



National WIC Association

Creating WIC Messages

February 29th, 2016

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National WIC Association

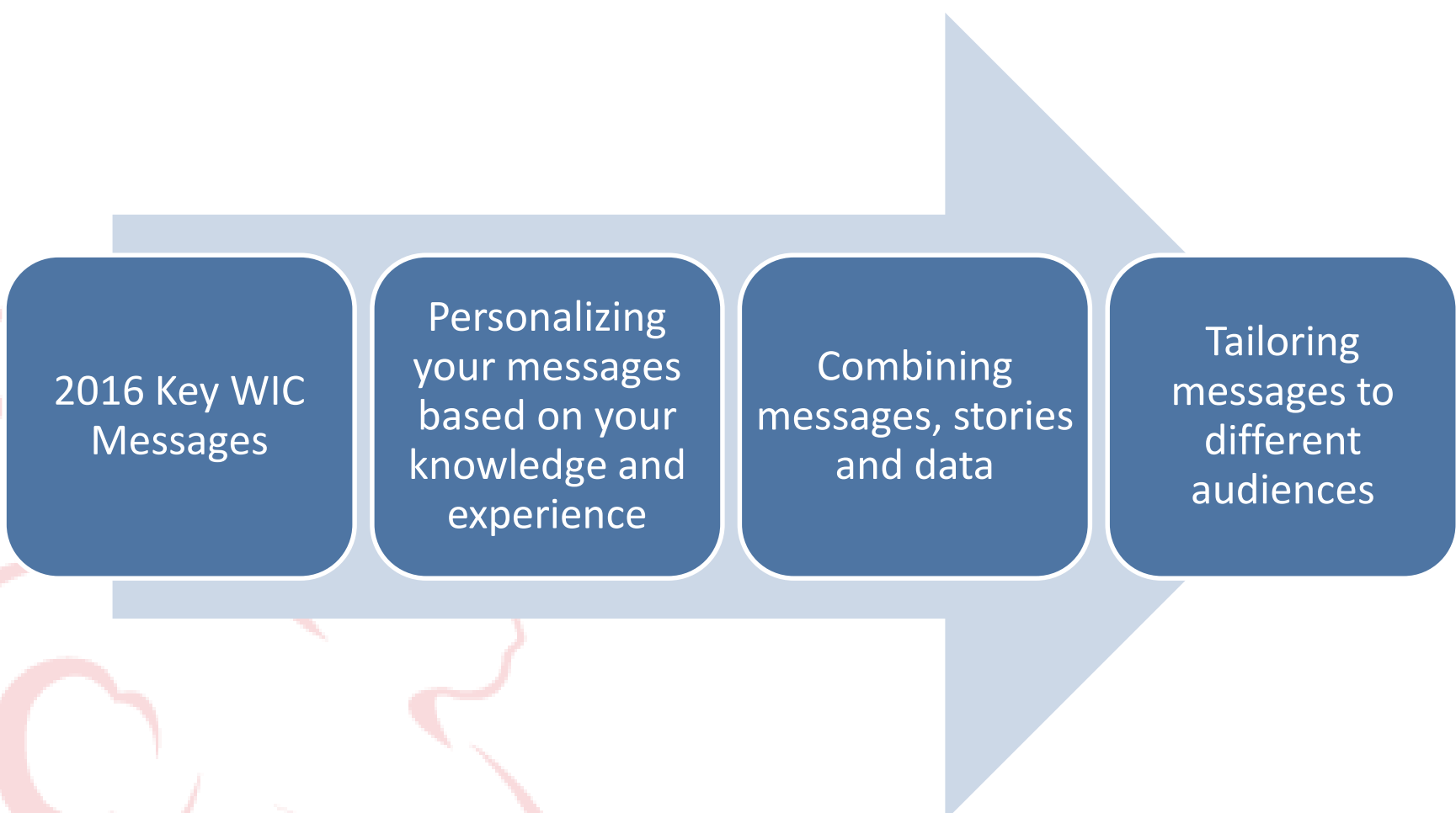
**Why talk about
WIC?**



Talking about WIC can help...

- Improve client recruitment
- Encourage Congress to enact positive policies to support the implementation of WIC communities across the country
- Increase public support for the program, which affects the above

Talking about WIC: Workshop Outline



The diagram illustrates a four-step workshop outline. It features a large, light blue arrow pointing to the right, which serves as a background for four dark blue rounded rectangular boxes. Each box contains a step in the process. The steps are: 1. 2016 Key WIC Messages, 2. Personalizing your messages based on your knowledge and experience, 3. Combining messages, stories and data, and 4. Tailoring messages to different audiences. The entire graphic is set against a white background with faint, stylized red and pink swirls in the bottom left corner.

2016 Key WIC Messages

Personalizing
your messages
based on your
knowledge and
experience

Combining
messages, stories
and data

Tailoring
messages to
different
audiences

2016 WIC Key Messages

- “WIC: strengthening families, strengthening communities, strengthening America”
- “WIC is grounded in science, efficiency, and compassion”
- “WIC has strong bi-partisan support”

Talking Points:

WIC: Strengthening Families, Strengthening Communities and Strengthening America

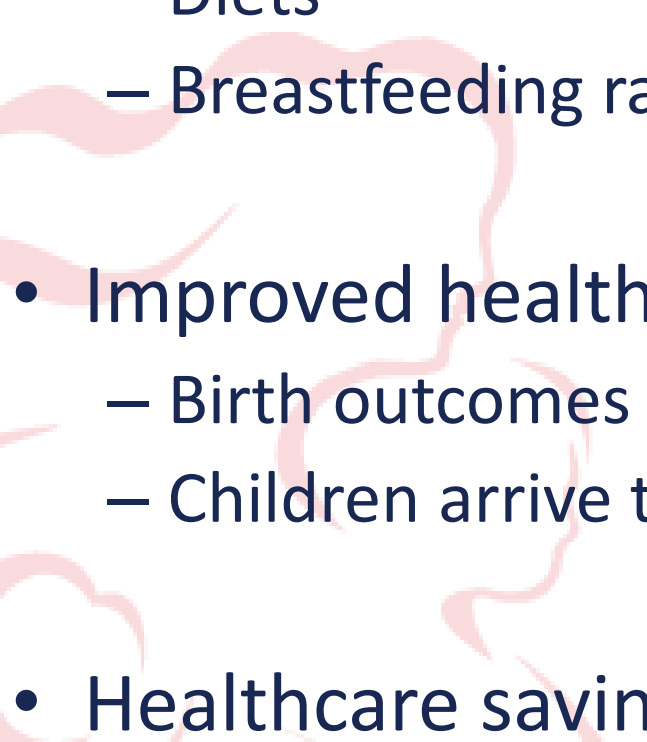


WIC Strengthens Families: WIC's Four Service Pillars

- Healthy Foods
- Nutrition Education
- Breastfeeding Support,
including Peer Counselors
- Health Care Referrals



WIC Strengthens Families: Positive Outcomes

- Improved health behaviors
 - Diets
 - Breastfeeding rates
 - Improved health outcomes
 - Birth outcomes
 - Children arrive to school ready-to-learn
 - Healthcare savings
- 

WIC Strengthens Families

- Cutting participants from the program will have negative consequences



WIC Strengthens Communities

- Healthy children and families
- Dollars spent in local economies
- Minimum stocking requirements improve food access for all
- WIC clinics are a trusted community resource and a gateway to other health and social services



WIC Strengthens America

- WIC supports vulnerable populations at critical times of growth and development
- Kids come to school ready-to-learn with the opportunity to reach their potential
- WIC helps address national public health concerns, such as obesity
- Fewer nutrition-related illnesses and low birth weight babies save health care costs
- Healthier children and healthier adults mean more productive workforce
- WIC supports active military families



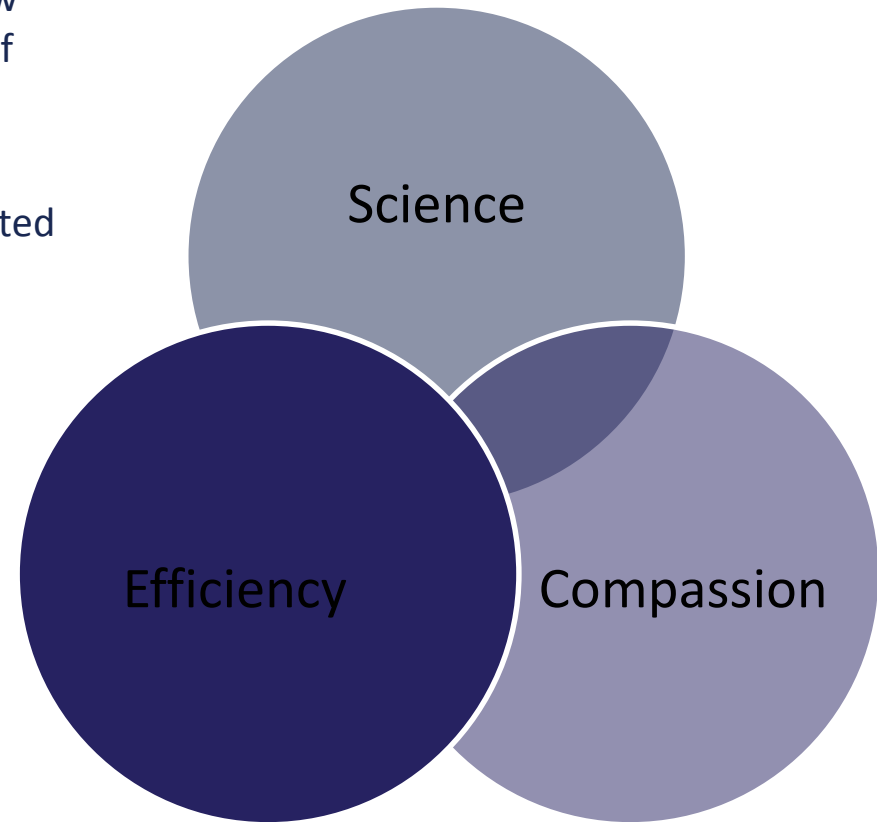
Talking Points:

WIC is grounded in science, efficiency, and compassion



WIC is grounded in science, efficiency, and compassion

- WIC food package undergoes rigorous scientific review every 10 years to meet the specific nutritional needs of mothers and children
- Over 40 years of science-based nutrition has contributed to improved health outcomes
- Efficient management
- Effective service delivery
- Entrepreneurial
- Cuts would impact core program components and undermine essential outcomes
- Trained professional and paraprofessional WIC staff provide tailored support to families



Talking Points:
WIC has strong
bi-partisan
support



WIC has strong bi-partisan support

- Historically bi-partisan supported and championed
- Admired across political, ideological, ethnic, and socio-economic groups, and voters overwhelmingly oppose cutting funding for WIC
- Clients are thankful for the program

**How do
you talk
about
WIC?**



Personalizing WIC Messages

Developing Your Personal Messages

What is your role in the WIC Program?

Given your role and experience, which talking points can you speak most to?

Write down some of the national, state, and local level statistics to support your talking points. Consult your state profile for some state level statistics.

Think about any personal stories from your own experience, clients, and other colleagues about how WIC has strengthened families, is efficient/effective/entrepreneurial or is well-liked.

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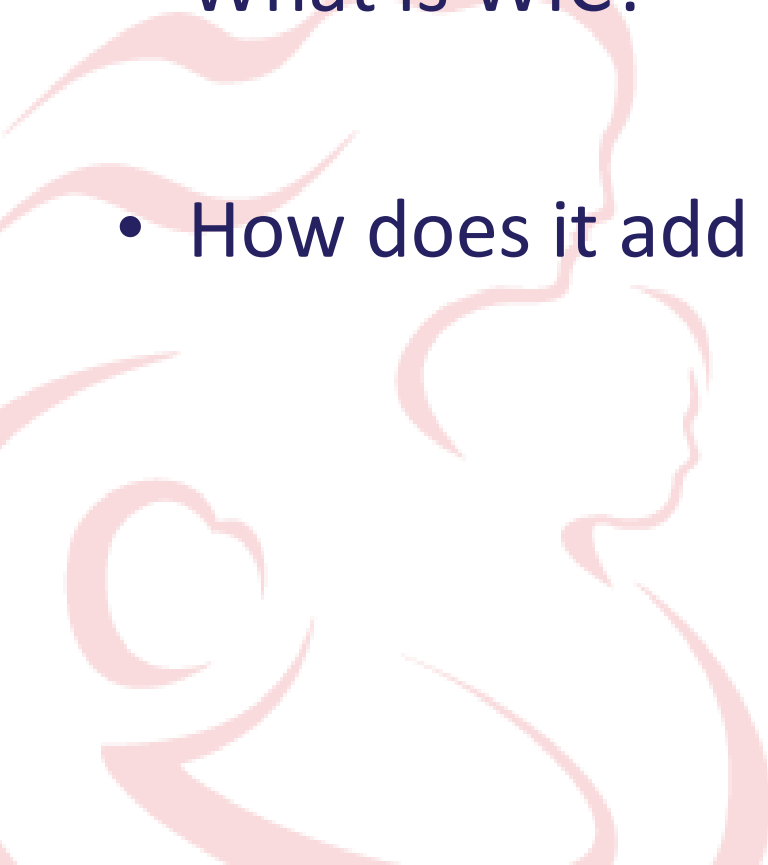
You are the experts!
You bring a unique
perspective!
You know WIC's
value, first hand!

Who needs to know that WIC has value?

- Potential clients
- Decision-makers



Establishing the Value of WIC

- What is WIC?
 - How does it add value?
- 
- Faint red decorative swirls are visible in the bottom-left corner of the slide, partially overlapping the list items.

Focus Your Communications

- Your role in WIC is unique
- You can speak first hand to certain messages
- Focus on these



From your unique perspective how does WIC add value?

- Think about this in the context of the key messages:
 - **WIC: strengthening families, strengthening communities, strengthening America**
 - **WIC is grounded in science, efficiency, and compassion**
 - **WIC has strong bi-partisan support**

Support Your Message with User-Friendly Data and Stories

- Appeal to logic, reason and emotion
- Frame and package info:
 - The **KISS** -**Keep It Simple Sweetie!** – method is always best
 - Font should be large enough to read
 - Colors should be easy to see
 - The illustration should be easily read online

State WIC Profiles



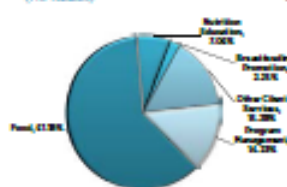
ROLE OF THE WIC PROGRAM

With firm commitment to safeguarding and advancing the nutrition status and health of mothers and children and to promoting breastfeeding in the U.S., the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) works within such state to improve healthcare access for low and moderate income women and children with, or at risk of developing, nutrition-related health problems, including obesity and type 2 diabetes. WIC provides nutrition education and healthy foods enabling families to make lifelong healthy eating and lifestyle choices. The foods in the WIC food packages are specifically selected for their nutritional value to supplement the dietary needs of participants to ensure good health, growth and development. See how WIC impacts the people of Massachusetts.

Average Massachusetts Monthly WIC Participation October 2013 – September 2014 FY 2014	Pregnant Women	10,641
	Breastfeeding Women	8,579
	Postpartum Women	6,726
	Infants	26,356
	Children	62,709
	Total Participation	115,110

Massachusetts WIC Food and Services Benefits October 2013 – September 2014 FY 2014	total food benefit value per participant (monthly)	\$53.99
	total food benefit spent in state (food + retail)	\$60,823,888
	Manufacturer Cost Containment Rebate	(\$28,872,322)
	Net Federal Food Cost	\$34,348,796
	Nutrition Service Benefits	\$24,309,763

Massachusetts WIC funding FY 2014 (pre-retail)



The WIC funding for FY 2014 graph illustrates food costs and the allocation of nutrition services benefits in Massachusetts:

- food (pre-retail) 61.3%
- nutrition education 1.0%
- breastfeeding promotion 2.3%
- other child services 8.3%
- program management (admin) 26.1%

February 2016

Please direct all questions to NNA at 202.232.6482

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WIC PROMOTES HEALTH AND HEALTHCARE SAVINGS

HEALTHY EATING

WIC provides nutrition education and healthy foods to help families make healthy choices. The WIC food package includes milk, vegetables, one-pl dairy, and whole grains. The food package helps combat food insecurity and contributes to healthy diets which aid in reducing obesity and chronic disease.

16.6%
of Massachusetts children are food insecure.*

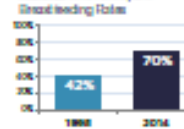
*Food insecurity refers to a lack of access, at times, to enough food for a nutritionally adequate diet.

WIC helps families combat food insecurity and nutrition-related health problems including obesity and type 2 diabetes.

BREASTFEEDING

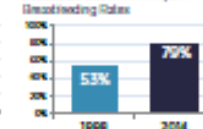
Research shows that breastfeeding provides numerous health benefits to both the mother and her baby helping to reduce healthcare costs, breast-feeding lowers a child's risk of obesity, type 2 diabetes, and asthma. WIC is the largest public breastfeeding promotion program in the nation, providing mothers with education and support.

National WIC Participant Breastfeeding Rates



Source: USDA 2014 WIC Participant and Program Characteristics (PCAP) Report. PCAP data allows for standardized comparisons to demonstrate overall program. Some states collect more data than reported by the PCAP report and may yield different and more current results than shown.

Massachusetts WIC Participant Breastfeeding Rates



PROGRAM INTEGRITY

Participants and retail vendors who experience state benefit access and delivery as WIC aims to implement electronic benefit transfer (EBT) nationwide by 2020, can help reduce opportunities for vendor food cost price fraud and abuse.

Massachusetts completed statewide EBT implementation in November 2014.

VOICES OF MASSACHUSETTS WIC PARTICIPANTS

"I was a single mom or three children and you helped me survive some hard times. I know it's difficult, but anything I always had food to feed my family."

—WIC participant, Massachusetts

"I was supported by a group of women that encouraged me to see a healthy lifestyle while breastfeeding and making healthy food choices for me and my growing son. The ritual (healthy) choice that I made while on WIC was that I made a commitment to be a cook and to make foods from scratch using whole food ingredients. WIC provided a shopping store for my family that embraced us, listened to our concerns, gave us recipe suggestions and never judged us."

—WIC participant, Massachusetts

State WIC Director

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WIC's mission: Providing leadership to promote quality nutrition services, advocating for services for all eligible women, infants, and children; ensuring the sound and responsive management of WIC.

Further facts: Visit the WIC Site: www.fda.gov/oc/ohrt/wic or www.wic.gov

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For further information visit wicwa.org

How WIC Impacts the People of Massachusetts

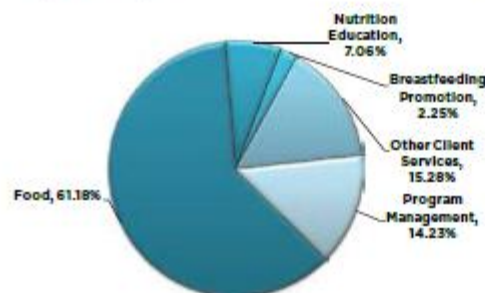
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Monthly WIC Participation
October 2013 – September 2014
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Massachusetts
WIC Food and Services Benefits
October 2013 – September 2014
FY 2014

Total Food Benefit Value Per Participant (monthly)	\$39.99
Total Food Benefit Spent in State (Food + Rebate)	\$80,522,338
Manufacturer Cost Containment Rebate	(\$26,377,222)
Net Federal Food Cost	\$54,145,116
Nutrition Service Benefits	\$24,329,763

Massachusetts WIC Funding FY 2014
(Pre-rebates)



The WIC Funding for FY 2014 graph illustrates Food Costs and the allocation of Nutrition Services Benefits in Massachusetts:

- ➡ Food (pre-rebate): 61.18%
- ➡ Nutrition Education: 7.06%
- ➡ Breastfeeding Promotion: 2.25%
- ➡ Other Client Services: 15.28%
- ➡ Program Management (Admin): 14.23%

How WIC Impacts the People of Massachusetts

HEALTHY EATING

WIC provides nutrition education and healthy foods to help families make healthy choices. The WIC food package includes fruits, vegetables, low-fat dairy, and whole grains. The food package helps combat food insecurity, and contributes to healthy diets which aid in reducing obesity and chronic disease.

17%

of **Massachusetts** children are food insecure.*

*Food insecurity refers to a lack of access, at times, to enough food or nutritionally adequate food.¹

WIC helps families combat food insecurity and nutrition-related health problems including obesity and type 2 diabetes.

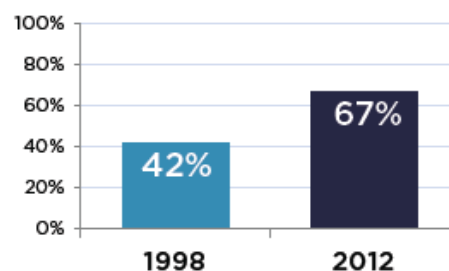


How WIC Impacts the People of Massachusetts

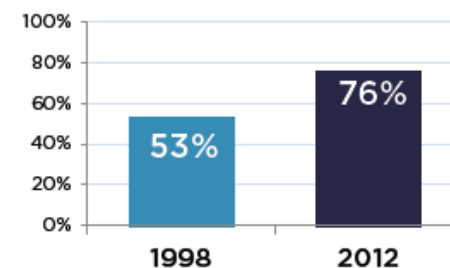
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Massachusetts WIC Participant Breastfeeding Rates



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How WIC Impacts the People of Massachusetts

VOICES OF MASSACHUSETTS WIC PARTICIPANTS

"I was a single mom of three children and WIC helped me survive some hard times. I knew if I didn't have anything I always had food to feed my family."

—WIC Participant, **Massachusetts**

"I felt supported by a group of women that encouraged me to live a healthy lifestyle while breastfeeding and making healthy food choices for me and my growing son. The most important choice that I made while on WIC was that I made a commitment to be a cook and to make foods from scratch using whole food ingredients. WIC provided a stepping stone for my family that embraced us, listened to our concerns, gave us recipe suggestions and never judged us."

—WIC Participant, **Massachusetts**

Support Your Messages with Client and Service Provider Stories

- They're unique
- Appeal to emotion
- Illustrate the value of WIC from many perspectives
- Can be used to strategically highlight specific aspects of WIC such as breastfeeding, preventing childhood obesity or other important programmatic features

Worksheet Activity: Personalizing Your Messages

- WIC Directors
 - Nutritionist
 - Breastfeeding support staff
 - Vendor management staff
 - Other WIC staff
 - WIC partners
- 
- A faint, stylized illustration in light pink and red tones is visible in the background on the left side of the slide. It depicts a woman from the chest up, holding a baby. The lines are soft and flowing, giving it a gentle, illustrative feel.

**Do You Talk
the Same
about WIC to
Everyone?
Why? Why
not?**



Messaging to Different Audiences

- Friends and Family
 - Colleagues
 - Clients
 - Strangers in the Grocery Store
 - Media
 - Community Members
 - Policymakers
 - Other Decision-makers
- 

How do you talk about WIC to different audiences?

- Know your audiences' values and interests





**How do you talk to your clients about
the value of WIC?**



**How do you talk to your family,
colleagues, community members
about the value of WIC?**

How do you talk to the media?

Check out our
Talking to the Media
section in the NWA
WIC Voice Toolkit

Talking to the Media

Things to Keep in Mind:

1. If you're not a designated spokesperson, tell the reporter you are speaking to them on "background" or "off the record." If you're speaking on **background**, the information you provide may be used but won't be attributed to you without your permission. If you're speaking **off the record**, the information won't be used.
2. If you're not sure of something, assure the reporter you will follow-up by a designated time.
3. If possible, use personal stories (either your own or those of participants).
4. Make complex explanations as simple as possible.

Avoid:

1. Jargon (in our case, particularly abbreviations – most people won't know what FNS means or many of the other acronyms we use, so be sure to explain)
2. Too many statistics. Numbers are important and help tell stories, use stats strategically as evidence for stories instead of the other way around.
3. Hypothetical questions. If you're asked hypothetical questions, redirect to your talking points.

After the Interview:

1. Follow-up. Thank the reporter, provide additional information if appropriate, offer to answer additional questions.
2. Watch for the story!
3. Share the story through your channels.

Note: Occasionally, we deal with very complex or controversial topics. When this is the case, it's even more important to stay on point and it's okay to ask to review the story before it's published. They may not agree to the review, but in some cases they will.

Targeting Messages to Democrats and Republicans

Progressives/Liberals/Democrats

Core values:

- Communitarian: Greater together than on our own
- Everyone gets a fair shot, plays by the same rules

More likely to champion these issues:

- Increased access to healthcare
- Hunger/poverty
- Prevention
- Children's health and Education

Conservatives/Republicans

Core values:

- Limited Government
- Maximizing individual freedom

More likely to champion these issues:

- Strong military and national security
- Strong economy
- Business

Targeting Messages to Democrats and Republicans

Progressives/Liberals/Democrats

WIC Talking Points:

- WIC provides a holistic response to mothers and young children
- Provides nutritional health
- Families, Retailers, community, and nation all benefit

Conservatives/Republicans

WIC Talking Points:

- WIC is a hand up not a hand out
- WIC is not a dependency program
- WIC educates to make informed choices
- WIC saves Federal taxpayer dollars

Targeting Your Messages to Elected Officials

- What issues do your Members of Congress focus on?
- What interests do they have?
- Do they have a family?
- What is their political ideology?

A decorative graphic consisting of several thick, flowing pink lines that swirl and curve across the left side of the slide, partially overlapping the text.

Worksheet Activity: Tailoring Your Messages to Your Elected Officials

Examples

Democrat: WIC education & food package helps improve health & nutrition intake in families.

Republican: WIC improves family health, helping children grow smart and strong to contribute to society & the military.

Democrat: WIC education & food package helps improve health & nutrition intake in families.

Republican: WIC improves family health, helping children grow smart and strong to contribute to society & the military.

Democrat & Republicans: WIC provides significant return on investment. The small investment in WIC saves future healthcare dollars and results in healthier families.

Democrat: WIC is able to serve participants through formula manufacturers' rebates

Both: WIC is a lean program that yields positive health outcomes & cost savings

A decorative graphic consisting of several overlapping, wavy, pink lines that form a soft, cloud-like or smoke-like shape, located on the left side of the slide.

Questions? Comments?