



# ADVOCACY TOOLKIT: HOW TO ADVOCATE FROM YOUR COMMUNITY

## NWA'S MISSION

The National WIC Association (NWA) provides its members with tools and leadership to expand and sustain effective nutrition services mothers and young children.

WIC staff, families, and stakeholders can uplift, raise awareness, in build support for WIC right from your community. Engaging in WIC advocacy and education is not just limited to coming to Capitol Hill to meet with your members of Congress - it is much more expansive!

There is a way for everyone to engage in WIC education.

## SOCIAL MEDIA

Social media is a powerful tool to engage a wide audience – including the general public, potential participants, and policymakers.

The main social media platforms NWA utilizes are Twitter, Facebook, Instagram, and Tik Tok. It is important to know your audience on each platform as they may vary. For example, for NWA's social media accounts, Facebook is a great way to get information out to the WIC community, including providers and participants, and Twitter is a great way to lift up key messages to members of Congress, USDA, and the general public.

If possible, WIC clinics and agencies should develop social

social media accounts to elevate your work and for outreach of potentially eligible families, recognizing that this may require approval from your overseeing agency.

### Social Media Quick Tips:

- Your social media messages can gain further reach when you tag other people, organizations, agencies, or members of Congress. The @ symbol allows you to tag another account. They will receive a notification and can even re-share your post.
- The # symbol allows you to join a conversation so that your post will show up on pages about that topic. This is a strong tool when working to build support for a particular issue.
- Ex. 'WIC families love the #WICBenefit Bump. @USDA

## TRADITIONAL MEDIA

You can also educate about WIC through reporters or by engaging with your local press. See below for some key considerations:

REPORTERS	LETTER TO THE EDITOR/OP-EDS
Be prepared. Connect with NWA staff prior if that is helpful.	Be direct and concise. Op-eds should not be too lengthy. Highlight your key point in the first paragraph.
Set boundaries. Do you want to be on the record, off the record, or just provide context or 'on background'?	Avoid technical language, as many readers may not be familiar with WIC.
Most importantly, highlight stories that will resonate with your audience.	Most importantly, highlight stories that will resonate with your audience.

## CLINIC VISITS

Inviting your member of Congress to visit your clinic is a great way to build support for WIC, recognize WIC staff and families, and educate policymakers on the successes, partnerships, and complexities of the WIC experience on the ground. This can help develop strong relationships with your legislators.

Hosting your member of Congress at your clinic is also a strategy to raise awareness of WIC. Not only do Members of Congress have their offices in Washington DC, but they also have local offices in their district that are focused on serving and connecting with their constituents. Your member can share outreach materials amongst their network of constituents and community partners.

Be sure to take photos at your clinic visit, share on social media, and tag the member!

