Understanding the National WIC Recruitment and Retention Campaign

Jen Powlison, Foundry 360 at Meredith
Karen Flynn, Vermont WIC
Jennifer Mitchell, Washington WIC
Laura Casto, West Virginia WIC
Tiare Sanna, Oregon WIC
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
R&R Campaign: Participating States

40% increase in States participation YOY!
Central Website: SignUpWIC.com

Campaign Trackers
- Call #
- Text Keyword
- .com/keyword

Text-to-Enroll

SignUpWIC.com
Local Activation Toolkit

A user-friendly portal for WIC local agencies. Included:

- Printer-Ready Advertisements
- Printer-Ready Posters

Facebook Posts
- 104 posts in English and Spanish
- 52 new posts to come 2019

Videos
- 6 English and 6 Spanish videos
- 12 new videos to come in 2019
- Detailed Toolkit Instructions
Point-of-Care Enrollment Literature

Prenatal and Postnatal Brochures distributed through:

- OB/GYN offices
- Pediatrician offices
- Indian Health Services (IHS)
Print Media Ads

Prenatal Publications
• Countdown
• Ser Padres Espera

Postnatal Publications
• Parents: The First Year
• Ser Padres Bebe
• Parents

HCP Trade Publications
• Contemporary OB/GYN
• Contemporary Pediatrics
• American Academy of Pediatrics
• Nursing for Women’s Health
Digital Integrations

Digital Media: Programmatic
Paid Social Media: Facebook
Targeted E-Blasts
Search Engine Marketing
NWA will have access to a community of highly-targeted, socially active and connected consumers who will serve as micro-influencers and advocates for WIC!

Here’s how it works:

1. Your Brand
2. Qualify the Right People
3. Deliver a Custom Brand Experience
4. Activate & Amplify Social Sharing
5. Leverage a Fully Supported Engagement Process
6. Gain Actionable Insights
Welcome to MomSquad

Nice to meet you! If you love free swag, trying new products, and connecting with thousands of moms then you’ve definitely come to the right place. We have just one rule: be respectful. Sound good?
The MomSquad Forum

MOMS to be

All topics > Moms to be > Share the News

19 comments

MomSquad Team ...

How did you share the news with your friends and family when you found out you were expecting?

MomSquad Team ...

Well we found out my sister in law was expecting her 4th child. We were then told the baby would be coming home from the hospital with us instead of the parents. Its a set to bed folks. To be honest, we were 100% open about it with everyone and very informative from the first moment we found out. We didn’t stall when it came to telling everyone. Our son and three other children we are raising to our own two is told first.

MomsSquad Team ...

I found out on Christmas morning sent a picture of the positive test to my mother and said Merry Christmas. My mother called me and asked if it was a joke lol. I told her no, just a really awesome Christmas gift. Everyone was so excited.

MomSquad Team ...

My Hub and I weren’t expecting to have a kid, but one day I was feeling sick and just didn’t feel right. That’s when I realized I was pregnant. My mom was on vacation with my aunt so when I tested her the day before she came home she didn’t believe me! But then I sent her the picture of the two lines and then she freaked out! But then we got the ultrasound to get the full answer to make sure I really was then my mom posted about it on Facebook... of course! I haven’t heard from her since.

MomSquad Team ...

I made phone calls after my second ultrasound.

Angelica ...

I actually made the below and rang the door bell for each of them lol.

MomSquad Team ...

My husband and I wanted kids just not right away. So telling him I was pregnant was so exciting. I took the test and just started yelling! I knew I’m pregnant. He didn’t take it as well as I did. But now that we almost 9 weeks we only told our parents the news and have decided to wait on telling the whole family until we know the gender.
E-Newsletter

Meredith has developed an HTML-enabled newsletter that WIC will use to promote the Recruitment and Retention Campaign among states participating in the Recruitment & Retention National Campaign.

• Deployed quarterly

• Editorial coverage includes:
  • The toolkit’s latest assets
  • Image rights
  • How to use the official WIC font
  • Examples of great creative that individual states have developed using the toolkit
  • And much more!
Meredith is creating a WIC-specific Facebook page to position WIC as a trusted source in a positive light.

This Facebook page 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.
Thank you!

Jen Powlison
Content Strategy Director, F360
Jen.Powlison@Meredith.com
212-499-2190
VERMONT WIC

NWA RECRUITMENT & RETENTION CAMPAIGN

Karen Flynn, Vermont State WIC Director
CO-BRANDED VERMONT WIC LOGO

WIC WOMEN INFANTS CHILDREN VERMONT DEPARTMENT OF HEALTH

WIC WOMEN INFANTS CHILDREN VERMONT DEPARTMENT OF HEALTH

WIC WOMEN INFANTS CHILDREN VERMONT DEPARTMENT OF HEALTH
RACK CARDS, POSTERS, BANNERS, ADS

STRONG, HEALTHY, AND HAPPY.

CHOOSE WIC UNTIL YOUR CHILD IS 5.
We’re here for you!

Contact us today: 802-296-0600 • HealthVermont.gov/wic

STRONG, HEALTHY, AND HAPPY.

CHOOSE WIC UNTIL YOUR CHILD IS 5.
WIC is here for your family until your child turns 5. Together we create a lifetime of healthy habits with healthy food, nutrition activities, and more! And WIC gives you healthy food options, convenience, and flexibility.

Get started today!
Visit healthvermont.gov/wic or call 800-649-4357.
FLYERS

WE HELP MOMS BE MOMS.

IF YOU HAVE DR. DYNAUS OR MEDICAID YOU QUALIFY FOR WIC.

Access to free wholesome food,
Nutritionists and peer counselors who help you be your best,
Referrals connecting you to the care you and your family need,
To be healthy in every way.

CALL TODAY FOR AN APPOINTMENT.
479-4200 or 888-253-8786

VERMONT DEPARTMENT OF HEALTH - BARRE DISTRICT
McFarland Office Building
5 Perry Street, Suite 200
Barnesville, VT 05641

This institution is an equal opportunity provider.

WIC FOR FOSTER CHILDREN

AT WIC YOU'LL FIND

- Wholesome foods and infant formula
- Personalized nutrition support and nutrition resources
- Referrals for healthcare and community services (Parent Child Centers, Head Start, and Children's Integrated Services)
- Kids' health screenings, including growth assessments and nutrition screenings

WHO QUALIFIES?

Any child under 5 years old in Vermont state custody is eligible for WIC services.
If the foster child you are caring for is currently on WIC, contact us to transfer them to your care.
If the child was not previously on WIC, we will schedule your appointment as soon as possible.

WHAT'S INVOLVED?

Attend a WIC Appointment twice each year AND complete a WIC Nutrition Education Activity twice each year.
We'll make sure your child has access to nutritious food, and show you how to shop for it with your ePND card. Plus, our dedicated nutrition staff will help you and your family stay healthy, in every way.

CALL TO SIGN UP!
479-4200

When you schedule your first appointment, we'll let you know what to bring with you.

VERMONT DEPARTMENT OF HEALTH - BARRE DISTRICT
5 Perry Street, Suite 200
Barnesville, VT 05641

healthvermont.gov/wic

This institution is an equal opportunity provider.
PRESENTATIONS

VERMONT WIC
Healthy food and a whole lot more...
WIC is for kids up to age five.
PROVIDER OUTREACH

ALL ABOUT WIC

WHO IS ELIGIBLE?
WHAT ARE THE BENEFITS?
WHAT'S IN THE FOOD PACKAGE?

MOM STRONG

EMPOWERING MOMS
WITH FOOD, NUTRITION
EDUCATION, AND MORE
REFERRALS

NUTRITION, SUPPORT, AND THE POWER OF MOMS.

BE THE MOM YOU WANT TO BE. WE’RE HERE, EVERY STEP OF THE WAY.

WIC: from Before Birth to 5.

Supporting you through a healthy pregnancy with supplemental foods, nutrition counseling, breastfeeding support and more!

WIC is here for you every step of the way.

WIC is for pregnant women, new moms and babies and children through their 5th birthday! Families enrolled in Dr. D, Medicaid, Reach Up and 3SquaresVT automatically qualify.

Already on WIC?

Great! See you at your mid-pregnancy appointment!

Think you may qualify for WIC?

✓ Are you pregnant?
✓ Do you have children under age 5?
✓ Do you participate in Dr. D, Medicaid, Reach Up, or 3SquaresVT?*

... if so, you’re likely eligible. Learn more at www.healthvermont.gov/wic

Call to enroll today:

Brattleboro WIC 802-257-2880

or toll free in VT 1-888-253-8805

WIC clinic locations include Brattleboro, Townshend, Wilmington and Westminster

*If you don’t participate in these programs, you may still be eligible – give us a call to find out!
**WIC JOURNEY MAP**

### Joining WIC
- **What WIC is doing:**
  - Community Outreach Presentations
  - Partnerships with organizations that serve WIC-eligible families
  - Outreach to families on Medicaid/Dr. Dynasaur
  - National WIC Association Outreach Campaign
  - Facebook posts

### Coming to Clinic
- **What WIC is doing:**
  - Friendly, welcoming clinics
  - Outlying clinic sites
  - Evening hours
  - Texting appointment reminders

### Shopping for WIC Foods
- **What WIC is doing:**
  - Shopping resources - food guide, shopping videos in multiple languages, in-store tours
  - In-store grocery tours
  - Local grocer liaisons
  - WIC Shopper App

### Preparing WIC Foods
- **What WIC is doing:**
  - Training local WIC staff on food preparation nutrition activities
  - On-site WIC cooking workshops
  - Partnerships with food-focused organizations that serve WIC families
  - Recipes
  - WIChealth.org and Health eKitchen - online food preparation resources

### Completing WIC Nutrition Activities
- **What WIC is doing:**
  - On-site WIC activities
  - Partnerships with organizations that serve WIC families
  - WIChealth.org - online nutrition education
  - Nutrition education by phone or in-person
  - Texting reminders to complete a nutrition activity

### Staying on WIC until 5
- **WIC Graduation:**
  - Ready for Kindergarten
  - Warm hand off to Child Nutrition programs
FACEBOOK POSTS

YOU GOT THIS
WIC is with you every step of the way.

FROZEN FRUITS AND VEGGIES ARE JUST AS HEALTHY.

HIGH 5 FOR WIC FOODS
VERMONT WIC FOODS

Food, Education, Support. You Got This.

Health Foods
Nutrition Education
BREASTFEEDING SUPPORT
HEALTHCARE REFERRALS & COMMUNITY PROGRAMS

The range of WIC’s nutrition referral and benefits are available, including programs and counseling with your child’s 5th birthday.

When you choose WIC for your family, you get the support you need to give your child a good, healthy start. Kids who start WIC early age to grow healthily, happy, and smart.

Learn more at health.vermont.gov/wic

Using the Food Guide

Thousands of Vermont WIC approved foods are included in the Food Guide. Check with your WIC provider to determine what foods are approved for your family.

Food Category

DT Do Not Buy
- Fresh yellow tomatoes, whole milk, breakfast cereals, MyPlate basics

WIC Approved
- Whole grain, lean meats, fruits, vegetables, MyPlate basics

Choose what is approved for you.

Nutrition Education

Nutrition tips for your family to eat healthy, happy, and smart.

Size and packaging allowed

Product weight and sizes are sometimes shown in different units, so please refer to the nutritional label and packaging for the exact quantity.

Shopping tips

Look for the check-off on product labels. Be sure to check all your WIC foods on the list.

1. 1/2 pound = 21 oz
2. 1/4 pound = 14 oz
3. 1/3 pound = 12 oz
4. 1 gallon = 4 quarts 
5. 1 quart = 2 pints

5. 1 pint = 2 half pints

9. 1/2 gallon = 2 quarts

On the right side, there is a diagram showing the different food categories and their corresponding advisories.
MODULE 1
Vermont WIC and Grocers: Overview

VERMONT WIC CHECKOUT TIPS FOR CASHIERS

Protect confidentiality.
Do not use “WIC” in your conversation. Say “card” instead.

Know the WIC card transaction.
Understand the WIC checkout steps and process for your store’s POS. Be sure to scan each item and never use the quantity key.

Know the foods allowed by WIC.
- Keep a copy of the Vermont WIC Foods guide at your register for reference.
- Use the WIC Shopper App followed by your management for a list of all WIC-approved foods. The app also has a “Scan Barcode” feature.

Not all foods in the food guide are on a customer’s benefit.
Run a “balance inquiry” for the shopper for a list of foods currently in their account.

If the card declines.
Note the error code. Wait about 20 seconds and then have the customer swipe the card again. Or manually enter the customer’s card number.
THANK YOU.
QUESTIONS?

WIC@VERMONT.GOV
HEALTHVERMONT.GOV/WIC
OTHER WIC MATERIALS HAVE ALSO BEEN REBRANDED!
PROVIDER OUTREACH

For Pediatrician and OBGYN offices

Women’s, Infant and Children’s (WIC) is a public health nutritional program providing nutrition education, free nutritious foods, breastfeeding support and healthcare referrals for income-eligible women, infants, and children. Your office can receive a free supply of brochures that educate patients on the benefits of joining WIC, eligibility information and how to enroll.

To receive this offer, please fill out the form below and return by Fax to (212) 499-1509 or email to melissa.busch@meredith.com
WORKING WITH NWA

National WIC Association Online Community

Resource Center

- Folders
  - 2016 Nutrition Education & Breastfeeding Promotions
  - 2018 Nutrition Breastfeeding Conference Sessions
- Artwork and Templates
- Brand Guidelines and Messaging Toolkit
- Local Activation Toolkit
  - State and Local WIC Logos
- Talking Is Teaching Resources

What's New with WIC

Tips, ideas, and updates for getting the most out of our Local Activation Tools.

State and Local WIC Logos

Mom, We're Here for You.

FIND A LOCATION NEAR YOU.

Food, Education, Support. You Got This.

Who's Going to ShareWIC.com?

352,000 people visit the site every year.

210,000 pageviews from local WIC sites and state WIC sites.

WIC Benefits

- Food
- Education
- Support
NWA FACEBOOK MESSAGING
CONNECT WITH WASHINGTON WIC
WWW.DOH.WA.GOV/WIC

JENNIFER MITCHELL
JENNIFER.MITCHELL@DOH.WA.GOV
(360) 236-3692
LOGO COLORS FOR EACH WEST VIRGINIA PROGRAM AREA

Nutrition • Red
Outreach • Purple
Vendor • Green
NUTRITION EDUCATION RESOURCES

• Vitamin D
• Fruit-a-licious Breakfast Cup
• MyPlate Preschooler
• Mixing Formula Instructions
MAKING MILK IS EASY!
10 STEPS TO MAKE PLENTY OF MILK

1. FREQUENT FEEDS, NOT FORMULA.
The more often you feed, the more milk you make. If you use formula, your baby will feel too full to nurse frequently.

2. ALL YOU NEED IS BREASTMILK!
The American Academy of Pediatrics recommends that your baby have a diet of only breast milk for the first 6 months – no other food or drink is needed.

3. FEED EARLY AND OFTEN.
Feed at the earliest signs of hunger such as when baby is awake, sucking on hands, moving his or her mouth or eyes, or stretching.

4. IF HE DIDN’T SWALLOW, HE DIDN’T EAT.
Listening for the sound of swallowing will help you know if your baby is getting enough.

5. SAY “NO” TO PACIFIERS AND BOTTLES.
If pacifiers and bottles are used when your baby is hungry, you may not be nursing often enough to make plenty of milk.

6. SLEEP NEAR YOUR BABY AND NURSE LYING DOWN.
You can rest while you feed your baby!

7. HAVE BABY’S MOUTH OPEN WIDE LIKE A SHOUT, WITH LIPS FLIPPED OUT.
The tip of your nipple should be in the back of his or her throat. Your baby should be directly facing you, cheek to cheek, chin-to-broad. Proper positioning prevents sore nipples.

8. WATCH THE BABY, NOT THE CLOCK.
Feed your baby when he or she is hungry. Switch sides when swallowing slows down or they take themselves off the breast.

9. GO EVERYWHERE!
Plan to take your newborn everywhere with you for the first several weeks.

10. DON’T WAIT TO ASK FOR HELP, WIC IS HERE.
Contact your local peer counselor for guidance and support. Stick with it – it’s worth it!
GENERAL CLINIC RESOURCES

- Record of Measurements
- Participant Agreement

<table>
<thead>
<tr>
<th>Date &amp; WIC Staff Initials</th>
<th>Height (inches)</th>
<th>Weight (lbs/oz)</th>
<th>Neonatal斤 (g/ml)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

CONTACT US

Office of Nutrition Services
West Virginia WIC Program

Call
1-866-901-8265
or 304-258-3000

Text
Locate the code to 67091

Email
WVHealth@wv.gov

Visit
www.health.wv.gov/wic

Participant Portal
www.WVHealth.org
OUTREACH MATERIALS

• Give Your Family a Healthy Start Brochure
• Give Your Family a Healthy Start Poster***
• Give Your Family a Healthy Start Partner
• Give Your Family a Healthy Start Folder
• Give Your Family a Healthy Start Bags
• Foster Children and WIC
• Clinic Contact Card
• Choices for Moms To Be
• Choices for Mom and Baby Fully Breastfeeding
• Choices for Mom and Baby Partially Breastfeeding
• Choices for Mom and Baby Minimally & Non-Breastfeeding
• Choices for Children
• You Got This Poster
• Healthy Food, Healthy Kid, Happy Mom Poster
• Latch is Key Poster

***Spanish Materials Available
OUTREACH MATERIALS

WIC SHOPPING, SIMPLIFIED

There are more than 250 West Virginia WIC-approved grocery stores. We’re constantly making improvements to the WIC customer shopping experience.

WIC CARD
Purchase approved WIC foods with the same flexibility as a regular debit card.

ebTEDGE
ebTEDGE offers direct access to your WIC card information so you can change your pick, view purchases and see future benefits. Visit ebTEDGE.com

WICSHOPPER™ MOBILE APP
Eliminate confusion about which products are WIC approved in these easy steps:
1. Download WICSHOPPER from your app store or visit WICSHOPPER.com
2. Select West Virginia
3. Shop (with certainty)
   Scan or take a picture of the UPC bar code on the back of items and it will tell you if they are WIC eligible for you and your family.

CONTACT US
Office of Nutrition Services
West Virginia WIC Program
Call 1-866-601-8586 or 304-558-0000
Text for clinic & zip code to 07106
Email dhnwv@wvdhhr.gov
Visit dhnwv.wvdhhr.gov
Participant Portal www.household.wvdhhr.gov

GIVE YOUR FAMILY A HEALTHY START

To accommodate various Federal civil rights laws and regulations, the Division of Nutrition Services, Office of Health and Nutrition, will not discriminate against anyone on the basis of race, color, national origin, age, sex, sexual orientation, physical or mental disability, religion, creed, political belief, reprisal, or any other characteristic that is protected by Federal, state, or local law.

The WIC Program is a Federal, State, and County program which provides nutrition education, supplemental food, and referrals to health services for low-income, pregnant, breastfeeding, and postpartum women, infants, and children. The program is funded by the United States Department of Agriculture and is administered by the state of West Virginia. The program is free and is available to eligible families.

For more information, visit the West Virginia Department of Health and Human Resources website or call the WIC Program at 866-601-8586.

Office of Nutrition Services
West Virginia Health Department
101 East Capitol Street, Suite 200
Charleston, WV 25301
(304) 558-9400

The WIC Program is an equal opportunity provider.
OUTREACH MATERIALS

CHOICES FOR MOM AND BABY

PARTIALLY BREASTFEEDING

The WIC foods help support your healthy lifestyle and your breastfeeding baby’s development. You will enjoy milk, cereal, eggs, juice, peanut butter and beans, plus fruits, vegetables, cheese, yogurt and whole grains. At six months of age your baby can receive infant fruits, vegetables and cereal.

YOUR WIC FOODS

- Are low in fat and high in fiber
- Promote appropriate nutrients for your baby’s growth
- Prevent early weight loss and help you maintain a healthy weight after delivery

WHAT YOU WILL RECEIVE

FOR MOM:
- Grains
  - 36 ounces of iron-fortified cereal
  - 16 ounces of whole grains (bread, bars, tortillas, rice or pasta)
- Vegetables and Fruits
  - Three 12 ounce cans of frozen or three 11.5 ounce cans of shelf-stable concentrated Vitamin C-rich juice
  - $11 cash value benefit for fresh vegetables and fruits, canned fruits and vegetables, and frozen fruits and vegetables
- Dairy
  - 5.5 gallons of non-fat (skim) or low-fat (1%) milk
  - Allowable substitutions of cheese, yogurt or any milk
- Protein
  - 1 dozen eggs
  - Choice of five 1 pound dried beans or peas OR four 15-16 ounce cans of beans OR one 16-18 ounce jar of peanut butter

FOR BABY:
- Your breast milk and infant formula
- At six months of age
  - Iron-fortified infant cereal
  - Baby food vegetables and fruits
- Eat WIC foods for a healthy you and a healthy growing baby!

wic.westvirginia.gov
RETAILER BRANDED MATERIALS
FOR USE IN THE STORE

• eWIC card design
• Door Decal
• Shelf Label
• 2018 Food List Additions and Deletions Reference Guide
• 2018 WIC Approved Foods Shopping Guide
• WIC’r Basket Newsletter
TECHNOLOGY RESOURCES

WICSmart

- WICSmart allows you to complete Nutrition Education lessons on the go from anywhere on any device.
  - To complete a lesson on your smartphone or tablet:
    1. Find the "WICSmart" app.
    2. Download the app.
    3. Click on the app and select West Virginia as your agency.
    4. Enter your Family ID (6000000000001).
    5. Click on login.
    6. Click on app.

- Finish the module at your own pace. If you get interrupted, you can save the session:
  - Click on the "save" button and come back later to complete.
  - Does your finish the module, you are done:
    - No need to print or save anything. Your local WIC Program will let you know the next step.
  - To complete a lesson on your computer:
    - Go to wicsmart.com or wicsmart.wv.gov.
    - Select West Virginia as your agency.
    - Continue with steps 5-8 as shown above.

- The WICSmart mobile app gives you the option to take a lesson right away or download it for later.
  - This can be helpful if you need to use free Wi-Fi instead of your mobile data or if you have spotty service.

- If you download a module to your device, it can be completed offline and the results will automatically transmit in the background once your device regains internet connectivity.

- Please be sure to complete your nutrition education lesson at least once every calendar year.

CONTACT US
Office of Nutritional Services
West Virginia WIC Program
Call 1-844-601-0768 or 304-556-0000
Text: 1-888-999-3000
Email: westvirginiawichelp@wv.gov
Website: www.wic.wv.gov

WICSmart/Available to download from your app store or visit wicsmart.com OR wicsmart.wv.gov
WIC Shopper Mobile App: Available to download from your app store or visit EBShopper.com

CONNECTING TO WIC

USING YOUR WIC CARD
1. Go to a WIC-authorized retailer and present your WIC card.
2. Follow the retailer’s instructions to confirm your purchase.
3. If you have a question, call 1-844-601-0768.

WIC PROGRAM CONDUCTED WITHOUT DISCRIMINATION.
All persons served in this program are eligible for services based on income and programs regardless of race, color, national origin, age, sex, marital status, religion, or handicap.

This document is an equal opportunity provider.

MEDICARE

WIC SHOPPER

- The WIC Shopper mobile app allows you to track your WIC benefits, access health information, and manage your WIC coupons.
- The app also includes a tool for finding WIC-authorized retailers in your area.
- You can access your WIC benefits and coupons at any time from your mobile device.
- The app is available for free download from your app store.
- If you have any questions or need assistance, you can call the WIC Shopper help line at 1-888-999-3000.

This document is an equal opportunity provider.
CONTACT INFORMATION

• WV WIC Website: DHHR.WV.GOV/WIC

• Laura Casto, Nutritionist III, Policy and Procedure Coordinator:
  • Laura.S.Casto@wv.gov
ENHANCING WIC CLINIC ENVIRONMENTS

OREGON WIC
WIC Clinic Enhancement Project

- Funding local agencies to enhance their waiting and counseling rooms using NWA Branding and Trauma Informed Care
- Total of 29 clinic sites at 19 agencies
- Total of $178,100 dollars towards improving the look and feel of WIC offices across the state.
- Projects funded included (but were not limited to):
  - improved lighting in line with trauma informed care
  - creation of comfortable areas for children to play and wait
  - purchasing of comfortable bariatric seating options
  - updating waiting and counseling rooms with fresh paint
  - addition of anti-slamming doors and ambient noise
  - addition of NWA branded materials and updated artwork
Baker County – Before
Baker County – After
Clatsop County – Before
Clatsop County – After
Deschutes County – Before
Douglas County – Before
Douglas County – After
Harney County – After
Jefferson County  –  Before
Jefferson County  –  After
Josephine County – Before
Klamath County – Before
Klamath County – After
Lane County

Uncomfortable chairs were replaced at baby check-in

Breastfeeding room added washable kid seating

Privacy partitions added to reception area
Lane County

Bench seating added for family seating and comfort

Classroom walls updated with WIC branding
Lincoln County – Before
Lincoln County – After
Marion County – Before
Marion County – After
Multnomah County – Before
Multnomah County  –  After
North Central – Before
Washington County – Before
Washington County – After
# Post Improvement Survey Results

Thinking about our WIC Space, how **welcome** do you feel?

- 56.4% 😊
- 3.3% 😐
- 0.3% 😞

Thinking about our WIC Space, how **comfortable** do you feel?

- 59.5% 😊
- 0.5% 😐
- 0.0% 😞

What are some examples of how the WIC clinic is welcoming and comfortable?

<table>
<thead>
<tr>
<th>Theme</th>
<th>Words used</th>
<th># Comments</th>
<th>Total survey respondents</th>
<th>Percent of total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kid-friendly environment</td>
<td>kid-friendly/kids</td>
<td>174</td>
<td>394</td>
<td>71%</td>
</tr>
<tr>
<td></td>
<td>toys</td>
<td>82</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>play area</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>books</td>
<td>10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Warm and friendly staff</td>
<td>friendly (+staff)</td>
<td>123</td>
<td>394</td>
<td>59%</td>
</tr>
<tr>
<td></td>
<td>nice/smile/kind/greet</td>
<td>109</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Positive clinic space</td>
<td>clean</td>
<td>23</td>
<td>394</td>
<td>13%</td>
</tr>
<tr>
<td></td>
<td>bright colors/pictures/murals</td>
<td>14</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>comfortable chairs</td>
<td>9</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>spacious</td>
<td>4</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
“I really appreciate the color, toys, and soft areas”

“Open, not too overly packed with stuff. Signage and window graphics are helpful”

“Seating is new and more comfortable and nicer looking”

“Friendly staff, lots of light and colorful décor”

“The toys are great! Comfy seating”

“I love the toys. Kid friendly spaces so we don’t have to worry about the kids being crazy”

“I like the new tablets for check in and the new art. The chairs are comfy too.”

“The staff are always so friendly I never feel any judgement here”

“I enjoy the pictures when we are in the waiting room”

“Having bright colors and toys for the kids”

“Good lighting, friendly staff, lots of toys”

“When arrive they wait for you with a smile and greet you with respect and with a good vibe”
Questions?

Interested in learning more about the Recruitment and Retention Campaign? Talk to Stephen and Natalie at the NWA booth or Jen at the Meredith booth in the exhibit hall.

Contact NWA at campaign@nwica.org.