

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

'Mom Strong' Brochure

NORTHEAST SITES	NORTHWEST SITES	SOUTHEAST SITES
Unity at East of the River 4414 Banning Road NE Washington, DC 20019 (202) 388-7752	Unity at Upper Cardozo 3020 14th St., NW Washington, DC 20009 (202) 299-1554	Unity at Anacostia Satellite 1500 Calen St., SE Washington, DC 20020 (202) 610-5491 or 5492
Unity at Parkside 765 Kenilworth Ter., NE Washington, DC 20019 (202)388-8177	Children's National Health Systems 111 Michigan Ave., NW Washington, DC 20010 (202) 476-5594	Children's at MLK The Big Chair 2101 MLK Jr. Ave., 3th Fl., SE Washington, DC 20020 (202) 476-6994
Mary's Center Brentwood 1060 Brentwood Rd., NE Washington, DC 20018 (202) 259-0487 or (202) 232-6679	Mary's Center Georgia Ave. 3912 Georgia Ave., NW Washington, DC 20011 (202) 545-8042 or (202) 232-6679	Children's at the ARC 1901 Miss. Ave., SE Washington, DC 20020 (202) 436-3062
HUH at Minnesota Ave. 3924 Minnesota Ave., NE Washington, DC 20019 (202) 627-7851	Mary's Center Ontario Rd. 2333 Ontario Rd., NW Washington, DC 20009 (202) 232-6679 or (202) 420-7132	SOUTHWEST SITE HUH at Bolling Air Force Base Parent Support Program Military Families Only Building 113 Brookley Ave., SW Washington, DC 20032 (202) 865-4942
Mary's Center Ft. Totten 100 Gallatin St., NE Washington, DC 20018 (202) 232-6679	Children's at Adams Morgan Dorchester Clinic 1630 Euclid St., NW Washington, DC 20009 (202) 476-5479	
DC WIC STATE AGENCY 899 N. Capitol St., NE 3rd Floor Washington, DC 20002	Howard Univ. Hospital 2941 Georgia Ave., NW Washington, DC 20060 Room - #1 K03 (202) 865-4942	



EMPOWERING MOMS WITH FOOD, NUTRITION EDUCATION, AND MORE



DC HEALTH
GOVERNMENT OF THE DISTRICT OF COLUMBIA

MOM STRONG



7 MILLION WOMEN, INFANTS, AND CHILDREN GET WIC BENEFITS. ARE YOU ELIGIBLE?

WHO CAN GO TO WIC?

- Pregnant women
- Mothers of babies up to 6 months old
- Mothers who are breastfeeding babies up to 12 months old
- Infants & children up to 5 years old

DO I QUALIFY FOR WIC?

VISIT wic.fns.usda.gov/wps

NOTE: Families currently enrolled in Medicaid, TANF (Temporary Assistance for Needy Families), or the Supplemental Nutrition Assistance Program (SNAP) are income eligible to join the WIC Program.

WHAT TO BRING TO YOUR DC WIC APPOINTMENT

- Proof of DC residency
- Proof of income
- Proof of pregnancy (i.e. letter from your doctor)
- Proof of identity (i.e. picture ID, drivers license)
- Baby or child & his/her birth certificate or hospital discharge papers

WE'RE HERE FOR YOU

Did you know WIC offers the following?



HEALTHY FOOD + NUTRITION TIPS
We help moms feed their kids nutritious meals by providing:

- Monthly benefits to buy healthy food
- Nutrition education counseling
- Farmer's Markets checks for fruits & vegetables



BREASTFEEDING SUPPORT
We offer guidance for nursing moms:

- Advice on breastfeeding issues: positioning, latch, milk production, and returning to work
- Breast pumps and other nursing aids



A COMMUNITY OF EXPERTS & PEERS
We introduce moms to a network of:

- healthcare professionals
- immunization services
- additional social services
- other moms to share experiences and support



LEARN MORE:

CALL 202-442-9397 VISIT dcwic.org

WIC is administered by the United States Department of Agriculture (USDA). The USDA, WIC, and organizations or institutions administering WIC are prohibited from discriminating based on race, color, national origin, sex, disability, age, or marital or marital-like status (including those who are single), sexual orientation, gender identity, or ancestry in providing any program or activity. Contact complaints by email at wic@usda.gov or (866-432-9922) or USDA, Office of the Assistant Secretary for Civil Rights, 1400 Independence Avenue, SW Washington, DC 20250-9402, by fax (202) 690-9424, or by email at program.access@usda.gov. © 2018 Federal WIC Association. "WIC" is a registered trademark of the U.S. Department of Agriculture. All rights reserved.

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)



GIVE YOUR FAMILY A HEALTHY START

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
- Healthcare referrals
- Breastfeeding support



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: DCWIC.org/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 going to EBTShopper.com.

CONTACT US
Call 202-442-9397
Visit DCWIC.org

DC HEALTH
GOVERNMENT OF THE DISTRICT OF COLUMBIA

This institution is an equal opportunity provider.

Potential targets:

- 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)



**CHOICES
FOR
CHILDREN**

wic DC

WIC foods help meet your child's nutrition needs and supports their healthy development. Your child will enjoy milk, cereal, eggs, juice, peanut butter and beans, fruits, vegetables, yogurt and whole grains

YOUR CHILD'S WIC FOODS

- Are low in fat and high in fiber
- Offer a variety of choices to help with picky eating habits
- Help maintain a healthy weight for your child

WHAT YOU WILL RECEIVE

Grains

- 36 oz. of breakfast cereal
- 2 lbs. of 100% whole grains (100% whole wheat bread, whole wheat tortillas, corn tortillas, oats, brown rice or whole wheat pasta)

Vegetables and Fruits

- Two 64 oz. containers of juice OR two 16 oz. cans of frozen concentrate
- \$8 cash value benefit for fresh, canned, or frozen vegetables and fruits

Dairy

- 4 gallons of whole milk for ages 12 to 23 months
(Allowable substitutions of cheese or whole milk yogurt)
- 4 gallons of non-fat (skim) or low-fat (1%) milk for ages 2-5 years
(Allowable substitutions of cheese, yogurt or soy milk)

Protein

- 1 dozen eggs
- 1 lb. dried beans OR four 15-16 oz. cans of beans for age 12 to 23 months
- 1 lb. dried beans OR four 15-16 oz. cans of beans OR one 16-18 oz. jar of peanut butter for ages 2-5 years

CONTACT US

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Visit DCWIC.org

DC HEALTH
GOVERNMENT OF THE DISTRICT OF COLUMBIA

This institution is an equal opportunity provider.

Potential targets:

- WIC stores
- Child care centers (Pre-K₃-K₄)
- ANC community centers
- DC Housing Authority Properties

'Mom Strong' (Poster)



Potential targets:

- Local Agency facilities
- Local Agency affiliates

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



YOU GOT THIS, MOM.

AND WE'RE HERE TO HELP.

WIC provides healthy food, nutrition education, and breastfeeding guidance to more than 8 million moms and children. If you're pregnant, a caregiver, or a mom with children under 5, you can get the right personalized support for you and your family.

LEARN MORE

DC WIC State Agency
899 North Capitol St., NE, 3rd Floor, 20002
(202) 442-9397

VISIT: DCWIC.org



WIC es un programa federal que ayuda a las mujeres embarazadas, a las madres con niños menores de 5 años y a los niños menores de 5 años de edad. WIC ofrece alimentos saludables, información sobre nutrición y apoyo para madres que don pecho.



LO HACES MUY BIEN MAMÁ.

Y ESTAMOS AQUÍ PARA AYUDAR.

WIC ofrece alimentos saludables, información sobre nutrición y apoyo para madres que don pecho a más de 8 millones de mamás y niños. Si estás embarazada, cuidas a un niño o tienes hijos menores de 5 años de edad, puedes recibir el apoyo personalizado adecuado para tu familia y para ti.

RECIBE MÁS INFORMACIÓN

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899 North Capitol St., NE, 3rd Floor, 20002 (202 442-9397)

VISITA: DCWIC.org



WIC es un programa federal que ayuda a las mujeres embarazadas, a las madres con niños menores de 5 años y a los niños menores de 5 años de edad. WIC ofrece alimentos saludables, información sobre nutrición y apoyo para madres que don pecho.

Potential targets:

- **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
 Learn. Grow. Thrive.

DCWIC.org



What is WIC?

We are a food assistance and nutrition education program for women, infants and children.

[LEARN MORE HERE](#)

HOW TO APPLY

WIC FOODS

WIC LOCATIONS

COMPLAINTS & FRAUD

FAQ

CONTACT US



FOLLOW @DCWIC ON INSTAGRAM



DC WIC encourages community partners, providers, and WIC local agencies to use the outreach and marketing materials below to inform potential participants about WIC 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 waiting rooms, community centers, local agency sites, WIC retail locations, 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!*



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.



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

Instagram



Jennifer Garner's Once Upon a Farm to Make Organic Baby Food Available to WIC-Eligible Families

dcwic

dcwic "I'm committed to finding ways of providing healthy food to children who have less access and often limited opportunities." Thank you, @jennifergarner! ❤️ #momstrong #wicworks #healthequity #wic

3w

Liked by nokidhungrymd and 14 others

MARCH 7

Add a comment... Post

@dcwic.org



Thank You!

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