

Creating WIC Messages

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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

- 2015 Key WIC Messages
- Personalizing your messages based on your knowledge and experience
- Tailoring messages to different audiences

2015 WIC Key Messages

- WIC strengthens families
- WIC is efficient, effective, and entrepreneurial
- WIC is a well-liked program



Talking Points: WIC Strengthens Families



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

Talking Points: WIC is Efficient, Effective, and Entrepreneurial



WIC is Efficient, Effective, and Entrepreneurial

- Efficient management
- Effective service delivery
- Entrepreneurial
 - Business-friendly—dollars spent in local economies
 - Cost containment
 - Creative use of limited resources

WIC is Efficient, Effective, and Entrepreneurial

- Cuts would:
 - Impact core program components
 - Undermine essential outcomes

**Talking
Points:
WIC is a
Well-Liked
Program**



WIC is a Well-Liked Program

- 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: Communicating Your WIC Value Proposition

You are the experts!

What is a Value Proposition?

- An analysis or statement of the combination of goods and services offered by a company to its customers - BusinessDictionary.com
- A business or marketing statement that summarizes why a consumer should buy a product or use a service. This statement should convince a potential consumer that one particular product or service will add more value or better solve a problem than other similar offerings
- investopedia.com

Who do we want to convince?

- Potential clients
- Decision-makers



Establishing Your WIC Value Proposition

- What is WIC?
- How does it add value?

Focus Your Value Proposition 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 strengthens families
 - WIC is efficient, effective, and entrepreneurial
 - WIC is a well-liked program



Support Your Value Proposition with User-Friendly Data

- Appeal to logic and reason
- 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



How WIC Impacts the People of Massachusetts

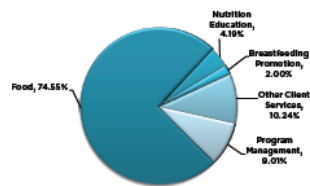
ROLE OF THE WIC PROGRAM

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 each 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 2010 – September 2011 FY 2011 (preliminary)		
	Pregnant Women	11,782
	Breastfeeding Women	8,574
	Postpartum Women	7,387
	Infants	27,411
	Children	63,954
	Total Participation	119,108

Massachusetts WIC Food and Services Benefits October 2010 – September 2011 FY 2011 (preliminary)		
	Total Food Benefit Value Per Participant (monthly)	\$54.95
	Total Food Benefit Spent in State (Food + Rebate)	\$78,539,119
	Manufacturer Cost Containment Rebate	(\$16,584,981)
	Net Federal Food Cost	\$61,954,138
	Nutrition Service Benefits	\$27,402,548

Massachusetts WIC Funding FY 2011 (Pre-rebates)



The WIC Funding for FY 2011 graph illustrates Food Costs and the allocation of Nutrition Services Benefits in Massachusetts:

- Food (pre-rebate): 74.55%
- Nutrition Education: 4.19%
- Breastfeeding Promotion: 2.00%
- Other Client Services: 10.24%
- Program Management (Admin): 9.01%

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 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.*

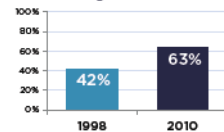
*Food insecurity refers to a lack of access, at times, to enough food or nutritionally adequate food!

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

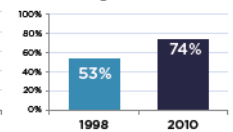
BREASTFEEDING

Research shows that breastfeeding provides numerous health benefits to both the mother and her baby, helping to reduce healthcare costs. Breastfeeding 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



Massachusetts WIC Participant Breastfeeding Rates



Source: USDA 2010 WIC Participant and Program Characteristics (PC) Report. PC data allows for standardized comparisons to demonstrate overall progress. Some states collect more data than required by the PC Report and may yield different and more current results than shown.

PROGRAM INTEGRITY

Participants and retail vendors will experience easier benefit access and delivery as WIC aims to implement Electronic Benefit Transfer (EBT) nationwide by 2020. EBT helps reduce opportunities for vendor food cost price fraud and abuse.

Massachusetts is currently in the planning phase for WIC EBT implementation.

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

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

*Feeding America. *Mind the Meal Gap*. Retrieved July 2012 from <http://feedingamerica.org/hunger-in-america/hunger-studies/map-the-meal-gap.aspx>

How WIC Impacts the People of Massachusetts

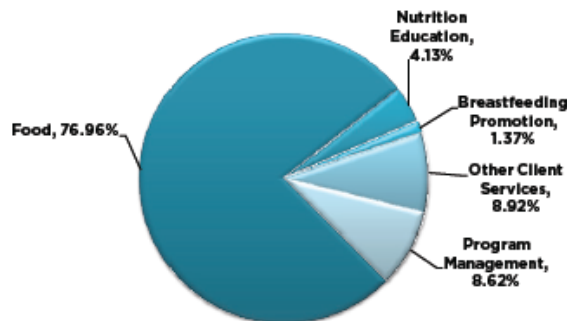
Average Massachusetts
Monthly WIC Participation
October 2011 - September 2012
FY 2012

Pregnant Women	11,931
Breastfeeding Women	8,798
Postpartum Women	7,316
Infants	27,931
Children	66,593
Total Participation	122,568

Massachusetts
WIC Food and Services Benefits
October 2011 - September 2012
FY 2012

Total Food Benefit Value Per Participant (monthly)	\$57.32
Total Food Benefit Spent in State (Food + Rebate)	\$84,307,714
Manufacturer Cost Containment Rebate	(\$24,253,796)
Net Federal Food Cost	\$60,053,918
Nutrition Service Benefits	\$25,240,551

Massachusetts WIC Funding FY 2012
(Pre-rebates)



The WIC Funding for FY 2012 graph illustrates Food Costs and the allocation of Nutrition Services Benefits in Massachusetts:

- Food (pre-rebate): 76.96%
- Nutrition Education: 4.13%
- Breastfeeding Promotion: 1.37%
- Other Client Services: 8.92%
- Program Management (Admin): 8.62%

How WIC Impacts the People of Massachusetts

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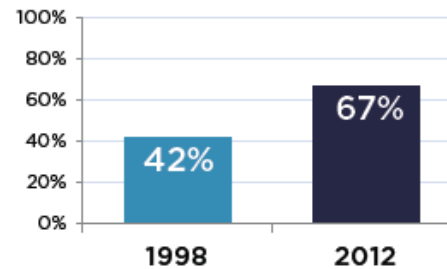
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How WIC Impacts the People of Massachusetts

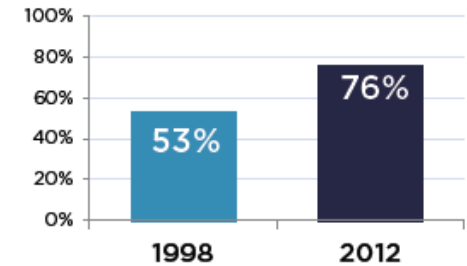
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—WIC Participant, **Massachusetts**

Support Your Value Proposition with

- **Client and Service Provider Stories**
They're unique
- Appeal to emotion
- Illustrate the value proposition 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

**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 media about the value of WIC WIC?

- Learn more in the media workshop later today!

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?

Worksheet Activity: Tailoring Your Messages to Your Elected Officials

Examples

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

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: Healthy children ready to learn

Republican: Healthy children ready to learn on a track to contribute to society

Democrat: Children are given a healthy start in life.

Republican: The cost of pre-term & low birthweight babies are expensive; there are increased healthcare costs associated w/formula feeding; children ready to learn will likely contribute better to society.

Democrat:

Breastfeeding improves the health of mom & baby

Republican:

Breastfeeding reduces healthcare costs

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

Republican: WIC brings money into local economies

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

Questions? Comments?