



National WIC Association

Telling Your WIC Story: Messaging Workshop

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National WIC Association

2017 Washington Leadership Conference

Session Plan

- Hill Visit role play: What went right/what went wrong.
- Why being strategic and having a plan is crucial.
- 2017 WIC key messages and talking points.
- The difference between key messages and talking points.
- Knowing your audience.
- Using NWA resources effectively.
- Your turn to do some work!

Role Play: Hill Visit



What went wrong/what went right?



Being Strategic and Having a Plan

- First identify what your goals and priorities are
 - Why do you want to speak with your Congressperson about WIC?
 - What are you most passionate about?
 - What part of your WIC story do you think will be most compelling?
- Know your audience – target messages
- Stay on message – avoid straying from your key points
 - Time will likely be limited!

2017 WIC Key Messages

- ❖ WIC has strong bipartisan support.
- ❖ WIC adds value and provides solid returns on investment.
- ❖ WIC is a short-term program with long-term benefits.
- ❖ WIC supports military families.

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

WIC adds value and provides a solid return on investment

- WIC helps children to be healthy – reducing healthcare costs in the long run.
- WIC supports and promotes breastfeeding – breastfeeding reduces healthcare costs for mothers and children.
- WIC reduces the number of low and very low birth weight babies. For very low birth-weight babies, a shift of one pound at birth saves approximately \$28,000 in first year medical costs.
- WIC is efficient – administrative costs account for only 6-9% of overall WIC costs each year.

WIC is a short-term program with long-term benefits

- WIC is targeted, time-limited, and supplemental.
- There is clear evidence that good nutrition during pregnancy and in the first few years of life has long-term positive impacts on health.
- WIC has led to a significant decline in preschool obesity levels. Children are five times more likely to be obese as an adult if they are overweight or obese between the ages of three and five years.



WIC supports military families



Photo credit: Vanessa Simmons, Normalize Breastfeeding

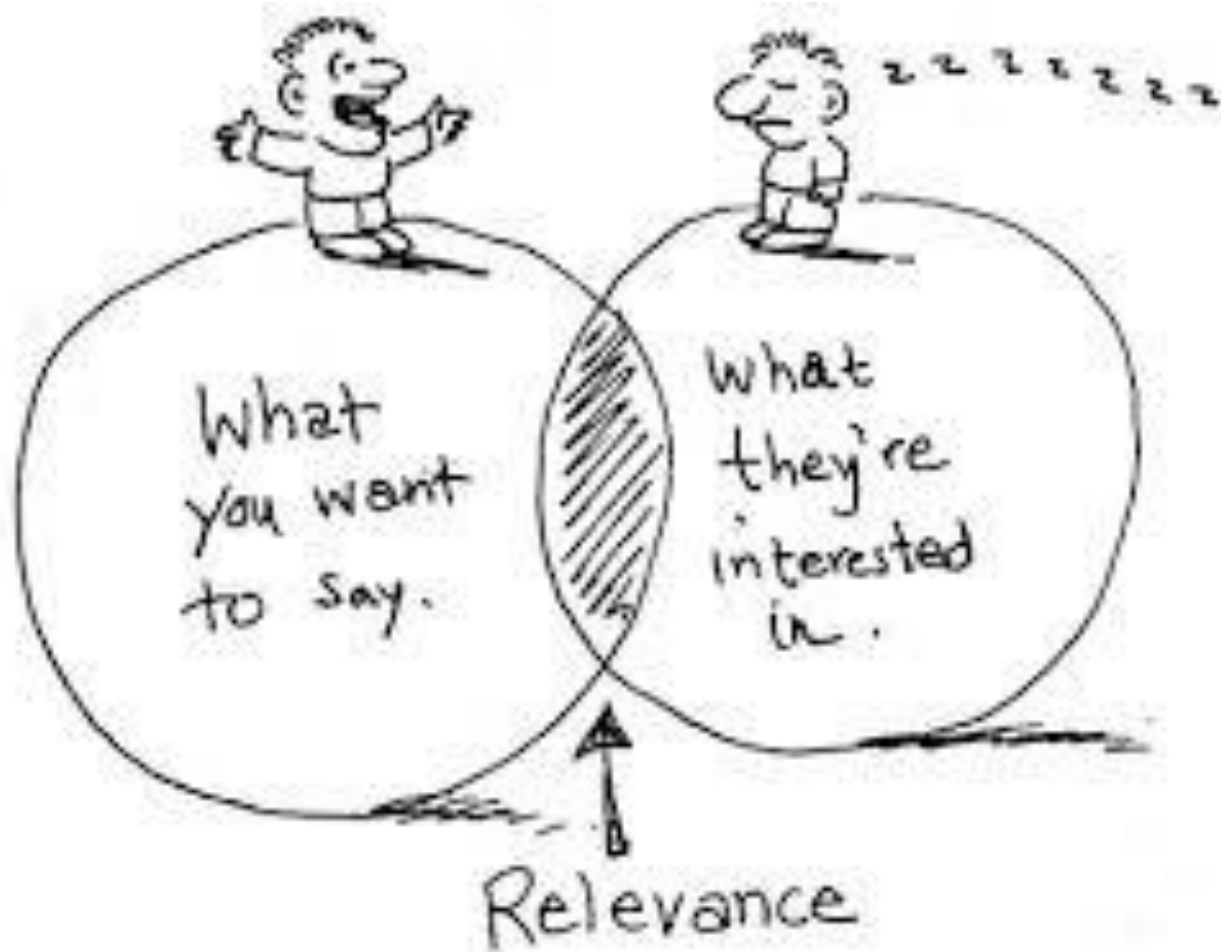
- Many military bases have on-site WIC clinics.
- WIC is often essential for families of enlisted personnel.
- WIC supports military families to access healthy food, breastfeeding support and nutrition education.
- Many commissaries are WIC authorized vendors.
- Military families value WIC.

Key Messages v. Talking Points

Key Messages – The BIG picture topics that will appeal to your audience.

Talking points – concisely demonstrate a key message and help you transition to stories or data.

Knowing Your Audience



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

Examples of Targeted Messages

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

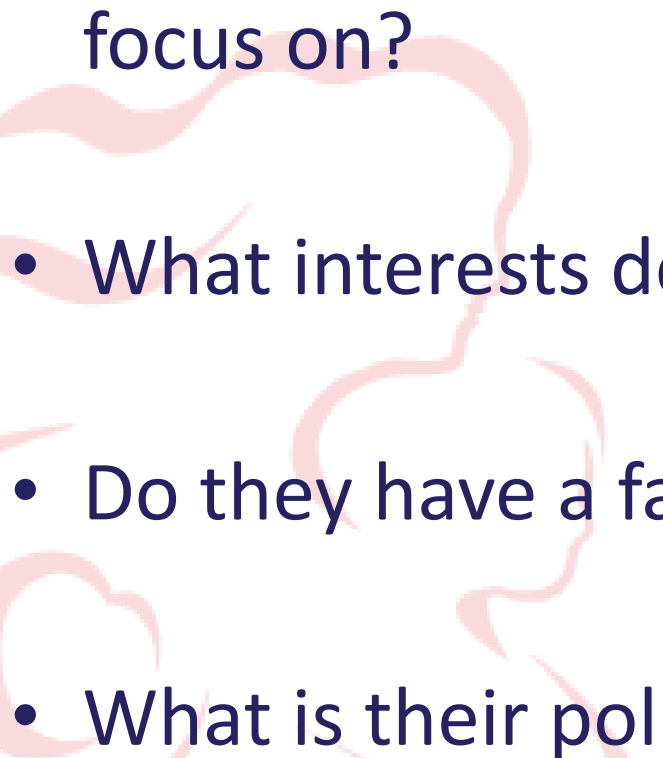
Republican: WIC improves family health, helping children grow smart and strong to contribute to society and improve our national security.

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

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?
- 

Personalizing Your 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.

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

Focus Your Communications

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



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


Using NWA Resources Effectively

www.nwica.org/advocacy

-Nourishing | Indivisible Guide | Promoting Breastfeed | Collaborating for Equi | Truth, Racial Healing | Will Dr. Price 'do no h

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National WIC Association
NWA is the non-profit education arm and advocacy voice of the Special Supplemental Nutrition Program for Women, Infants and Children (WIC).

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ADVOCACY CENTRAL


LEGISLATIVE AGENDA

REAUTHORIZATION LEGISLATIVE AGENDA

WIC FUNDING PROCESS

POSITION PAPERS AND FACT SHEETS

Advocacy Central



Learn about and take action on our latest WIC-related advocacy activities & efforts.

Your WIC Voice Toolkit

No one knows WIC as well as WIC staff! That knowledge and experience present you and your colleagues with the unique opportunity to be a Voice for WIC. The National WIC Association has an online toolkit to walk you through a variety of advocacy activities with tips, worksheets, and examples of how you can elevate Your WIC Voice.

In this toolkit you will find:

- **Why Education Matters!** Information about why it's important to talk about WIC on a local, state and national level.
- **Advocacy vs Lobbying** - What are they? How are they different?
- **Funding Basics** - A quick explanation of how WIC is funded.
- **How to Engage Partners** - Strength in Numbers! *Coming soon*
- **Key Messages** - Important messages for 2016 and every year along with tips for how to tailor messages and talking points.
- **Talking Points** - Important points to support our 2016 Key Messages.
- **Developing Your Messages** - A worksheet to help you develop messages about WIC for policymakers, the media, or community groups about WIC.
- **Contacting Elected Officials** - Now that you've got your talking points created, here are some tips for contacting policymakers.
- **Something Bad Happened!** At some point, you will probably need to respond to something negative, here is some advice. *Coming soon*
- **Talking to the Media** - Doing media interviews is a great way to raise Your WIC Voice. We've put together a few tips to help you prepare.
- **How to Pitch a Story** - Don't just wait for the media to notice WIC, reach out and let them know what you're up to!
- **Writing an Op-Ed** - Op-eds are a great way to reach more people. See our guide for writing and submitting.

What's in the NWA packet?

- Legislative Agenda
- WIC for a Stronger, Healthier America
- State Fact Sheets
- How WIC Impacts Local Communities
- The WIC Food Package
- WIC Storybook

Using WIC for a Stronger, Healthier America

- Basic overview of WIC
- Impacts of WIC
 - Participant testimonials
 - Research and data
- Incorporates key messages

**NATIONAL
WIC
ASSOCIATION**

**wic FOR A STRONGER,
HEALTHIER AMERICA**

THE SPECIAL SUPPLEMENTAL NUTRITION PROGRAM FOR WOMEN, INFANTS AND CHILDREN (WIC) IS A TARGETED, TIME-LIMITED SUPPLEMENTAL PUBLIC HEALTH NUTRITION PROGRAM THAT SERVES OVER 8 MILLION VULNERABLE WOMEN, INFANTS AND YOUNG CHILDREN ACROSS THE UNITED STATES.

MISSION OF WIC

To assure healthy pregnancies, healthy birth outcomes and healthy growth and development for women, infants and children up to age 5 who are at nutrition risk, by providing nutritious foods to supplement diets, information and education on healthy eating, and referrals to health care and critical social services.

THE CRITICAL NEED FOR WIC

Across the United States, in urban and rural areas, WIC's time-limited services and benefits ensure that children get a strong, healthy start in life. There is clear evidence that good

nutrition during pregnancy and in the first few years of life has long-term positive impacts on health. When children have a healthy start, their prospects, and America's prospects, are brighter.

With historically strong bipartisan support and clear evidence demonstrating how WIC is both efficient and effective at improving the health of low income children, WIC ensures the future health and safety of millions of Americans.

Through quality nutrition services, WIC addresses critical public health concerns threatening America. New research suggests that the obesity epidemic, for example, may pose a threat to both national security and our economy.¹² It is clear that WIC services that improve the healthfulness of young children's diets are more crucial than ever.

WIC SUPPORTS THE MILITARY

DID YOU KNOW THAT WIC SUPPORTS MILITARY FAMILIES ACROSS

AMERICA AND MANY MILITARY COMMISSARIES ARE AUTHORIZED WIC VENDORS?

In Florida, all 10 military bases have commissaries that are authorized WIC vendors. In California, in one month (August 2016), more than 4,000 WIC military families redeemed WIC food instruments at one of the 24 commissaries, representing a total of \$171,224 in monthly monetary benefits for California military families.

FROM OUR PARTICIPANTS

"WIC was compassionate while others cast judgment."
WIC Participant, Illinois

"WIC has meant support in my journey to becoming a mom."
WIC Participant, Florida

"Many years ago I received a hand-up from WIC so that I could provide for my family to get through some very tough times."
WIC Participant, Iowa

WHO DOES WIC SERVE?



8 MILLION
mothers and young children
each month through 10,000
clinics nationwide



773,000
pregnant
women



593,000
breastfeeding
women



2.0 MILLION
infants
(under the age of 1)



4.2 MILLION
children
(aged 1 until their
5th birthday)

FP2015 data; <https://www.hhs.gov/ohr/wic-program>

FEBRUARY 2017

Please direct all questions to NWA at 202.232.5492

 **National WIC Association**
Your child has you. And you have WIC.

Using State Fact Sheets



HOW WIC HELPS THE BUCKEYE STATE

MISSION OF WIC

To safeguard the health of low-income women, infants, and children up to age 5 who are at nutrition risk by providing nutritious foods to supplement diets, information on healthy eating, and referrals to health care.

FUN FACTS

OHIO WIC HAS BREASTFEEDING PEER HELPERS IN ALL LOCAL WIC PROJECTS

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FROM OUR PARTICIPANTS

"Switching the WIC program to the electronic debit cards was a great move for retailers and makes managing my store much easier. The hand held unit I received from Soli Systems works perfect, and the support they supply is excellent. It was very easy to program thru their web site and update prices as needed."

Grocer Participant, Ohio

"I would like to take a moment to thank you and the delightful staff of the Northeast WIC clinic for all the care and resources you made available to my daughter, myself, and family, when times were a little hard. The monthly benefits were extremely appreciated and the program's generosity made a huge impact on my family. It's been a true struggle, but our family is finally in a financial place where we will no longer be needing the services offered at your clinic...Thanks again for everything!"

WIC Participant, Ohio

WHO PARTICIPATES IN WIC?

Ohio WIC Funding FY 2015



Pregnant Women	24,227
Fully Breastfeeding Women	6,140
Total Breastfeeding Women	13,128
Postpartum Women	20,502
Infants	65,871
Children	120,473
Total	244,201
Coverage (% eligible)	57.3%

WIC IS EFFICIENT

Ohio WIC Food and Service Benefits FY 2015

\$\$ food value per participant	\$34.76
Pre-rebate wic funding (food)	\$101,852,969
Total money FNS to state	\$217,601,538
Rebate	\$62,606,858
Admin cost (Nutrition Service Benefits)	\$53,141,711

BREASTFEEDING



Source: USDA 2014 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.

EBT STATUS

Ohio has implemented WIC EBT statewide as of August 10, 2015. All state WIC programs must transition from paper vouchers to electronic benefit transfer cards (EBT) by 2020.

WIC SUPPORTS MILITARY FAMILIES

Ohio WIC provides every allowable deduction to income that is allowed by USDA. Ohio WIC has approved the Commissary at Wright-Patterson AFB as an Authorized WIC vendor.

CONTACT DETAILS

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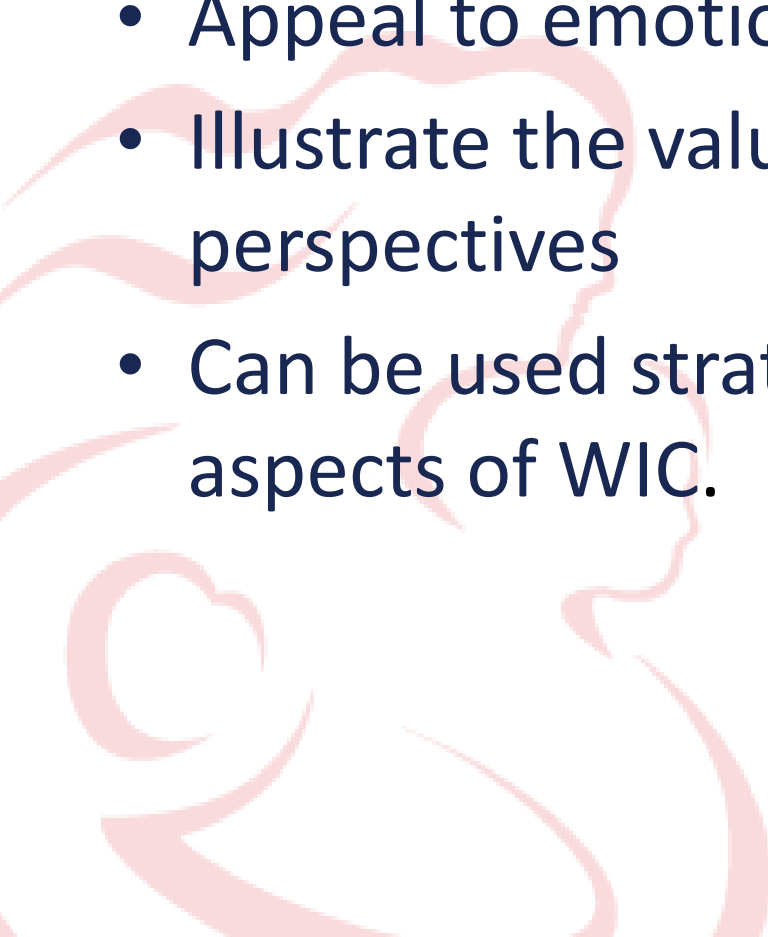
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Using the WIC Storybook

- Unique stories
 - Appeal to emotion
 - Illustrate the value of WIC from many perspectives
 - Can be used strategically to highlight specific aspects of WIC.
- 

Worksheet Activity: Personalizing Your Messages

- WIC Directors
 - Nutritionist
 - Breastfeeding support staff
 - Vendor management staff
 - Other WIC staff
 - WIC partners
- 

Creating an “Elevator Pitch”



Confidence





Questions?