

Understanding the National WIC Recruitment and Retention Campaign

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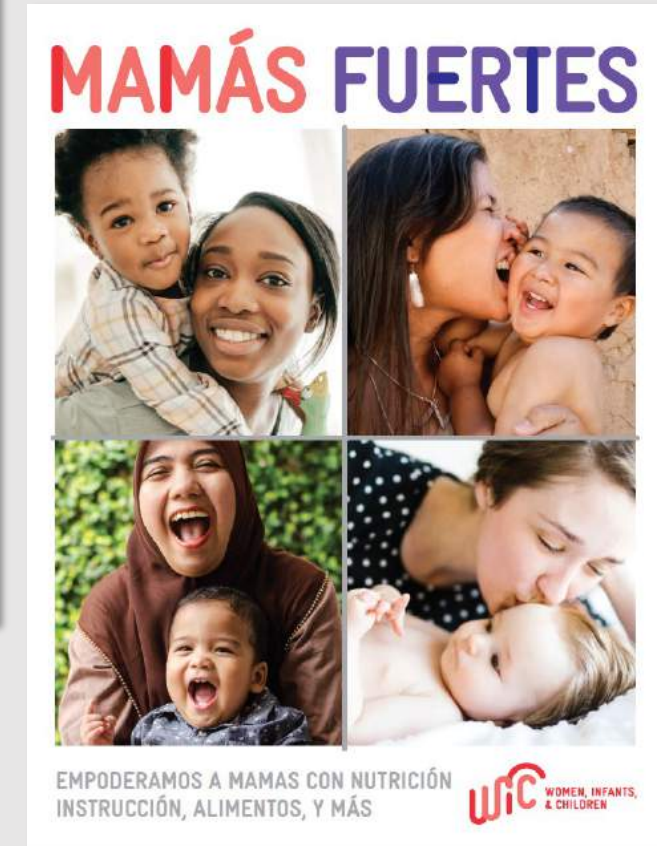
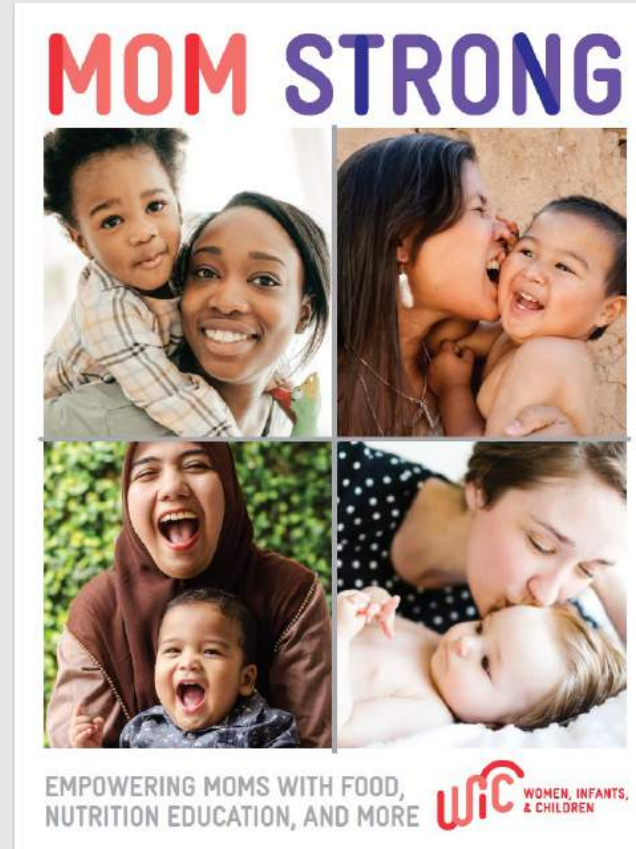
#NWABaltimore19



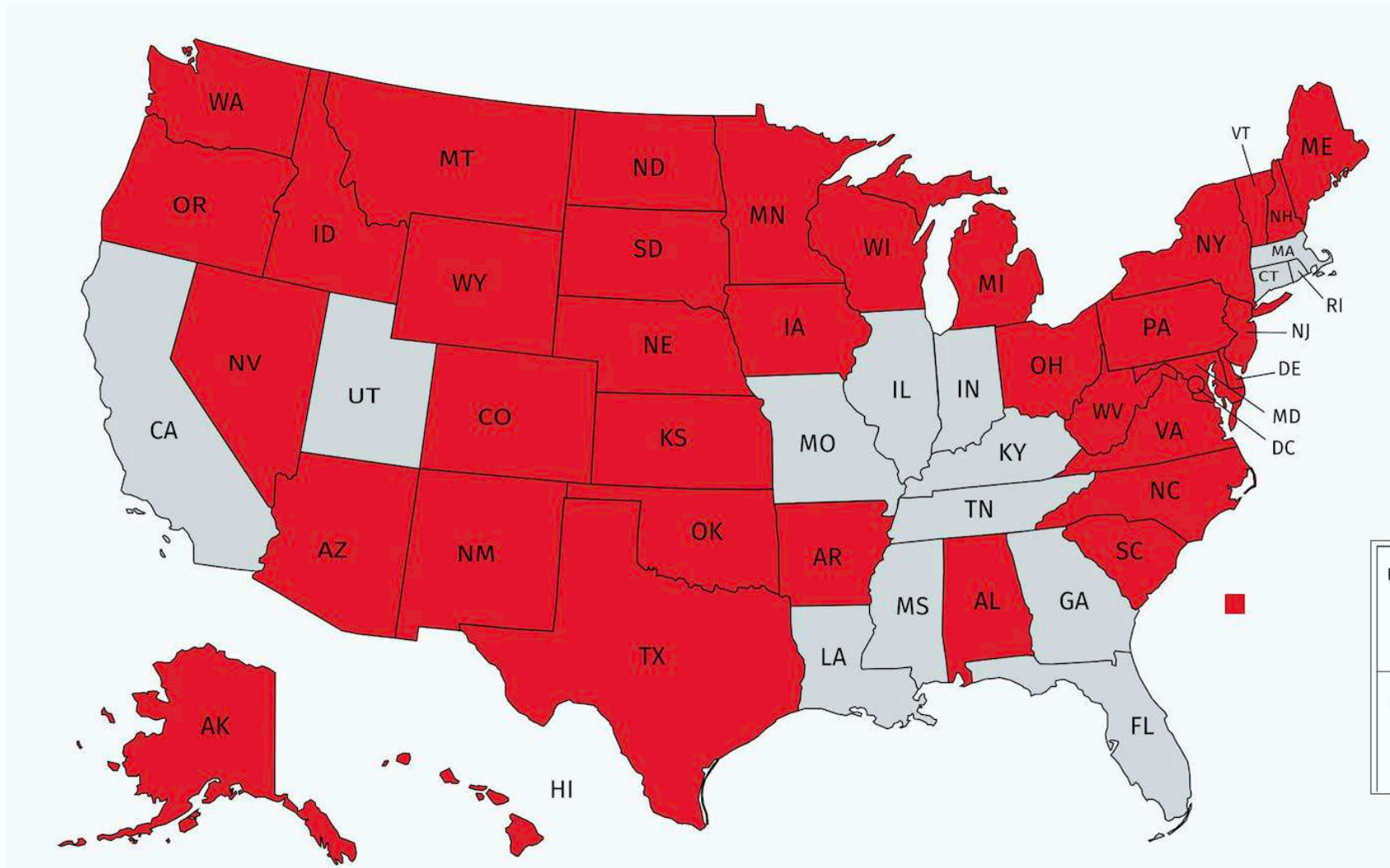
National WIC Association Recruitment & Retention National Media Campaign

Objectives

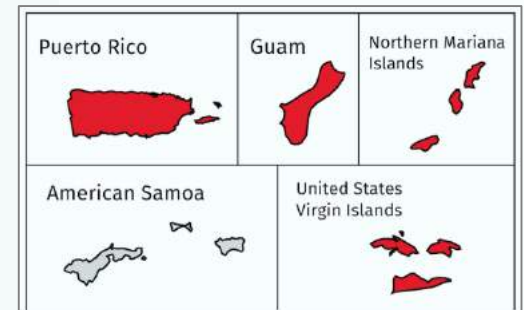
- Increase enrollment of WIC eligible moms
- Retains moms and children in the WIC program
- Increase positive perception of WIC
- Create national brand recognition



R&R Campaign: Participating States

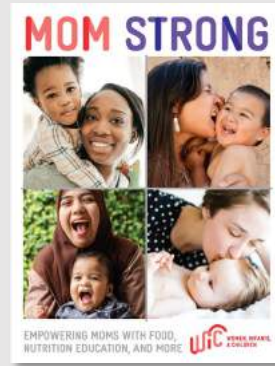


40% increase in States participation YOY!



MOM Squad

Social Advocacy



Point-of-Care Literature



Central Website



Text-to-Enroll



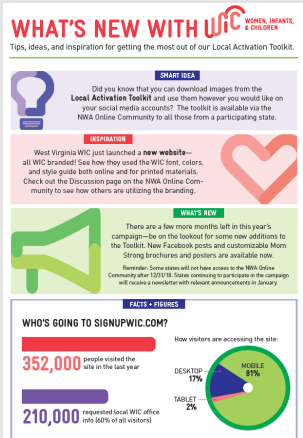
Local Activation Toolkit



WIC Facebook Page



WOMEN, INFANTS, & CHILDREN



E-Newsletter



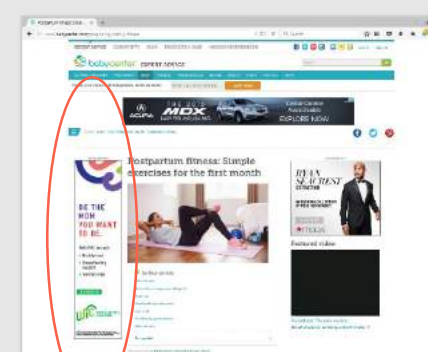
HCP Advertising



Targeted Social Media



Targeted E-Blasts



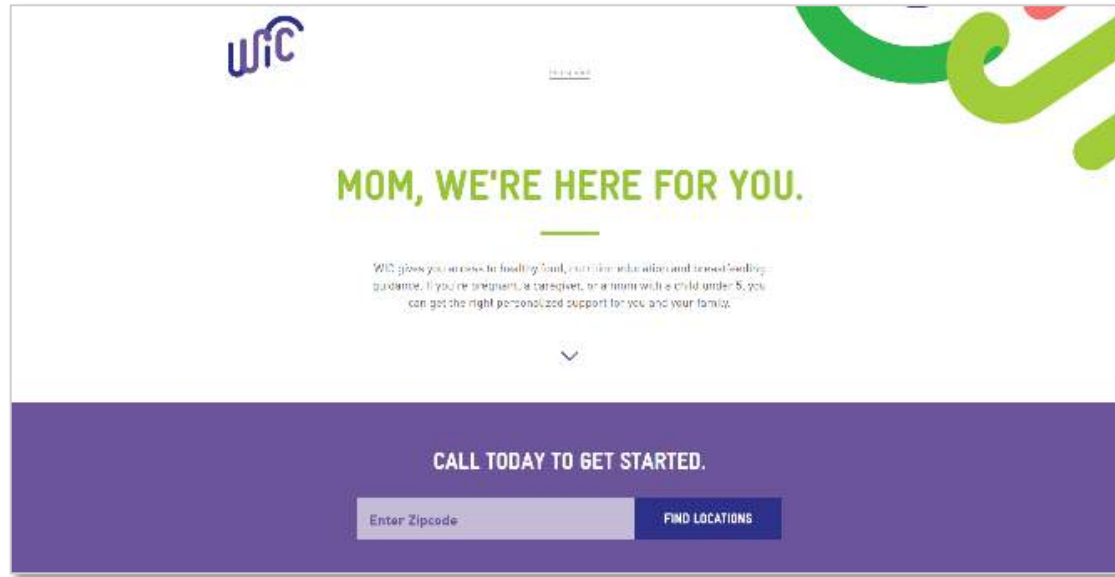
Digital Media



Print Media

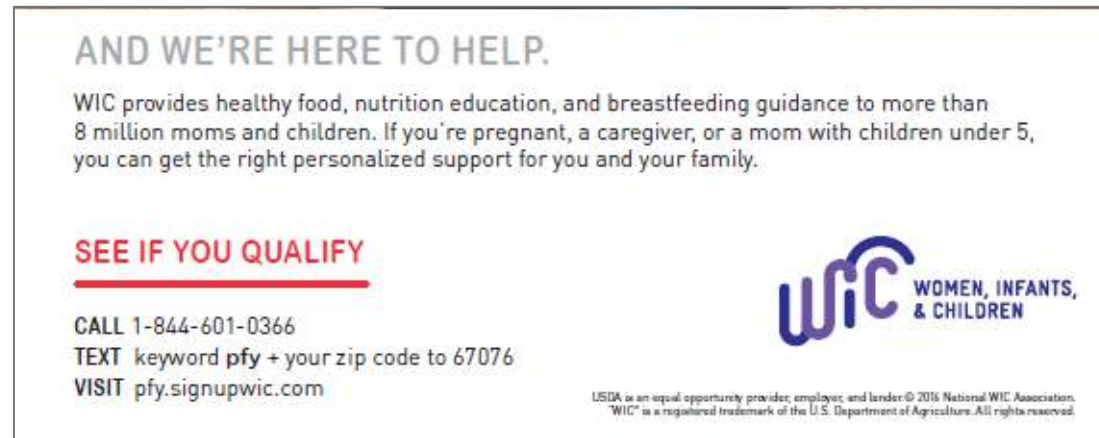
SignUpWIC.com

Central Website:
SignUpWIC.com

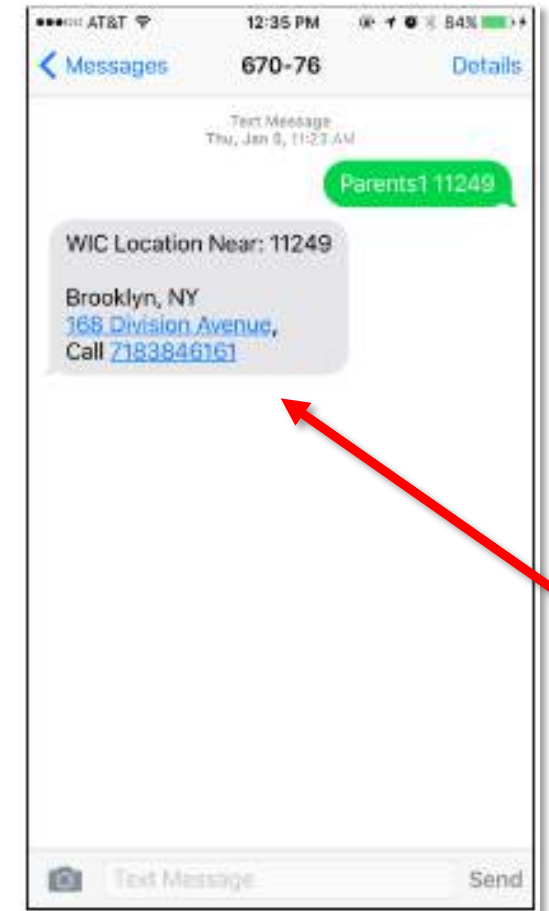


Campaign Trackers

- Call #
- Text Keyword
- .com/keyword



Text-to-Enroll



Local Activation Toolkit

A user-friendly portal for WIC local agencies. Included:

- Printer-Ready Advertisements
- Printer-Ready Posters

Facebook Posts

- 104 posts in English and Spanish
- 52 *new posts* to come 2019

Videos

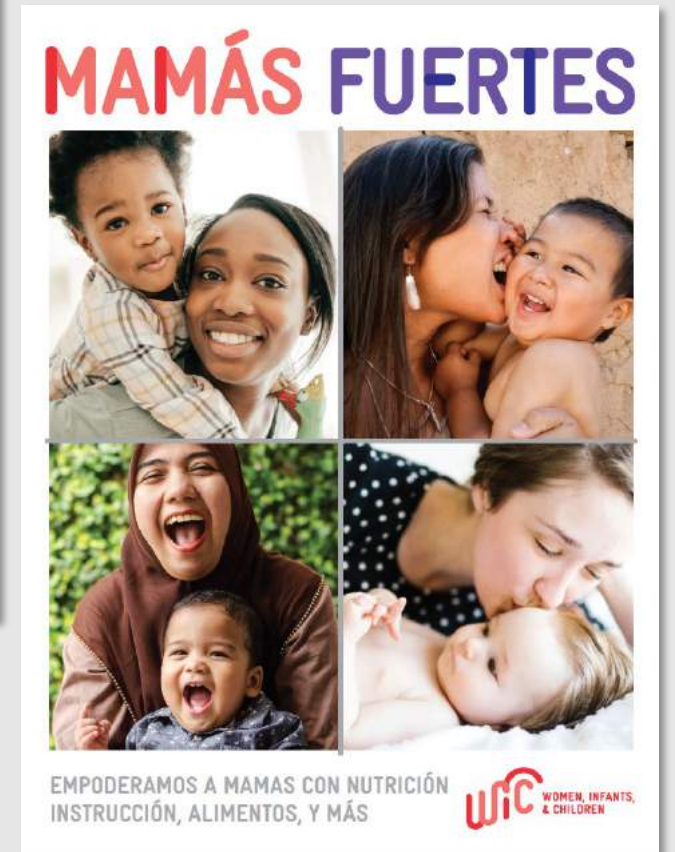
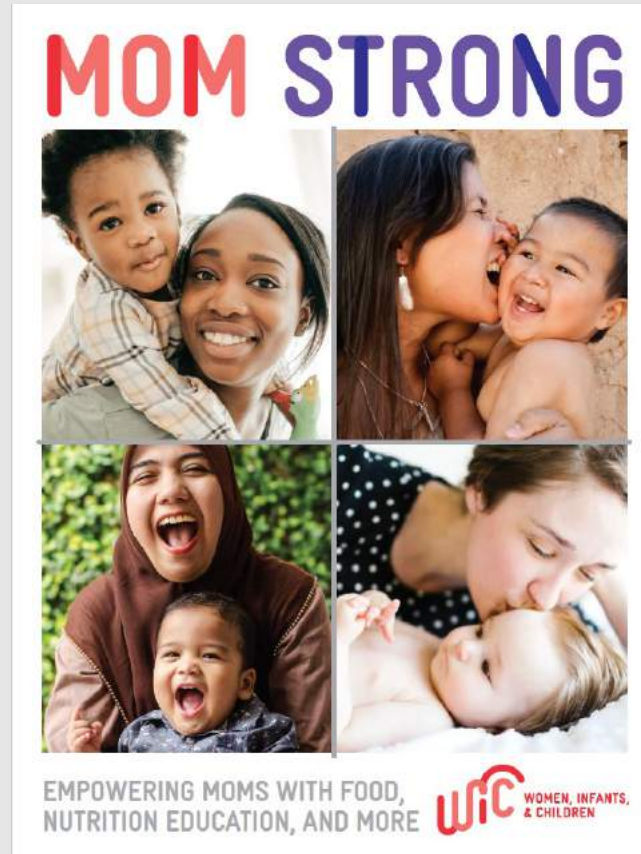
- 6 English and 6 Spanish videos
- 12 *new videos* to come in 2019
- Detailed Toolkit Instructions



Point-of-Care Enrollment Literature

Prenatal and Postnatal Brochures distributed through:

- OB/GYN offices
- Pediatrician offices
- Indian Health Services (IHS)



Print Media Ads

Prenatal Publications

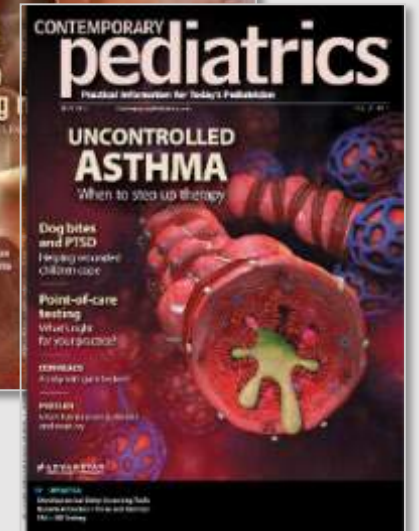
- **Countdown**
- **Ser Padres Espera**

Postnatal Publications

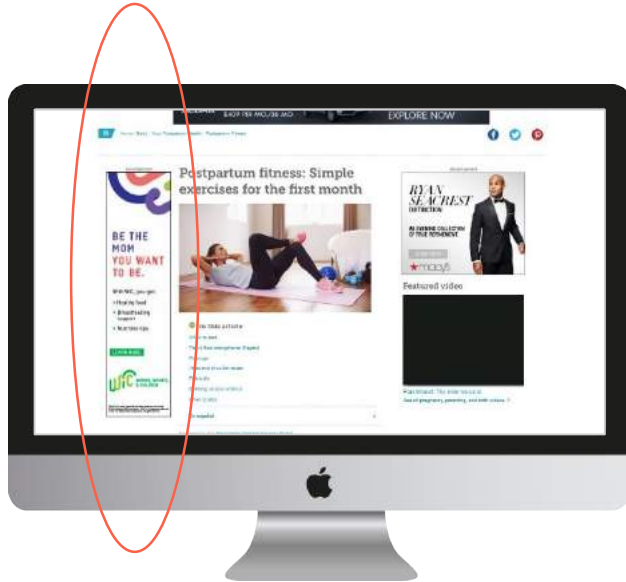
- **Parents: The First Year**
- **Ser Padres Bebe**
- **Parents**

HCP Trade Publications

- **Contemporary OB/GYN**
- **Contemporary Pediatrics**
- **American Academy of Pediatrics**
- **Nursing for Women's Health**



Digital Integrations



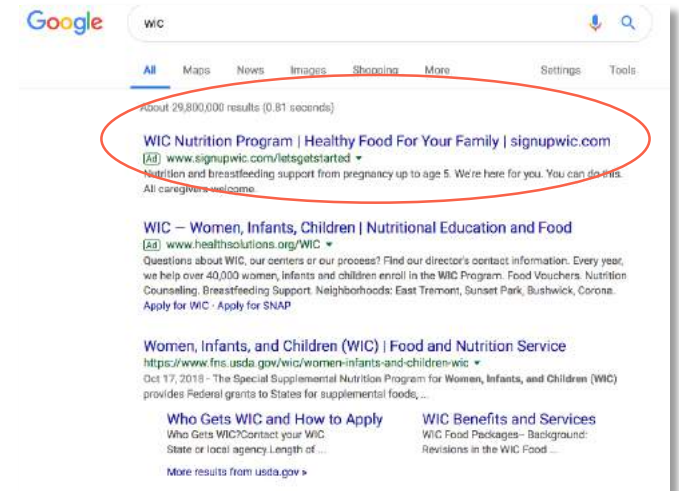
Digital Media: Programmatic



Paid Social Media: Facebook



Targeted E-Blasts

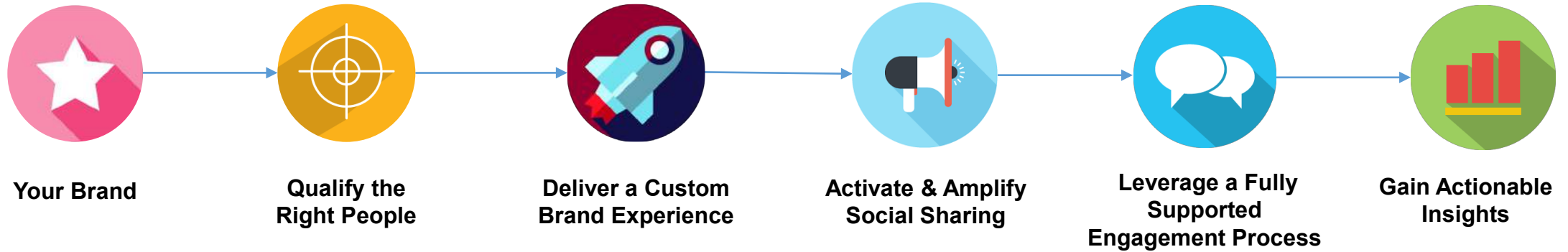


Search Engine Marketing

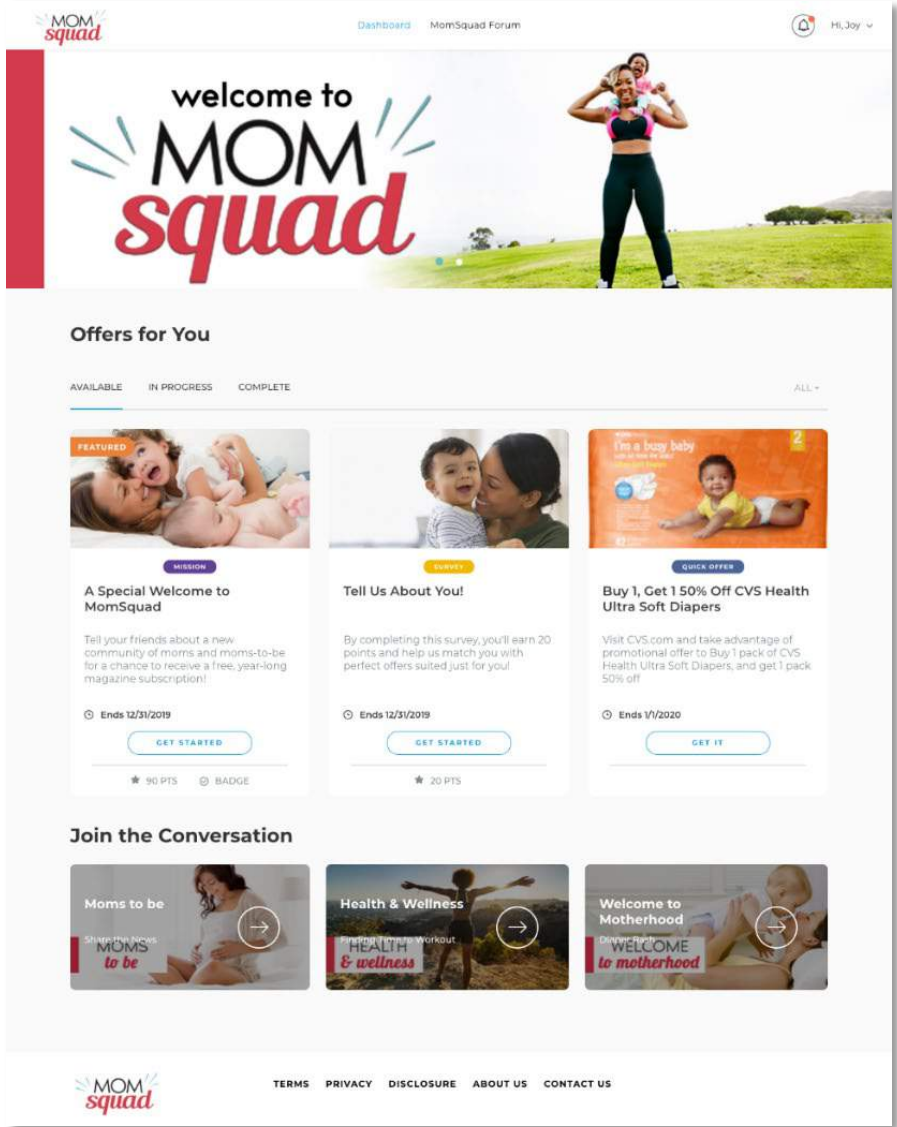
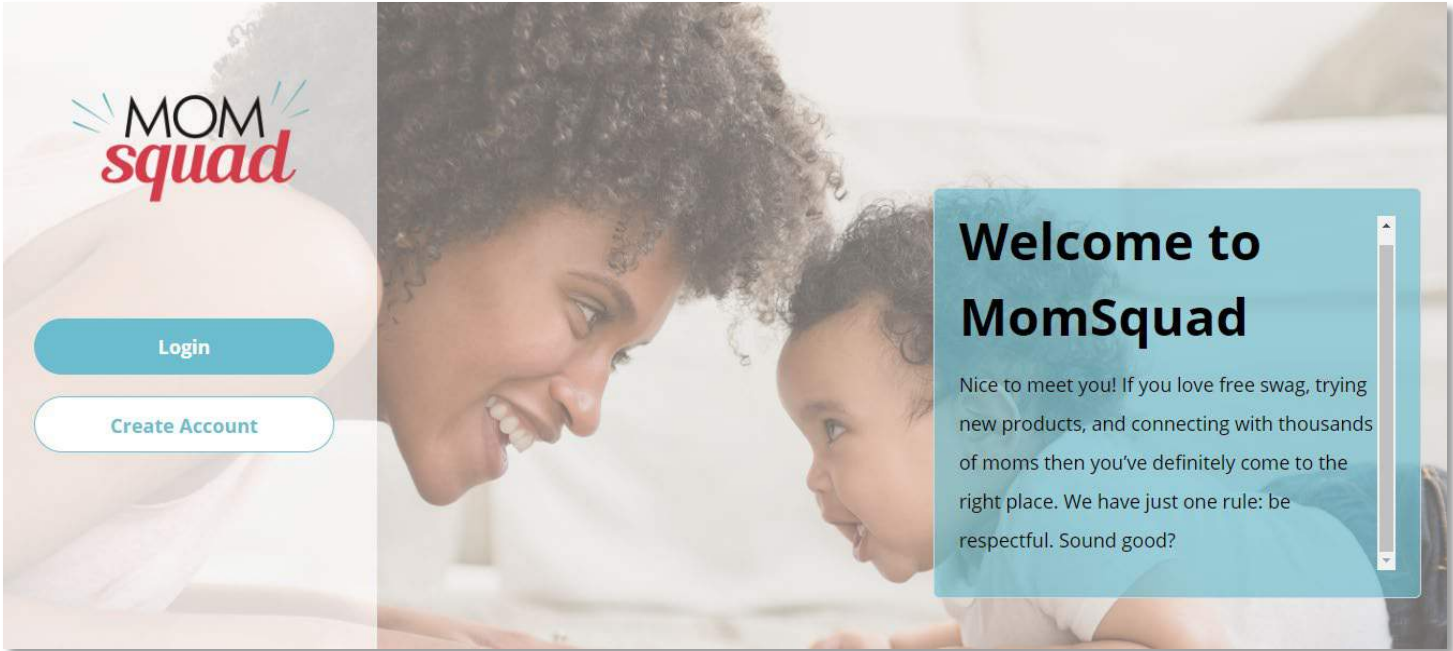
MOM *squad*

NWA will have access to a community of highly-targeted, socially active and connected consumers who will serve as micro-influencers and advocates for WIC!

Here's how it works:



Purpose-Built Community of Moms



The MomSquad Forum



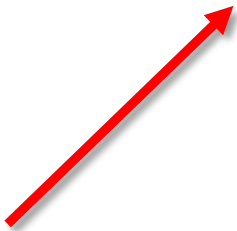
MOMS
to be

All topics > Moms to be > Share the News

SORT BY Newest Comments

19 comments

MomSquad Team
How did you share the news with your friends and family when you found out you were expecting?




Wilma C.
Well we found out my sister in law was expecting her 4th child. We were then told the baby would be coming home from the hospital with us instead of the parents. It's a lot to tell folks. To be honest we've been 100% open about it with everyone and very informative from the first moment we found out. We didn't stall when it came to telling everyone. Our son and there other children we are raising as our own we're told first.
4 days ago

Samantha D.
I found out on X-mas morning sent a picture of the positive test to my mother and said Merry Christmas. My mother called me and asked if it was a joke lol. I told her nope just a really awesome Christmas gift. Everyone was so excited!
4 days ago

Alicia N.
My bf and I weren't expecting to have a kid, but one day I was feeling sick and just didn't feel right. That's when I realized I was pregnant. My mom was on vacation with my aunt so when I texted her the day before she came home she didn't believe me!!! But then I sent her the picture of the two lines and then she freaked out!!! but then we got the ultrasound to get the full answer to make sure I really was then my mom posted about it on Facebook....of course! Hahaha
9 days ago

Eller R.
I made phone calls after my second ultrasound
12 days ago

Angelica H.
I actually made the below and rang the door bell for each of them lol



13 days ago

Katrina B.
My husband and I wanted kids just not right away. So telling him I was pregnant well I was so excited I took the test and just started yelling I knew it I'm pregnant. He didnt take it as well as me. But now that we r almost 9 weeks we only told our parents the news and have decided to wait on telling the whole family until we know the gender.
13 days ago

E-Newsletter

Meredith has developed an HTML-enabled newsletter that WIC will use to promote the Recruitment and Retention Campaign among states participating in the Recruitment & Retention National Campaign.

- Deployed quarterly
- Editorial coverage includes:
 - The toolkit's latest assets
 - Image rights
 - How to use the official WIC font
 - Examples of great creative that individual states have developed using the toolkit
 - And much more!

WHAT'S NEW WITH WIC WOMEN, INFANTS, & CHILDREN

Tips, ideas, and inspiration for getting the most out of our Local Activation Toolkit.



SMART IDEA

Did you know that you can download images from the **Local Activation Toolkit** and use them however you would like on your social media accounts? The toolkit is available via the NWA Online Community to all those from a participating state.

INSPIRATION

West Virginia WIC just launched a **new website**—all WIC branded! See how they used the WIC font, colors, and style guide both online and for printed materials. Check out the Discussion page on the NWA Online Community to see how others are utilizing the branding.



WHAT'S NEW



There are a few more months left in this year's campaign—be on the lookout for some **new additions** to the Toolkit. New Facebook posts and customizable Mom Strong brochures and posters are available now.

Reminder: Some states will not have access to the NWA Online Community after 12/31/18. States continuing to participate in the campaign will receive a newsletter with relevant announcements in January.

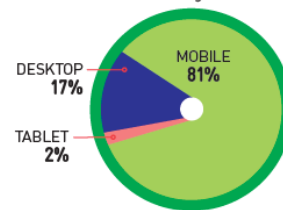
FACTS + FIGURES

WHO'S GOING TO SIGNUPWIC.COM?

352,000 people visited the site in the last year

210,000 requested local WIC office info (60% of all visitors)

How visitors are accessing the site:



CHECK IT OUT



Here's an example of one of our sponsored Facebook posts, used to increase awareness and sign-ups. And check out this **WIC native content** appearing on Parents.com.



IMAGE RIGHTS

Just a reminder that the **images available in the Local Activation Toolkit** are for digital use only. You're free to post them on your website, social channels, and any other digital medium. If you're interested in publishing them in print materials like signs, brochures, or billboards, please **contact NWA Communications**.



FONT FOR YOUR USE



LIKE THIS FONT? It's called Gravrur Condensed, and we've purchased a limited number of licenses for its use. **Register here** to download the font. If you don't plan to use the font regularly, please do not download it. Please limit your downloads to one person per agency.

CONTACT US

- We're seeing a lot of great traffic to signupwic.com, and we want to keep the info there as current as possible. If you have updates to your agency on signupwic.com, please fill out **this form**.
- Want a new look for your agency? Buy new business cards and appointment reminder cards on our new **online ordering platform**. You can also **order folders from us!** And if you'd like a logo for your local agency and can't find it in your online community, **let us know**.
- Questions, comments, or suggestions about the Local Activation Toolkit or the national campaign? Email us at campaign@nwica.org.

WIC Facebook Page

Meredith is creating a WIC-specific Facebook page to position WIC as a trusted source in a positive light.

This Facebook page will solidify the emotional connection with WIC and take advantage of the social word-of-mouth component that can be essential to spreading WIC's ethos, information, and reputation.





Thank you!

Jen Powlison

Content Strategy Director, F360

Jen.Powlison@Meredith.com

212-499-2190





VERMONT WIC

NWA RECRUITMENT & RETENTION CAMPAIGN

Karen Flynn, Vermont State WIC Director





CO-BRANDED VERMONT WIC LOGO

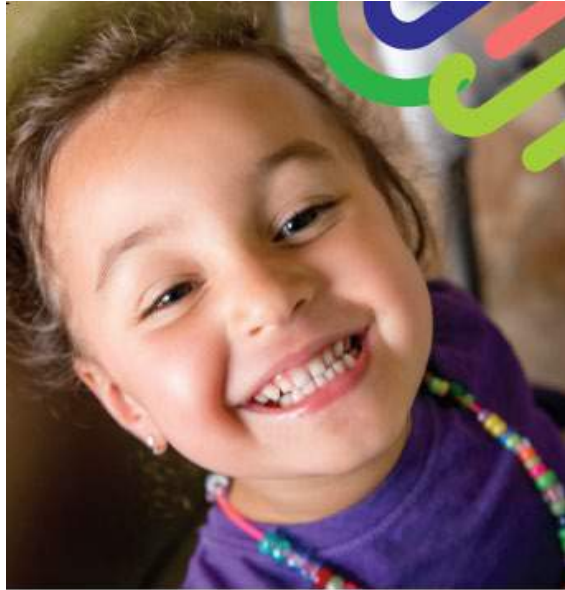
WIC WOMEN
INFANTS
CHILDREN
VERMONT DEPARTMENT OF HEALTH

WIC WOMEN
INFANTS
CHILDREN
VERMONT DEPARTMENT OF HEALTH

WIC WOMEN
INFANTS
CHILDREN
VERMONT DEPARTMENT OF HEALTH



RACK CARDS, POSTERS, BANNERS, ADS



**STRONG, HEALTHY,
AND HAPPY.**

CHOOSE WIC UNTIL YOUR CHILD IS 5.

WIC is here for your family until your child turns 5. Together we create a lifetime of healthy habits with healthy food, nutrition activities, and more! And eWIC gives you healthy food options, convenience, and flexibility.

Get started today!
Visit healthvermont.gov/wic
or call 800-649-4357.

WIC WOMEN
INFANTS
CHILDREN
VERMONT DEPARTMENT OF HEALTH



STRONG, HEALTHY, AND HAPPY.

CHOOSE WIC UNTIL YOUR CHILD IS 5.
We're here for you!

WIC WOMEN
INFANTS
CHILDREN
VERMONT DEPARTMENT OF HEALTH

Contact us today: 802-296-0600 • HealthVermont.gov/wic

This institution is an equal opportunity provider.



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HEALTHY,
AND
HAPPY.**

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opportunity provider.

WIC WOMEN
INFANTS
CHILDREN
VERMONT DEPARTMENT OF HEALTH

FLYERS



**WE
HELP
MOMS
BE
MOMS.**



**IF YOU HAVE DR. DYNASAUR OR
MEDICAID YOU QUALIFY FOR WIC.**

Access to free wholesome food,
Nutritionists and peer counselors who help you be your best,
Referrals connecting you to the care you and your family need,
To be healthy in every way.

CALL TODAY FOR AN APPOINTMENT.

479-4200 or 888-253-8786

Vermont Department of Health - Barre District
McFarland Office Building
5 Perry Street, Suite 250
Barre VT 05641

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WIC FOR FOSTER CHILDREN

AT WIC YOU'LL FIND

- Wholesome foods and infant formula
- Personalized nutrition support and nutrition resources
- Referrals for healthcare and community services (Parent Child Centers, Head Start, and Children's Integrated Services)
- Kids' health screenings, including growth assessments and nutrition screenings

WHO QUALIFIES?

Any child under 5 years old in Vermont state custody is eligible for WIC services.

If the foster child you are caring for is currently on WIC, contact us to transfer them to your care.

If the child was not previously on WIC, we will schedule your appointment as soon as possible.

WHAT'S INVOLVED?

Attend a WIC Appointment twice each year AND complete a WIC Nutrition Education Activity twice each year.

We'll make sure your child has access to nutritious food, and show you how to shop for it with your eWIC card. Plus, our dedicated nutrition staff will help you and your family stay healthy in every way.

CALL TO SIGN UP!

479-4200

When you schedule your first appointment, we'll let you know what to bring with you.

WE'RE LOCATED AT
5 PERRY STREET, SUITE 250
BARRE, VT 05641

THE BARRE DISTRICT OFFICE SERVES
Barre, Berlin, Braintree, Brookfield, Cabot,
Calais, Duxbury, East Granville, Fayston,
Marshfield, Middlesex, Montpelier, Moretown,
Northfield, Orange, Plainfield, Roxbury,
Waitsfield, Warren, Washington, Waterbury,
Williamstown and Worcester.

healthvermont.gov/wic

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PRESENTATIONS



VERMONT WIC
Healthy food and a
whole lot more...





WIC WOMEN
INFANTS
CHILDREN

VERMONT DEPARTMENT OF HEALTH


**WIC is for
kids up**



to age five.

PROVIDER OUTREACH


ALL ABOUT WIC



WHO IS ELIGIBLE?
WHAT ARE THE BENEFITS?
WHAT'S IN THE FOOD PACKAGE?

wic WOMEN, INFANTS, & CHILDREN

MOM STRONG



EMPOWERING MOMS WITH FOOD, NUTRITION EDUCATION, AND MORE

wic WOMEN, INFANTS, & CHILDREN



REFERRALS



NUTRITION, SUPPORT, AND THE POWER OF MOMS.

BE THE MOM
YOU WANT TO BE.
WE'RE HERE,
EVERY STEP
OF THE WAY.

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equal opportunity provider.



WIC: from Before Birth to 5.

Supporting you through a healthy pregnancy with supplemental foods, nutrition counseling, breastfeeding support and more!

WIC is here for you every step of the way.

WIC is for pregnant women, new moms and babies and children through their 5th birthday! Families enrolled in Dr D and Medicaid, Reach Up and 3SquaresVT automatically qualify.

Already on WIC?

Great! See you at your mid-pregnancy appointment!

Think you may qualify for WIC?

- ✓ Are you pregnant?
- ✓ Do you have children under age 5?
- ✓ Do you participate in Dr. Dynasaur, Medicaid, Reach Up, or 3SquaresVT?*

... if so, you're likely eligible. Learn more at: www.healthvermont.gov/wic

Call to enroll today:

Brattleboro WIC 802-257-2880

or toll free in VT 1-888-253-8805
WIC clinic locations include Brattleboro, Townshend, Wilmington and Westminster

*If you don't participate in these programs, you may still be eligible – give us a call to find out!



WIC JOURNEY MAP

Joining WIC



What WIC is doing:

- Community Outreach Presentations
- Partnerships with organizations that serve WIC-eligible families
- Outreach to families on Medicaid/Dr. Dynasaur
- National WIC Association Outreach Campaign
- Facebook posts

Coming to Clinic



What WIC is doing:

- Friendly, welcoming clinics
- Outlying clinic sites
- Evening hours
- Texting appointment reminders

Shopping for WIC Foods



What WIC is doing:

- Shopping resources- food guide, shopping videos in multiple languages, in-store tours
- In-store grocery tours
- Local grocer liaisons
- WIC Shopper App

Preparing WIC Foods



What WIC is doing:

- Training local WIC staff on food preparation nutrition activities
- On-site WIC cooking workshops
- Partnerships with food-focused organizations that serve WIC families
- Recipes
- Wichealth.org and Health eKitchen - online food preparation resources

Completing WIC Nutrition Activities



What WIC is doing:

- On-site WIC activities
- Partnerships with organizations that serve WIC families
- WIChealth.org - online nutrition education
- Nutrition education by phone or in-person
- Texting reminders to complete a nutrition activity

Staying on WIC until 5



WIC Graduation:

- Ready for Kindergarten
- Warm hand off to Child Nutrition programs





FACEBOOK POSTS



VERMONT WIC PROGRAM & SHOPPING GUIDE



VERMONT WIC PROGRAM & SHOPPING GUIDE



Getting Started: WIC Visits

WIC eligibility appointments
Your WIC appointments are scheduled about every 6 months.

Each WIC appointment may include:

- Income, Identity and Vermont Residency documentation
- Growth and health assessment, including an iron check once a year
- Nutrition consultation
- Referrals to other health services and community resources

3

VT WIC PROGRAM OVERVIEW

Nutrition Activities

Information, tools and support

In between WIC appointments, you will complete a **nutrition activity**. Nutrition education is one of WIC's most important benefits. Along with your monthly WIC foods, you'll have what you need to grow a healthy family.

There are three types of WIC nutrition activities. You choose the nutrition activity that best matches your learning style, interests and schedule. Completing two nutrition activities each year, between WIC appointments, will keep your WIC food benefit account active.

Local nutrition activities
To find a list of nutrition activities in your area:

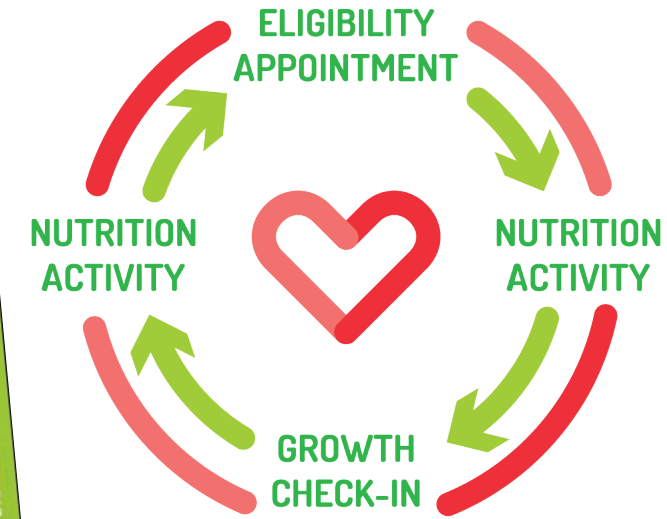
- ask your WIC nutritionist,
- visit healthvermont.gov/wicactivities,
- call your local WIC office.

In-person counseling
Ask your WIC staff about your personal nutrition goals. You can make an appointment to fit your schedule or even meet by phone.

Online learning
WICHealth.org is WIC's online nutrition education resource. Choose from a variety of lesson topics when it's convenient for you. To set up your account, see the next page.

4

VT WIC PROGRAM OVERVIEW



VERMONT WIC FOODS



VERMONT WIC FOODS

Effective October 2018



FOOD.
EDUCATION.
SUPPORT.
YOU GOT THIS.



HEALTHY FOODS



NUTRITION EDUCATION



BREASTFEEDING SUPPORT



HEALTHCARE REFERRALS & COMMUNITY PROGRAMS

The full range of WIC's nutrition resources and benefits are available starting in pregnancy and continuing until your child's 5th birthday.

When you choose WIC for your family, you'll get the support you need to give your child the best possible start in life. Kids who stick with WIC until age 5 grow healthy, happy, and smart.

Learn more at healthvermont.gov/wic

Using the Food Guide

This food guide lists all of the Vermont WIC-Approved foods. Look for this information in each color coded section:

3

Infant Foods
Juice
Cereals
Peanut Butter & Beans
Dairy
Whole Grains
Fruits & Vegetables

Example Section

Food category

Choose what is approved for you.
Some of the WIC-approved foods may not be on **YOUR Family Food Benefits list**. Look for orange boxes like these to help select the right products.

WIC-Approved
• These green boxes list sizes, varieties and packages that are allowed.

Do not buy
• These yellow boxes list products, varieties, and ingredients that are **not allowed**.

Size and packaging allowed

Brands Allowed
• This section shows sizes, packaging, brands and flavors allowed.

Shopping tips
Look for the shopping cart in colored coded boxes like this. These tips will help you purchase **all** your WIC foods each month.

Product weights and sizes are sometimes shown in different units, or abbreviated in this booklet and on food packaging.

Unit Abbreviations:	Unit Equivalents:
oz = ounces	½ pound = 8 ounces
lb = pound	1 pound = 16 ounces
gal = gallon	1 quart = 32 ounces
	½ gallon = 2 quarts (64 ounces)
	1 gallon = 2 half-gallons





SHOPPING WITH WIC VIDEOS




GROCER TRAINING, CASHIER RACK CARD

WIC
WOMEN
INFANTS
CHILDREN
VERMONT DEPARTMENT OF HEALTH

Vermont WIC
Annual Grocer Training
Effective October 2018

MODULE 1
Vermont WIC
and Grocers:
Overview



VERMONT WIC CHECKOUT TIPS FOR CASHIERS

Protect confidentiality.

Do not use "WIC" in your conversation. Say "card" instead.

Know the WIC card transaction.

Understand the WIC checkout steps and process for your store's POS. Be sure to scan each item and never use the quantity key.

Know the foods allowed by WIC.

- Keep a copy of the **Vermont WIC Foods guide** at your register for reference.
- Use the **WIC Shopper App** (if allowed by your management) for a list of all WIC approved foods. The app also has a "Scan Barcode" feature.

Not all foods in the food guide are on a customer's benefit.

Run a "balance inquiry" for the shopper for a list of foods currently in their account.

If the card declines.

Note the error code. Wait about 20 seconds and then have the customer swipe the card again. Or manually enter the customer's card number.



OVER FOR MORE →



PARTICIPANT COMMUNICATION



**NUTRITION,
SUPPORT,
AND THE
POWER
OF MOMS.**

BE THE MOM
YOU WANT TO BE.
WE'RE HERE,
EVERY STEP
OF THE WAY.

**SEE YOU
SOON.**

BARRE OFFICE OF LOCAL HEALTH
MCFARLAND STATE OFFICE BUILDING
5 PERRY STREET, SUITE 250, BARRE
888-253-8786/802-479-4200
[FACEBOOK.COM/VDHBARRE](https://www.facebook.com/vdhbarre)
AHS.VDHOLHBARRE@VERMONT.GOV





THANK YOU.
QUESTIONS?

WIC@VERMONT.GOV
HEALTHVERMONT.GOV/WIC

WIC WOMEN
INFANTS
CHILDREN
VERMONT DEPARTMENT OF HEALTH





WASHINGTON STATE WIC
NWA Outreach and Retention Campaign

RE-BRANDED OUTREACH MATERIALS



HEALTHY FOOD AND A LOT MORE!

We give you healthy foods and tips on how to use them.

We provide a community of support.

We connect you with care beyond WIC.

SEE IF YOU QUALIFY

CALL: 1-800-322-2588
 TEXT: "WIC" to 96859
 VISIT: ParentHelp123.org



WIC IS MORE THAN JUST ABOUT FOOD.

Come meet with our nutritionists and breastfeeding peer counselors who are ready to listen, share information, and provide guidance and moral support.

FAMILIES OF ALL SIZES AND TYPES may qualify for WIC.

MOST FAMILIES GETTING HEALTH BENEFITS from Washington State qualify for WIC.

CHILDREN OF WORKING PARENTS may still qualify for WIC.



DOH 965-020 December 2018

This institution is an equal opportunity provider. Washington State WIC Nutrition Program doesn't discriminate. For persons with disabilities, this document is available on request in other formats. To submit a request, please call 1-800-841-1410 (TDD/TTY 711).



¡ALIMENTACIÓN SALUDABLE Y MUCHO MÁS!



WIC ES MUCHO MÁS QUE SOLO ALIMENTACIÓN.

WIC ofrece alimentos saludables, educación nutricional y orientación sobre amamantamiento a más de 8 millones de madres y niños. Las familias de todo los tamaños y tipos pueden calificar para WIC. La mayoría de las familias que reciben beneficios de salud del estado de Washington califican para el WIC. Los hijos de los padres que trabajan aún pueden calificar para el WIC.

VEA SI CALIFICA

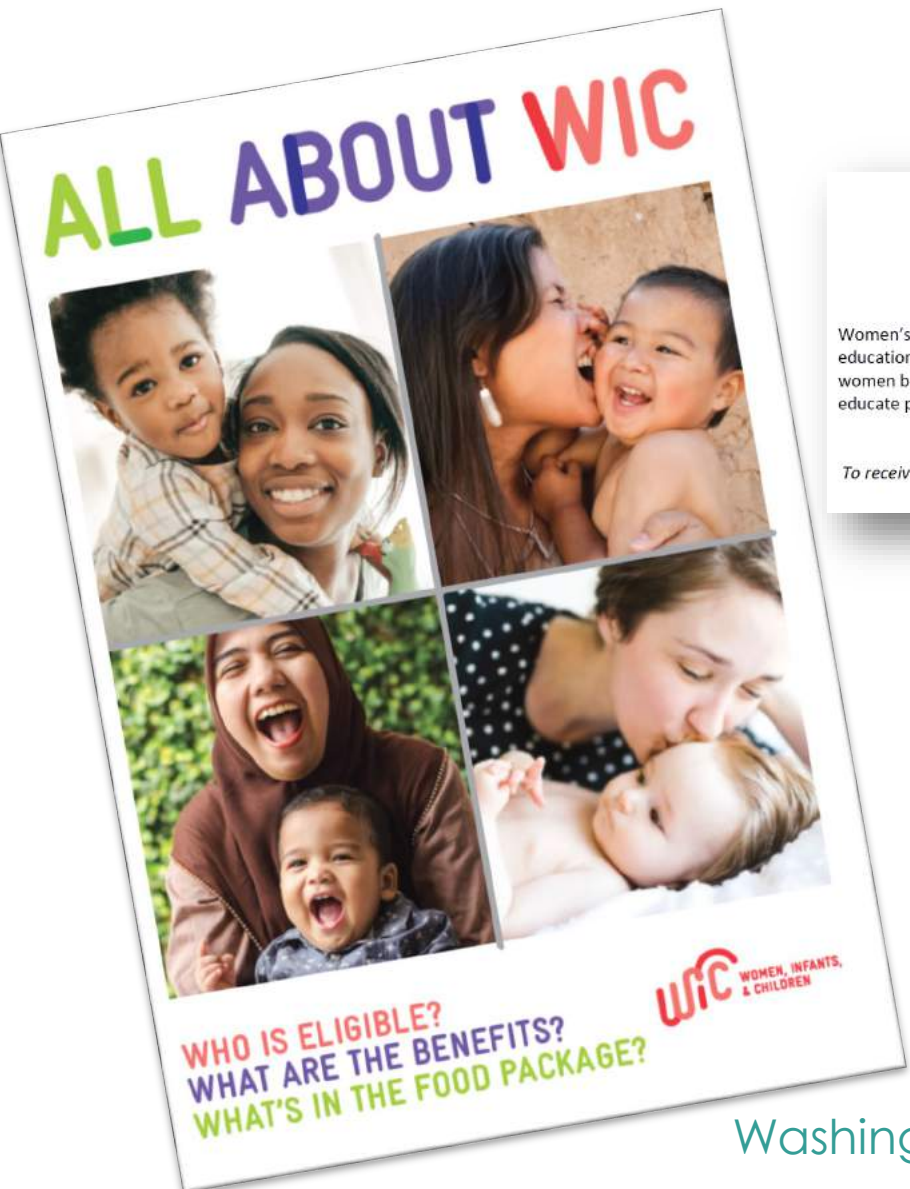
TEL: 1-800-322-2588
 Texto: "WIC" al 96859
 Visite: ParentHelp123.org



DOH 965-020 December 2018 Spanish

Esta institución es un proveedor que ofrece igualdad de oportunidades. WIC Nutrition Program (Programa de Nutrición del WIC) del estado de Washington no discrimina. Las personas con discapacidades pueden solicitar este documento en otros formatos. Para presentar una solicitud, llame al 1-800-841-1410 (TDD/TTY 711).

PROVIDER OUTREACH



wic WOMEN, INFANTS, & CHILDREN

For Pediatrician and OBGYN offices

Women's, Infant and Children's (WIC) is a public health nutritional program providing nutrition education, free nutritious foods, breastfeeding support and healthcare referrals for income-eligible women both pregnant and postnatal. Your office can receive a Free supply of brochures that educate patients on the benefits of joining WIC, eligibility information and how to enroll.

To receive this offer, please fill out the form below and return by **Fax to (212) 499-1589** or **email to melissa.busch@meredith.com**



[Opt-In Link](#)

WORKING WITH NWA

National WIC Association Online Community

Resource Center

Folders

- 2016 Nutrition Education & Breastfeeding Prom
- 2018 Nutrition Breastfeeding Conference Sessi
- ▶ Artwork and Templates
- Brand Guidelines and Messaging Toolkit
- ▶ Local Activation Toolkit
- ▶ State and Local WIC Logos
- ▶ Talking Is Teaching Resources

WIC

MOM, WE'RE HERE FOR YOU.

FIND A LOCATION NEAR YOU.

Enter Zipcode or Address **FIND LOCATIONS**

FOOD. EDUCATION. SUPPORT. YOU GOT THIS.

We have resources, knowledge, and tools to help you be the mom you want to be.

- HEALTHY FOOD**
Fresh fruits and vegetables
Milk, cheese & more
Eggs and other grains
Rice, beans & more
- BREASTFEEDING SUPPORT**
Support and education
Peer counseling
Lactation support
Classes and information
- NUTRITION EDUCATION**
Shopping guidance
Prenatal nutrition tips
Kid-friendly recipes
Personalized nutrition counseling
- CARE BEYOND WIC**
Immunization services
Substance abuse counseling
Domestic abuse counseling
Social services

WHAT'S NEW WITH WIC WOMEN, INFANTS, & CHILDREN

Tips, ideas, and inspiration for getting the most out of our Local Activation Toolkit.

SMART IDEA
Did you know that you can download images from the Local Activation Toolkit and use them however you would like on your social media accounts? The toolkit is available via the NWA Online Community to all those from a participating state.

INSPIRATION
West Virginia WIC just launched a new website— all WIC branded! See how they used the WIC font, colors, and style guide both online and for printed materials. Check out the Discussion page on the NWA Online Community to see how others are utilizing the branding.

WHAT'S NEW
There are a few more months left in this year's campaign—be on the lookout for some new additions to the Toolkit. New Facebook posts and customizable Mom Strong brochures and posters are available now.
Reminder: Some states will not have access to the NWA Online Community after 12/31/18. States continuing to participate in the campaign will receive a newsletter with relevant announcements in January.

FACTS + FIGURES

WHO'S GOING TO SIGNUPWIC.COM?

352,000 people visited the site in the last year

210,000 requested local WIC office info (60% of all visitors)

How visitors are accessing the site:

- MOBILE 81%
- DESKTOP 17%
- TABLET 2%

NWA FACEBOOK MESSAGING

Washington State Department of Health
@WADeptHealth

Washington State Department of Health shared a post.
January 8 · 🌐

wic

OPEN FOR BUSINESS

during the shutdown
Visit **SIGNUPWIC.COM** for your local clinic's hours.

Washington State WIC Breastfeeding Peer Counselors
January 7 · 🌐

During the government shutdown, WIC is open! Visit www.signupwic.com or parenthelp123.org/resources/wic-family-planning to contact your clinic.

Washington State Department of Health
@WADeptHealth

National WIC Association Online Community

Resource Center

Folders → [Local Activation Toolkit](#) → [Facebook Posts](#)

- 📁 [English](#)
- 📁 [Spanish](#)

Washington State Department of Health
February 14 · 🌐

Show your kids some love on Valentine's Day with this cute heart-shaped, egg-topped, whole-wheat avocado toast breakfast! #superfoods #momstrong #WAWIC

HAPPY VALENTINE'S DAY!
#HEARTYBREAKFAST

10 · 1 Comment



CONNECT WITH WASHINGTON WIC
WWW.DOH.WA.GOV/WIC



JENNIFER MITCHELL

JENNIFER.MITCHELL@DOH.WA.GOV

(360) 236-3692





Washington State Department of Health is committed to providing customers with forms and publications in appropriate alternate formats. Requests can be made by calling 800-525-0127 or by email at civil.rights@doh.wa.gov. TTY users dial 711.

NATIONAL WIC ASSOCIATION

NEW WIC BRANDING

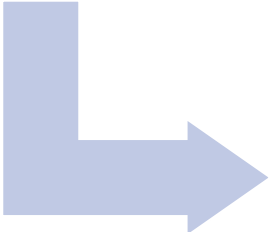
WEST VIRGINIA WIC PROGRAM



LOGO COLORS FOR EACH WEST VIRGINIA PROGRAM AREA

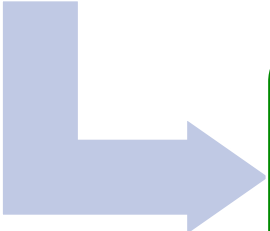
Nutrition

• Red



Outreach

• Purple



Vendor

• Green



NUTRITION EDUCATION RESOURCES

- Vitamin D
- Fruit-a-licious Breakfast Cup
- MyPlate Preschooler
- Mixing Formula Instructions

IS YOUR
FAMILY
GETTING
ENOUGH
VITAMIN D?

Better Nutrition for a Brighter Future

CONTACT US

Office of Nutrition Services
West Virginia WIC Program

Call 1-844-601-0365 or 304-558-0030

Text localwv + zip code to 67076

Email dhhwv@wv.gov

Visit dhhwv.gov/wic

Participant Portal www.household.wvdhhr.org



In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, sex, religious creed, disability, age, political beliefs, or reprisal or retaliation for prior civil rights activity in any program or activity conducted or funded by USDA.

Persons with disabilities who require alternative means of communication for program information (e.g. Braille, large print, audiotape, American Sign Language, etc.), should contact the Agency (State or local) where they applied for benefits. Individuals who are deaf, hard of hearing or have speech disabilities may contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.

To file a program complaint of discrimination, complete the USDA Program Discrimination Complaint Form, (AD-3027) found online at: http://www.ascr.usda.gov/complaint_filing_cust.html, and at any USDA office, or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by:

(1) mail: U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410;

(2) fax: (202) 690-7442; or

(3) email: program.intake@usda.gov.

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NE-14 (4/2018)



VITAMIN D
THE SUNSHINE
VITAMIN



BREASTFEEDING MATERIALS

- Breastfeeding Response Card
- Making Milk Is Easy!

MAKING MILK IS EASY!

10 STEPS TO MAKE PLENTY OF MILK

- 1 FREQUENT FEEDS, NOT FORMULA.**
The more often you feed, the more milk you make. If you give formula, your baby will feel too full to nurse frequently.
- 2 ALL YOU NEED IS BREASTMILK!**
The American Academy of Pediatrics recommends that your baby have a diet of only breastmilk for the first 6 months – no other food or drink is needed.
- 3 FEED EARLY AND OFTEN.**
Feed at the earliest signs of hunger such as when baby is awake, sucking on hands, moving his or her mouth or eyes, or stretching.
- 4 IF HE DIDN'T SWALLOW, HE DIDN'T EAT.**
Listening for the sound of swallowing will help you know if your baby is getting enough.
- 5 SAY "NO" TO PACIFIERS AND BOTTLES.**
If pacifiers and bottles are used when your baby is hungry, you may not be nursing often enough to make plenty of milk.
- 6 SLEEP NEAR YOUR BABY AND NURSE LYING DOWN.**
You can rest while you feed your baby!
- 7 HAVE BABY'S MOUTH OPEN WIDE LIKE A SHOUT, WITH LIPS FLIPPED OUT.**
The tip of your nipple should be in the back of his or her throat. Your baby should be directly facing you, chest to chest, chin-to-breast. Proper positioning prevents sore nipples.
- 8 WATCH THE BABY, NOT THE CLOCK.**
Feed your baby when he or she is hungry and switch sides when swallowing slows down or they take themselves off the breast.
- 9 GO EVERYWHERE!**
Plan to take your newborn everywhere with you for the first several weeks.
- 10 DON'T WAIT TO ASK FOR HELP, WIC IS HERE.**
Contact your local peer counselor for guidance and support. Stick with it – it's worth it!



dhr.wv.gov/wic

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BF-65 (07/2018)



OUTREACH MATERIALS

- Give Your Family a Healthy Start Brochure
- Give Your Family a Healthy Start Poster**
- Give Your Family a Healthy Start Partner
- Give Your Family a Healthy Start Folder
- Give Your Family a Healthy Start Bags
- Foster Children and WIC
- Clinic Contact Card
- Choices for Moms To Be
- Choices for Mom and Baby Fully Breastfed
- Choices for Mom and Baby Partially Breastfeeding
- Choices for Mom and Baby Minimally & Non-Breastfeeding
- Choices for Children
- You Got This Poster
- Healthy Food, Healthy Kid, Happy Mom Poster
- Latch is Key Poster

***Spanish Materials Available

WHAT IS WIC?

WIC is a free and friendly health program that provides food and nutrition information to keep pregnant and new moms as well as children up to age 5 healthy.

WIC offers:

- Nutrition counseling
- Immunization and health screenings
- Referrals to doctors, dentists and programs like Head Start, Birth to Three, Right From the Start and child care resources

All foster children under age 5, or foster children who are expectant or new moms, are automatically eligible for WIC.

WHAT CAN WIC OFFER ME AS A FOSTER PARENT?

Parenting and caring for a child in foster care is always a challenge. As a foster parent, you have a unique opportunity to help your foster child develop the skills and resources necessary to lead a healthy life. Good nutrition is essential to good health.

WIC offers you and your foster child nutrition education, tips on healthy eating, and benefits to purchase nutritious foods tailored to your foster child's needs. All foster children under age 5 are automatically eligible for WIC. WIC is also available to pregnant and new moms.

FOSTER CHILDREN AND WIC

Our caring staff can help you get your foster child back on the right track for a good start to a healthy life.

Contact your local WIC Clinic at:

You may also apply on the web at dhhr.wv.gov/wic



In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, sex, religious creed, disability, age, political beliefs, or marital or household status for prior civil rights activity in any program or activity conducted or funded by USDA.

Persons with disabilities who need alternative means of communication for program information (e.g. Braille, large print, audiotape, American Sign Language, etc.), should contact the Agency (State or local) where they applied for benefits. Individuals who are deaf, hard of hearing or have a speech disability may contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.

To file a program complaint or discrimination, complete the USDA Program Discrimination Complaint Form, (AD-3027) found online at http://www.asc.usda.gov/complaint_filing_cust.html, and file it with the USDA office, or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 628-9897. Submitting our complaint form or letter to USDA by:

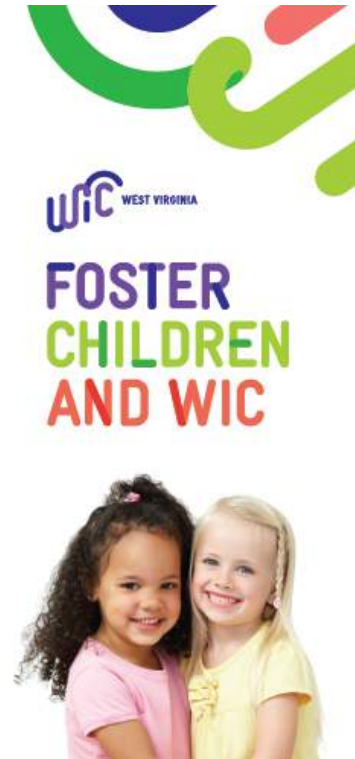
(1) mail: U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-1511;

(2) fax: (202) 743-7412; or

(3) email: program.intel@ndsc.gov.

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08-10 (4/2006)



OUTREACH MATERIALS

WIC SHOPPING, SIMPLIFIED

There are more than 250 West Virginia WIC-approved grocery stores. We're constantly making improvements to the WIC customer shopping experience.

eWIC CARD

Purchase approved WIC food with the same flexibility as a regular debit card.

ebtEDGE

ebtEDGE offers direct access to your eWIC card information so you can change your pin, view purchases and see future benefits. Visit ebtEDGE.com

WICSHOPPER™ MOBILE APP

Eliminate confusion about which products are WIC approved in three easy steps:

- 1 Download**
WICShopper from your app store or visit EBTShopper.com
- 2 Select**
Launch WICShopper and select West Virginia
- 3 Shop (with certainty!)**
Scan or take a picture of the UPC bar code on the back of items and we'll tell you if they are WIC eligible for you and your family



Visit EBTShopper.com to learn more and download the app.

CONTACT US

Office of Nutrition Services
West Virginia WIC Program

Call 1-844-601-0365 or 304-558-0030

Text [localwic](tel:localwic) + zip code to 67076

Email dhhrwic@wv.gov

Visit dhhr.wv.gov/wic

Participant Portal www.wichousehold.wvdhhr.org



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(1) mail: U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410;

(2) fax: (202) 690-7442; or

(3) email: program.intake@usda.gov.

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DR-1 (4/2018)



GIVE YOUR FAMILY A HEALTHY START



OUTREACH MATERIALS

CHOICES FOR MOM AND BABY



PARTIALLY BREASTFEEDING

The WIC foods help support your healthy lifestyle and your breastfeeding baby's development. You will enjoy milk, cereal, eggs, juice, peanut butter and beans, plus fruits, vegetables, cheese, yogurt and whole grains. At six months of age your baby can receive infant fruits, vegetables and cereal.

YOUR WIC FOODS

- Are low in fat and high in fiber
- Provide appropriate nutrients for your baby's growth
- Promote steady weight loss and help you maintain a healthy weight after delivery

WHAT YOU WILL RECEIVE

FOR MOM:

Grains

- 36 ounces of iron-fortified cereal
- 16 ounces of whole grains (bread, buns, tortillas, rice or pasta)

Vegetables and Fruits

- Three 12 ounce cans of frozen or three 11.5 ounce cans of shelf-stable concentrate Vitamin C-rich juice
- \$11 cash value benefit for fresh vegetables and fruits, canned fruits and vegetables, and frozen fruits and vegetables

Dairy

- 5.5 gallons of non-fat (skim) or low-fat (1%) milk
- Allowable substitutions of cheese, yogurt or soy milk

Protein

- 1 dozen eggs
- Choice of two: 1 pound dried beans or peas OR four 15-16 ounce cans of beans OR one 16-18 ounce jar of peanut butter

FOR BABY:

Your breast milk and infant formula

At six months of age

- Iron-fortified infant cereal
- Baby food vegetables and fruits

Eat WIC foods for a healthy you and a healthy growing baby!



dhhr.wv.gov/wic

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DR-14 (4/2018)



STATE APPROVED FOOD LIST



WIC APPROVED SHOPPING GUIDE

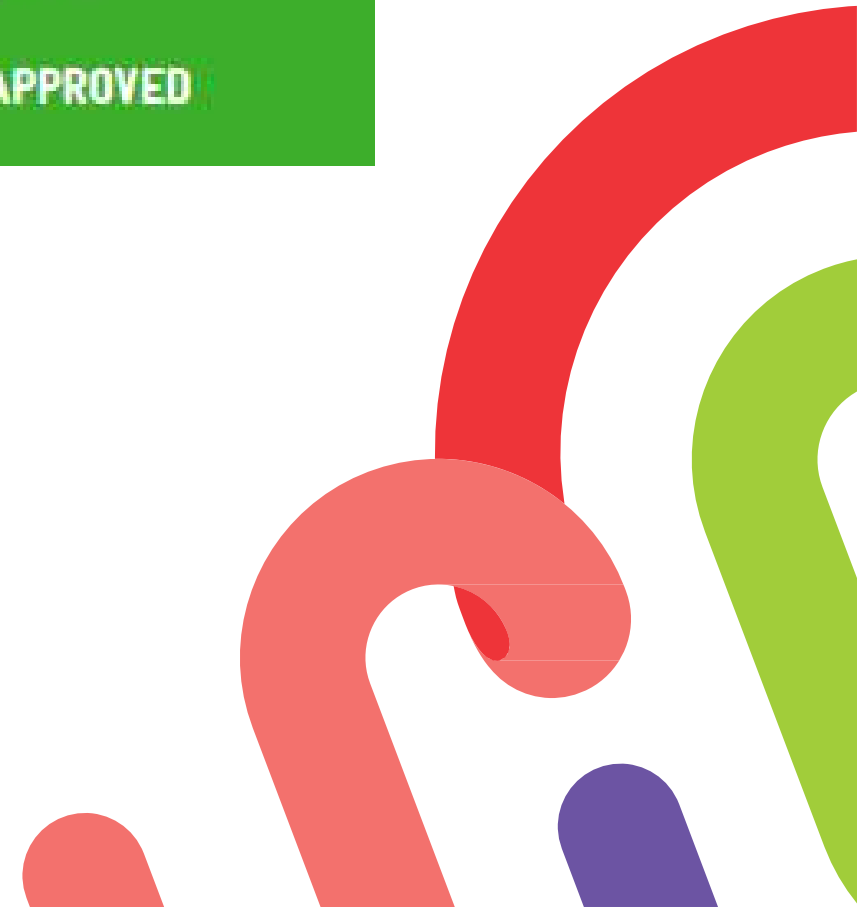
Effective Date October 1, 2018



RETAILER BRANDED MATERIALS

FOR USE IN THE STORE

- eWIC card design
- Door Decal
- Shelf Label
- 2018 Food List Additions and Deletions Reference Guide
- 2018 WIC Approved Foods Shopping Guide
- WIC'r Basket Newsletter





WEST VIRGINIA WIC WEBSITE



GIVE YOUR FAMILY A HEALTHY START



Slide 1
This is the text for slide one.

- Nutrition/Breastfeeding
- Retailers/Farmers
- Policy/Procedure
- Forms/Materials

MISSION

The mission of the West Virginia WIC program is to improve the health of women, infants and children in West Virginia by providing quality nutrition and breastfeeding counseling and education, as well as health monitoring and nutritious foods.

WELCOME TO WIC



[View More Videos](#)

APPLY FOR WIC

What is WIC, and what does WIC provide?

Do I qualify for WIC?

What do I need to bring to my first appointment?

[Read More](#)

WIC FOODS

Women and Infants

Children

WIC Approved Shopping Guide

[Read More](#)

WIC PARTICIPANTS

Online Nutrition Classes

Check Your eWIC Card Balance

Find WIC Clinics

Find WIC Grocery Stores

Find WIC Farmer's Market

[Read More](#)



TECHNOLOGY RESOURCES



WICSmart

- WICSmart allows you to complete Nutrition Education lessons on the go from anywhere on any device.
 - To complete a lesson on your smartphone or tablet:
 1. Find the "WICSmart" app.
 2. Download the app.
 3. Click on the app and select West Virginia as your agency.
 4. Enter your Family ID# (F00000000000).
 5. Click on login.
 6. Click on any module.
 7. Finish the module at your own pace. If you get interrupted, you can save the session. Click on the "save" button and come back later to complete.
 8. Once you finish the module, you are done! No need to print or save anything. Your local WIC Program will let you know the next step.
 - To complete a lesson on your computer:
 - Go to wicsmart.com or wicsmart.jpma.com.
 - Select West Virginia as your agency.
 - Continue with steps 4-8 as shown above.
- The WICSmart mobile app gives you the option to take a lesson right away or download it for later. This can be helpful if you need to use free Wi-Fi instead of your mobile data or if you have spotty service.
 - If you download a module to your device, it can be completed offline and the results will automatically transmit in the background once your device regains internet connectivity.
- Please be sure to complete your nutrition education lesson at least one week in advance of benefit expiration date.

CONTACT US

Office of Nutrition Services
West Virginia WIC Program

Call 1-844-601-0365 or 304-558-0030

Text localwic + zip code to 67076

Email dhhrrwic@wv.gov

Visit dhhrr.wv.gov/wic

Participant Portal www.household.wvdhhr.org

EbtEDGE Website: ebtedge.com

WICSmart: Available to download from your app store or visit wicsmart.com OR wicsmart.jpma.com

WIC Shopper Mobile App: Available to download from your app store or visit EBTShopper.com



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Washington, D.C. 20250-9410;

(2) fax: (202) 690-7442; or

(3) email: program.intake@usda.gov

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WIC-65 #07/2018



CONNECTING TO WIC
Any device. Anywhere. Anytime.



USING YOUR eWIC CARD

- You will use your eWIC card to purchase your WIC approved food benefits. The eWIC card is a safe and convenient way to use benefits!
 - Once you receive your card, set up your PIN in one of the following ways:
 - Call Customer Service at 1-888-224-9355. This number can also be used to check your balance and report a problem.
 - Visit ebtedge.com.
 - Take care of your eWIC card.
 - DO NOT write your PIN on your card.
 - DO NOT give your PIN to anyone that you do not want to use your card.
 - DO NOT bend your card.
 - DO NOT place your card in direct sunlight, such as on a car's dashboard.
 - Keep your card safe and clean.
 - Keep your card away from items such as magnets, cell phones, TVs, and microwaves.



ebtEDGE

- ebtEDGE is a web-based cardholder portal offering direct access to your EBT information. Below are some of the things you can do:
 - Select a new PIN.
 - Change an existing PIN.
 - View the balance on your EBT card.
 - Review your transactions.
 - Read helpful hints.
- Visit ebtedge.com.
 - Click on "Cardholder Login" in the left panel.
 - Enter your eWIC card number and click "Login." If you have not yet selected a PIN you will be prompted to do so. Otherwise, enter your PIN and click "Continue."
 - The Home screen will show your balance, benefit expiration date, and any transactions.
 - Your PIN can be reset by selecting the "PIN Select" tab at the top of the screen. You will need to enter your date of birth, ZIP code, and new PIN.

PARTICIPANT PORTAL

- Using the Participant Portal, found at www.household.wvdhhr.org, you can do a number of things:
 - Check WIC eligibility.
 - View your family and health information.
 - View, edit, and/or cancel scheduled appointments.
 - View nutrition education information or take a class online.
 - View your benefit balance.
 - Find WIC clinics near you.
 - Change your address or phone number.



WIC SHOPPER

- The WIC Shopper mobile app, available for both Android and Apple products, is a tool developed to help you verify the eligibility of food items, such as checking your remaining balance within the store. There are several other useful features, within the app to help make your WIC experience easier.
- After downloading the app you can scan the barcode or manually enter the barcode number of a food item and the app will tell you if it is WIC approved.
- By also registering your eWIC card on the app, you will be able to get more detailed information based on your specific available benefits.
- If you register your card you can check your remaining balance.
- You can view an electronic version of the WIC Approved Food List.
- If you scan an item that you think should be allowed but the app says it is not, click the "I couldn't buy this" button.
 - Enter all the stored "I" information to send the product details to the State WIC Office for review.
 - If you have an Apple device, you can include pictures of the product and barcode.
- View yummy recipes to find ideas for cooking with your WIC approved foods.
- The life hacks section is full of ideas to make your life easier by showing you fun, easy ways to use your WIC products.



STATEWIDE CONFERENCE - AUGUST 2018

THANK YOU TO OUR SPONSORS



WIC MANDATORY TRAINING CONFERENCE

August 21-23, 2018
Canaan Valley Resort and Conference Center

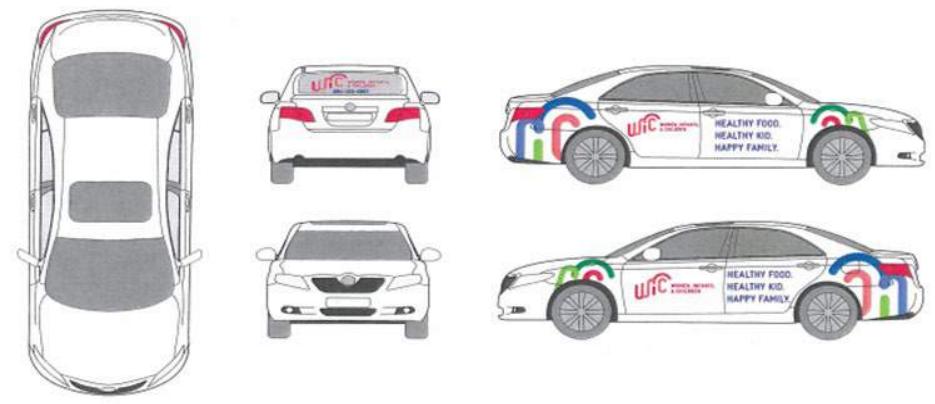
BRAVO, WIC! YOU GOT THIS.

THANK YOU TO THE WIC TRAINING CONFERENCE PLANNING COMMITTEE:

Stephanie Whitney - State WV WIC Office
Beth Dowler - Wheeling/Ohio Co. WIC
Brenda Fisher - Monongalia Co. WIC
Nicole Gaines - Mid-Ohio Valley WIC
Mitch Greenbaum - Shenandoah WIC
Cindy Haney - Randolph/Elkins WIC
Diane Landy - TSN WIC
Jodi Kyle Morgan - Randolph/Elkins WIC
Jenny Morris - Valley Health Systems WIC
Connie Posey - Central WIC

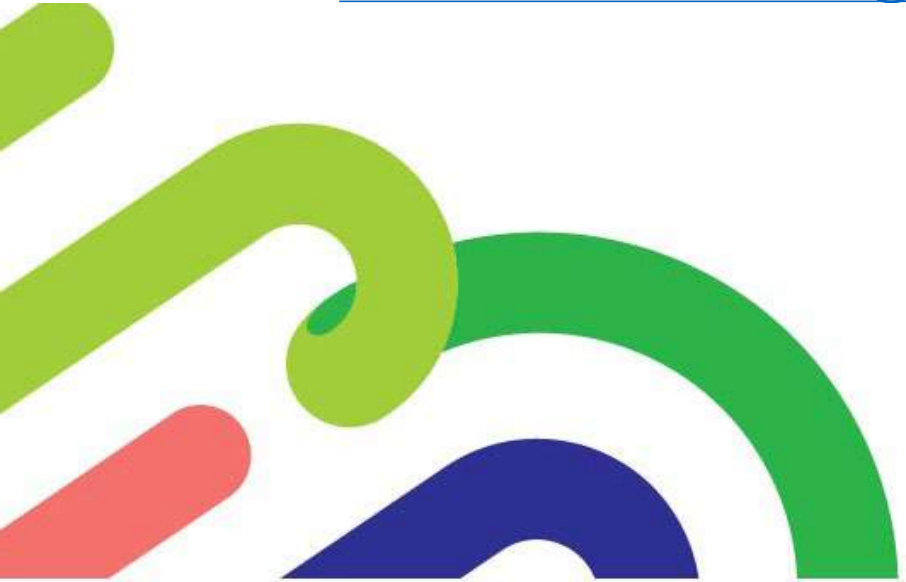


LOCAL AGENCY BRANDING



CONTACT INFORMATION

- WV WIC Website: DHHR.WV.GOV/WIC
- Laura Casto, Nutritionist III, Policy and Procedure Coordinator:
 - Laura.S.Cast@wv.gov



ENHANCING WIC CLINIC ENVIRONMENTS

OREGON WIC





WIC Clinic Enhancement Project

- Funding local agencies to enhance their waiting and counseling rooms using NWA Branding and Trauma Informed Care
- Total of 29 clinic sites at 19 agencies
- Total of \$178,100 dollars towards improving the look and feel of WIC offices across the state.
- Projects funded included (but were not limited to):
 - improved lighting in line with trauma informed care
 - creation of comfortable areas for children to play and wait
 - purchasing of comfortable bariatric seating options
 - updating waiting and counseling rooms with fresh paint
 - addition of anti-slamming doors and ambient noise
 - addition of NWA branded materials and updated artwork

Baker County – Before



Baker County – After



Clatsop County – Before



Clatsop County – After



Deschutes County – Before



Deschutes County – After



Douglas County – Before



Douglas County – After



Harney County – Before



Harney County – After



Jefferson County – Before



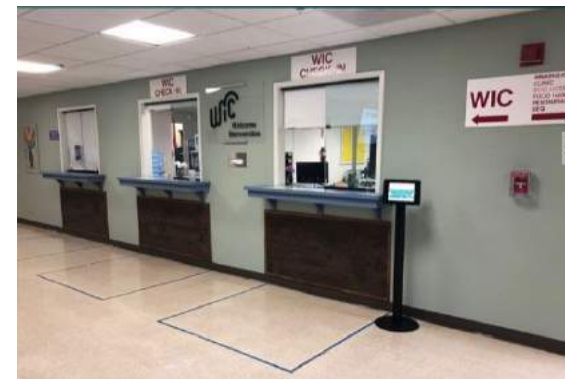
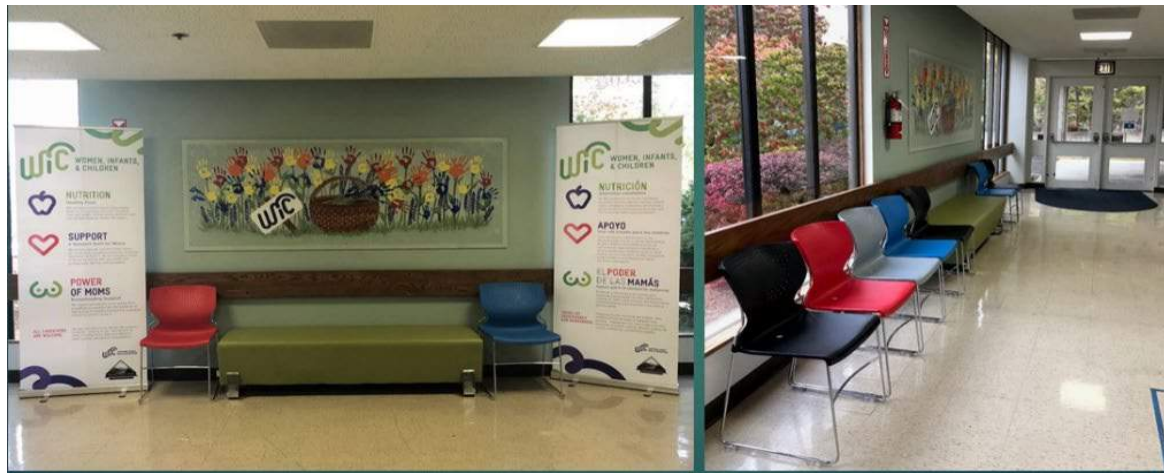
Jefferson County – After



Josephine County – Before



Josephine County – After



Klamath County – Before



Klamath County – After



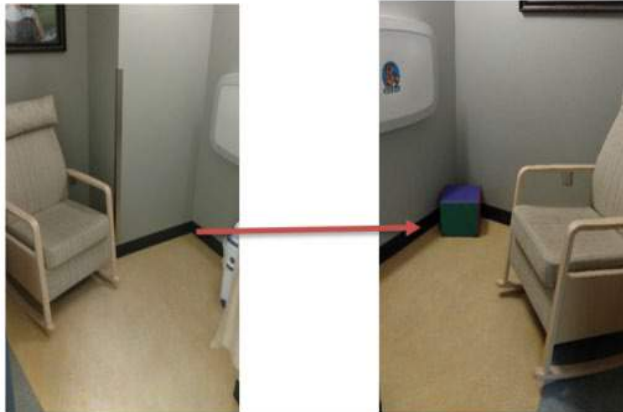
Lane County



Uncomfortable chairs were replaced at baby check-in



Privacy partitions added to reception area



Breastfeeding room added washable kid seating



Lane County



Bench seating added for family seating and comfort



Classroom walls updated with WIC branding



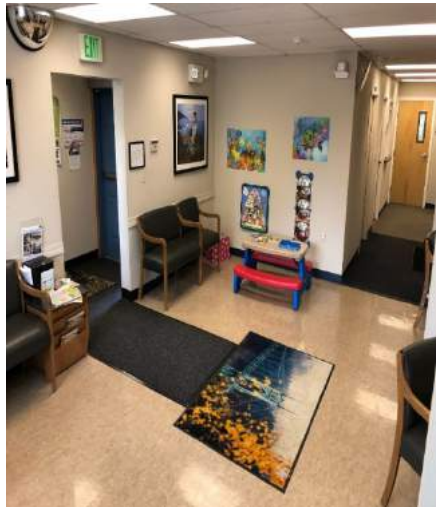
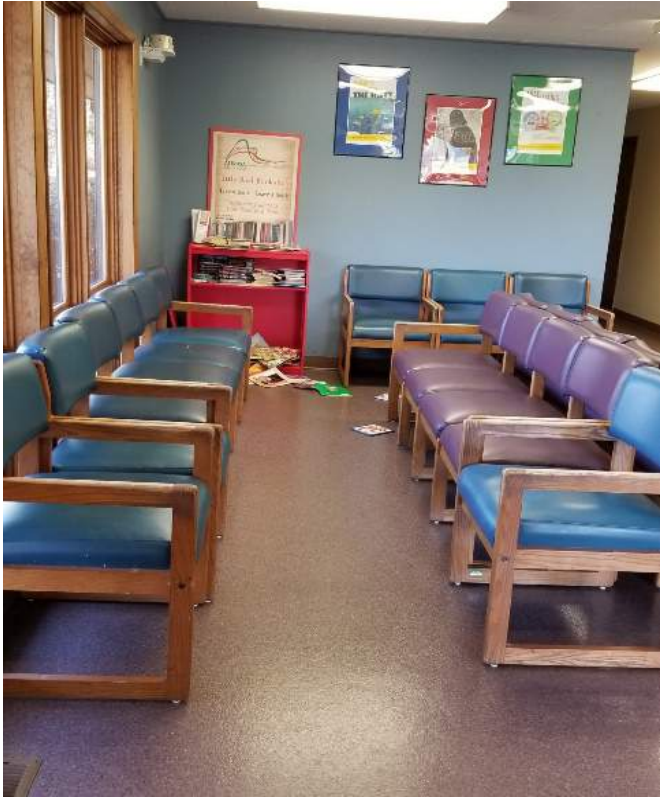
Lincoln County – Before



Lincoln County – After



Linn County – Before



Linn County – After



Marion County – Before



Marion County – After



Multnomah County – Before



Multnomah County – After



North Central – Before



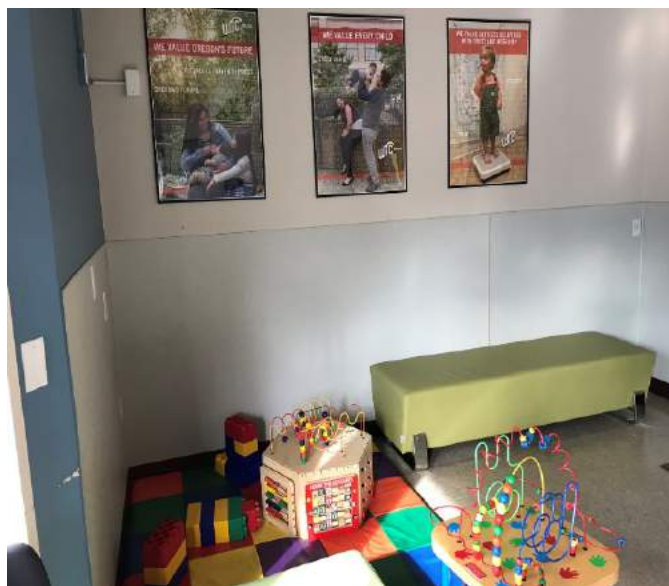
North Central – After



Washington County – Before



Washington County – After





Post Improvement Survey Results

Thinking about our WIC Space, how welcome do you feel?	96.4%	3.3%	0.3%
Thinking about our WIC Space, how comfortable do you feel?	99.5%	0.5%	0.0%

What are some examples of how the WIC clinic is welcoming and comfortable?

Theme	Words used	# Comments	Total survey respondents	Percent of total
Kid-friendly environment		279	394	71%
	kid-friendly/kids	174		
	toys	82		
	play area	13		
	books	10		
Warm and friendly staff		232	394	59%
	friendly (+staff)	123		
	nice/smile/kind/greet	109		
Positive clinic space		50	394	13%
	clean	23		
	bright colors/pictures/murals	14		
	comfortable chairs	9		
	spacious	4		



“I really appreciate the color, toys, and soft areas”

“I enjoy the pictures when we are in the waiting room”

“Open, not too overly packed with stuff. Signage and window graphics are helpful”

“Having bright colors and toys for the kids”

“Seating is new and more comfortable and nicer looking”

“Good lighting, friendly staff, lots of toys”

“Friendly staff, lots of light and colorful décor”

“When arrive they wait for you with a smile and greet you with respect and with a good vibe”

“The toys are great! Comfy seating”

“I love the toys. Kid friendly spaces so we don't have to worry about the kids being crazy”

“I like the new tablets for check in and the new art. The chairs are comfy too.”

“The staff are always so friendly I never feel any judgement here”



Questions?

Interested in learning more about the Recruitment and Retention Campaign? Talk to Stephen and Natalie at the NWA booth or Jen at the Meredith booth in the exhibit hall.

Contact NWA at campaign@nwica.org.

