
USING TECHNOLOGY TO IMPROVE RECRUITMENT AND RETENTION OF WIC PARTICIPANTS

ELISABET EPPES, NATIONAL WIC ASSOCIATION

CHUCK HAJJ, MEREDITH FOUNDRY 360

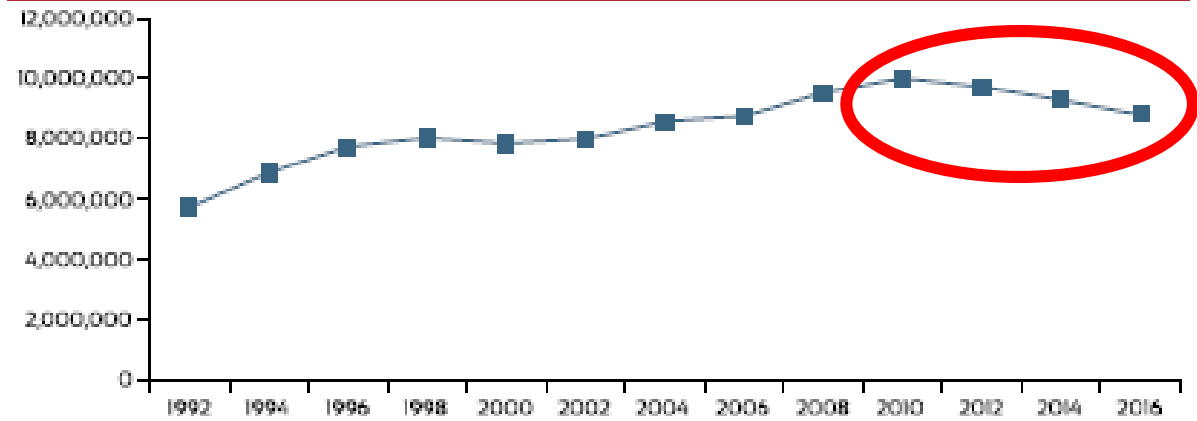
2019 TECHNOLOGY CONFERENCE SEPTEMBER 18, 2019



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

WIC CASELOADS ARE DECLINING NATIONALLY

Figure 2.1. Number of Participants: PC1992-PC2016



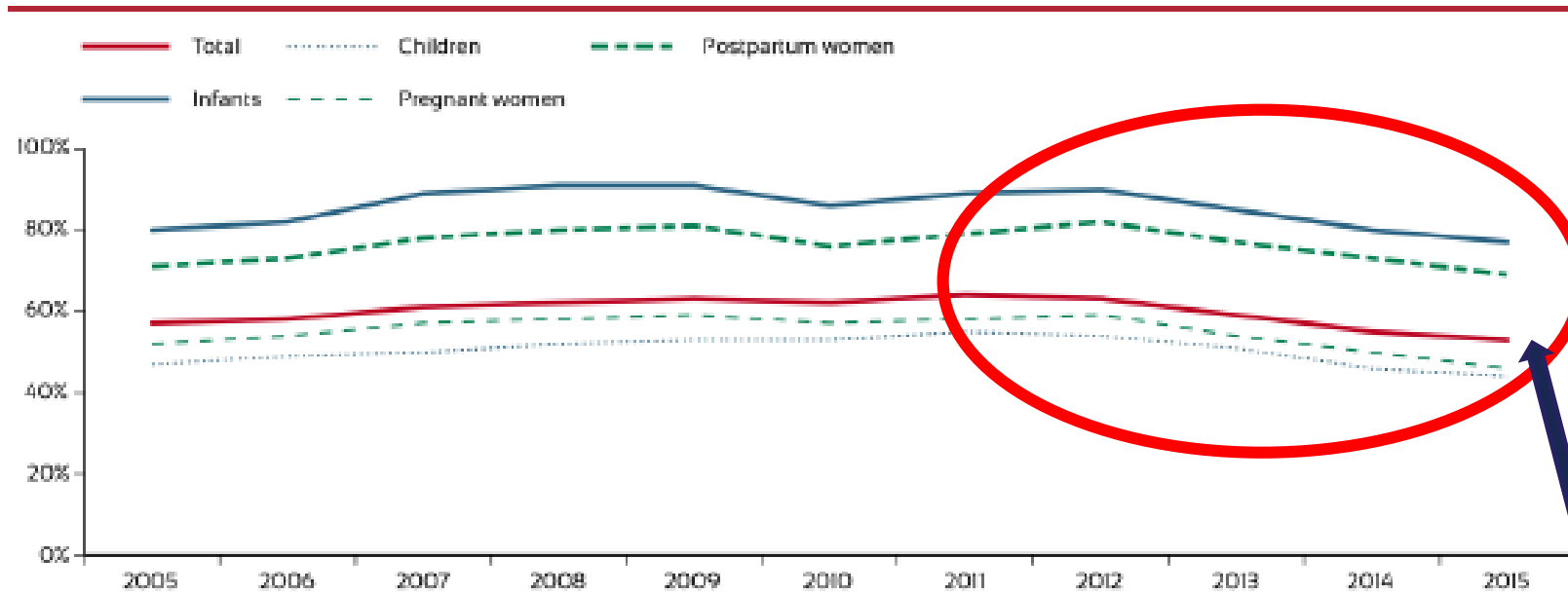
1992-2016

Recent WIC Participation

FY 2014	8.258 million
FY 2015	8.023 million
FY 2016	7.696 million
FY 2017	7.286 million
FY 2018	6.870 million

WIC COVERAGE RATES ARE ALSO DECLINING

Figure 4.13. Trends in WIC Coverage Rates by Participant Category: CY 2005–CY 2015



Sources: IPUMS-USA, n.d.; NBER, n.d.; Thom et al., 2015; U.S. Census Bureau, n.d.; unpublished internal WIC administrative data

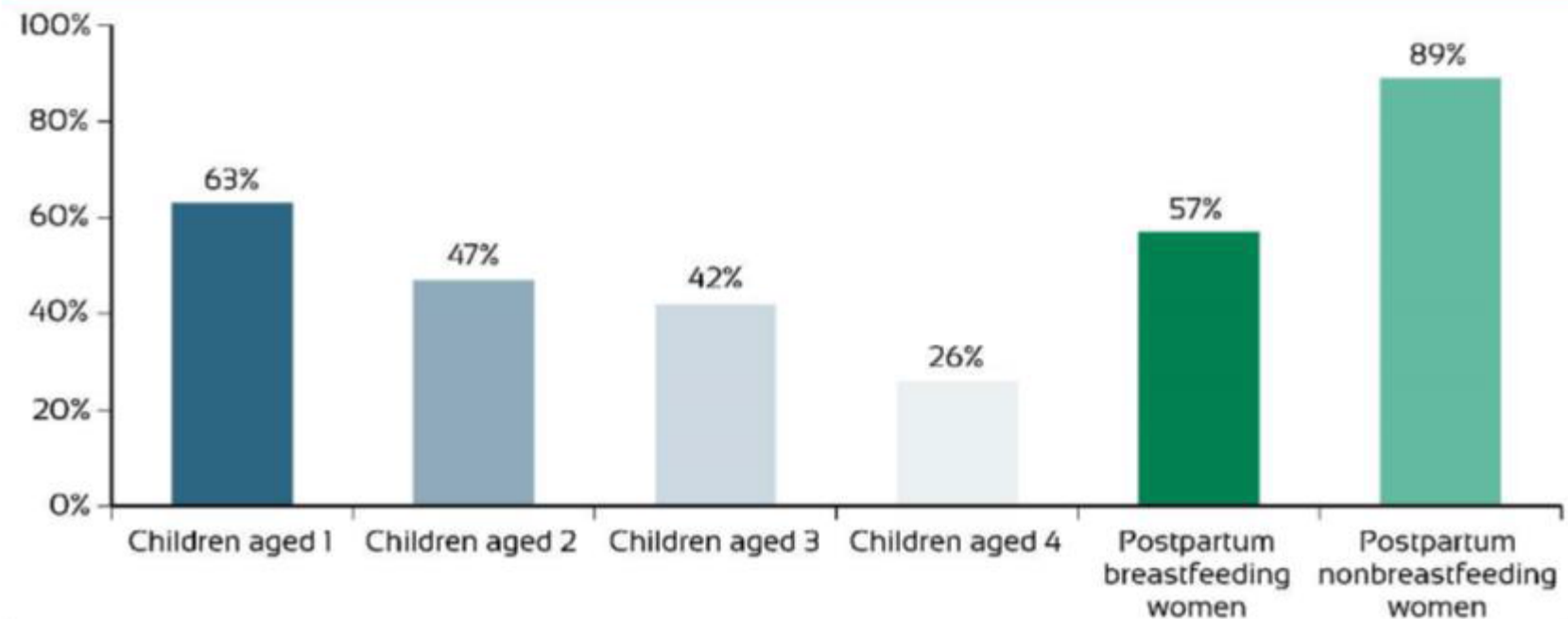
Source: USDA Food and Nutrition Service

Source: USDA
Food and
Nutrition
Service (2019)

2015 overall coverage rate: 52.7%

WIC COVERAGE: UNMET NEED

Figure ES.5. WIC Coverage Rates for Children by Age and Postpartum Women by Breastfeeding Status: CY 2015

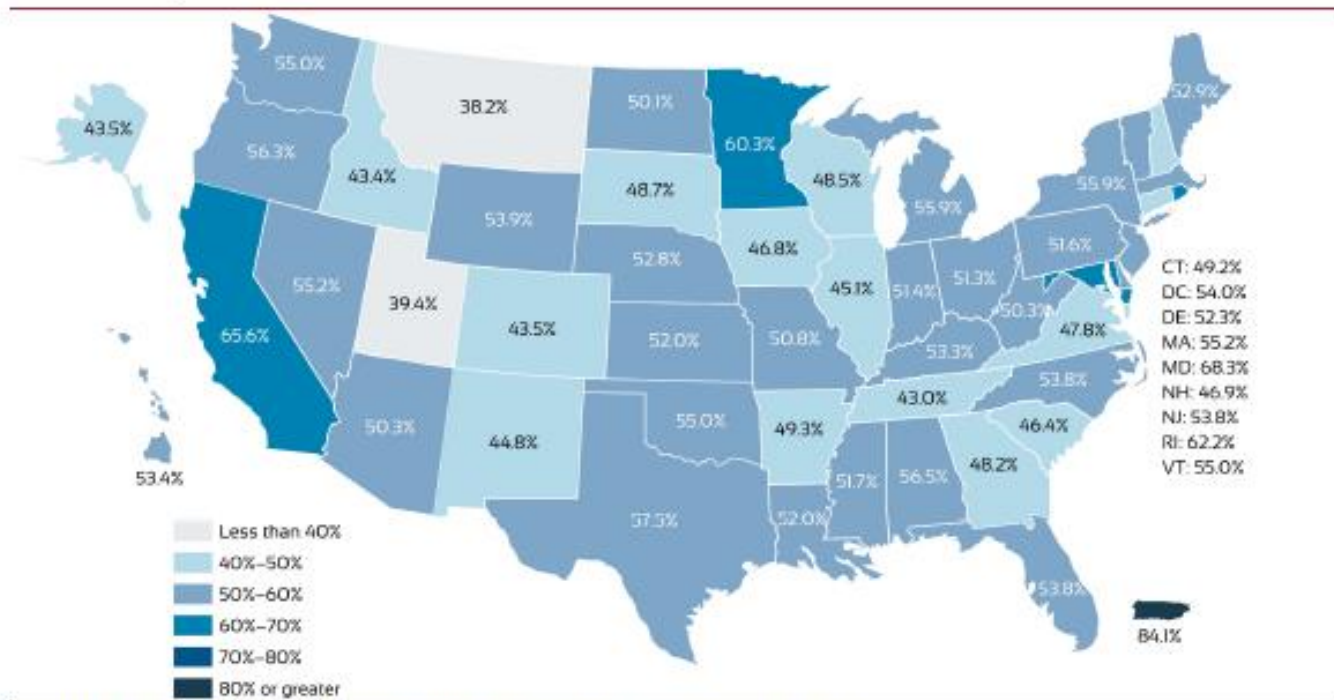


Sources: IPUMS-USA, n.d.; NBER, n.d.; Thorn et al., 2015; U.S. Census Bureau, n.d.d; unpublished internal WIC administrative data

Source:
USDA
Food and
Nutrition
Service
(2019)

WIC COVERAGE: UNMET NEED

Figure ES.4. WIC Coverage Rate for Total Eligible Individuals by State: CY 2016
National Coverage Rate: 54.5 Percent



Sources: IPUMS-USA, n.d.; NBER, n.d.b; U.S. Census Bureau, n.d.d; unpublished internal WIC administrative data

Source: USDA Food and Nutrition Service (2019)

WHY ARE CASELOADS AND COVERAGE DECLINING?

■ Macro issues: Changes in:

- Birthrates
- The economy
- Other benefit programs
- Natural disasters
- Federal immigration policies

■ Micro issues:

- **Perception:** Lack of awareness/ understanding; pride; not knowing who qualifies; thinking someone needs it more
- **Experience:** Pain points such as the shopping and clinic experiences; feeling the value of the food package is too low
- **Practical barriers:** Getting to the clinic at least once every three months can be difficult

WHAT KIND OF WIC DO MILLENNIAL PARENTS WANT AND NEED?



Source: California WIC Association, 2018

- Qualitative research from the last several years indicates that millennial moms prioritize:
 - Flexibility
 - Choice
 - Convenience
 - Nonjudgment

INNOVATIONS TO IMPROVE THE WIC EXPERIENCE

- You can find resources relating to many of the innovations discussed today on NWA's brand-new Research, Policy, and Practice Hub! <https://thewichub.org/>

The screenshot shows the homepage of the WIC Research, Policy, and Practice Hub. At the top left is the WIC logo with the text 'RESEARCH POLICY PRACTICE' stacked to its right. A navigation menu at the top right includes 'RESEARCH & DATA', 'ADVOCACY TOOLS', 'PRACTICE & PROGRAM MATERIALS', 'ABOUT WIC', and a search icon followed by 'SEARCH ALL'. The main heading reads 'LEARNING + SHARING = STRONGER' in large, colorful letters. Below this is the tagline: 'The Hub is a tool for WIC staff, researchers, and advocates to navigate and explore the world of WIC.' The page features three featured resource collections: 1) 'EXPLORING WIC CASELOAD' with a photo of a woman kissing a baby on the cheek; 2) 'MODERNIZING WIC WITH EBT' with a photo of a woman hugging a child; and 3) 'LOOKING FOR A WIC LOCATION OR SERVICES?' with a map of the United States and the URL 'SIGNUPWIC.COM'.

wic RESEARCH
POLICY
PRACTICE

RESEARCH & DATA ADVOCACY TOOLS PRACTICE & PROGRAM MATERIALS ABOUT WIC 🔍 SEARCH ALL

LEARNING + SHARING = STRONGER

The Hub is a tool for WIC staff, researchers, and advocates to navigate and explore the world of WIC.

EXPLORING WIC CASELOAD
RESOURCE COLLECTION

MODERNIZING WIC WITH EBT
RESOURCE COLLECTION

LOOKING FOR A WIC LOCATION OR SERVICES?
SIGNUPWIC.COM

A QUICK NOTE ABOUT EBT...



Source: NY WIC, 2019

ONLINE AND APP-BASED NUTRITION EDUCATION AND SHOPPING HELP

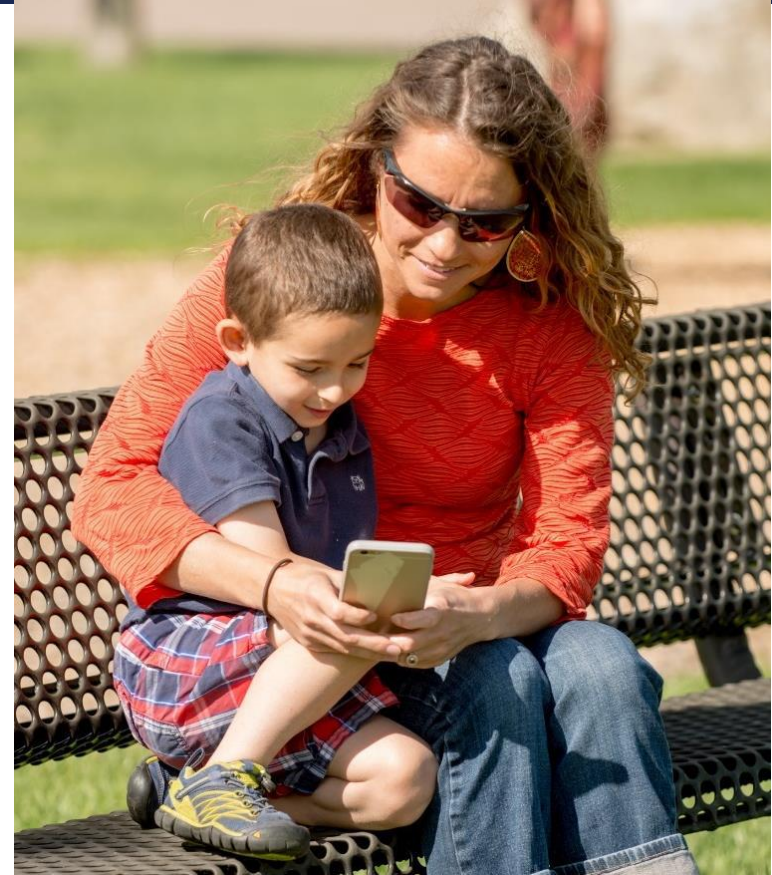


Source: EBTshopper.com

- Online and/or app-based nutrition education
 - Can be done at home or in waiting room
 - Studies show online nutrition ed. is accepted as much as in-person
- Shopping apps or apps that include a shopping component.
- Online ordering of WIC foods
 - Pick-up “basket” of WIC foods in store
 - Still in pilot stage

TEXTING

- One-way texting for:
 - Appointment reminders
 - Reminders of when benefits expire
 - Nutrition education messages
 - Breastfeeding support
- Two-way texting
 - Mostly used by breastfeeding peer counselors



Source: Vermont WIC, 2017

VIDEO CONFERENCING/TELEHEALTH

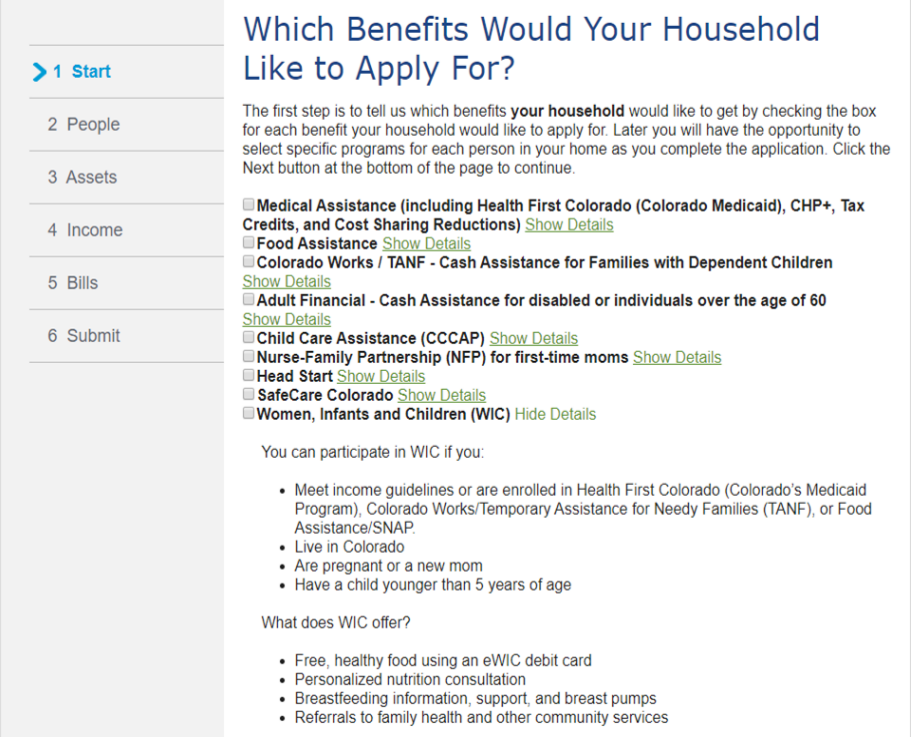


Source: California WIC Association, 2018

- Used more extensively in healthcare
- At least 10 states use video conferencing in WIC to:
 - Conduct WIC appointments remotely
 - Connect moms in the clinic with IBCLCs in remote locations
 - Overcome language barriers
 - Provide moms with 24/7 IBCLC support
- Research indicates WIC moms perceive WIC counseling via video chat as useful as in-person
- USDA-FNS's telehealth grant

ONLINE OR APP-BASED PORTALS/APPLICATIONS

- Online portals for participants to:
 - Request appointments
 - Upload documents
 - Etc.
- Online pre-screening tools
- Integrated online applications for SNAP, Medicaid, etc. Also known as “gateway” systems
 - Not many of these systems include WIC
 - CO, PA, and MI are some examples that do include WIC



The screenshot shows a web application interface with a sidebar on the left and a main content area on the right. The sidebar contains a vertical list of steps: 1 Start (highlighted in blue), 2 People, 3 Assets, 4 Income, 5 Bills, and 6 Submit. The main content area is titled "Which Benefits Would Your Household Like to Apply For?". Below the title is a paragraph of instructions. A list of benefit options follows, each with a checkbox and a "Show Details" link. The options are: Medical Assistance (including Health First Colorado (Colorado Medicaid), CHP+, Tax Credits, and Cost Sharing Reductions), Food Assistance, Colorado Works / TANF - Cash Assistance for Families with Dependent Children, Adult Financial - Cash Assistance for disabled or individuals over the age of 60, Child Care Assistance (CCCAP), Nurse-Family Partnership (NFP) for first-time moms, Head Start, SafeCare Colorado, and Women, Infants and Children (WIC). Below the list, there is a section titled "You can participate in WIC if you:" followed by a bulleted list of criteria. Another section titled "What does WIC offer?" is followed by a bulleted list of services.

> 1 Start

2 People

3 Assets

4 Income

5 Bills

6 Submit

Which Benefits Would Your Household Like to Apply For?

The first step is to tell us which benefits **your household** would like to get by checking the box for each benefit your household would like to apply for. Later you will have the opportunity to select specific programs for each person in your home as you complete the application. Click the Next button at the bottom of the page to continue.

- Medical Assistance (including Health First Colorado (Colorado Medicaid), CHP+, Tax Credits, and Cost Sharing Reductions)** [Show Details](#)
- Food Assistance** [Show Details](#)
- Colorado Works / TANF - Cash Assistance for Families with Dependent Children** [Show Details](#)
- Adult Financial - Cash Assistance for disabled or individuals over the age of 60** [Show Details](#)
- Child Care Assistance (CCCAP)** [Show Details](#)
- Nurse-Family Partnership (NFP) for first-time moms** [Show Details](#)
- Head Start** [Show Details](#)
- SafeCare Colorado** [Show Details](#)
- Women, Infants and Children (WIC)** [Hide Details](#)

You can participate in WIC if you:

- Meet income guidelines or are enrolled in Health First Colorado (Colorado's Medicaid Program), Colorado Works/Temporary Assistance for Needy Families (TANF), or Food Assistance/SNAP.
- Live in Colorado
- Are pregnant or a new mom
- Have a child younger than 5 years of age

What does WIC offer?

- Free, healthy food using an eWIC debit card
- Personalized nutrition consultation
- Breastfeeding information, support, and breast pumps
- Referrals to family health and other community services

Source: Colorado WIC, 2018

SOCIAL MEDIA

- For recruitment purposes
 - Facebook is most common. Also:
 - Twitter, Instagram, Pinterest, YouTube
 - Leverage networks of existing participants
 - Use to debunk rumors, stereotypes
- Some agencies have used Facebook to host private groups, e.g., lactation support groups
- Check out NWA's new Social Media Starter Toolkit: <https://www.nwica.org/social-media-toolkit>



WIC BASICS NEWS EVENTS ADVOCACY RESOURCES EDUCATION MEMBERSHIP SIGNUPWIC.COM WIC HUB

Social Media Starter Toolkit

There is a huge opportunity to share WIC expertise and information with moms and other caregivers online - nutrition and breastfeeding tips, agency opening hours, and more. Moms are looking for this information, and WIC has it. Social media is one way to meet moms where they are and to make sure they're getting the best information possible. But adding social media to your workload isn't always simple. From departmental policies to staff training, there are a lot of obstacles keeping WIC from fully engaging online.

NWA's Social Media Starter Toolkit is tailored to local WIC agencies to help them with the first steps in getting on social media and practices and measures to consider before jumping in. Download the toolkit at the links below:

- Why WIC Needs to Use Social Media
- Integrating Social Media Into Your Work
- Facebook: Quick-Start Guide
- Twitter Quick-Start Guide
- Pinterest
- You've Set up Your Accounts. Now What?
- Fitting It All In: Timesavers
- Frequently Asked Questions (FAQs)

NWA Staff Is Here to Help!

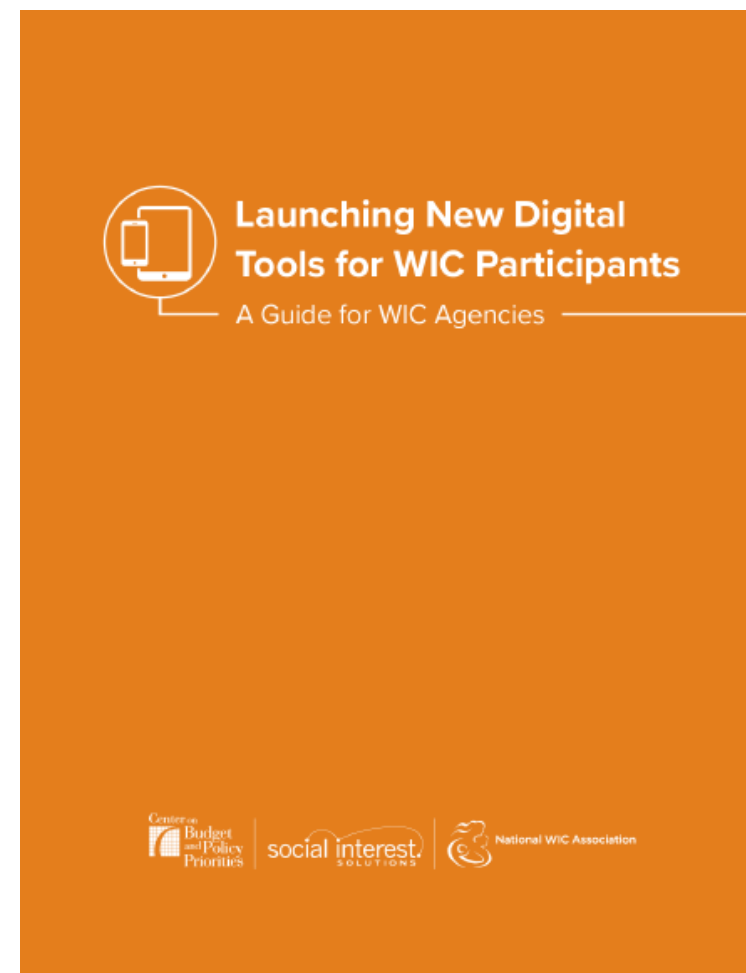
Watch NWA's Social Media 101 Series

NWA members can access this webinar series in the webinar archives. To access the archives:

1. Log in to your NWA account on this website.
2. Go to "My Account"
3. Click on "Go to the Online Community"
4. Click on "Webinar Archives," which is located on the left menu bar.

LAUNCHING DIGITAL TOOLS FOR WIC PARTICIPANTS

- NWA published a toolkit earlier this year that provides info on participant-facing tools such as the ones described here. It provides guidance on:
 - The types of digital tools for WIC participants available and how they can be helpful.
 - Evaluating the important choices to consider before purchasing digital tools.
- Full of helpful case studies and templates that have been used by other WIC agencies in the procurement, maintenance, and improvement of digital tools.
- <https://www.cbpp.org/research/food-assistance/launching-new-digital-tools-for-wic-participants>



NATIONAL SOLUTION TO AID WITH CASELOAD DECLINE

National WIC Association Recruitment & Retention National Media Campaign

Objectives:

- Increase enrollment of WIC eligible moms
- Retains moms and children in the WIC program
- Increase positive perception of WIC
- Create national brand recognition



MODERNIZING WIC MESSAGING

YOU GOT THIS, MOM.

And we're here to help.

WIC is a nutrition program that provides moms and children with healthy food, breastfeeding support, and other benefits.

[LEARN MORE](#)

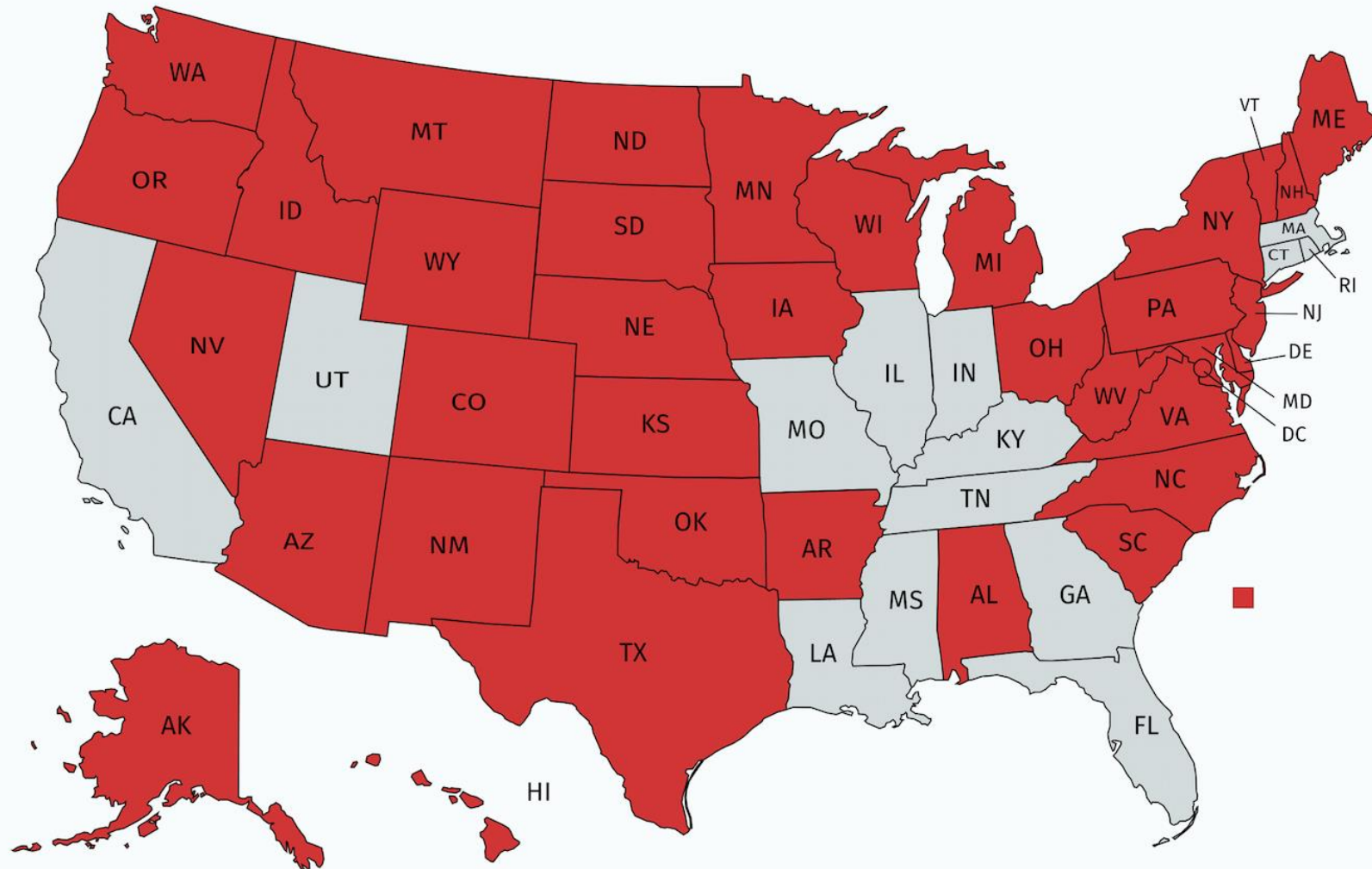


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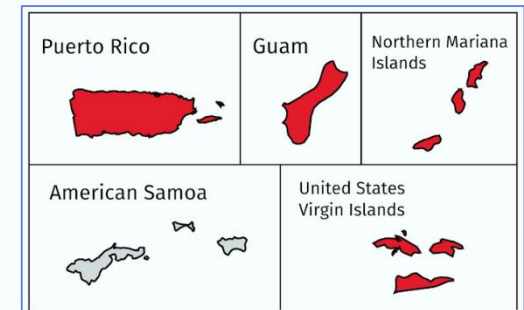
Based on qualitative research from the past 5 years, WIC agencies have begun to focus their messages on:

- **Empowerment**
- **Community**
- **Non-food package aspects of WIC**
- **Long-term benefits**

R&R Campaign: Participating States



40% increase in States participation



Using Technology: Best Practices for WIC Recruitment & Retention

**2019 Recruitment & Retention
National Media Campaign**

*providing
engagement &
utility through
a full suite of
services*



NWA Recruitment & Retention National Media Campaign

Objectives

- Increase enrollment of WIC eligible moms
- Retains moms and children in the WIC program
- Increase positive perception of WIC
- Create national brand recognition

The image shows a screenshot of the NH WIC Nutrition Program Facebook page. The page header includes the WIC logo, the name "NH WIC Nutrition Program", and the handle "@nhwic". The main cover image features a close-up of a baby's face with the text "LOOKING GOOD." in large, bold letters. Below the cover image are buttons for "Like", "Follow", "Share", "Call Now", and "Message".

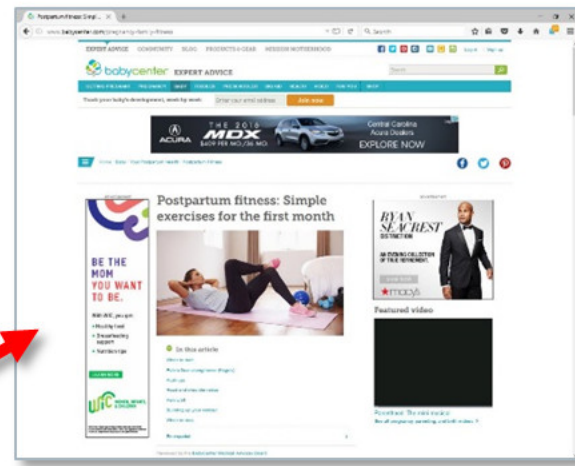
The "Featured For You" section displays two promotional cards. The first card, titled "Get in touch with NH WIC Nutrition...", shows a baby and the text "DON'T START TO THE DAY." with a "100% response rate" and a "Message" button. The second card, titled "Save NH WIC Nutrition Prog...", shows two children in winter gear and "123 people like this".

The "Posts" section shows a post from "NH WIC Nutrition Program" dated "Yesterday at 9:10am". The post text reads: "Having a tough time breastfeeding? Worried that your baby isn't getting enough breast milk? Do you wonder if you're doing it correctly? Your WIC breastfeeding peer counselor or WIC nutritionist can help. Give us a call at 1-800-WIC-4321 or go to www.signupwic.com #WIC".

An inset image shows a post from "NH WIC Nutrition Program" dated "March 17 at 9:59am". The post text reads: "Tag a mom who inspires you and tell us why! #tagamom #supermom #nhwic". The post image features a colorful graphic with the text "TAG A MOM WHO INSPIRES YOU AND TELL US WHY!" and the WIC logo.

MOM Squad

Social Influencer Program



Digital Advertising



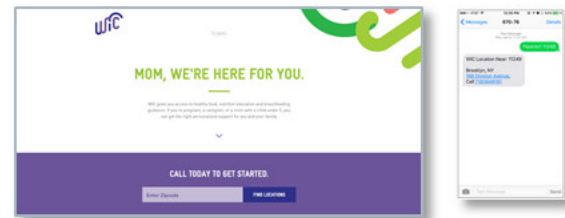
Magazine Print Media



Local Activation Toolkit



WIC Facebook Page



Central Website & Text-to-Enroll



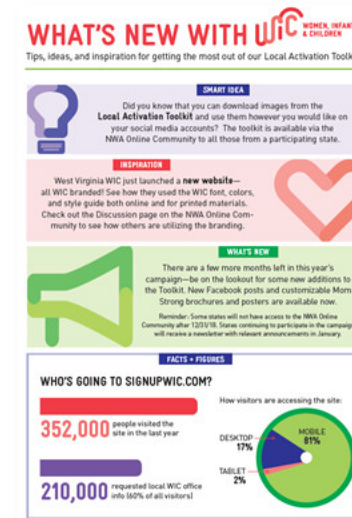
HCP Advertising



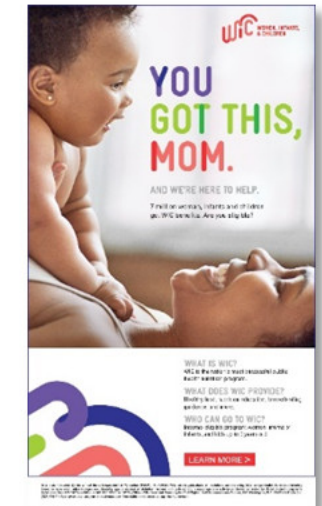
Targeted Social Media



Point of Care Media/Literature



E-Newsletter

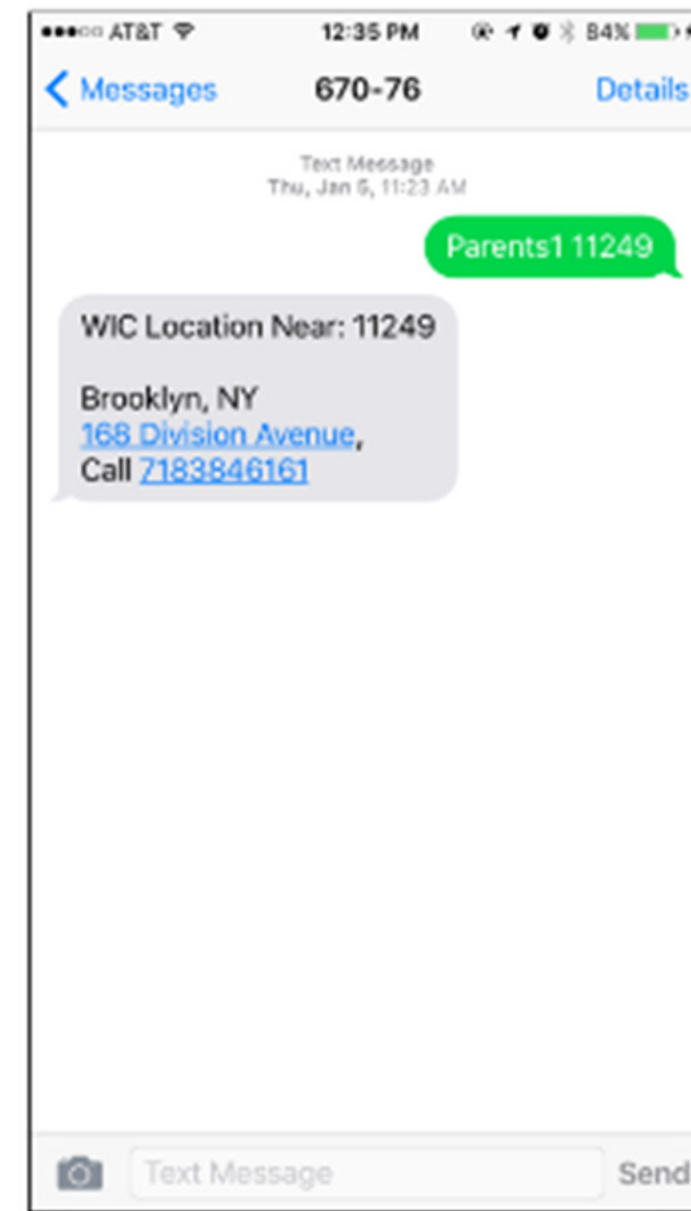
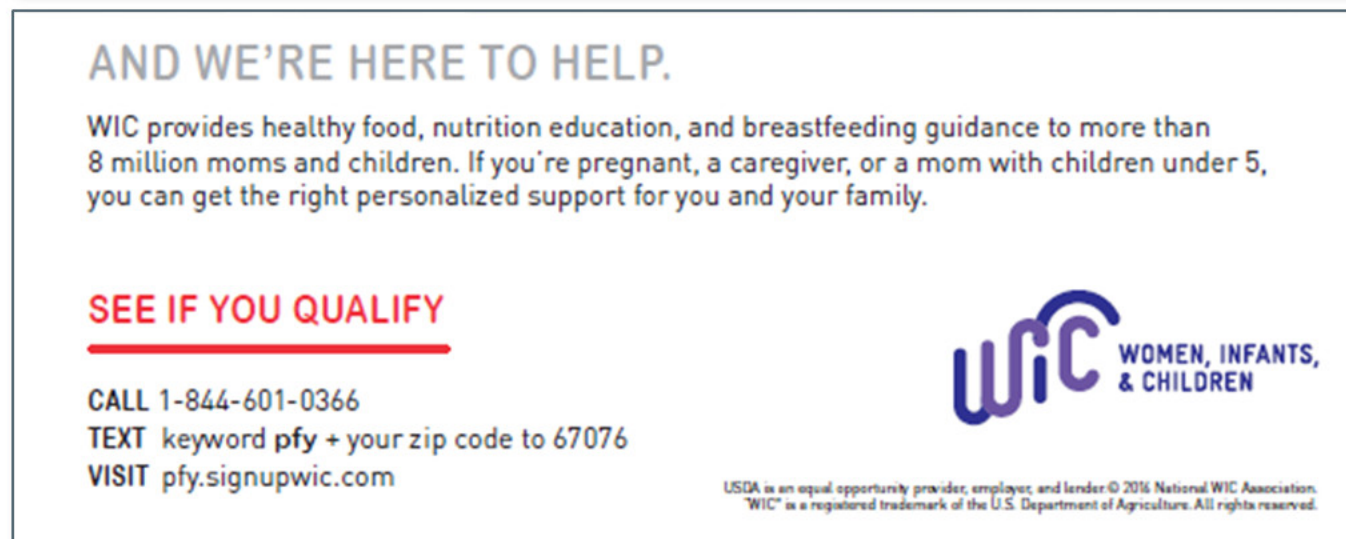
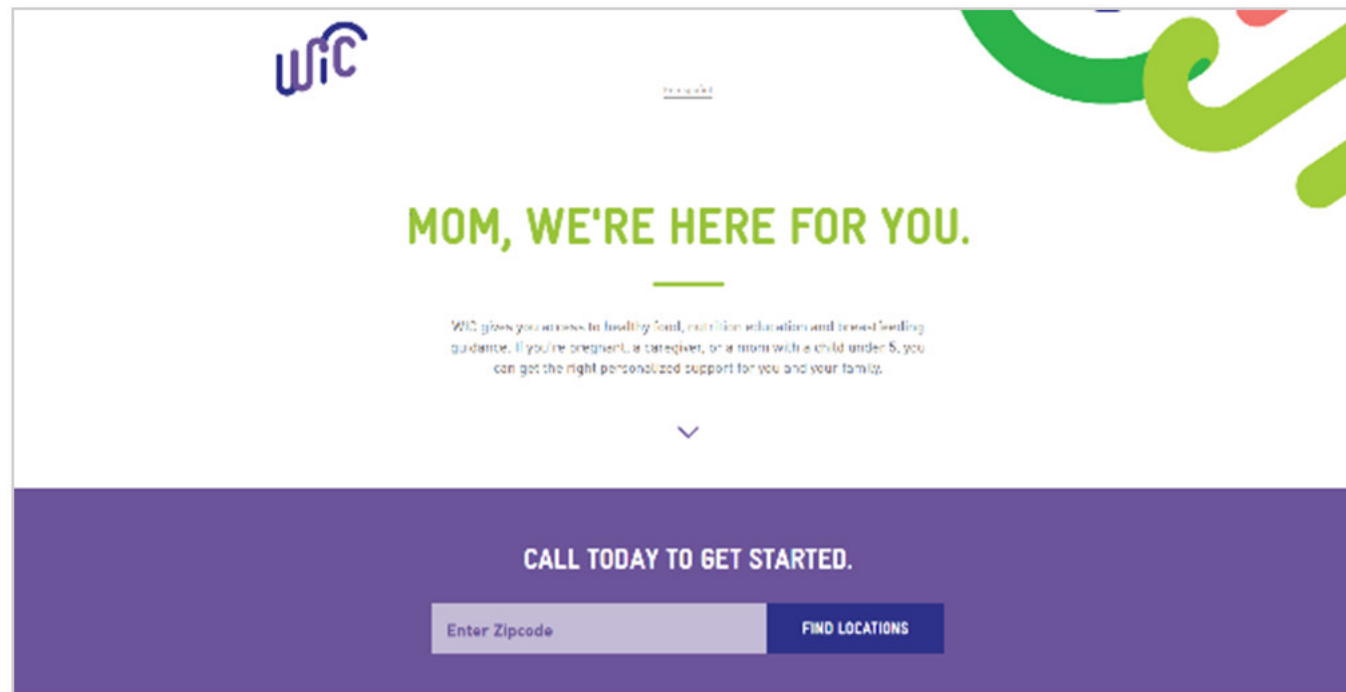


Targeted E-Blasts



Central Website & Text to Enroll

SignUpWIC.com, 1-844-601-0366 and Text-to-Enroll



Local Activation Toolkit



Print Advertisements

- Printer-ready files for advertisements for participating states to be placed locally by individual agencies in their territories (provided in English and Spanish)

Posters:

- Printer-ready files for posters that are ready to be printed and displayed in local venues (provided in English and Spanish)

Facebook Posts:

- 104 total Facebook posts in English and Spanish developed in 2018 for agencies to use throughout the year to promote WIC services and content (quarterly roll-out)
- Included high-res images featuring layered copy designed in the official WIC font
- At least 26 additional posts to come 2019

Videos:

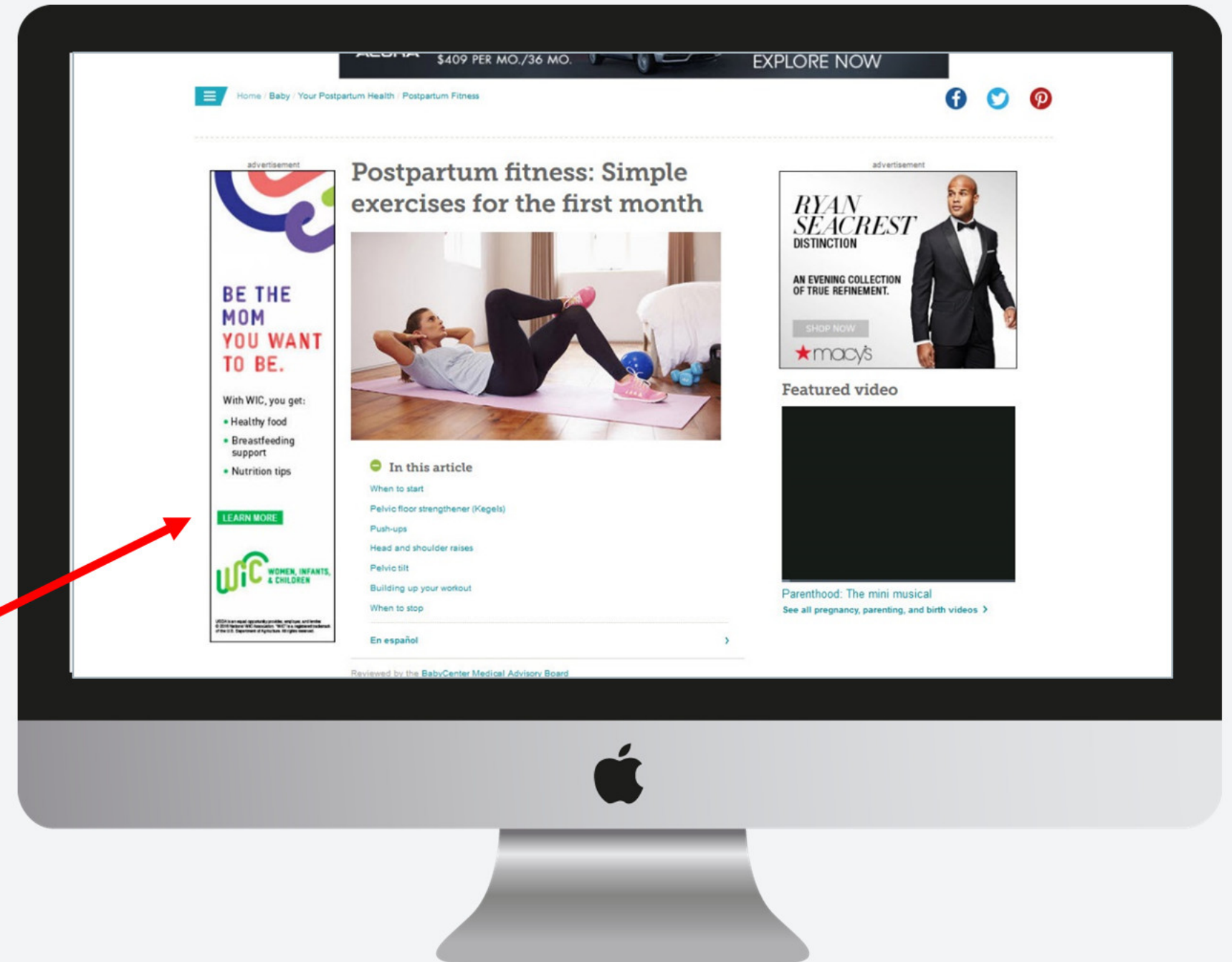
- Developed 6 English videos and 6 Spanish videos in 2018
- 10 total videos available in 2019

Instructions:

- Detailed instructions for each component so local WIC employees know how to best use each toolkit component

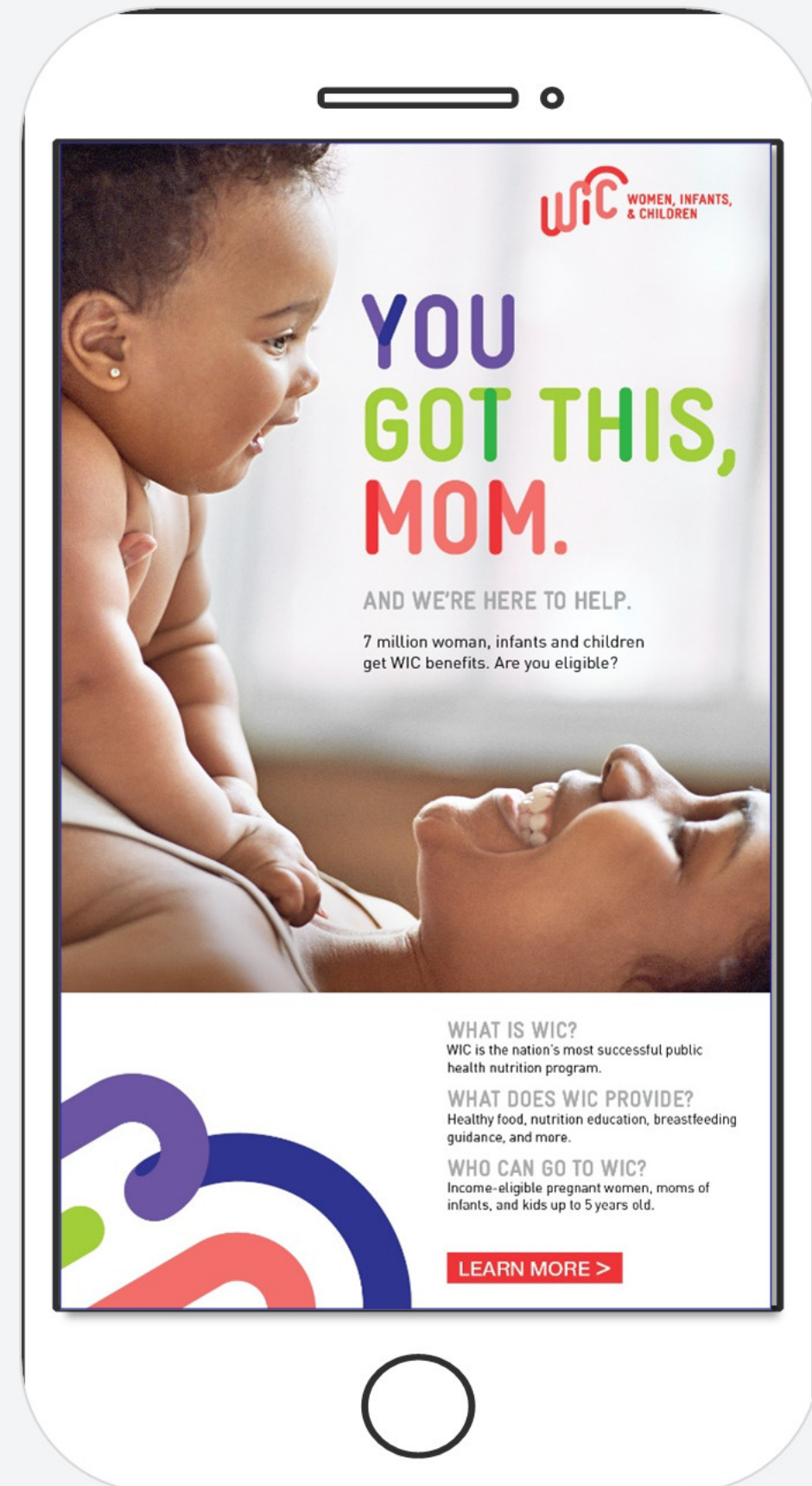
Digital Advertising

A programmatic campaign that defines and targets the WIC audience across digital channels through multiple tactics (including behavioral targeting, remarketing and social), and drives moms along the path to enrollment.



Targeted E-Blasts

Targeted E-Blasts are delivered to low income expectant moms and moms with children under the age of 5 years old in the household.



Search Engine Marketing

The image shows a Google search interface for the query "wic". The search bar at the top left contains the text "wic" and the Google logo. Below the search bar are navigation tabs for "All", "Maps", "News", "Images", "Shopping", "More", "Settings", and "Tools". The search results section shows "About 29,800,000 results (0.81 seconds)". The first result is an advertisement for "WIC Nutrition Program | Healthy Food For Your Family | signupwic.com" with the URL "www.signupwic.com/letsgetstarted" and a description: "Nutrition and breastfeeding support from pregnancy up to age 5. We're here for you. You can do this. All caregivers welcome." This result is circled in red. The second result is an advertisement for "WIC – Women, Infants, Children | Nutritional Education and Food" with the URL "www.healthsolutions.org/WIC" and a description: "Questions about WIC, our centers or our process? Find our director's contact information. Every year, we help over 40,000 women, infants and children enroll in the WIC Program. Food Vouchers. Nutrition Counseling. Breastfeeding Support. Neighborhoods: East Tremont, Sunset Park, Bushwick, Corona. Apply for WIC · Apply for SNAP". The third result is a snippet for "Women, Infants, and Children (WIC) | Food and Nutrition Service" with the URL "https://www.fns.usda.gov/wic/women-infants-and-children-wic" and a description: "Oct 17, 2018 - The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) provides Federal grants to States for supplemental foods, ...". Below the results are two links: "Who Gets WIC and How to Apply" and "WIC Benefits and Services". On the right side of the search results is a knowledge panel for "WIC" featuring various state logos (California, Utah, Virginia, Texas) and a description: "The Special Supplemental Nutrition Program for Women, Infants, and Children is a federal assistance program of the Food and Nutrition Service of the United States Department of Agriculture for healthcare and nutrition of low-income pregnant women, breastfeeding women, and children under the age of five. Wikipedia".

Google

wic

All Maps News Images Shopping More Settings Tools

About 29,800,000 results (0.81 seconds)

WIC Nutrition Program | Healthy Food For Your Family | signupwic.com
Ad www.signupwic.com/letsgetstarted ▼
Nutrition and breastfeeding support from pregnancy up to age 5. We're here for you. You can do this. All caregivers welcome.

WIC – Women, Infants, Children | Nutritional Education and Food
Ad www.healthsolutions.org/WIC ▼
Questions about **WIC**, our centers or our process? Find our director's contact information. Every year, we help over 40,000 women, infants and children enroll in the **WIC** Program. Food Vouchers. Nutrition Counseling. Breastfeeding Support. Neighborhoods: East Tremont, Sunset Park, Bushwick, Corona. [Apply for WIC](#) · [Apply for SNAP](#)

Women, Infants, and Children (WIC) | Food and Nutrition Service
<https://www.fns.usda.gov/wic/women-infants-and-children-wic> ▼
Oct 17, 2018 - The Special Supplemental Nutrition Program for **Women, Infants, and Children (WIC)** provides Federal grants to States for supplemental foods, ...

Who Gets WIC and How to Apply
Who Gets WIC?Contact your WIC State or local agency.Length of ...
[More results from usda.gov »](#)

WIC Benefits and Services
WIC Food Packages– Background: Revisions in the WIC Food ...

WIC

CALIFORNIA WIC WHOLE SOME INFORMED CHOICES VIRGINIA WIC TEXAS WIC
UTAH WOMEN, INFANTS & CHILDREN WOMEN, INFANTS & CHILDREN SMART CHOICES • HEALTHY FAMILIES

More images

The Special Supplemental Nutrition Program for Women, Infants, and Children is a federal assistance program of the Food and Nutrition Service of the United States Department of Agriculture for healthcare and nutrition of low-income pregnant women, breastfeeding women, and children under the age of five. [Wikipedia](#)

Feedback

Social Influencer Program MomSquad



Your Brand



Qualify the Right
People



Deliver a Custom
Brand
Experience



Activate &
Amplify Social
Sharing



Leverage a Fully
Supported
Engagement
Process



Gain
Actionable
Insights

E-Newsletter

Meredith has developed an HTML-enabled newsletter that NWA will send to participating states on a quarterly basis.

E-newsletter material varies by quarter, but usually includes:

- campaign analytics
- updates
- tips
- & promising practices

A version of this newsletter will also be added to the local activation toolkit in the coming months.

WHAT'S NEW WITH WIC WOMEN, INFANTS, & CHILDREN

Tips, ideas, and inspiration for getting the most out of our Local Activation Toolkit.



SMART IDEA

Did you know that you can download images from the **Local Activation Toolkit** and use them however you would like on your social media accounts? The toolkit is available via the NWA Online Community to all those from a participating state.

INSPIRATION

West Virginia WIC just launched a **new website**—all WIC branded! See how they used the WIC font, colors, and style guide both online and for printed materials. Check out the Discussion page on the NWA Online Community to see how others are utilizing the branding.

WHAT'S NEW

There are a few more months left in this year campaign—be on the lookout for some new additions to the Toolkit. New Facebook posts and customizable brochures and posters are available now.

Reminder: Some states will not have access to the NWA Online Community after 12/31/18. States continuing to participate in the campaign will receive a newsletter with relevant announcements in January.

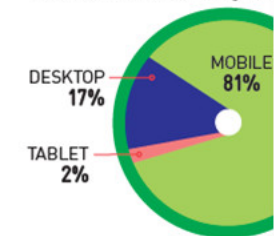
FACTS + FIGURES

WHO'S GOING TO SIGNUPWIC.COM?

352,000 people visited the site in the last year

210,000 requested local WIC office info (60% of all visitors)

How visitors are accessing the site



CHECK IT OUT



Here's an example of one of our sponsored Facebook posts, used to increase awareness and sign-ups. And check out this **WIC native content** appearing on Parents.com.



IMAGE RIGHTS

Just a reminder that the **images available in the Local Activation Toolkit** are for digital use only. You're free to post them on your website, social channels, and any other digital medium. If you're interested in publishing them in print materials like signs, brochures, or billboards, please **contact NWA Communications**.



FONT FOR YOUR USE



LIKE THIS FONT? It's called Gravur Condensed, and we've purchased a limited number of licenses for its use. **Register here** to download the font. If you don't plan to use the font regularly, please do not download it. Please limit your downloads to one person per agency.

CONTACT US

- We're seeing a lot of great traffic to signupwic.com, and we want to keep the info there as current as possible. If you have updates to your agency on signupwic.com, please fill out **this form**.
- Want a new look for your agency? Buy new business cards and appointment reminder cards on our new **online ordering platform**. You can also **order folders from us!** And if you'd like a logo for your local agency and can't find it in your online community, **let us know**.
- Questions, comments, or suggestions about the Local Activation Toolkit or the national campaign? Email us at campaign@nwica.org.

WIC: Facebook & Instagram Pages

Goal: Position WIC as a trusted source in a positive light via Facebook and Instagram.

This will solidify the emotional connection with WIC and take advantage of the social word-of-mouth component that can be essential to spreading WIC's ethos, information and reputation.



Paid Social Media

Sponsored Facebook Posts

- Highly targeted “Sponsored Posts”
- Reaching low income expectant and new moms
 - We are still able to reach this demographic with a HHI under \$40,000
- In both English and Spanish
- Promoting WIC enrollment within the Facebook feed

 **National WIC Association**
Sponsored · 

Less hunger, less illness, better health.

LATCH LIFE!

[SIGNUPWIC.COM](https://www.signupwic.com)

Women, Infants, and Children [Apply Now](#)

[Find WIC Locations Near You](#)

  Amanda Betterton, Tiera Pearson and 248 others 4 Comments 35 Shares

 Like  Comment  Share

Paid Facebook Media Testing

Breakdown of a Sponsored Post

Social Copy

The image shows a screenshot of a sponsored social media post. At the top left is the National WIC Association logo, followed by the text "National WIC Association" and "May 30 · 🌐". Below this is the main text: "Because your family comes first, let us support you in their development with expert guidance and nutrition." The central part of the post is a photograph of a woman hugging a young child. Overlaid on the right side of the photo is the text "HELP THEM GROW." in large, colorful, bold letters. Below the photo, the text reads "Women, Infants, and Children." followed by "Find WIC Locations Near You" and the URL "SIGNUPWIC.COM". In the bottom right corner of the post area is a button that says "Apply Now".

Headline

Call To Action

Which Post Resonated Better?

 **National WIC Association**
Written by MXM [?] · June 15 at 8:00am · 🌐

Be the superhero they see in you. Tap into our resources for your family's health and nutrition.



Women, Infants, and Children
Find WIC Locations Near You

SIGNUPWIC.COM [Apply Now](#)

 **National WIC Association**
May 19 at 2:45pm · 🌐

WIC provides a community of support to help your family get the healthy food it needs.



Women, Infants, and Children Registration
Find WIC Locations Near You

SIGNUPWIC.COM [Apply Now](#)

👍 Like 💬 Comment ➦ Share

WIC Facebook Testing

Social Copy: Empowerment vs. Helping Hand (Tests 1-4)

Empowerment Messages:

Headline:

1. Invincible!
2. Nothing is Impossible

Social Copy:

- You can do this. We can help. We'll provide the guidance and financial support that you and your baby deserve.
- Because your family comes first, let us support you in their development with nutrition and expert guidance.
- Be the superhero they see in you. Tap into our available resources for your family's health and nutrition.

Helping Hand Messages:

Headline:

1. We're Here to Help
2. Set Them Up For Life

Social Copy:

- WIC provides a community of support to help your family get the healthy food it needs.
- Contact us to receive food, nutritionists' guidance, and other free services for you and your family.
- Their well-being is our priority, too. Let us help your family grow healthy and strong with nutritious food and expert guidance.



Results: Empowerment message performed significantly better

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Test 5: Call to Action

- Learn More vs. Apply Now
- Result: “Apply Now” performed significantly better

Test 6: Emojis in Social Copy vs. No Emojis

- Result: The social copy without emojis performed better

Test 7: Image of Just Child vs. Image of Mom and Child

- Result: Image of Mom and Child performed significantly better

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The image shows a Facebook post from the National WIC Association. At the top left is the WIC logo and the text "National WIC Association". Below that, it says "June 29 at 2:48pm" with a globe icon. The main text of the post reads: "Your family grows stronger and healthier with our nutritional support and parental guidance." Below the text is a photograph of a woman with a pink headscarf and colorful tattoos on her arms, lying on a bed and holding a baby up in the air. To the right of the photo, the text "NOTHING IS IMPOSSIBLE" is written in large, bold letters, with "NOTHING IS" in green and "IMPOSSIBLE" in blue. At the bottom of the post, there is a white box containing the text "Women, Infants, and Children", "Find WIC Locations Near You", the URL "SIGNUPWIC.COM", and a button that says "Apply Now".

National WIC Association
June 29 at 2:48pm · 🌐

Your family grows stronger and healthier with our nutritional support and parental guidance.

NOTHING IS IMPOSSIBLE

Women, Infants, and Children
Find WIC Locations Near You

SIGNUPWIC.COM [Apply Now](#)

Test 8: WIC Fact vs. General Copy

- WIC Fact: WIC helps kids prepare for school: kids who've received WIC benefits show improved intellectual development.
- General Copy: We care about fueling healthier families.

Test 9: WIC Fact vs. WIC Mom Testimonial

- WIC Fact: WIC has been shown to yield better birth outcomes; increase key nutrients in the diet; and help ensure adequate growth and development.
- WIC Mom Testimonial: "WIC has meant support in my journey to becoming a mom" - WIC Participant, FL.



Thank you!

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