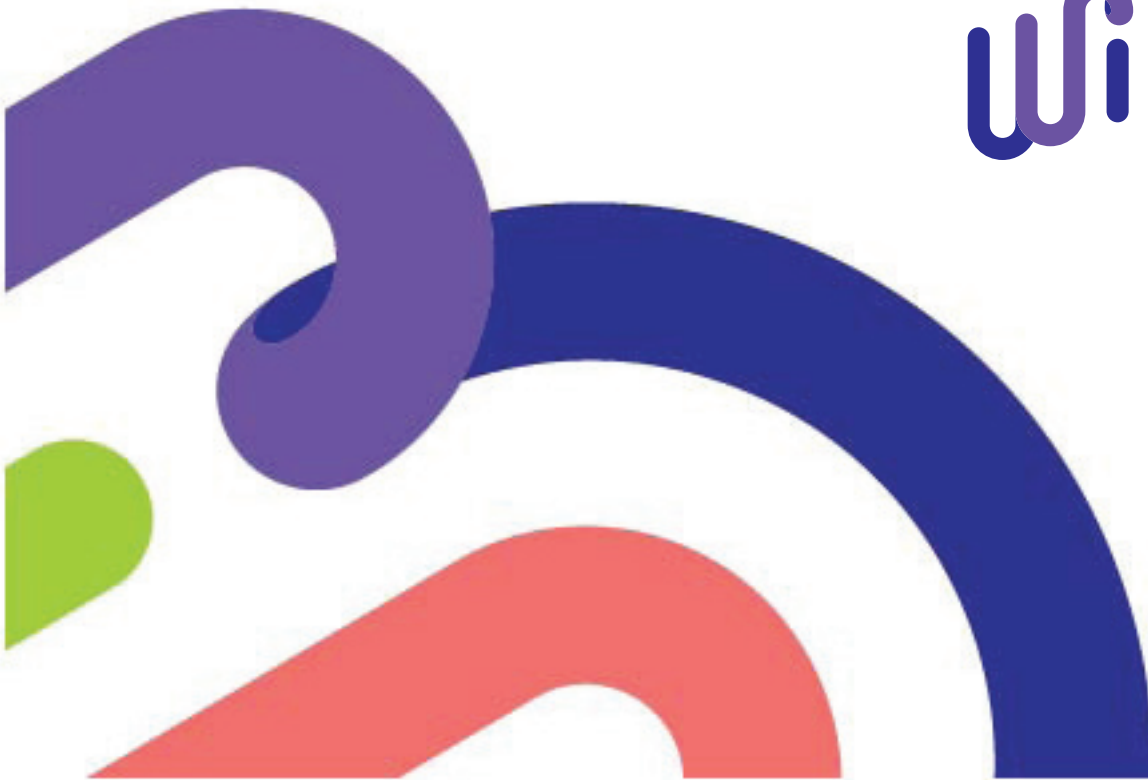


# OUTREACH PLANNING GUIDE





# INTRODUCTION

*The purpose of outreach is to ensure that potentially eligible individuals are made aware of the WIC program and the services provided, as well as provide information on the value of participation in WIC. Outreach also helps ensure that the community sees WIC as a valuable and important program.*

*This Outreach Planning Guide is intended to assist local WIC agencies with the creation of their local outreach plans by providing guidance and resources to support their efforts—from performing self-assessments to tracking outreach activities. This guide is broken into separate outreach categories and can help build on current activities by providing completion strategies, local agency examples, templates, and resources for performing effective WIC outreach.*

*Use the included templates only if you find them helpful, and consider them working documents that you can revise as you see fit to meet the needs of your local agency.*

*Outreach materials must follow the National WIC Association (NWA) branding guidelines on logo and color usage, typography, and brand voice. When writing for WIC outreach, use short, declarative, and empowering statements. They should be optimistic, strong, and open. Before brochures, posters, handouts, and other communications are created, consult the guidelines to ensure statewide style is being followed. Review the Marketing and Outreach page in WICShare for the Brand Guidelines, Messaging Toolkit, graphics, logos, and the social marketing library. Print materials are available to order from the state office.*

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PART ONE:

# PREPARATION



# POLICY REQUIREMENTS

## From Policy [6.6 Outreach](#)

- Annual outreach activities are required for local WIC agencies regardless of participating caseload.
- A periodic assessment of underserved populations in the agency's service area is recommended and outreach activities should be conducted based on assessment.
- It is required that an outreach plan and log be completed every two years. The log must be updated annually to reflect progress.

## From Policy [10.51 Civil Rights Nondiscrimination/Equal Opportunity](#)

### Use of the full nondiscrimination statement

- The full nondiscrimination statement must be used on materials that inform the public, applicants, or participants about the WIC program, how to apply for benefits, or if an adverse action will be taken. This includes both state and local project-developed materials.
- WIC Program websites and social media sites for the public must include the full nondiscrimination statement on the homepage of the program information. Using discretion, it is an option to provide a link to the Wisconsin WIC website's nondiscrimination statement rather than posting the entire statement on the local agency's site. Recommended verbiage for the link is: *Here is the [WIC Program nondiscrimination statement](#).*

### Use of short nondiscrimination statement

- For materials that are not intended for purposes described for the long statement and describe program information, the short statement may be used.
- When the material is too small to permit the full statement, the short statement may be used. Examples of small items include a size of 3 inches by 5 inches, church bulletin announcements, or newspaper ads. Print this statement in the same type size as the surrounding text.
- For items that are impractical to print on because of the size or configuration, a short statement may be used. Examples include cups, buttons, magnets, pens and other promotional items. In addition, recognizing that internet advertisements, radio and television public service announcements are generally short in duration, the short nondiscrimination statement may be stated. Print these statements in the same type size as the surrounding text.
- The short statement is the last sentence of the full statement.

## Statement Requirements

- The font size and type size must be the same as the surrounding text. To be effective, the statement must be eligible, therefore, not in a type size too small to be read.
- Paragraph formatting must remain intact for the full statement.

## **From Policy 11.1 Expenditure of Program Funds**

Outreach items must be of nominal value and:

- Contain a WIC-specific message and targets the potentially eligible population.
- Normally be seen in public.
- Contain an FNS-approved nondiscrimination statement.
- Include WIC contact information such as the state or local agency name, address, and/or telephone number.
- Constitute or show promise of an innovative or proven way of encouraging new WIC participation.

# COMMUNITY ASSESSMENT

*Before an outreach plan is developed, it is important to assess the needs of your agency, community, and participants. This assessment does not need to be a formal written document, but agencies need to be aware of their community needs. Topics and ideas to consider when assessing community needs, in relation to their local agency needs, include:*

## Staff Discussion

Include all WIC staff in the needs assessment. They often hear from participants regarding what is occurring in the community and can be the first indicator to changes.

## Community Changes

Assess if the community is changing in population.

- Are new populations moving in?
  - Refugees
  - Immigrants
  - Migrant workers—What are peak working months?
- Are populations leaving?
- Are businesses opening or closing?
- Reach out to local organizations such as chamber of commerce, visitor centers, school district administrators, and health departments, to learn of any potential community changes and needs.

## Data

- Relevant data provided by the state WIC epidemiologist
- ROSIE standard reports
  - WICM8001-3 Enrollment & Participation Report – Project Totals
  - WICM8001-6 Enrollment & Participation Report by Race – Project Totals
  - WICQ3010-2 Project Summary Statistics
  - WICY3008-3 Annual Report of Participation – Project Totals
  - CMPQ2003-6 Composite Report – Healthy Birth Outcomes: Look at column 4, % PG enr 1<sup>st</sup> tri, percent pregnant women enrolled in first trimester.
- ROSIE ad hoc reports
  - One Year Children Labels
  - Zip Code Tally
- Public health profile: These reports are published annually and provide concise health and demographic information about each county. Information includes, but is not limited to, population, poverty estimates, and births.  
<https://www.dhs.wisconsin.gov/stats/pubhealth-profiles.htm>

- U.S. Census Data: <https://www.census.gov/>
- Birth counts: 2016 Data available <https://www.dhs.wisconsin.gov/stats/births/birthcounts.htm>
- The Community Health Needs Assessment (CHNA) completed by the county. This is required to be completed at least every five years.
- Data from school systems and organizations
- Medicaid data: <https://www.dhs.wisconsin.gov/legislative/data.htm>
  - Percentage of Medicaid participants in the county
  - Compare Medicaid rates for pregnant women and children to the clinic's WIC participation rates

## Community Attitude

In general, what do people think of the WIC program? Is there stigma? Can the stigma be addressed?



Additional resources on completing a community assessment can be found on [www.movingtothefuture.org](http://www.movingtothefuture.org), which is sponsored by the Association of State Public Health Nutritionists (ASPHN).

# Clinic Assessment

*In addition to assessing the community, it is helpful to also assess the local clinic. A positive perceived value in appointments and services is essential for success in WIC. It is important participants find their time spent at WIC meaningful. A positive experience helps with participant retention and encourages others to enroll through word of mouth.*

Consider the following areas and review [Policy 10.14 Clinic Environment](#), as needed:

## Clinic Atmosphere

- Is the clinic atmosphere safe and inviting?
- Is adequate space for confidentiality being provided?
- Are waiting rooms welcoming with toys or activities for children?
- Review the management evaluation tools including:
  - [Clinic Observation Tool](#) with questions specific to evaluating the clinic environment
  - [Self-Assessment Tool](#) with questions (49-56) useful in evaluating customer service

## Customer Service

*Examples of local agency surveys used to determine the answers below can be found later in this section.*

- Is the participant greeted and given guidance when they enter the waiting room?
- Does staff provide a clear understanding of why and how long the participant is eligible for WIC?
- Do participants value their time at WIC?
- Do participants feel respected by all staff? See the [Be Person-Centered Resources](#) in WICShare

## Accessibility

- Is the clinic meeting all the language needs, including sign language, of participants?
- Are agency hours adequately extended to accommodate work and school schedules? Provide extended hours during lunch, evening, early morning, or on the weekend.

## Required Items for Intake

- Are participants given clear information about items needed for certification? If items are forgotten, such as proof of address or infant's birth statement, do you allow a picture of mail or statement to be sent from home?

## Word-of-Mouth Referrals from Participants

Ask participants to bring friends and family members who may qualify for WIC benefits. Provide written materials for them to hand to a friend or relative.

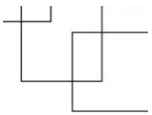
## Surveys

It is recommended projects survey at least some portion of their clientele yearly as part of their normal quality improvement (QI)/quality assessment processes. Participant surveys, when used appropriately, are an excellent way of assessing participant satisfaction around customer service and environment. The goal is to get information, but not overwhelm recipients by sending too many surveys too often.

Projects that conduct surveys should share the results with the Regional Consultant during their management evaluation. QI processes or procedures that have been implemented at the projects as the result of the surveys should also be discussed at that time.



**WICShare:** The management evaluation tools include a customer service survey in both [English](#) and [Spanish](#) that can be printed and provided to participants.



**ROSIE:** In ROSIE, the local ROSIE administrator has permissions to design and create a survey for use during clinic. Once created, the CPA or support staff would go to the “extra” menu in ROSIE and click “survey.” They can then ask the client the questions and select the answers. That information is stored in the Survey table in ad-hoc, and the data can be extracted and analyzed after the survey is complete. More instruction can be found in the ROSIE User Guide, 06-System Administration. Please contact your Regional Consultant if more information is needed.



**MyWIC smartphone application:** The application has customer service survey functionality. Directions to use this survey can be found in **Appendix A.**



**Survey platforms:** A number of free or low cost survey platforms are available online. Survey Monkey has been used by multiple local WIC agencies. Surveys of up to 10 questions are free. The first 100 responses are free also. The cost of \$35/month allows surveys over 10 questions and more responses.

## Examples of Customer Service Surveys Used by Local Agencies

- **Rock County WIC** has used Survey Monkey for their annual participant survey. They found it useful to include a follow-up question to the Yes/No questions so that they could stay under the 10-question limit, to keep it free. However, they ended up paying for one month anyway because they had such a great response rate. They felt the \$35 cost was worth the ease of the survey and the high response rate.

Their survey included both English and Spanish and they texted the link, via One Call Now, to current participant guardians. All guardians had stated texting was OK. They had a 10% response rate, better than the typical 2%, and felt they had more detailed answers in their open-ended questions.

See example in **Appendix B**.

- **La Crosse County WIC** shares the cost of Survey Monkey with the other programs in their health department. They have used surveys to determine participant satisfaction as well as barriers to spending benefits. They send out the survey link to families who opt in for texting via One Call Now and email it to the other families. They send a reminder email and text two weeks after the original.

See example in **Appendix B**.



## PART TWO:

# TYPES OF OUTREACH

*This section of the booklet contains types of outreach activities to consider. Each type includes the purpose, available resources, and local agency examples. Not all local agencies will have a need for each type of outreach.*

# CURRENT PARTICIPANT OUTREACH

*Outreach is often thought of as a way to reach people who may not be aware of the service provided; however research shows one of the most common ways people learn about WIC is through word of mouth. Outreach with current participants and in the clinic can prove to be beneficial for retention and reaching others who may need the services but not participating. Ensuring each participant understands the benefit of all that WIC has to offer, as well as how long they are eligible for WIC benefits, is also important.*

**Assessment:** In addition to reviewing the previous clinic assessment section, other areas to evaluate include:

- Ways in which program details about WIC are shared, such as informing participants:
  - At the nine-month visit, the benefits of continuation of WIC past one year.
  - That children are eligible up to age five.
  - What to expect at WIC appointments throughout their entire certification.
  - When they are to come back for their next benefit issuance or appointment.
  - How to shop for WIC foods.
- How are program updates relayed?
- Is word of mouth encouraged?

## **Strategies:**

- Hang a poster of eligibility requirements in the waiting room as a reminder that children are eligible until five years of age.
- Use the WIC Approved Foods booklet in counseling, making sure to point out the foods that the participant likes and will use. This helps them better understand how to use their benefits, making WIC more valuable.
- Have outreach brochures available in the waiting room if someone wants to give one to a friend.
- Extend hours to 7 p.m. one night a week and/or having Saturday morning hours once a month, which allows working families to have appointments.

## Example of Current Participant Outreach Used by Local Agencies

**West Allis WIC** has a couple of canned statements used before and after appointments that they think help participants remember eligibility and appointment importance. They feel this has helped stabilize their participation counts.

Beginning of appointment:

Hi, my name is \_\_\_\_\_ and I am one of the dietitians with WIC. During this part of your WIC visit I am going to be looking at the health screening information from today. We are then going to be talking about your health and what you are eating. You will be able to ask questions and get information on topics that you will find helpful and we will set a goal together on something that you would like to work on related to either your eating or activity. You will leave with WIC benefits to give you some foods necessary for good health.

End of appointment:

We let them know that this certification lasts for either one year or for the length of their pregnancy, etc., and then let them we know we go through this process again at that time. If they have a child, I say that their child is eligible for WIC until they turn five providing they still meet the guidelines of the program. If they are pregnant, I say we will go through this process again after they have the baby where mom can then be on WIC for one year if she is breastfeeding and six months if she is not.

# INTRA-AGENCY OUTREACH


*WIC refers mothers and children to other health and community services, resources, and programs based on their individual needs. It is important to collaborate with these programs so they understand the value of WIC and refer their clients to WIC when appropriate.*

**Assessment:** Evaluate the other programs in your agency. Do they know about WIC and do they refer to WIC when appropriate? Is a contact person or relationship with the program established? Examples of programs that may be in your agency include:

- Health department, or agency, welcome desk
- FoodShare
- Medicaid/BadgerCare
- MCH, PNCC, nurse-family partnership, public health nurses
- Oral health and fluoride
- Home visiting program
- Lead poisoning prevention
- Immunizations
- Community and migrant health workers

## Strategies:

- Create intra-agency referral systems.
- Hold a brown bag or potluck lunch honoring staff in another department. Give a short presentation about WIC, thanking them for working closely with the program.
- Provide in-service presentations on WIC to immunization staff, public health nurses, and community and migrant health workers.



The WIC state office is currently working with Medicaid at the state level to enhance a working relationship between the programs. More information will be provided once the plan is determined.

## Examples of Intra-Agency Outreach Used by Local Agencies

- The public health nurse at **Jefferson County WIC** goes into a database to see if there are any new birth records for the county and she notifies WIC when a new birth occurs.
- **Wood County WIC** provides education about WIC to new public health employees with their [WIC 101 presentation](#).
- The **West Allis Health Department** holds *Two for the Show* twice a year for 2-year-olds in the community. The purpose of the event is to do developmental screening and provide health-related education and referrals. Families proceed through the health department to different stations where screenings such as speech, gross motor, fine motor, and dental are done. There are education displays on lead, fire safety, poison control, nutrition, parenting, Head Start, and more. Families receive referrals for services if a need is identified. The nutrition display includes information on division of responsibility, low-fat milk, and portion sizes. WIC information and referrals to those who are interested and not already enrolled is provided.

# PROFESSIONAL OUTREACH

*Through interviews and surveys it has been found that nursing staff and physicians may know a little about WIC, but are often unclear about requirements and benefits of the program—often underestimating the income needed for qualification. Providers can be a great referral source as they see a lot of children and pregnant women, and their referrals are often trusted by families. Beyond referrals, good relationships with the professionals in your area may make it easier to discuss concerns that arise with specific participants. Wisconsin WIC is currently serving less than half of the pregnant women that qualify for BadgerCare Plus. Most pregnant women that qualify for BadgerCare Plus also qualify for WIC.*

**Assessment:** Determine which professionals your WIC agency already has relationships with and which providers could use some relationship building. Make a list of providers in your area that include:

- Federally qualified health centers (FQHC)
- Clinics
- Tribal health clinics
- Independent practice providers
  - OB/GYNs
  - Pediatricians
  - Midwives
  - Family Practice doctors
- Hospitals
  - Lactation consultants
  - Birthing centers
  - Social workers



## Resources Available:

- Provider brochure: *WIC – Helping You Work Wonders* [P-02008](#)
- Participant brochure: *WIC Outreach Brochure* [P-44784](#)
- Provider letter template: This template can be personalized and sent to your local providers to help introduce your agency and the provider brochure. See **Appendix C.**
- Coffective materials: Posters, the WIC education module for hospital staff viewing, and talking points are a great way to foster collaboration with area hospitals and clinics when speaking about pregnant women.
- If you are interested in learning more about using these materials, contact the state breastfeeding coordinator.

## Strategies:

- Assign staff member(s) to reach out to a list of providers to begin strengthening the relationships. This may mean contacting someone you already have a current connection with to develop a strategy to reach more staff at that facility. Or, it may mean calling or dropping by the office or clinic to ask who the best person would be to start the conversation with. Give a short explanation of why you would like to discuss WIC with the contact or providers and leave the provider letter, provider brochure, and some WIC outreach brochures.
- Mail the provider letter with a copy of the provider brochure and the participant brochures to providers that are not near the office. A staff member should follow up with a call to make sure the brochures were received, viewed by the nurse manager and/or physicians, and to ask if there are questions.
- Meet with doctors who are Medicaid providers or manage large practices, such as obstetricians, pediatricians, and family practice physicians. Explain the eligibility criteria, the benefits to participants, and how they can refer people to WIC. Provide them with copies of the Wisconsin WIC outreach materials. Leave waiting room materials and your contact information, and explain how they can get additional copies.
- Connect with local colleges and offer to present at classes for students in health care-related fields.
- Ask that links to the WIC website be provided on their web pages.

## Talking Points:

- Providers often underestimate the income qualifications. Many working families in Wisconsin qualify.
- Fifty percent of infants born in Wisconsin are eligible for WIC.
- The American Academy of Pediatrics (AAP) [released a statement](#) in January 2018 that promotes health care providers to encourage qualifying families to apply to programs like WIC that provide high-quality nutrition to infants and young children.
- The percentage of pregnant women that are receiving WIC benefits is low compared to the percentage of pregnant women eligible.
- The American College of Obstetricians and Gynecologists [recommends](#) providers refer their eligible patients to WIC to achieve better health outcomes for themselves and their families.
- Additional talking points are available in the provider brochure.



## Examples of Professional Outreach Used by Local Agencies

- **Coffective agencies** call lactation consultants or the birthing unit supervisor in the hospital and ask to have a meeting so they can get to know each other. They use **Appendix D** as a guide to the conversation.
- **Wood County WIC** presents a WIC 101 presentation to new staff at their local hospitals.
- Some local clinics have worked with their local hospital to have the WIC outreach brochure or application placed in each infant delivery packet.
- **Milwaukee County** has a person present about WIC to students in the medical college and at some nursing schools. These students are also invited to local WIC agencies for tours and more discussion with WIC staff.





# COMMUNITY OUTREACH

*Participant focus groups, conducted by the state WIC office, identified negative stigma as a reason for nonparticipation. WIC participants may use their services longer during their eligible time frame if their community is supportive of the program. Also, community groups may serve as a great outreach resource to families.*

**Assessment:** Below is a list of programs, organizations, and locations that may be found in your community. This is not an exclusive list, but will provide a starting point for brainstorming what may be available. Determine what your WIC agency knows about these groups and locations and if it would fit with your agency to have a connection with them.

- Head Start and Early Head Start
- Day care programs
- Birth to Three
- Home visiting
- Family resource centers
- Food banks/food pantries
- Library
- Community centers
- Universities
- Farmers markets
- Refugee groups
- Migrant and seasonal farm work associations
- Faith-based entities
- Agencies that support literacy
- Local health coalition
- Local breastfeeding coalition
- HealthTIDE
- YMCA/YWCA
- Family planning clinics
- Teen pregnancy support
- School social workers
- Summer food service program
- Laundromats
- Reduced cost clothing centers
- Transitional housing
- Homeless shelters
- Domestic abuse shelters
- Job centers

## Strategies:

- Attend health fairs.
- Put posters, flyers, or brochures where participants are likely to see them. Consider grocery stores, laundromats, child care centers, resale and thrift shops, libraries, maternity shops, church fellowship halls, and employment offices.
- Conduct special outreach campaigns for specific groups, such as pregnant women in their first trimester, minorities, disabled individuals, migrant farm workers, homeless families, non-English-speaking participants, pregnant teens, teen moms, employed women, and rural residents.
- It is important to have the WIC name out there when you are volunteering or assisting with a community partner. For example, if helping at a farmers market, make sure there is a sign to identify that you are a WIC nutritionist.

## Examples of Community Outreach Used by Local Agencies

- All staff at **Health First Network** are required to do five community visits monthly. Each staff member is given one day a month to schedule and complete visits and interviews with community businesses. This includes health departments, grocery stores, local farmers, day care facilities, dollar stores, etc. Visits are tracked on a shared spreadsheet to avoid duplication. Completion of visits is included in job performance criteria.
- Twenty-nine staff members are employed by the agency and eight staff work within WIC. Spanish-speaking staff visit where migrants shop and Hmong-speaking staff connect with the Hmong community groups. Results of the visits and interviews include increased caseload, staff confidence, and increased community knowledge of WIC. WIC staff knowledge of other agency programs has also increased.
- Both **Eau Claire County WIC** and **Wood County WIC** have reached out to faith-based communities, as they are often a resource for those in need. An example of an introductory letter for faith-based communities is included in **Appendix E**. An example for their bulletin or newsletter announcement is included in **Appendix F**.
- **Multiple agencies** have found attendance at farmers markets to be beneficial. One agency has an RD at the market to highlight a vegetable of the month that the WIC office, grocery stores, and farmers markets have partnered to promote. Some attend quarterly market manager meetings.
- With additional grant money, **Wood County WIC** developed uniform signage, purchased a tent, and provided WIC promotional materials. "WIC accepted here" yard signs were created to place near the market and throughout the community promoting the website and "WIC accepted at the market."
- In **Taylor County**, the family of every newborn receives a packet that includes community resources for the infant and resources for the child as they grow. WIC makes sure that an outreach brochure is provided in the packet.



## Examples of Community Outreach Used by Local Agencies Continued

- Head Starts are required to have recent height, weight, hemoglobin, and lead levels recorded for students. They are also required to have a parent advisory committee that includes community partnerships. **Eau Claire WIC** has served on the committee and has had a partnership with Head Start for over 10 years. They provide additional outreach to Head Start by providing education to staff on staff wellness days, and healthy recipes to Head Start parents. Within the last few years they have begun to provide a WIC clinic day on Head Start's orientation day. Parents complete a release of information form when they enroll in Head Start so the WIC agency can determine who will be attending the orientation, and the parents understand what WIC needs from them on orientation day. They then complete benefit issuance, nutrition education, and certifications for participants during Head Start's orientation day. Their local health department also provides funds so that lead levels can be assessed for non-WIC students. However, most students are WIC eligible and tend to be the older children that often drop off of WIC.
- Once a year, **Pierce County WIC** drops off 200-250 brightly colored flyers at grocery stores in the county. They talk with a store manager and they always seem willing to place the stuffers in bags. A grocery bag stuffer example can be found in **Appendix G**.
- Valpak is a direct marketing company that sends coupons through the mail. **Outagamie County WIC** was able to create an ad to include in the coupon packet and have it included in the mailings in their area. They mailed coupons to five areas in their county at a cost of \$1,075.

**Note:** The short nondiscrimination statement is needed on items like this.

**WIC + YOU**  
Working Together to Create Healthy Families

**Women**  
Pregnant, new moms & breastfeeding

**Infants**  
Under five years

**WIC Provides:**

- Nutrition Information
- Breastfeeding Help
- Free Healthy Foods
- Referrals to Community Service
- Health Assessment (Height, Weight and Iron Check)

Formula • Baby Foods • Milk • Cereal • Juice • Peanut Butter  
Eggs • Whole Grain Bread • Tortillas • Brown Rice  
Fruits & Vegetables (Fresh, Canned, Frozen) • Beans & Peas (Canned, Dried)

**OUTAGAMIE COUNTY**  
Public Health  
410 South Walnut Street • Appleton  
(920)832-5109 or (920)832-4944  
1-800-722-2295  
hhswic@outagamie.org

See Reverse for Qualification Guidelines

**ARE YOU ELIGIBLE FOR WIC?**

FAMILY SIZE	WEEKLY INCOME
1	\$430
2	\$578
3	\$727
4	\$876

July 2017 through June 2018 (A pregnant woman counts as two family members. Income guidelines are revised every July.)

**You may qualify if:**

- ♥ You live in Wisconsin
- ♥ You are pregnant, breastfeeding or have had a baby in the past six months
- ♥ You have an infant or children under age 5
- ♥ You or your children have a health or nutrition need
- ♥ All the income coming into the house (before any deductions) is less than or equal to WIC income guidelines

# PRINT AND BROADCAST OUTREACH

*Working with the media can be another important avenue to reach potential clients who may not be aware of WIC services, as well as develop support and understanding of WIC within the community.*

**Assessment:** Determine available media in the area served and consider if relationships are already established. Examples include:

- Print media: Newspapers, magazines, “shoppers”
- Broadcast media: Radio, podcasts, and television stations
- Billboards and bus ads
- Movie theatre ads
- PSAs

**Strategies:** Consider these strategies when working with the media:

**Working with print news and broadcast media.** What news is newsworthy? Before you contact the press to cover a story, you must have something newsworthy to say. Remember your main objective for media coverage related to outreach is to raise public awareness of WIC and to increase WIC enrollment. What is newsworthy?

- New that no one has ever said or heard before.
- Timely—yesterday’s news is old news.
- That involves a public figure, celebrity, or well-known organization.
- That affects a large number of people.
- With a human-interest angle. Success stories with women and children always score high.
- That include pictures with personal stories.
- Visual—for television and news photography.
- That centers around an event or happening.
- That is “good news,” such as lower statewide anemia rates that can be directly tied to WIC.
- That is a variation of a theme already receiving media attention.
- Accessible to the media—give location, time, and other important information.
- Interesting on what would otherwise be a slow news day.

**Meeting the local media:** It is a good idea to get to know the local reporters and editors. You learn what they consider newsworthy, who to call when you have a story idea, timing of deadlines, and other useful information. In return, they learn who you are and that you are a source of good story ideas and information about the WIC program.

Try to establish yourself as friendly to the media, but remember a reporter's job is to seek news. Answer their questions accurately and offer your services as a "background source" to provide information about public health programs, including WIC. Direct questions about other public health issues to the appropriate health department personnel. The key to developing good media relationships is availability and credibility.

Consider the following tips when developing your relationships with media personnel:

- A reporter is never completely off duty. If you say something newsworthy, it could show up in the news.
- Offer to review any technical material for accuracy prior to publication or airing.
- Good reporters can't be bought. Don't try to buy their attention with gifts or flattery.
- Don't tell reporters how to do their jobs or ask to see a story before it is printed.
- Don't expect reporters to think something is newsworthy just because you do.
- Don't play favorites among reporters by giving one reporter a story before the others. You may alienate too many people and get less coverage overall.

### ***Preparing a Fact Sheet***

The details on a fact sheet will depend on the focus of your press release or public service announcement (PSA), or focus on general WIC information or local project information. See information from the National WIC Association, [WIC For a Stronger Healthier America](#) and [Wisconsin Specific data](#).

All fact sheets should contain the following:

- Name, location, hours, and services provided at your WIC clinic, including any recent changes.
- Key dates for special events, such as walk-in clinics.
- A brief summary of the WIC Program as well as its mission and successes. (Include Medicaid savings associated with the WIC Program.)
- Information about WIC services, such as nutrition education, WIC foods, referral to other health and community resources, and breastfeeding support. Include the importance of these services for good health, and the means by which participants obtain them.
- Statistics, such as number of participants served last month and any recent changes, amount of food dollars spent in the community last year, number of people potentially eligible for the WIC Program, etc.
- Eligibility requirements for the WIC Program.
- Contact information, including names, addresses, and phone numbers as appropriate.

## ***Writing a News Release***

News releases must be

- **Timely:** News is now. Something that happened yesterday, last week, or last month is old news.
- **Urgent:** Use interesting information and attention-getting facts to put the story in perspective.
- **Brief and focused:** Length should be one to two pages maximum. Hook the assignment editor or reporter quickly, or you may lose him or her—and your chances of coverage. Isolate the message you want to share and make it clear.
- **Important to people:** Tell the practical importance of your announcement. What impact will your news have on people's lives? Include a description of the WIC Program, eligibility criteria, location of the local agency, a civil rights statement, and a contact person to handle future questions.
- **Authoritative:** Quote appropriate experts.
- **Easy to understand:** Use lay terms. Scrap bureaucratic, scientific, and medical terminology when possible. If you must use any term, define it simply and concisely. Don't assume that non-health professionals understand terms that are commonplace to you.
- **Complete:** Begin by answering the six basic questions of journalism—Who? What? Where? When? How? And Why? End with contact information.
- **Formatted properly:** Put the subject of the press release and the contact person's name and telephone number at the top of the first page. If the press release takes more than one page, write "more" on the bottom of each sheet but the last one. For subsequent pages, repeat the contact person's last name, the topic, and page number in the upper left corner. Avoid splitting sentences or paragraphs between pages, even if it means leaving excessive empty space. Type ### centered at the end on the last page to represent the end. Remember to double space the text.
- **Photo friendly:** Suggest photographic possibilities. Remember to obtain consent forms when you arrange a photo session. The media representative (newspaper, magazine, or TV station) will obtain their own consent forms for photos they take.
- **NOTE:** Remember to include the nondiscrimination statement at the end of all press releases.

See Sample WIC press releases in **Appendix H**.



## ***Hosting a media visit and providing interviews***

When a news reporter asks to visit the WIC clinic and/or to interview you:

- Be prepared! Reporters may need the information to more fully understand your program. Prior to any interview, make a list of all possible questions (including negative) the reporter may ask and develop answers carefully. This will result in conveying the information correctly and concisely, helping you avoid damaging misstatements and making you a more effective spokesperson.
- Be accessible and accommodating. Have professional experts available for interviews and photos. Meet reporters at the door and show them where to go. Offer information as requested.
- Know media deadlines. News crews have rigid daily deadlines.
- Be concise. When you are interviewed, speak in brief, focused sentences. Use layman's terms.
- Stick to the subject: Do not share proprietary or confidential information.
- Admit to bad news, if you must, but emphasize any positive aspects. Point out what has been done to rectify the negative. Use it as an opportunity.
- Never speak "off the record." Don't say anything you don't want to see in the news.
- Don't say "no comment." It is perceived as an indication of guilt and/or dishonesty. Tell them you will get the information and get back to them. Ask for their deadline.
- Don't take a reporter's questions personally, especially if it seems like they are trying to get you to react angrily. Stay calm and continue to make points rationally.
- Don't argue with reporters or lose your temper. They're only doing their jobs.
- Make sure you understand the exact question being asked. Reporters don't always ask the right questions. Ask them to repeat the question if you're not sure.
- If you don't know the answer to a question, say so. Defer to another source or offer to find out and call with an answer as quickly as possible. Don't let reporters press you into answers you don't know.
- Above all, RELAX. Advise your staff in advance when the media is coming and tell staff to refer the media to you.

*Ask local newspapers, television, local cable access stations, and radio stations to play public service announcements and cover stories about your clinics. If you expand your hours, open a Saturday clinic, or hire new staff, let people know. Use National Nutrition Month in March and Breastfeeding Week (the first week of August) as a focus for stories involving the WIC Program.*

## Examples of Print and Broadcast Media Used by Local Agencies

- **Milwaukee County WICs** and **Racine County WIC** pooled money to work with a marketing firm to create artwork and media. The files are [available in WICShare](#) for all agencies to use for placement in or on:
  - Buses and bus shelters.
  - Billboards.
  - Movie Theater PSAs and posters: all Marcus Theaters across Wisconsin played a PSA in July, August, and September 2018. Posters available to hang in theaters need to be printed by the local agency.
- **La Crosse County WIC** does monthly news segments. It started with work 20 years ago following a grant and they have continued the relationships, though changing their focus from time to time. They schedule meetings with area media outlets (radio, newspaper, and TV) and request free segments. They started with pre-recorded segments with a partner at a local hospital and focused on specific fruits and vegetables, later focusing on Fit Families as well as WIC. Each month the responsible RD on staff plans their script, following a topic the team decided on.

Here are links to some of the recordings and segments:

- News8: Done live monthly.
- Sugar-sweetened beverages: <http://www.clipsyndicate.com/video/play/7263469>
- Dairy: <http://www.clipsyndicate.com/video/play/7264428>
- Role modeling: <http://www.clipsyndicate.com/video/play/7347252>
- Mushrooms: <https://www.news8000.com/news/get-cooking-mushrooms/307943502>



## Examples of Print and Broadcast Media Used by Local Agencies (Continued)

- **NEW Community WIC** has [radio ads](#) run occasionally on different radio stations. Radio ads are commonly less expensive than TV ads. The cost is based on the number of spots and when they run. Usually a radio personality will voice the ad, which can be shared across stations. Contacting the sales person is the best place to start as they will help determine how to work within your budget and what information they will need to be successful.
- **NEW Community WIC** has been doing TV commercials for multiple years. The commercial used was created by a different state, but TV stations have the ability to edit the last screen with personalized contact information. Sometimes stations run a banner during the commercial with contact information. Cost is determined by the number of spots that will air and on which programs. Usually stations will donate some spots when others are purchased. Working with the station sales contact will help determine the best time to run the commercial. NEW Community has run their commercial over the holidays during Christmas specials because families are more likely to be watching at that time. **Outagamie County WIC** recently pooled funds with **NEW Community WIC** to show [the commercial](#) over a wider viewing area.



Digital Billboard - File available in [WICShare](#)

# SOCIAL MEDIA OUTREACH

*Facebook and other social media platforms work well for recruitment and engagement, and can be used in conjunction with other forms of outreach and communication. People share and seek information in different ways and social media can be used as an avenue to access WIC services and information.*

**Assessment:** Evaluate what, if any, social media is being used by your agency. Is social media allowed in your agency? How much time is being dedicated to social media? Use analytics of current social media sites to evaluate reach and engagement. Where can efforts be improved?

**Strategies:** The following planning criteria should be performed before the implementation of your social media efforts. These steps will assist you in positioning your agency for long-term success in social media engagement.

**Step 1: Identify your social media administrator(s).** This is the person (or people) who will maintain your social media communication efforts. While the administrator(s) will be responsible for the majority of the social media efforts, other WIC staff should participate in the planning process to minimize the time commitment and to provide useful insights. As each staff member interacts with WIC families frequently, this feedback will be useful when prioritizing the most effective communication tools.

**Step 2: Review existing social media policy, or create one.** It is advised to use your WIC program agency's existing social media policy, code of ethics, employee work rules and/or legal counsel, if available. Review and get familiar with the guidelines and protocols of your agency with regard to content usage, respect for confidentiality, rules for engagement, and appropriate page conduct.

Things to consider when creating a social media policy:

- What platforms will you be using?
- Does it make sense to have a policy for each platform or one umbrella policy?
- Who do you follow?
- When do you comment? When do you reply to comments?
- What do you share and retweet?
- What is your agency's purpose for using the selected platforms?

**Step 3: Assess** how your agency is currently using social media, how you would like to use social media, and what potential barriers you foresee. It is recommended that you view the NWA social media webinar series to explore social media options and capabilities and uses of each of the relevant platforms. After viewing the webinars and talking to staff in your agency, you can organize this information to develop SMART objectives.

#### **Step 4: Identify 3-5 SMART social media goals specific to your agency.**

**S**pecific: the “what, when, where, and how” of the chosen social media platform

**M**easurable: measurement of tracking progress for reaching your target audience (i.e. the number of views per month on a social media page)

**A**ttainable: the goal is within your scope to be carried out successfully

**R**elevant: the goal has a high likelihood of getting accomplished

**T**ime-bound: the goal should be given a reasonable timeframe for completion

**Step 5: Prioritize** how your agency will complete these tasks based on how familiar and experienced your office is with using social media platforms. This will be necessary to note when planning the content and time commitment that will be required of the person coordinating the social media efforts.

#### **Step 6: Create a monthly content plan for each social media platform.**

The monthly content plan not only allows you to plan what you will do, but it will also significantly minimize the time commitment required. This plan should be comprehensive and including:

- The social media platform (i.e. Facebook, Twitter).
- The content used for communicating with WIC families, including reminders, upcoming events, helpful resources, and materials.
- The timeline of posting content.
- Tracking of results and interaction—comments, views, enrollment.

**Social Media Platforms** (You will need to establish a business account before setting up any social media options. See page 33 for more information.)



#### **Facebook**

*Today's largest, most widely used social media platform.*

How WIC can use: There is an opportunity for WIC agencies to at least have a Facebook presence in order to reach and communicate with families effectively. If your agency is just starting out with social media, you will want to focus your efforts here.

[Facebook Ads](#)  
[How to Set Up a Facebook Page](#)  
[Facebook Help Center](#)



## Pinterest

*"Catalog of ideas," "digital bulletin board," allows users to save images, or "pins" and categorize them into collections or boards with a dedicated theme. A pin can come from any url. Put "WIC" in the description if you want to be found when someone searches for "WIC." Pinner can follow other users' boards.*

How WIC can use: Pinterest can be used to look for content (i.e., recipes or ideas for activities) to post on other social media platforms. There are already a lot of pins with "WIC" in them. Can create a business account that can be used to share or create pins for a variety of categories. Some ideas of board categories are: breastfeeding, recipes, picky eaters, quick meals, components of the food package (beans, grains, milk), beverages that aren't sugar-sweetened, snacks.

[Pinterest Help Center](#)

Example Pinterest pages: [Southeastern Idaho Public Health WIC Tri-County Health Department Colorado Maternal and Family Health Services](#)



## Twitter

*Sometimes considered a microblog*

How WIC can use: Twitter is a valuable place to be only if a strong social media presence is in place already. This is not a high area of engagement for many WIC participants. Users post messages and "tweets" to their network of followers. TweetDeck is an automating tool that allows you to schedule your tweets.



## Instagram

*Photo and video-sharing platform; users can apply digital filters to images and add locations. Users can add hashtags to posts, which link photos to other content on Instagram featuring the same topic. The "stories" feature allows users to add photos to a 24-hour temporary story.*

How WIC can use: Instagram doesn't have as broad of an audience as Facebook and is not an ideal area for WIC to focus. However, it could be used to post photos of food items with the recipe in the comments.



## Vimeo

*Video-sharing website*

How WIC can use: Videos can be shared on social media platforms. NWA has a Vimeo account: <https://vimeo.com/user24803615>. Nonprofits are allowed to have free accounts to upload videos.



## YouTube

*Video-sharing website*

How WIC can use: Videos can be shared to social media platforms and may contain ads. It's important to watch the entire video to ensure appropriateness prior to sharing. WIC agencies may create a YouTube channel. Using video is a cost-effective way to get messages out, e.g., a WIC staff member could discuss a topic that is trending.

WIC Recipe YouTube channels: [California WIC](#)  
[The WIC Show](#)  
[PHFE WIC](#)



## Snapchat

*A way to share images and share directly with friends and groups of friends*

How WIC can use: Snapchat is not an ideal area for WIC to focus efforts.



## Blogs

*Regularly updated online journals. They may have only one author or a team of regular authors, but most blogs share a similar format in that the entries are posted in reverse chronological order and readers may be allowed to comment on posts. Blogs often focus on a specific topic or type of topic. When considering influence, "mom blogs" are very powerful.*

How WIC can use: Blog links can be shared to social media sites, such as: <https://www.getactivelacrosse.org/>

## Social Media Management Platforms

**Tweetdeck**: A social media dashboard application for the management of Twitter accounts. It consists of a series of customizable columns that can be set up to display the user's Twitter timeline, mentions, direct messages, lists, trends, favorites, search results, hashtags, or all tweets by or to a single user.

**HootSuite**: A web-based dashboard that allows you to monitor and manage multiple social networks in one place; allows you to schedule posts, cross-post on multiple platforms at once, and track activity. A free version allows for up to 10 scheduled posts to be in the queue.

**Buffer**: Similar in function to Hootsuite, but a little more intuitive. Buffer analyzes when your social media following is most active and has the ability to post accordingly.

**Note:** If you are only using Facebook, you can do the scheduling of posts right in Facebook.



## National WIC Association Social Media Webinar Series

*This webinar series was developed to provide social media guidance for WIC agencies.*

- 1. Groundwork: Why Does WIC Need to be Engaged on Social Media?** Did you know the internet is the top source of breastfeeding information for moms? Join us for a discussion about social media, how moms engage online, and the importance of WIC having a strong digital presence. (**Webinar not recorded due to technical issues; see PowerPoint.**)
- 2. Barriers, Solutions, and Policies for Social Media Engagement in WIC** ([webinar recording](#)) Learn from other WIC agencies about what has worked to overcome barriers to using social media. We'll discuss how to turn those barriers into opportunities and how to write strong social media policies for your agency.
- 3. Deep Dive: Facebook Part 1, the Basics** ([webinar recording](#)) Many of us use Facebook in our personal lives; this webinar talks about using Facebook as WIC. What are some things to keep in mind? How do you start a page? What do you need to keep in mind when writing posts? This webinar is accessible for people with Facebook experience and to those without.



- #### 4. Deep Dive: Facebook Part 2, Getting the Most out of Facebook ([webinar recording](#))
- This webinar is a continuation of the Basics session. After completing both of the Facebook Deep Dives, you should be armed with the tools to write several effective posts and be prepared to take on most of what Facebook may throw at you.

- 5. Deep Dive: Pinterest** ([webinar recording](#)) Many agencies have had a lot of luck using Pinterest as an extension of nutrition education, sharing tips for healthy living, and to promote events. Are you

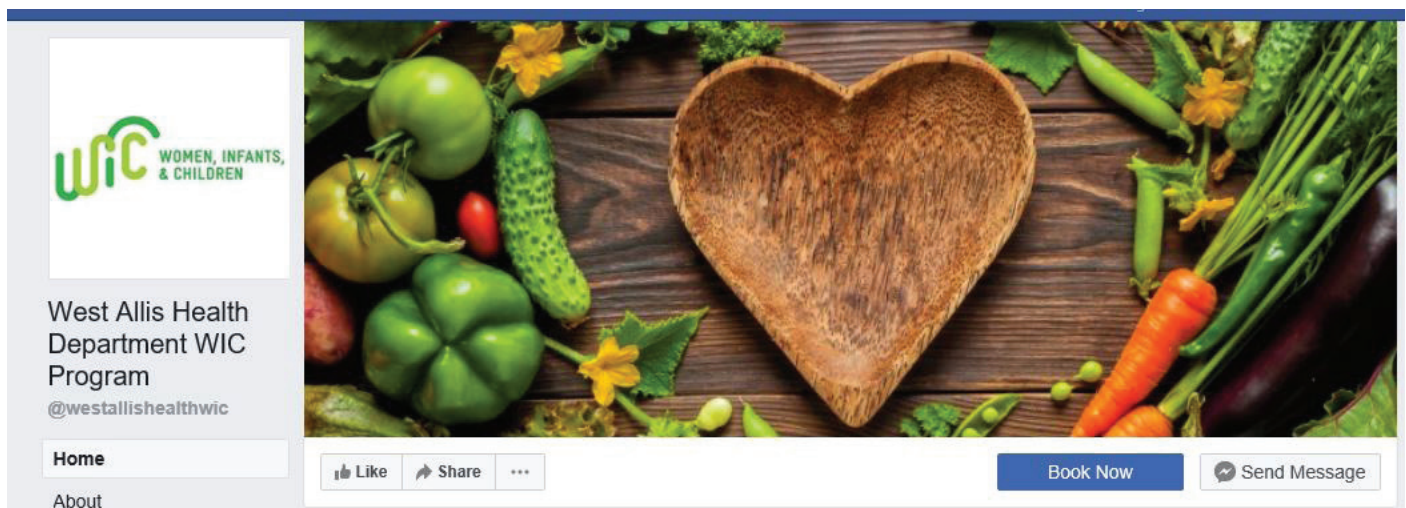
interested in exploring Pinterest with your agency?

- 6. Taking it to the Next Level: Using Analytics** ([webinar recording](#)) Now that you're set up, what comes next? Learn about how to use insights and analytics to make your social media work even more effective.
- 7. Time Management and Time Savers** ([webinar recording](#)) Doing social media right takes time. There are a lot of tools and tricks to save you time and make your social strategy more effective.

## Account Set-Up

Create a business page when starting a new social media account. Consult with your local agency to determine what information you need on your page. For example, you may need to include “Terms and Conditions.” Be sure to complete your entire profile, and keep it updated and current.

- **Contact information:** Address and phone number. If there are multiple locations, you may want to list the main site.
- **Hours:** If hours vary, you may want to leave blank.
- **Website:** List your program or agency’s website.
- **General information:** Use this to tell people who you are and what you do.
- As with all other WIC documents and materials that are made available to the public, you are required to list or provide the link to the [nondiscrimination statement](#).
- In addition, you may want to include information that you want the client to know. Consider using text from your mission statement and list services provided:  
  
“The [WIC Program] helps pregnant women, moms, and young children eat well and be healthy. WIC participants receive benefits for healthy foods, nutrition information, breastfeeding support, and referrals to community programs or health care.”
- You may want to list all clinic locations and contact information for each.
- Do you have an online form for applying to WIC? Link it on your Facebook page under “Book Now.”



## Start following other users on social media:

Be selective about those you follow and those you allow to follow you. Your social media presence is noticed by the population you attract and the connections you make. Some suggested organizations are:

National WIC Association	Zero to Three
Wisconsin Department of Health Services	American Congress of Obstetricians and Gynecologist (ACOG)
Other location WIC offices and health departments	Partnership for a Healthier America
MyPlate	Center on Budget and Policy Priorities
Team FNV	Academy of Nutrition and Dietetics
National Association of County and City Health Officials (NACCHO)	Wisconsin Academy of Nutrition and Dietetics
Baby-Friendly USA	Eatright.org
HealthTide	1000 Days
YMCA	USDA mixing bowl (recipes)
American Academy of Family Physicians (AAFP)	La Leche League International
The Association of Women's Health, Obstetric, and Neonatal Nurses (AWHONN)	La Leche League USA
Centers for Disease Control and Prevention (CDC)	U.S. Breastfeeding Committee - USBC
Local breastfeeding coalitions (i.e. WI Breastfeeding Coalition)	Kids Eat Right
American Academy of Pediatrics (AAP)	Salud Today
March of Dimes	Womenshealth.gov
MomsRising	World Health Organization
Nurse Family Partnership	Fruitsandveggiesmorematters.org





## Content:

Create a posting schedule that includes frequent posts each week. Setting a regular schedule helps to ensure that the account is active and encourages conversation among users. Consider posting daily. It's important to make sharing fun. Ask interactive questions, post interesting content, and include pictures or videos whenever possible.

- Content pillars:
  - Infant health
  - Motherhood and parenting
  - Women's health
  - Breastfeeding
  - Nutrition
  - WIC-allowable food recipes
  - Fatherhood
  - WIC program features and updates
- Content can come from many places, including your WIC staff! Ask staff to submit ideas, news, etc., to the social media administrator as a way to keep everyone involved.
  - Seek out ideas at staff meetings. Update staff on content in recent posts for those who are not regularly following.
  - Allow staff to submit ideas as they come up.
  - Create a "meet the staff" post, including a staff member's photo and a brief bio.
  - Share messages by using a photo of a staff member holding a message written on a poster board.
  - Celebrate your agency by posting about achievements, activities and events.
- Save time by scheduling posts. You can create a post and schedule it to publish in the future. This can be useful for having content posted outside of clinic hours, including holidays and weekends, or when you find great ideas that you want to share on a future date.
- On Facebook, utilize "Events" to post upcoming events in WIC and the community. This could include sharing WIC-approved farmers market information for your area.
- If posting photos, be sure to follow your agency's policies for taking photos and obtaining proper consent, such as when posting photos of a WIC or health department event attended by WIC participants.
- Respect copyright laws.

- Sharing: You shouldn't create all of your content. Follow reputable organizations and share content that they have posted.
  - This is an easy way to post!
  - Always review content before sharing. When sharing articles or videos, read or watch through to the end to determine appropriateness of content before sharing them, no matter whose content you are sharing.
- Some suggest that posts should be 70% promotional content (linking back to your website or services) and 30% value-added content, in which you share relevant information that your target audience would find useful or interesting.



## What to include in a post:

**Text:** Keep it brief—some studies show that posts with fewer characters (40-70) to get the best results. Pair text with a hashtag and a photo, link, infographic, meme, or GIF for best results.

- Occasional humor, as long as it's not offensive and is appropriate for a business audience, can be very effective.
- Ask for engagement.
  - Use words such as, "share your ideas," or "tell us what you think."
  - Ask a question that is relevant to your audience.
  - Use fill-in-the-blank statements.
  - Post a photo or video, and ask the audience to "Caption this."
  - A, B, or C options. Post a statement or photo and ask people which option they agree with.
- Visuals are more likely to be remembered than text.
- Photo Resources
  - There are several places with free pictures. One of the best resources is the [USDA WIC Image Gallery](#). The [U.S. Breastfeeding Coalition](#) allows the use of their photos, if users comply with their [Terms and Conditions](#). There are other good sources, some of which might have "terms & conditions"
  - <https://www.pexels.com/>
  - <http://www.publicdomainpictures.net/>
  - <https://stocksnap.io/>
  - <https://unsplash.com/>
  - <http://all-free-download.com/free-photos/>
  - <https://pixnio.com/>
  - <https://pixabay.com/>
  - <https://phil.cdc.gov/phil/home.asp>





**Hashtag:** Turn topics and phrases into clickable links in your posts. Hashtags organize conversations and make it easier to find all content related to a given topic.

Some hashtag ideas:

- #WIC
- #momstrong
- #WICHereForYou

Hashtagify.me can be used to get a real-time look at which hashtags are trending for a particular keyword, i.e., “WIC”



**Infographic:** A visual image used to represent information or data.

**GIF:** A static or animated image, typically taken from movies or television shows.



**Meme:** A viral image that depicts a certain cultural concept or social idea. Positive, quirky or humorous memes and quotes that people can identify with can help create a strong connection to your audience.



**Free tools** that can be used to create content:

- **Pronto** is available only on smartphones.
- [Canva](#), [Lucidpress](#), and [Piktochart](#) make it very easy to make infographics using templates or starting from scratch.
- **NWA Social Media Toolkit** is available on WICShare and provides content to enable local WIC agencies to manage social media posts on their own.
  - [Social Media Batch Documents](#): Prepackaged social media posts on WICShare
  - [Social Media Graphics Library](#)



### **Promote your social media pages**

- Display social media page information in the waiting area.
- Encourage WIC participants to follow your social media pages.

## National Health Observances:

Plan for world and national events and include in the rotation of posts.

### January

First full week of January: National Folic Acid Awareness Week

Thursday of the third full week in January: National Women's Healthy Weight Day

### February

American Heart Month

National Children's Dental Health Month

First Friday of February: National Women's Heart Health Day and National Wear Red Day

1-7: African Heritage and Health Week



### March

National Nutrition Month

First full week in March: National School Breakfast Week

Second Wednesday in March: National Dietitian Day

8: National What's On Your Plate Day

8: International Women's Day

15: National Agriculture Day

22: World Water Day

30: National Take a Walk in the Park Day

### April

National Minority Health Month

First Wednesday of April: National Walk to Work Day

First full week of April: National Public Health Week

7: World Health Day

22-29: National Infant Immunization Week

23-29: National Immunization Week

22: Earth Day

Last week of April: Every Kid Healthy Week



## May

Food Allergy Action Month  
Healthy Vision Month  
Mental Health Month  
National Physical Fitness and Sports Month  
Preeclampsia Awareness Month  
First full week in May: National Screen Free Week  
First full week in May: Children's Mental Health Awareness Week  
Second Monday in May: Women's Check-Up Day  
Second Sunday in May: Mother's Day  
Begins on Mother's Day each year: National Women's Health Week  
Third Friday in May: National Bike to Work Day  
31: World No Tobacco Day

## June

Men's Health Month  
Week leading up to Father's Day: Men's Health Week  
2: MyPlate's Birthday  
6: National Hunger Awareness Day  
Second Saturday in June: National Get Outdoors Day  
16: Fresh Veggies Day  
17: National Eat your Veggies Day  
Third Sunday of June: Father's Day



## July

Fourth Sunday of July: Parents' Day

## August

National Breastfeeding Month  
National Immunization Awareness Month  
First week of August: World Breastfeeding Week  
Second week of August: National Farmers' Market Week  
Last week of August: Black Breastfeeding Week



## September

Fruits and Veggies- More Matter Month

National Childhood Obesity Awareness Month

First Sunday in September: Grandparents Day

Last Saturday in September: Family Health and Fitness Day

Last Wednesday in September: National Women's Health and Fitness Day

29: World Heart Day

## October

Healthy Literacy Month

SIDS Awareness Month

Farm to School Month

1: World Vegetarian Day

First Monday of October: Child Health Day

10: World Mental Health Day

Third week of October: National Health Education Week

Third Friday in October: National Mammography Day

16: World Food Day



## November

American Diabetes Month

National Family Caregivers Month

8: Cook Something Bold Day

Thanksgiving: National Family Health History Day

## December

First full week in December: National Influenza Vaccination Week

**Monitoring** your social media pages allows you to respond as soon as possible to questions, comments, and other feedback. Seek ongoing feedback from WIC participants and staff. Frequently and consistently monitor accounts for necessary strategic changes.

- Responding to posts on your social media page:
  - Refer to your agency's social media policy for guidance on responding to comments.
  - In general, it's good practice to respond to all comments within 24 hours. Remember that interaction with your audience is what social media is all about!
  - If people are choosing to interact with you on a social media page, they are doing so in a public space. Consider whether a question should be moved to a private message. When responding to a comment on Facebook, there is the option to respond as a comment or direct message to the user. If you direct message in response to a comment, below the comment it will say, "Page responded privately" so that it doesn't look like you didn't address the comment.
  - Social media should not be used to discuss sensitive information.
- Regularly review Facebook analytics for page-specific insights to see how people are connecting with your page
  - **Actions on Page:** See what actions people are taking on your page, including whether they are going to your website, and the number of times people called your business from your page.
  - **Page Views:** See how many people are viewing your page and what sections they are looking at. Then, get aggregate details on your audience by age, gender, and location. Use this information to target different audiences with boosted posts and ads, or tailor your content to their interests.
  - **Page Likes:** See total page likes and new page likes.
  - **Reach:** This is the number of people who have had your Facebook posts on their screen, and saw, liked, shared or commented on them. This helps you learn which posts get the most attention, allowing you to create more of the kinds of posts people will interact with.
  - **Post Engagements:** See a breakdown of how each of your Facebook Page posts has performed over time. You'll see how many people each post has reached, how many responded with clicks and reactions, and the type of post, so you can quickly analyze what is working best.
  - **Videos:** This shows the number of people who have viewed a video for more than three seconds.
  - **Page Followers:** The number of people that follow your page. Whenever someone likes your page, they automatically follow it. You can see insights about the number of followers your page has and how many people stopped following your page over time.

## Examples of Social Media Used by Local Agencies

### Themed days

#### Wood County WIC "WIC Wisdom Wednesdays"

#WICWisdomWednesday is by Lynz this week!

I know for myself that meal prepping is crucial if I want to stick to healthier options. Normally I write a list, get all my groceries and then on an early morning I cut everything up and put into containers.

When I go to cook a meal, I have everything ready and make an extra large batch to last me a few meals.

Keeping things in the fridge such as washed vegetables and fruits to grab and go instead of chips and cookies makes the healthy choice an easy choice!

Here is a picture of a small portion of vegetables I cut up to last a few meals!



#### La Crosse County WIC "WIC Wednesday"

La Crosse County Health Department  
April 25 at 2:00pm · 🌐

Tag a Mom who inspires you and tell us why! #wicwednesday



"Tuesday Tip of the Week,"

"Farmers Market Friday,"

"Throwback Thursday"

"Friday Fun"

#### Sixteenth Street WIC: Recipes

Sixteenth Street WIC  
May 4 at 11:59am · 🌐

#### SUPER SMOOTHIE

Blend the following  
on high until smooth,  
then pour into glasses.  
Makes 2 servings.

- 1 large banana
- 1 cup fresh fruit (such as peaches, strawberries, blueberries)
- 8 oz yogurt
- ½ cup 100% fruit juice

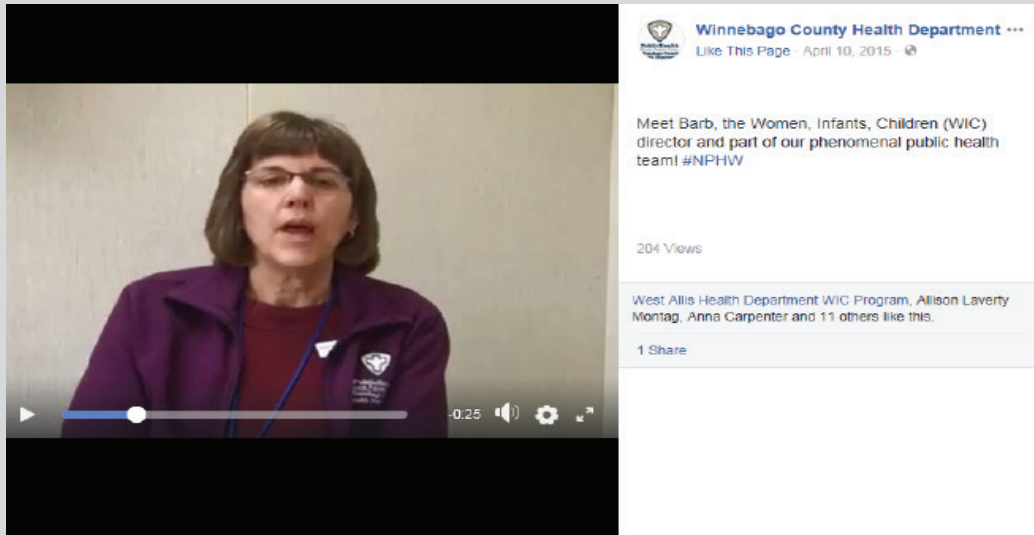


👍 Like

💬 Comment

## Examples of Social Media Used by Local Agencies Continued

### “Get to know your WIC staff” photos and videos



**Winnebago County WIC**



**Nutrition and Health AssociatesWIC**



## PART THREE:

# OUTREACH PLAN AND LOG

*After an assessment is complete and the agency has identified needed areas of outreach, an outreach plan will facilitate the outreach activities for the year. Each goal identified in the outreach plan will be developed through the outreach goal and log. The log serves as a record of outreach activities completed throughout the year. These tools, in completion, will fulfill the requirements of Policy 6.6. If a different outreach plan and log will better meet the needs of the local agency, discuss with your regional consultant.*





## **Directions for using the *Outreach Plan Assessment Tool* and *Outreach Plan and Log***

An outreach plan and log is required to be completed every two years. The Outreach Plan Assessment Tool is recommended to help determine and focus the outreach plan, but is not required. The Outreach Plan and Log is required to be completed every two years, but needs to be reviewed and updated, as appropriate, annually. It can be used as a working document for the duration of the activity, as well as evaluation.

### **Use the Outreach Assessment Tool to guide the process.**

- **Identify your agency's needs**

Do you want to increase caseload, to increase WIC referrals, to enhance services, or increase community support?

- **Identify your target audience**

Who do you want to reach—eligible people, the general public, a certain demographic group, health care staff, or professionals referring participants to WIC?

- **Define goal and objectives**

What is it you would like your audience to do once they hear your message?  
Who will do what, how, where, and by when?

### **Create an Outreach Log for each identified goal.**

1. Document the targeted audience.
2. Describe the activities to meet the goal.
3. Assign WIC staff responsible for completing the activity.
4. Determine where and when the activity will take place.
5. Work on action steps throughout the year, evaluate success and indicate if the goal was met. If they were not, address why. Describe potential next steps.
6. Evaluate the plan after one year and make any needed changes.
7. Contact your regional consultant for technical assistance as needed.

Project # \_\_\_\_\_ Years of Plan: \_\_\_\_\_ Date Developed: \_\_\_\_\_ Date Reviewed: \_\_\_\_\_  
(2 years)

## Outreach Plan Assessment Tool

*This is not required, but may be useful when developing the required Outreach Plan.*

<b>Overall Assessment</b>	
<b>Target Audience(s)</b>	
<b>Goal/Plan(s)</b>	



## Outreach Plan Assessment Tool – Example

*This is not required, but may be useful when developing the required Outreach Plan.*

<b>Overall Assessment</b>	<p><b><i>What do you need to increase caseload, increase WIC referrals, and enhance services?</i></b> See the Outreach Guide to find sources of data that may be useful for the assessment.</p> <ul style="list-style-type: none"> <li>• What changes in caseload have you noticed?</li> <li>• Who are the underserved people in your community? How will you reach them?</li> <li>• Once you identify the needs in your community, prioritize them based on time and resources available to implement these outreach activities.</li> <li>• How did your WIC clients learn about WIC?</li> </ul> <p><b>Example:</b></p> <ol style="list-style-type: none"> <li>1) Want to increase outreach to pregnant moms as we know there are 750 pregnant women that qualify for Medicaid in county and we have only 500 pregnant WIC participants.</li> <li>2) Need to outreach to the Karen refugees as an influx of refugees have entered the county. <ul style="list-style-type: none"> <li>• Ask other Karen refugees about a good place to connect with the population.</li> <li>• Are there barriers for the refugees to come to clinic—some staff found that the Karen population doesn't find the WIC food easy to use?</li> </ul> </li> </ol>
<b>Target Audience(s)</b>	<p><b><i>Whom do you want to reach?</i></b></p> <p>Whom do you need to connect with to increase WIC exposure in the community that fits the need above?</p> <ul style="list-style-type: none"> <li>• Potentially eligible people?</li> <li>• The general public or community group?</li> <li>• A particular demographic group?</li> <li>• Health care or social service provider?</li> </ul> <p><b>Example:</b></p> <ol style="list-style-type: none"> <li>1) Pregnant Moms <ul style="list-style-type: none"> <li>• Obstetrics offices</li> <li>• PNCC</li> </ul> </li> <li>2) Karen refugees <ul style="list-style-type: none"> <li>• Karen refugees enrolled in WIC</li> <li>• Local refugee service organization- to reach refugees and to see if the organization is willing to help educate about WIC foods?</li> </ul> </li> </ol>
<b>Goal/Plan</b>	<p><b><i>Which staff will complete the task in the plan? How, when, and where will this outreach occur?</i></b></p> <p><b>Example:</b></p> <ol style="list-style-type: none"> <li>1) Increase outreach to providers that come into contact with pregnant moms. <ul style="list-style-type: none"> <li>• Molly will reach out to Clinic XGY to talk with lead nurse about educating staff on WIC.</li> <li>• Will mail provider brochure with participant brochure and letter to OBs and pediatricians in rural areas. Will call to follow up after mailing.</li> </ul> </li> <li>2) Will provide outreach to Karen refugees <ul style="list-style-type: none"> <li>• All nutritionists will encourage Karen refugees to refer friends and family. Nutritionists will also evaluate first contact with a refugee family and focus counseling on how to use the WIC card and the WIC foods.</li> <li>• Jill will reach out to refugee service organization and develop collaboration with group by March 15.</li> </ul> </li> </ol>

Project # \_\_\_\_\_ Years of Plan: \_\_\_\_\_ Date Developed: \_\_\_\_\_ Date Reviewed: \_\_\_\_\_  
(2 years)

**Outreach Plan and Log:** For each goal, complete one plan and log. Complete the *audience*, *strategy*, and *who* sections as part of the Outreach Plan. When completed, fill in the *where*, *when*, and *evaluation* sections under “Log.”

**Goal:**

PLAN			LOG		
Audience	Strategy / Plan	Who	Where	When	Evaluation

Project # \_\_\_\_\_ Years of Plan: \_\_\_\_\_ Date Developed: \_\_\_\_\_ Date Reviewed: \_\_\_\_\_  
(2 years)

**Outreach Plan and Log Example:** For each goal, complete one plan and log. Complete the **audience**, **strategy**, and **who** sections as part of the outreach plan. When completed, fill in the **where**, **when**, and **evaluation** sections under “Log.”

**Goal:** *To increase outreach to providers that come into contact with pregnant moms.*

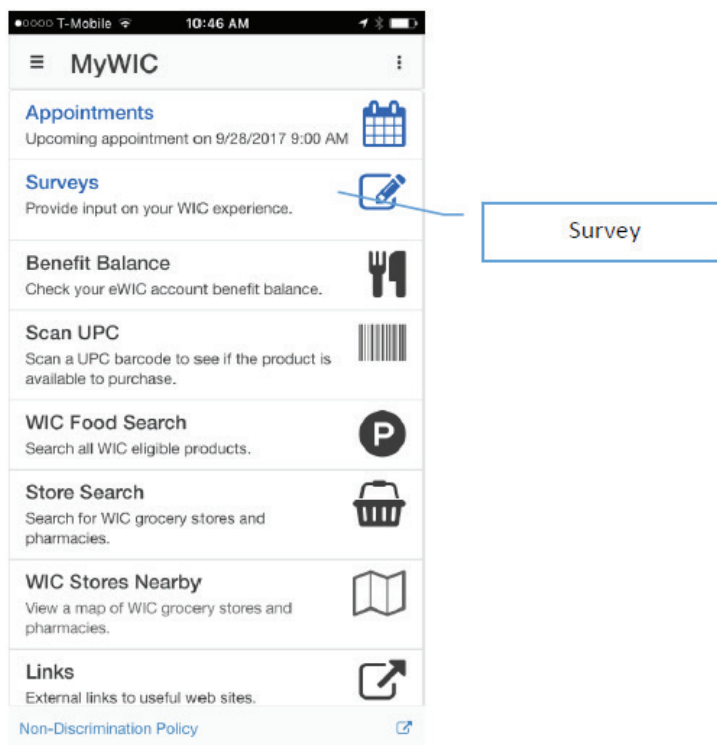
PLAN			LOG		
Audience	Strategies	Who	Where	When	Evaluation
<b>Population targeted</b>	<b>Describe activities and/or strategies to meet the goal</b>	<b>Staff responsible</b>	<b>Location/How</b>	<b>Date</b>	<b>What was the outcome of the activities, strategies, and next steps?</b>
<i>Providers at XGY clinic. (10 of them)</i>	<i>Will call and ask to talk with office manager or nurse manager at clinic to determine best plan for reaching providers.</i>	<i>Molly</i>	<i>Phone Call</i>	<i>2/15/19</i>	<i>Ended up having quick meeting with office manager and explained WIC program and our goal of developing a better relationship with them. She was interested and asked me to come to a meeting that all of the lead nurses for each provider attend in April.</i>
	<i>Will attend nurses meeting with nurses of XGY clinic. Will give 10 minute basic talk about WIC and provide provider brochures and WIC participant brochures to nurses. Will ask them to discuss with doctors and request that the participant brochures be placed in the waiting room. Will ask for the nurses' contact number, as well as what providers they work with. Will ask if there is anything that WIC may be able to help them with.</i>	<i>Molly</i>	<i>Nurse meeting at XGY clinic</i>	<i>4/5/19</i>	<i>Discussed WIC with nurses. Some seem to know about it, but others didn't know pregnant moms were eligible. Most seemed like they would talk with MDs about WIC. Were responsive to me, asking if I could email them later to see if there were any questions or if they needed more brochures.</i>

# APPENDICES



## A: MyWIC Smartphone Application Survey Directions

When a survey has been made available to a client, the survey menu link will appear on the main menu:



The survey questions from the app are shown below:

A screenshot of the 'Survey' app interface. The title is 'WIC Customer Satisfaction'. Below the title, there is a paragraph: 'Please answer the questions to help us improve our services. Your answers will be anonymous and won't affect your WIC benefits.' There are five numbered questions, each with 'Yes' and 'No' radio button options.

1. I was welcomed with a smile and in a friendly manner when entering the WIC Office.
2. The WIC Office was clean, attractive, comfortable, and safe.
3. Posters and signs are helpful and positive.
4. The WIC staff listened to me.
5. The WIC staff used words I understand.

A screenshot of the 'Survey' app interface showing questions 6 through 10.

6. WIC gave me ideas about how to make healthier choices for my family.
7. During the WIC appointment, all the staff treated me in a friendly way.
8. I would recommend this WIC Office to my family and friends.
9. One thing I really like about coming to WIC is
10. The most helpful education I've received from WIC is

A screenshot of the 'Survey' app interface showing questions 10 through 12 and a 'Submit' button.

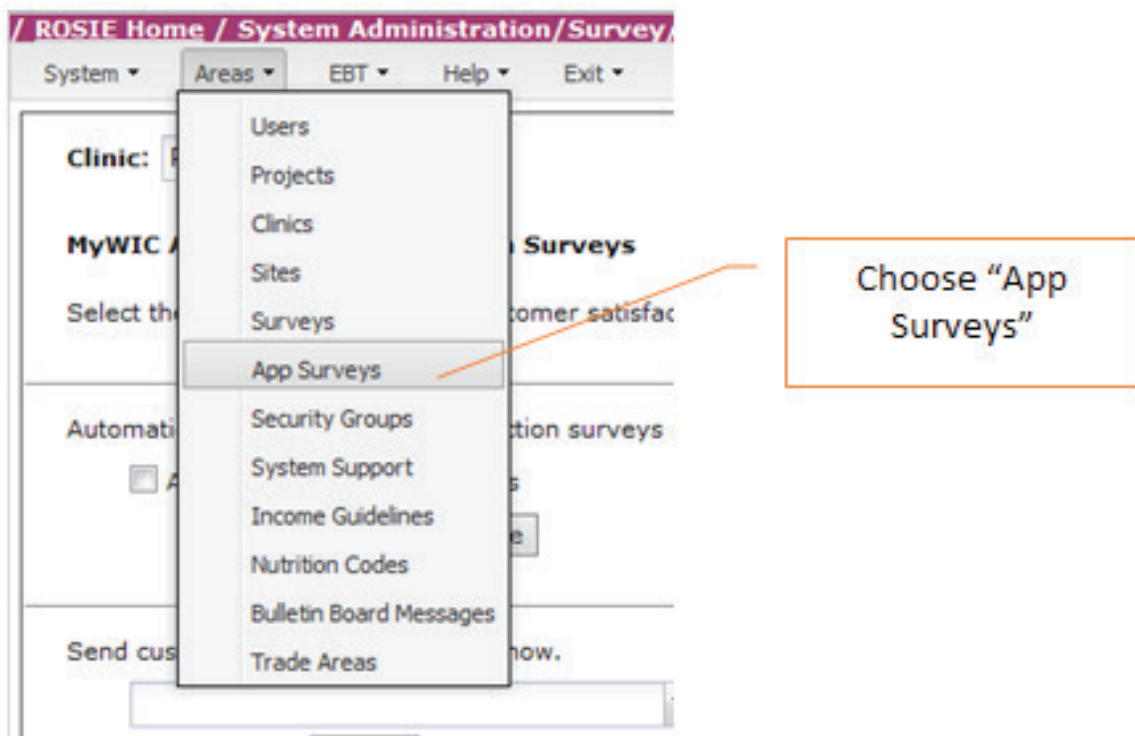
10. The most helpful education I've received from WIC is
11. The one thing that could have improved my appointment today was
12. Is there anything you would like to tell us?

Submit

Once a survey is sent to families, they can complete it at any time. Once completed, the results will be compiled in the ad hoc database under a table labeled App\_Survey. The information shown below will be available in the table:

project_id	Project ID of the family when the survey was completed.
clinic_id	Clinic ID of the family when the survey was completed.
survey_name	The short name for the survey.
survey_complete_dt	The date the survey was completed.
question_id	A short identifier for the question. This is not the full text description of the survey question.
Question_dc	The full text question as seen in the survey.
response	The response from the family for the survey question.

Project nutritionist and local project administrators have permissions within ROSIE to access the new survey area in ROSIE in System Admin under the Areas menu.



The app survey screen has three sections that can be used to send customer satisfaction surveys to a group of WIC families.

ROSIE Home / System Administration / Survey / AppSurveys

System ▾ Areas ▾ EBT ▾ Help ▾ Exit ▾

Clinic: Project 2 - Clinic 20 ▾

**MyWIC App Customer Satisfaction Surveys**

Select the options below to send customer satisfaction surveys to WIC families

Automatically send customer satisfaction surveys (check below).

☐ After kept WIC appointments

Save

Send customer satisfaction surveys now.

Families with benefits issued at the clinic ▾

Within the last 15 days.

Send Surveys

Send customer satisfaction surveys to specific families. Enter a list of ROSIE Family IDs in the text field below.

Send Surveys

**Note:** For projects with multiple clinics, use the drop-down at the top to send surveys for each clinic or only certain ones.

To send surveys **automatically** to clients after a kept WIC appointment, check the box shown and click “Save.”

ROSIE Home / System Administration / Survey / AppSurveys

System ▾ Areas ▾ EBT ▾ Help ▾ Exit ▾

Clinic: Project 15 - Clinic 150 ▾

**MyWIC App Customer Satisfaction Surveys**

Select the options below to send customer satisfaction surveys to WIC families

Automatically send customer satisfaction surveys (check below).

☒ After kept WIC appointments

Save



To send surveys to a **group** of families after a pre-defined event (i.e., benefit pickup), select the second option shown below.

Send customer satisfaction surveys now.

Families with benefits issued at the clinic ▼

Within the last 15 days.

Send Surveys

1. Choose one of the options in the dropdown (either benefits issued or kept appointments).
2. Enter a number of days in the “Within the last \_\_\_\_ days” text field.
3. Click the Send Surveys button to send the surveys. ROSIE will send the surveys to any family that meets the criteria selected.

**Note:** ROSIE will not continue to send surveys out after each benefit pickup or appointment with this option. Projects will have to return to this section when they want to send more surveys. This is a good option for projects that do not want to continually send surveys but only periodically want to survey families.

To send surveys to **specific** families, select the last option in the app survey screen. This option is useful for projects that are interested in sending a limited number of messages only to specific families.

## ROSIE Survey Frequency Details

ROSIE will not send a survey to a family more than once in a 180-day period. For instance:

1. A local project sets up recurring surveys after every WIC appointment.
2. A family comes in for a WIC appointment and received a survey in the MyWIC app.
3. The family comes in for another appointment three months later.
4. The MyWIC app will not prompt the family for another survey because they completed one within 180 days.



## B: Survey Examples

### Rock County WIC Customer Satisfaction Survey—English

1. I am welcomed with a smile and in a friendly manner when entering the WIC Office.
2. The WIC staff listen to me.
3. The WIC staff use words I understand.
4. The WIC staff explains the purpose of my visits.
5. WIC gives me ideas about how to make healthier choices for my family. What is the most useful education you have received from WIC
6. During WIC appointments, staff treats me in a friendly way.
7. My visits are completed in an acceptable amount of time.
8. I would recommend WIC to my family and friends.
9. One thing I really like about coming to WIC is:
10. The one thing that could improve my WIC visits is:

### Rock County WIC Customer Satisfaction Survey - Spanish

1. Soy bienvenida con una sonrisa y de manera amistosa al entrar a la oficina de WIC.
2. El personal de WIC me escucha
3. El personal de WIC utiliza palabras que yo entiendo.
4. El personal de WIC me explica el proposito de mi visita.
5. WIC me da ideas sobre cómo tomar decisiones más saludables para mi familia.  
¿CUÁL ES LA EDUCACIÓN MÁS ÚTIL QUE USTED HA RECIBIDO DE WIC?
6. Durante las citas de WIC, el personal me trata de una manera amigable.
7. Mis visitas se completan en un tiempo aceptable.
8. Yo recomendaría el programa de WIC a mi familia y a mis amigos.
9. Una cosa que me gusta de venir al WIC es:
10. La única cosa que podría mejorar en mis visitas de WIC es:

## Lacrosse County WIC Feedback Survey

1. How did you hear about WIC?
2. How easy was it to find information about WIC?
3. How did you apply for WIC?
4. Rate your experience applying over the phone?
5. Were you aware that you can apply online?
6. Please rate your experience with the following?
  - a. Overall experience
  - b. Experience at check-in (front-desk)
  - c. Experience with screener (height/weight, and/or finger poke)
  - d. Experience with dietitian
  - e. Overall appointment experience
  - f. Finding WIC-approved foods at the store
  - g. Overall checkout experience at the store
7. Do the current appointment times fit your schedule?
8. Which added appointment times would better fit your schedule? Check all that apply:
  - a. Early morning (7-8 a.m.)
  - b. Lunch hour (11 a.m.-1 p.m.)
  - c. Late afternoon (4-7 p.m.)
  - d. Friday afternoon
  - e. Saturday (7-11 a.m.)
  - f. Other (please specify)
9. Was it easy to find the WIC office?
10. Which of the following best describes the length of your appointment?
11. Would a visit summary following your WIC visit be helpful? (A visit summary would include your next appointment and height/weight/blood measurements.)
12. Rate your confidence on the following pieces of the WIC program:
  - a. Using the WIC card
  - b. Identifying WIC-approved foods
  - c. Checking your WIC food balance
  - d. Using the WIC app
  - e. Accessing wichealth.org
  - f. Receiving a knowledgeable answer from WIC staff

## C: Provider Letter - Template

[Click here](#) for a link to the word version that you can customize

### (AGENCY LETTERHEAD)

Dear **Physician/Provider**,

The **(AGENCY NAME)** Women, Infants and Children (WIC) Program would like to strengthen the collaboration with your office. As you may be aware, the **(AGENCY NAME)** WIC Program assists **(COUNTY NAME)** families who struggle to buy healthy foods. Currently, in **(COUNTY NAME)** we are providing service to over **(# OF PARTICIPANTS)** WIC participants. About 50% of infants in Wisconsin qualify for the WIC Program.

Included in this envelope is a Helping You Work Wonders brochure to introduce and explain WIC qualifications and the many services we provide to families. WIC's success as the nation's premier public health nutrition program is in part due to our Four Pillars of Health, which include:

- Healthy foods, such as fruits, vegetables, low fat dairy, and iron-fortified foods.
- Nutrition assessments and education completed by Registered Dietitian Nutritionists.
- Breastfeeding education and support.
- Referrals to health care, community services, and social services.

We encourage our participants to have a medical home and keep their appointments, and reinforce the diet and health recommendations made by their providers. Research shows that providing WIC services saves health care dollars. For every dollar spent on WIC for a pregnant woman, it is estimated that \$4.21 is saved in medical costs. Recently, both JAMA and ACOG released position statements that have encouraged collaboration with WIC.

WIC is passionate about supporting and helping families. The collaboration with our providers in **(COUNTY NAME)** plays a key role in improving the health of our community. We have provided a few outreach brochures that can be left in the waiting room or used for referrals with any pregnant woman or family with a child under the age of 5 years. If you would like more brochures, we would be happy to send them to your office.

Please feel free to call or email with us any questions you have about our WIC Program. We would be happy to hear from you.

Sincerely,

**NAME**  
**TITLE**  
**ADDRESS**  
**PHONE**  
**EMAIL**

# Relationship-Building Meeting Guide

## WHY SHOULD YOU BUILD A RELATIONSHIP?

Hospitals and WIC agencies are two important pillars in the local community, especially among expectant and new families. They often serve the same individuals and share the same public health goals. However, their efforts are not always coordinated.

By developing a strong relationship between decision makers within these organizations, hospitals and WIC agencies can **align their work** and **create a larger impact in the lives of the families they both serve**.

---

## HOW TO USE THIS GUIDE

This guide is designed to serve as a suggested outline for an hour-long, relationship-building meeting between local WIC and hospital decision makers.

Each section includes an agenda topic, directions or considerations for the WIC contact, and bulleted sample talking points. It is recommended you spend about 10 minutes per topic to ensure you get through all the sections.

Remember, **this guide is a starting point**. Feel free to customize each section to best suit your current relationship with your local hospital and your goals for the meeting.

---

## INTRODUCTIONS

**Directions:** Ask the following questions of your hospital's decision maker and share your answers to the questions as well.

- What is your name and title?
- What do you see as your biggest priority in your role?
- What about a relationship between our two organizations are you most excited about?

---

## ABOUT THE HOSPITAL

**Directions:** Learn about your local hospital's successes, goals and challenges.

- What is an accomplishment you are most proud of lately?
- What do you wish moms were more prepared for?
- What are your challenges?
- Tell me about your biggest referring prenatal clinic.
  - Is it associated with the hospital or private?
  - Where is it located?
- How could we help you with discharge education and referrals?
  - Would you be interested in: posters, brochures/handouts, breastfeeding peer counselors on the birthing center floor, or displays set up about WIC food packages?

---

## ABOUT WIC

**Directions:** Provide information about WIC services and recent statewide initiative. Leave copies of the *WIC Provider Brochure* and *Initiative Guide* with your hospital's decision maker as takeaways from the meeting.

**OPTIONAL:** Use the *About WIC Presentation & Speaker Notes* for visuals and detailed talking points.

### ELIGIBILITY

- We serve low-income pregnant, breastfeeding and postpartum women, infants and children up to age 5.
- More families qualify for WIC than many people realize.
  - 52% of Wisconsin infants qualify for WIC.

- A family of four can qualify for WIC with an annual income of about \$45,000.

#### WIC SERVICES

- We provide food packages and nutrition education; breastfeeding support and promotion; and referrals to other health and community services.

#### COMMITMENT TO BREASTFEEDING

- Breastfeeding families receive more benefits for longer than non-breastfeeding families.
- Breastfeeding peer counselors – former WIC clients that have breastfed – support moms pre- and postnatally.

#### STATEWIDE INITIATIVE

- Our current statewide initiative is all about care coordination and surrounding families – prenatally, in the hospital and after discharge –with the support they need to reach their breastfeeding goals.

#### PREPARING MOMS FOR THE HOSPITAL

- WIC is particularly focused on preparing moms for the hospital experience.
- It's easier for hospital staff to deliver evidence-based practices when mom is prepared to receive them.
- WIC staff are completing 8 hours of training on evidence-based maternity care practices and implementing educational and counseling tools that coordinate with the training.

#### HOSPITAL STAFF SURVEY, REPORT & TOOLS

- Hospital Staff Survey gathers staff's perceptions of current practices, mothers' preparedness, knowledge of and referral to WIC, as well as interest in participating in quality improvement efforts.
- Hospitals that have staff complete the survey receive FREE:
  - Personalized report showing what's going on in the hospital and who wants to do QI activities
  - Evidence-based tools to address any gaps the report identifies
    - Because of a commitment to establishing consistent messaging, these are the same tools WIC agencies across the state are using.
- You mentioned you wish moms were more prepared for \_\_\_\_\_. What I'm most excited about is that this report will show what staff wish moms were more prepared for and my WIC staff will be able to prioritize their prenatal conversations with families appropriately.

### IMMEDIATE NEXT STEPS

**Directions:** Keep the momentum going and continue to learn about each other's organizations. With your hospital's decision maker, select activities to immediately follow-up your relationship-building meeting. It is suggested you both *complete* the activities you choose within a month of your initial meeting.

- Would you be interested in having your staff complete the 10-minute Hospital Staff Survey?
- Would you and any other members of your staff like to take a tour of my WIC clinic?
- Could I (and some of my staff) take a hospital tour?
- Can I give a 10-minute presentation about WIC at a Baby-Friendly (QI) Task Force meeting?
- Can my WIC agency set up display in the hospital on WIC food packages (or other services)?
- Would you like to have a joint visit to the largest hospital-associated prenatal clinic?

### RECURRING RELATIONSHIP-BUILDING ACTIVITIES

**Directions:** Work with your hospital's decision maker to select recurring future activities that build on the foundation this meeting has laid. Try these activities for 3-6 months and then assess if you'd like to continue them.

- Would you like to have a monthly 15- to 30-minute meeting with me?
- Can I attend your hospital's Baby-Friendly (QI) Task Force meetings regularly?
- Would you like me to provide updated WIC materials to your hospital on regular basis?



## E: Faith-Based Community Letter Example

Dear Church Staff,

Do you ever have members come to you in financial need or lacking healthy foods for their family? We are reaching out to you today with information that could help some of these families. The Eau Claire City-County Women, Infants and Children Nutrition Program (WIC) provides nutrition education and healthy foods to assist families with healthy eating lifestyles. Many working families qualify for WIC. The program uses the same income criteria as free and reduced school lunches. Families who qualify for Kinship, W-2, or Food Share are eligible and those who receive Medicaid or Badgercare Plus may be eligible.

Members who are pregnant and/or have children under the age of 5 may qualify to receive:

- Time to talk with WIC nutritionist about nutrition with the family.
- Support for breastfeeding
- Assistance to buy healthy foods, such as: milk, fruit juice, peanut butter, fruits, vegetables, cereal, whole grains, eggs, baby foods, and some infant formulas, if needed.
- Help monitoring healthy growth and development.

Currently, half of the babies born in the U.S. participate in the WIC program. Help your parishioners grow stronger and have a healthy start to their life by referring them to the WIC program. Included in this packet are:

- A poster to hang.
- Brochures that could be used by staff to pass out to families in need or to be placed at the back of church or included in new member packets.
- An insert that can be placed in your church's bulletin or newsletter.
- An announcement that could be used in front of your members or for one-on-ones when meeting with families.

If you would like to learn more or have questions regarding the WIC program, Beth Draeger, WIC director for Eau Claire County, or one of the staff members would be happy to provide you with more information. They can be reached at 715-839-5051. Please feel free to call this number if you would like more brochures to put out for your members or for any other questions you may have.

Thank you for your time and we hope that this resource is able to assist your members,

Eau Claire City-County WIC Staff

## F: Faith-Based Community Bulletin Announcement Example

### **WIC Announcements for Faith-Based Communities**

Below are examples that Eau Claire WIC used to announce services at churches, as well as place announcements in church bulletins.

#### ***Announcement for Faith Community Members:***

The Eau Claire City-County WIC Nutrition Program provides nutrition education and healthy foods to assist families with healthy eating lifestyles. This program is unlike many other programs because income requirements are higher so many working families qualify. If you would like more information on this program, there [are brochures in the back of church or there is more information in the bulletin].

#### ***In addition for churches in rural communities:***

WIC is available at the Eau Claire office AND at the WIC clinic in Augusta! WIC now has new hours in Augusta to better serve you. The Augusta clinic is held every third Tuesday from 10:00 a.m. – 5:30 p.m. at the Augusta Senior Center (601 Main St.).

#### ***Information to be included in the bulletin:***

#### **Pregnant or have a child under age 5? WIC can help your food dollars go further!**

Over ½ of all children in the U.S. grow stronger with nutritional assistance from WIC!

#### **Why WIC?**

- Available in Eau Claire AND Augusta
- Hours that work for you
- Helps you provide healthy foods for your family

**Call today for more information or to schedule an appointment!  
715-839-5051**

#### ***In addition for churches in rural communities:***

WIC is available at the Eau Claire office AND at the WIC clinic in Augusta! The Augusta WIC clinic now has new hours to better serve you! The Augusta clinic is held every third Tuesday from 10:00 a.m. – 5:30 p.m. at the Augusta Senior Center (601 Main St.).

# WIC

# WIC

# WIC

## FOR HEALTHY MOMS AND KIDS

- NUTRITION INFORMATION
- HEALTHY FOODS
- BREASTFEEDING SUPPORT
- AND MORE!

**Pierce County WIC**  
**715-273-6758**

Gross Income (Before deductions) updated  
July 2017

Family Size	Weekly Income
2	\$578
3	\$727
4	\$876
5	\$1,024
6	\$1,173



This institution is an equal opportunity provider.

## FOR HEALTHY MOMS AND KIDS

- NUTRITION INFORMATION
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2	\$578
3	\$727
4	\$876
5	\$1,024
6	\$1,173



This institution is an equal opportunity provider.

## G: Grocery Bag Stuffer Example

[Click here](#) for a link to the word version you can customize.

## H: Press Release Examples

1.



### **MEDIA CONTACT:**

[First Name, Last Name]

[Telephone: (XXX) XXX-XXXX]

[Email Address]

FOR IMMEDIATE RELEASE

### **WIC ENROLLMENT: THE SOONER, THE BETTER**

(City, WI) [Month, Day, Year] – Wisconsin WIC Nutrition Program (Women, Infants and Children) encourages all pregnant mothers to take advantage of WIC services during the first trimester of pregnancy to improve birth outcomes and the overall health of mom and baby.

Serving over 90,000 participants monthly throughout Wisconsin's 72 counties, WIC's goal is to provide nutrition education, breastfeeding support, nutritious supplemental foods, and health care referrals to low and moderate-income mothers. Early enrollment in WIC is proven to increase healthy birth outcomes and improve overall health. Mothers who seek prenatal care earlier in pregnancy consume more key nutrients, such as iron, folic acid, protein, calcium, and other vitamins and minerals. WIC also improves the dietary intake of pregnant and postpartum women. Studies have shown that WIC mothers have a reduced rate of premature birth and low birth-weight babies.

"Pregnant mothers should schedule an appointment immediately with a health care provider to receive medical advice and childbirth education. We advise that prenatal nutrition be implemented as soon as possible to prevent nutrition deficiencies and ensure healthy development of the baby. WIC is designed so that mothers do not have to wait until after their pregnancy to receive WIC food benefits," explained **[Quote from staff – name, title of staff person]**.

Even if a mother has already delivered a baby, it's not too late to enroll in WIC. Income-eligible families with children from birth to 5 years can benefit from the healthy outcomes of WIC throughout the early development of their children's lives, including improved readiness for school, healthy growth and development, and up-to-date immunizations. In addition to nutrition services, WIC mothers receive referrals to other programs, including Prenatal Care Coordination (PNCC), smoking cessation, drug and alcohol abuse counseling, BadgerCare Plus, Head Start, and FoodShare.



## WIC Enrollment: The Sooner, The Better - page 2

### **About WIC**

The Wisconsin WIC Program (Special Supplemental Nutrition Program for Women, Infants and Children) is administered at the federal level by the Food and Nutrition Service of the U.S. Department of Agriculture. The WIC program was established in 1974 to provide federal grants to states for nutrition education, supplemental foods, and health care referrals for low and moderate-income pregnant, breastfeeding, and nonbreastfeeding postpartum women, as well as infants and children who have a health or nutrition need.

To assess eligibility or to find out more about WIC services, visit:  
<http://www.dhs.wisconsin.gov/wic/> or call the hotline at 1-800-642-7837.

###

2.



**MEDIA CONTACT:**

[First Name, Last Name]

[Telephone: (XXX) XXX-XXXX]

[Email Address]

FOR IMMEDIATE RELEASE

**HEALTHY EATING ROUTINE STARTS AT THE FAMILY TABLE**

(City, WI) [Month, Day, Year] – Wisconsin WIC Nutrition Program (Women, Infants and Children) provides practical guidelines for parents to initiate healthy eating behaviors and routines during the child’s early developmental years. Best practices are formed during these younger years on the importance of healthy eating, appropriate portion sizes, taste preferences and nutritional value.

During developmental years, it is best for children to have an eating routine that consists of three primary meals and two snacks, given at about the same time each day. It is important for mom and dad to understand this is a process where the child is learning to eat when hungry and stop eating when full. Meal portions should be served as child size servings; starting with about one tablespoon of each food for each year of the child’s age. During these developmental years, parents should allow children to explore and become comfortable with eating a variety of foods, but never force them to eat.

Set meal times are important for younger children. “Meal time has always been centrally important, but especially in a household with younger children since it is a new learning experience for them. Parents must be encouraging and let their children know it is okay to dislike certain foods, but always promote healthy options,” suggested **[Quote from staff – name, title of staff person]**. Whenever possible, parents should allow the child to serve themselves, as this gives them insight on making their own food decisions.

WIC nutritionists talk with parents about their child’s nutrition needs, growth, health history and family eating habits. WIC moms receive meal planning tips, recipes, and information on how to shop on a budget. WIC children receive healthy foods such as: low-fat milk, whole grain cereal, 100% fruit juice, eggs, peanut butter, fruits and veggies, brown rice and many others. For a complete listing of WIC foods, visit: <http://www.dhs.wisconsin.gov/wic/foods/apprvfood.htm>.

Wisconsin WIC Nutrition Program seeks to improve the overall well-being of children and their full development. WIC not only provides nutrition expertise but also refers to pediatric health care services. WIC children are more likely to have a regular source of medical care and up-to-date immunizations. In addition, referrals are made to Early Head Start and Head Start Programs. Children who receive WIC food benefits demonstrate improved readiness for school. Nutrition education is a cornerstone of the program, which helps to improve children’s diets.





Healthy Eating Routine Starts at the Family Table continued - page 2

### **About WIC**

The Wisconsin WIC Program (Special Supplemental Nutrition Program for Women, Infants and Children) is administered at the federal level by the Food and Nutrition Service of the U.S. Department of Agriculture. The WIC program was established in 1974 to provide federal grants to states for nutrition education, supplemental foods, and health care referrals for low and moderate-income pregnant, breastfeeding, and nonbreastfeeding postpartum women, as well as infants and children who have a health or nutrition need.

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### 3.



#### **MEDIA CONTACT:**

[First Name, Last Name]

[Telephone: (XXX) XXX-XXXX]

[Email Address]

FOR IMMEDIATE RELEASE

#### **MOTHER'S MILK OUTPOURS HEALTHY BENEFITS**

(City, WI) [Month, Day, Year] – The Wisconsin WIC Nutrition Program (Women, Infants and Children) Program encourages all moms to breastfeed, as it is the healthiest option for infants. In support of breastfeeding, WIC mothers are provided information through counseling and educational materials, and receive follow-up support through mom-to-mom counselors, as well as breast pumps and aids to help support the initiation and continuation of breastfeeding. Healthy foods provided by WIC promote and support the establishment of successful, long-term breastfeeding.

WIC provides breastfeeding information to ensure that moms are knowledgeable on the importance of breastfeeding and its nutritional value for optimal health of the baby. Breast milk is the normal food for babies, is easily digested to meet all dietary needs, and contains disease-fighting substances such as immunological and anti-inflammatory substances that are not found in infant formulas. "We are strong advocates of breastfeeding and we educate all moms on the nutritional value it has during a baby's first year of life. Breastfed babies have a lower risk of ear and respiratory infections, intestinal problems, allergies, eczema, childhood leukemia, obesity, and diabetes. The health benefits are mutual for mothers, as the likelihood of ovarian and breast cancer is reduced, and most moms return to pre-baby weight quicker due to the additional calories burned," explained **[Quote from staff – name, title of staff person]**.

Breastfeeding moms are eligible to participate in WIC longer than non-breastfeeding mothers. Currently, 72 percent of Wisconsin WIC mothers have begun to breastfeed their infants. WIC provides a support system for breastfeeding moms to assist them through the process effectively. WIC clinics have highly trained specialists and mom-to-mom counseling, to help new moms have a successful breastfeeding experience.

To further increase awareness of breastfeeding, WIC's national campaign entitled, "Loving Support Makes Breastfeeding Work," encourages WIC moms to initiate and continue breastfeeding. WIC has the largest public breastfeeding promotion program in the nation, providing mothers with education and support; increasing general public acceptance and support of breastfeeding; and providing technical assistance to WIC state and local agency professionals in the promotion of breastfeeding.



Mother's Milk Outpours Healthy Benefits continued - page 2

### **About WIC**

The Wisconsin WIC Program (Special Supplemental Nutrition Program for Women, Infants and Children) is administered at the federal level by the Food and Nutrition Service of the U.S. Department of Agriculture. The WIC program was established in 1974 to provide federal grants to states for nutrition education, supplemental foods, and health care referrals for low and moderate-income pregnant, breastfeeding, and nonbreastfeeding postpartum women, as well as infants and children who have a health or nutrition need.

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###



## PORTAGE COUNTY HEALTH AND HUMAN SERVICES **Division of Public Health**

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### Media Release

#### IMMEDIATE RELEASE

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#### IMPACTS OF WIC

(March 27, 2018) With National Nutrition Month upon us, it is important to join in the growing movement to create the healthiest nation. Nearly 100,000 people in Wisconsin receive WIC support. Below is just one story, one WIC Voice:

Natasha is a 27 year-old pregnant woman, working full time and still worries about having enough food for their family. Now that she is pregnant, finances concern her. She has learned that she needs a healthy diet during pregnancy so she enrolled in Women, Infants, and Children (WIC). Since then she has been able to supplement both her and her future newborn's diet with healthy foods.

WIC is a supplemental nutrition program that started in 1972 to address the negative impacts of poverty on health. It serves pregnant and breastfeeding women, infants, and children up to age 5. In addition to increasing access to healthy foods, the program has grown to provide nutrition counseling, breastfeeding support, and community referrals.

WIC targets under nutrition during the most important time for human brain development. The American Academy of Pediatrics emphasizes that babies born to mothers who participated in WIC have lower rates of anemia, fewer premature births, and overall healthier infants.

Nearly 1,900 Portage County residents are eligible for WIC services however only 54% actively participate. If you know of someone who may benefit from WIC, or even yourself, please visit <http://signupwic.com> or call 1-800-

722-2295 to find your nearest WIC office. We all have a role to play, so help us celebrate National Nutrition Month and WIC by become part of the movement to create the healthiest generation.

### (3 hash marks ends story)

*Where Government Serves the Community*



## Chippewa County Department of Public Health

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### FOR IMMEDIATE RELEASE

April 2, 2018

**Contact:** Judy Fedie, MS, RDN, CD, Nutrition Division Manager  
715-726-7909

### PUBLIC HEALTH AND WIC: MAKING THE HEALTHY CHOICE THE EASY CHOICE

(April 2, 2018) With National Public Health Week 2018 upon us, everyone is encouraged and invited to join in the growing movement to create the Healthiest Nation by 2030. Creating the healthiest nation requires working together to make the places where we live, learn, work, worship and play promote our health, not threaten it.

As the nation's premier public health nutrition program, the Women, Infants, and Children (WIC) Program is a cost-effective sound investment insuring the health of our children. Improving our health means ensuring conditions where everyone has the opportunity to be healthy. The WIC Program does this by:

- Promoting and supporting women and their families in feeding their infants. WIC provides breastfeeding support including visits with trained lactation staff, mother-to-mother support from a breastfeeding peer counselor, offering a breast pump program for working and school-attending mothers
- Providing healthy foods for women and young children up to age 5 years which are rich in nutrients needed during rapid periods of growth and development.
- Providing nutrition information and family feeding tips to help women and children select and eat a nutrient-rich diet.
- Connecting families with health and community resources for raising healthy children

WIC Program and other county health department staff also work with community partners to create environments, policies and practices that promote and support good nutrition. People are more likely to choose the healthy option when the environment around them makes that healthy choice the easy or



default choice. For example, women employed outside the home or attending school are more likely to breastfeed their infants through the child's first year of life when their work or school environment gives them the time and appropriate place for breaks to pump milk for their baby. Or, parents are more likely to choose the healthy beverage option for their children in a restaurant when milk or water is the default beverage served.

All of us working together and striving for the Healthiest Nation 2030 will help America:

- Ensure a productive and globally competitive workforce
- Reduce health care costs by preventing diseases and injuries that are expensive to treat
- Enable citizens to pursue their American dream without hindrance by poor health

If you know of someone who may benefit from WIC, or even yourself, please visit

<http://www.co.chippewa.wi.us/wic> to connect with the Chippewa County WIC Program. We all have a role to play, so help us celebrate National Public Health Week 2018 and WIC by becoming part of the movement to create the healthiest generation.

-END-



## Chippewa County Department of Public Health

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For Immediate Release: July 17<sup>th</sup>, 2017

### **Only 1 in 5 babies are fed breastmilk their first 6 months of life.**

*World Breastfeeding Week is August 1<sup>st</sup>-7<sup>th</sup>*

**Chippewa Falls, WI, July 25<sup>th</sup>, 2017** – The Chippewa County Health Department joins the Northwestern Wisconsin Breastfeeding Network (NWBN) and Eau Claire City-County Health Department in celebrating World Breastfeeding Week. The theme this year is working together to help protect, promote, and support breastfeeding.

The World Health Organization recommends women give their babies only breastmilk for the first 6 months and continue to breastfeed until 2 years of age and beyond. In Wisconsin, only 1 in 5 babies are fed breastmilk for their first 6 months of life.

Giving a baby breastmilk benefits everyone. Breastmilk helps reduce a baby's risk for illness and disease. Breastfeeding is the most affordable way to feed a child. It creates less waste and makes for a cleaner environment. Breastfeeding improves the health of infants, mothers, families and communities. "Mothers who have support and encouragement from their doctor, their baby's doctor, family, friends, coworkers, and breastfeeding specialists have greater breastfeeding outcomes and confidence. As the Breastfeeding Peer Counselor, I am inspired by the moms I work with and enjoy being a support through tough situations and celebrating successes with moms," says April Krumenauer, Breastfeeding Peer Counselor for Chippewa County WIC.

**Do you want to support breastfeeding? Wear green and join us to help support breastfeeding in our community with The 2<sup>nd</sup> Annual Walk to Support Breastfeeding.**

**Where:** Irvine Park – Chippewa Falls, Hollow Shelter

**When:** Tuesday, August 1<sup>st</sup> 6:00 pm

*\*Water and a light snack will be provided.*

For questions about breastfeeding or how to support breastfeeding contact Chippewa County Health Department or WIC Program at 715-726-7900 or visit

<http://www.co.chippewa.wi.us/government/public-health>