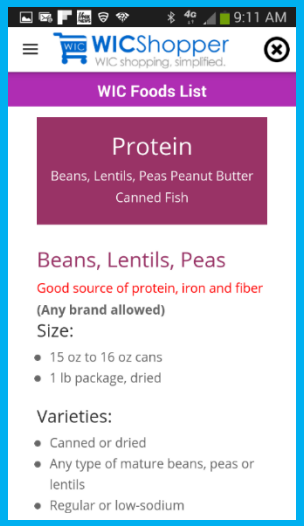
Survey >>>>

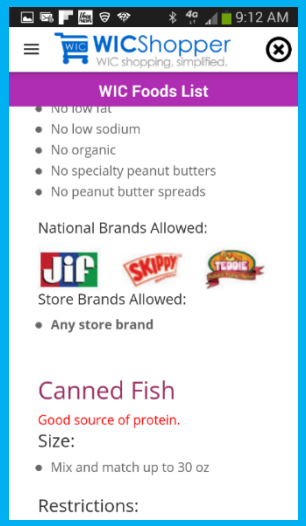


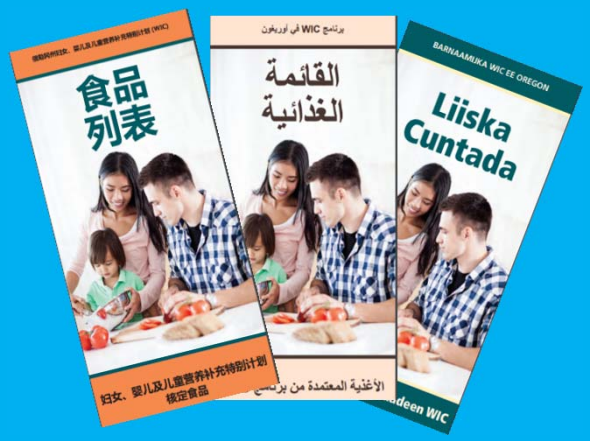
In the works


9:11 AM
WICShopper
WIC shopping, simplified.
WIC Foods List
VERMONT WIC
Food Guide
Effective June 2015
Fruits and Vegetables


9:11 AM
WICShopper
WIC shopping, simplified.
WIC Foods List
Fruits and Vegetables
Dairy
Eggs, milk, cheese, tofu, soy milk beverages and yogurt
Proteins
Beans, Lentils, Peas Peanut Butter


9:11 AM
WICShopper
WIC shopping, simplified.
WIC Foods List
Protein
Beans, Lentils, Peas Peanut Butter
Canned Fish
Beans, Lentils, Peas
Good source of protein, iron and fiber
(Any brand allowed)
Size:
15 oz to 16 oz cans
1 lb package, dried
Varieties:
Canned or dried
Any type of mature beans, peas or lentils
Regular or low-sodium

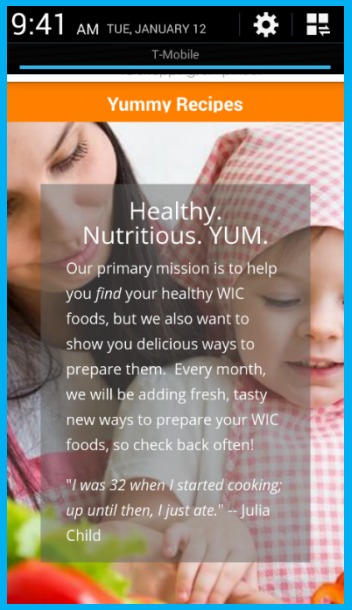

9:12 AM
WICShopper
WIC shopping, simplified.
WIC Foods List
No low sodium
No organic
No specialty peanut butters
No peanut butter spreads
National Brands Allowed:
Store Brands Allowed:
Any store brand
Canned Fish
Good source of protein.
Size:
Mix and match up to 30 oz
Restrictions:


食品列表
القائمة الغذائية
Liiska Cuntada

Lista d Aliment
Danh Sách Thực Phẩm

Keys to success

✓ Recipes



✓ Life Hacks

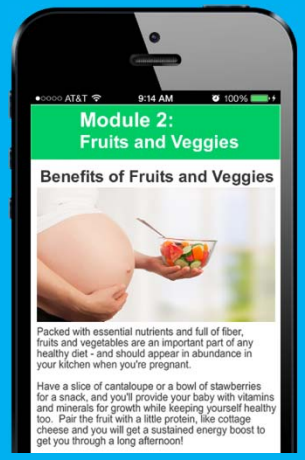
✓ Mom Matters and Videos

How often do you leave your smart phone at home?

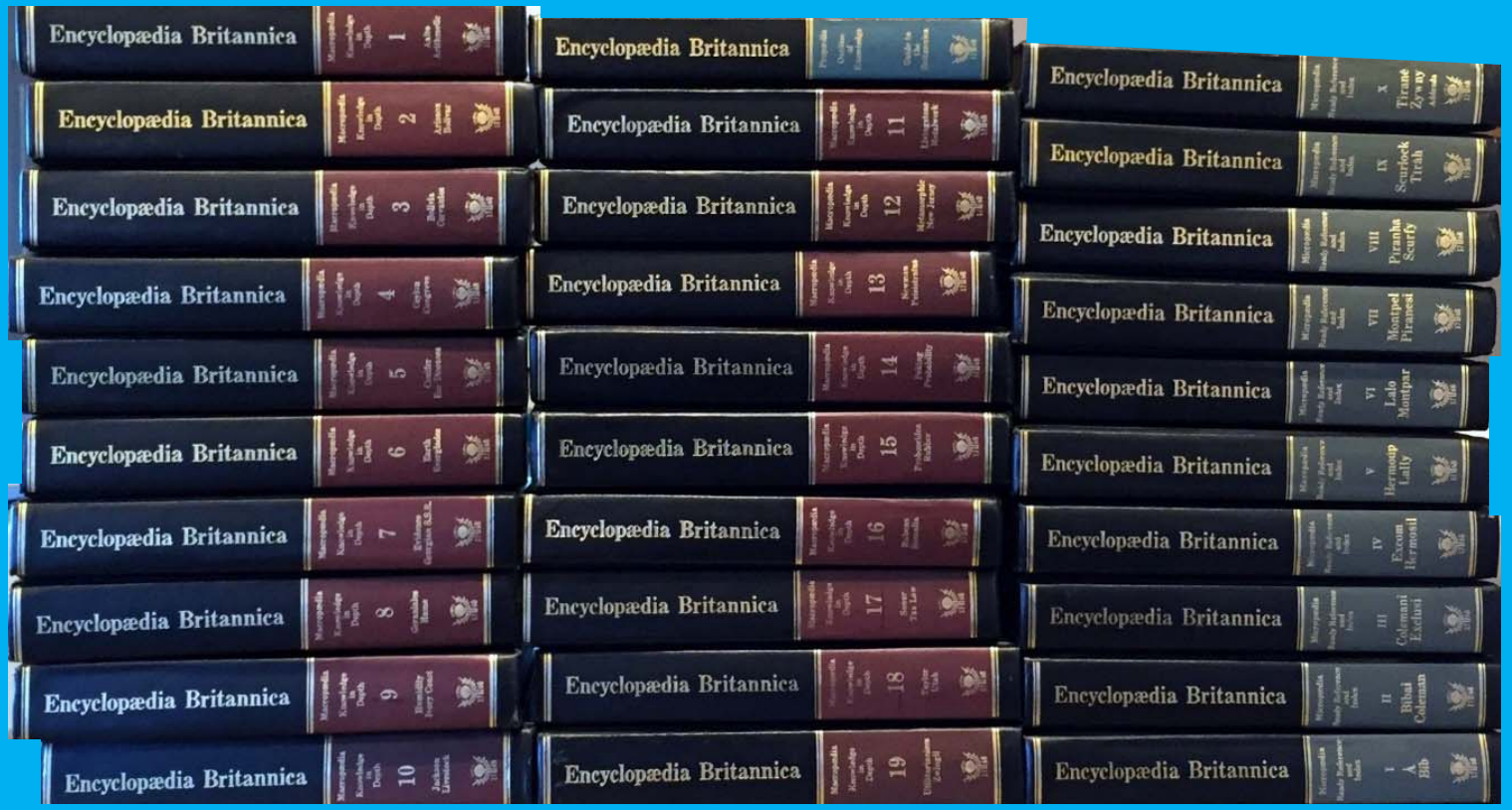
WIC shoppers use WICShopper <u>every</u> time they shop – 4+ times a month

A game changer!!

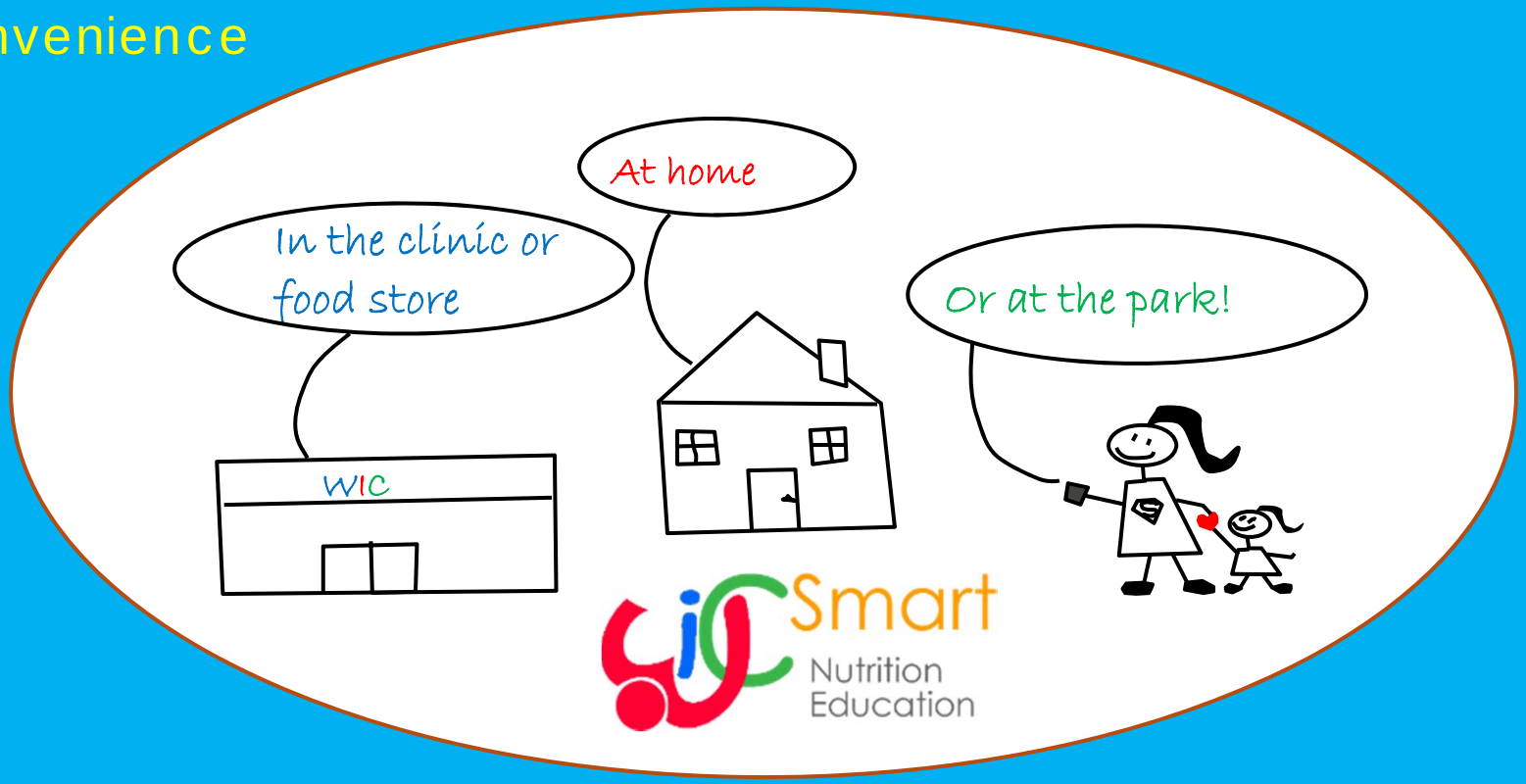
Your program at arm's length – 18 hours a day – <u>every</u> day



There is no lack of information



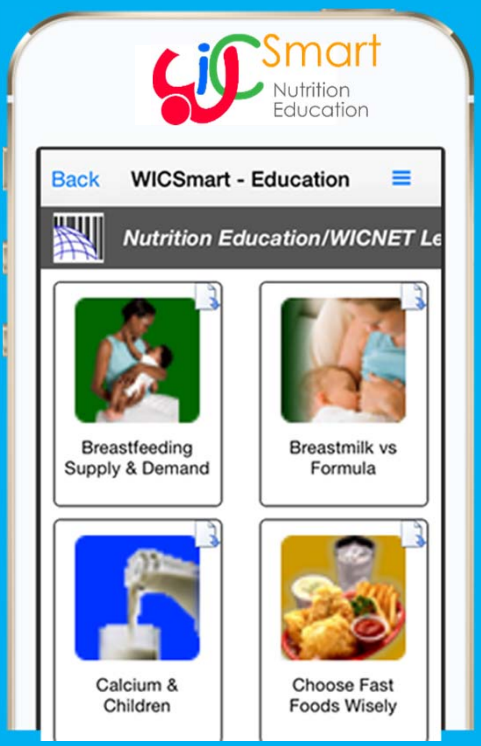
It's about convenience



And convenience was much on our minds when we created

We do not create the content.
We manage content created by our subscribers ...

- ✓ WICSmart lessons are good ... because ***you*** created them
- ✓ You can modify existing lessons or write new ones at no extra cost
- ✓ You can assign lessons and track results for every participant
- ✓ They co-exist with other platforms



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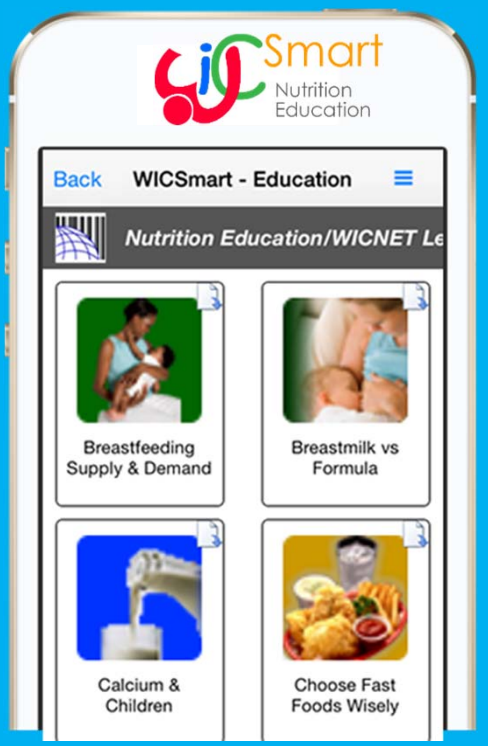
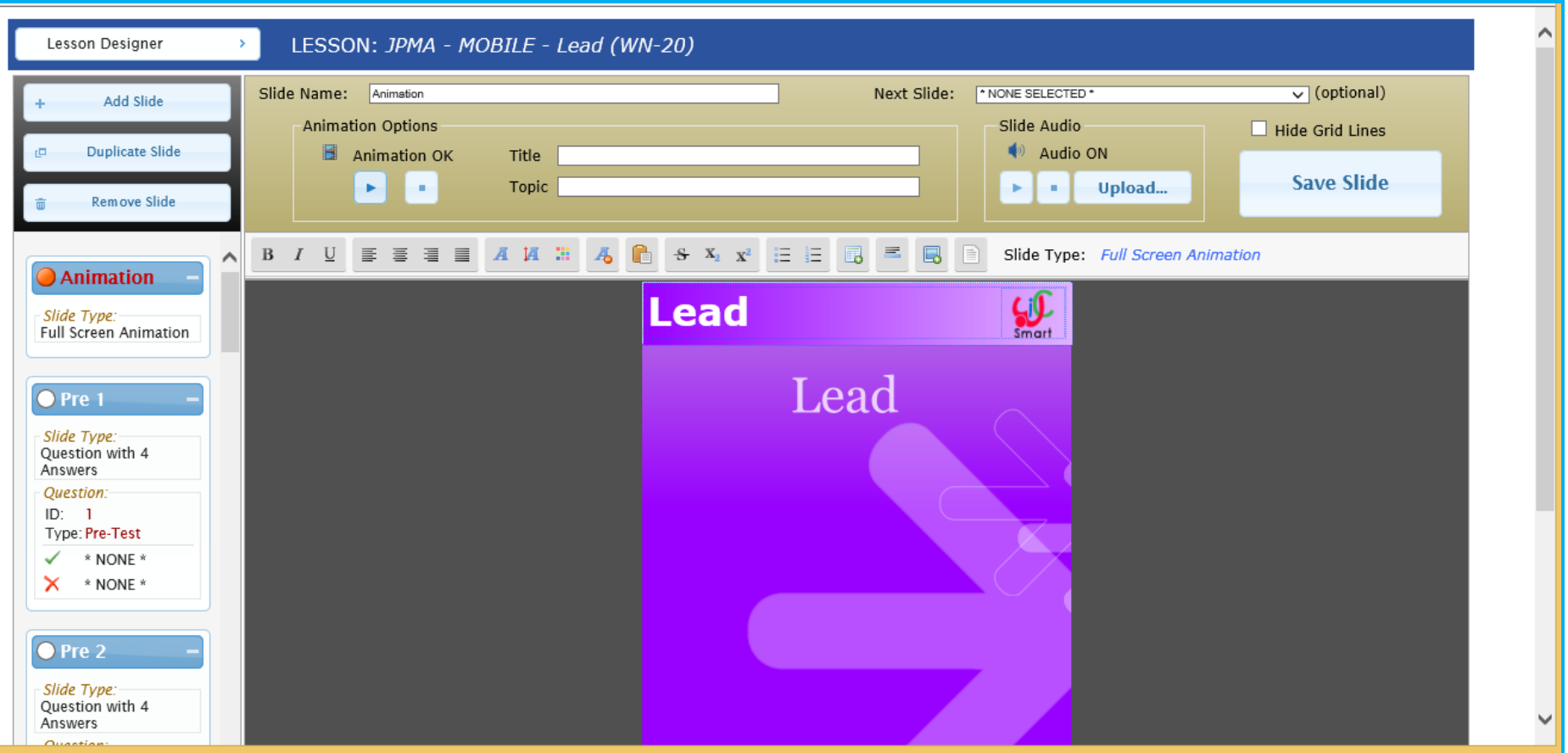


Tools we use ...

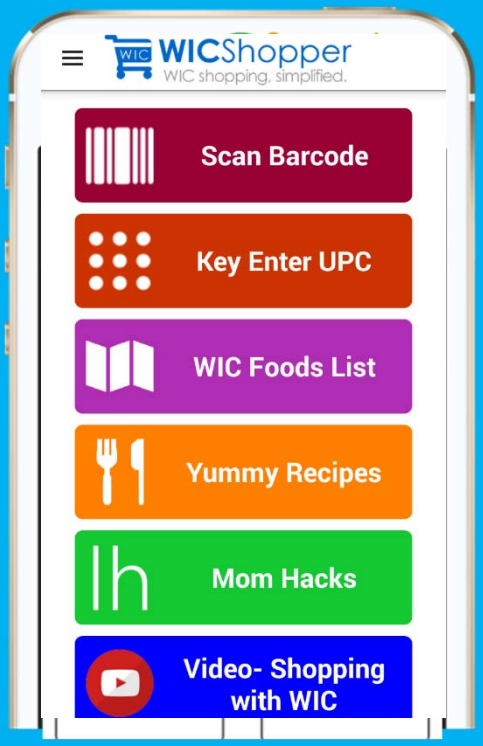

Lesson Designer
LESSON: JPMA - MOBILE - Lead (WN-20)
Add Slide
Duplicate Slide
Remove Slide
Slide Name: Animation
Next Slide: * NONE SELECTED * (optional)
Animation Options
Animation OK
Title
Topic
Slide Audio
Audio ON
Upload...
Hide Grid Lines
Save Slide
Slide Type: Full Screen Animation
Animation
Slide Type: Full Screen Animation
Pre 1
Slide Type: Question with 4 Answers
Question:
ID: 1
Type: Pre-Test
* NONE *
* NONE *
Pre 2
Slide Type: Question with 4 Answers
Lead
Lead

WICSmart can be used in staff training

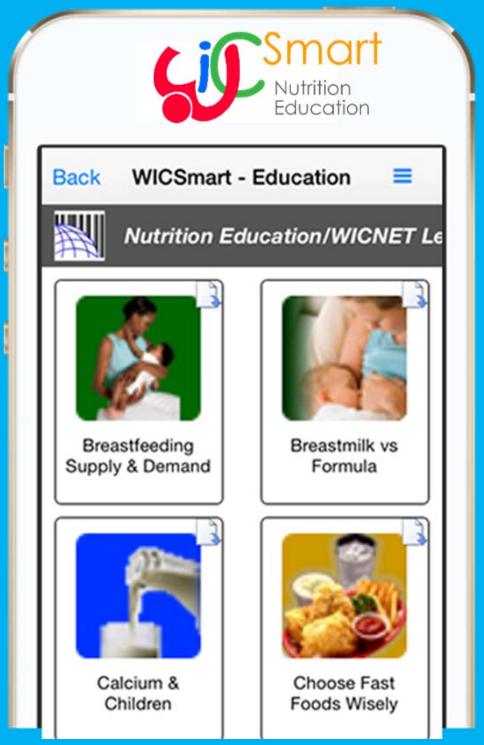
Shopper™

WIC shopping, simplified.

Smart Nutrition Education



315,000 registered households rely on WICShopper almost a million times a month



Questions about *?*

Shopper™

WIC shopping, simplified.

WIC Smart

Nutrition Education

WIC Shopper™

Connect with us:

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WICEbtShopper

@WICEbtShopper

Ryan Magee

rmagee@jpma.com

303 232 3700

Suggestions?