# DC WIC OUTREACH TARGETING INITIATIVE

Recruitment, Redemption & Retention

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## *Impetus* for DC WIC'S Outreach Targeting Initiative

## Objectives for NWA's National WIC Awareness & Retention Campaign were to...

- Increase enrollment of WIC eligible mothers
- Increase positive perception of the WIC Program
- Retain mothers and children in the WIC Program longer
- Create national brand recognition

# What Has NWA's Branding Initiative Accomplished?

- It has guided the development of an integrated multi-media advertising and educational marketing campaign to raise awareness, drive enrollment, and improve perception of WIC
- Created a WIC brand that now drives a consistent identity and elevates campaign messaging

# How Will DC Use the NWA-Branded Materials to Target Our DC Families?



DC HEALTH



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VISITA DCWIC.org







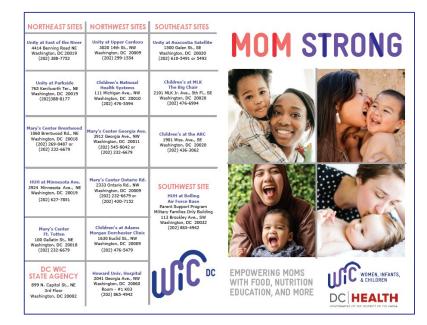


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### 'Mom Strong' Brochure





### **Potential targets:**

• WIC sites (15 locations), State agency to distribute at outreach events, Partner organizations (Managed Health Care: Ameri-Health, Ameri-Group, Trusted Health; DC Healthcare Alliance)

### 'Give Your Family a Healthy Start' (Poster)



RAISING A FAMILY CAN BE CHALLENGING, DC WIC IS HERE TO HELP.

WIC offers a variety of services designed to help you and your family live a healthy life.

### **HOW CAN WIC HELP?**

Services and benefits offered to my family:

- Free, healthy food
   Personalized nutrition counseling



### WHO IS ELIGIBLE?

- Pregnant women
- . Women breastfeeding an infant up to the infant's first birthday
- Postpartum women up to six months after delivery or end of pregnancy
- · Infants and children up to their fifth birthday
- Applicants must have a medical-based or dietary-based risk or condition and meet income guidelines.

### WIC SHOPPING FOR YOUR FAMILY

### WOMEN'S, INFANT'S & CHILDREN'S FOOD PACKAGE

The WIC food package adds to your family's monthly food budget and includes supplemental nutritious foods that target important nutrients during pregnancy, breastfeeding, post-partum, and growth of infants and young children. Learn more about the food package at: DOWIC.corg/wic-foods

### WICSHOPPER™ MOBILE APP

Find approved WIC foods, names and locations of grocery stores and WIC sites, as well as healthy recipes all on your smartphone or tablet. Download the WICShopper app by visiting your app store or opin to EBTShopper.com.

### CONTACT US

Call 202-442-9397

Visit DCWIC.org



- WIC authorized stores
- DCPS-Pre-K 3 and Pre-K4
- Charter Pre-K3 and Pre-4
- Hair and nail salons
- Healthy Start locations
- OBGYN-Prenatal clinics

### 'Choices for Children' (Poster)



- WIC stores
- Child care centers (Pre-K<sub>3</sub>-K<sub>4</sub>)
- ANC community centers
- DC Housing Authority Properties

### 'Mom Strong' (Poster)



- Local Agency facilities
- Local Agency affiliates

### 'You Got This, Mom.' (Poster/Flyer)





- Poster Infant care centers, Healthy Start locations, WIC stores, doctor's offices
- Flyer Vital Records, new moms referred by DHS, infant and child care centers, infant and child care centers



District of Columbia State Agency

CALL US: 202-442-9397







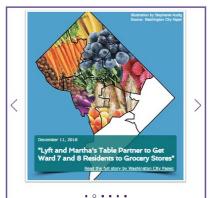












### FOLLOW @DCWIC ON INSTAGRAM











### **DCWIC.org**



DC WTC encourages community partners, providers, and WTC local agencies to use the outreach and marketing materials below to inform potential participants about WTC program. The materials can be distributed at community events, patient appointments, childcare centers, or other appropriate settings. They may also be displayed in healthcare provider writting rooms, community centers, local agency sites. WTC retail occations, childcare centers, and other related locations.

### **WIC Brochure**



This bi-fold brochure displays the income eligibility requirements, services that WIC participants will receive, and lists the contact information and hours for all DC local agency sites. Spanish version coming soon!

## Contact info.wic@dc.gov if you'd like to customize or change any of the materials to better suit your institution's needs.

### **WIC Posters**



This 19" x 25" poster highlights the services WIC provides and outlines eligibility requirements.



This smaller poster (9" x 12") could also be used as a flyer. It describes the healthy foods WIC participants can purchase with their benefits.



This large poster (35.5" x 45") can be customized to display a DC WIC local agency logo and phone number.



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our breastfeeding peer counselor can sugges fferent nursing positions, like this one.











### Instagram







## Thank You!

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