DC WIC OUTREACH TARGETING INITIATIVE

Recruitment, Redemption & Retention

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Impetus for DC WIC’S Outreach Targeting Initiative

Objectives for NWA’s National WIC Awareness & Retention Campaign were to...

- Increase enrollment of WIC eligible mothers
- Increase positive perception of the WIC Program
- Retain mothers and children in the WIC Program longer
- Create national brand recognition
What Has NWA’s Branding Initiative Accomplished?

• It has guided the development of an integrated multi-media advertising and educational marketing campaign to *raise awareness, drive enrollment, and improve perception of WIC*

• Created a WIC brand that now drives a consistent identity and elevates campaign messaging
How Will DC Use the NWA-Branded Materials to Target Our DC Families?
Potential targets:

- WIC sites (15 locations), State agency to distribute at outreach events, Partner organizations (Managed Health Care: Ameri-Health, Ameri-Group, Trusted Health; DC Healthcare Alliance)
Potential targets:

- WIC authorized stores
- DCPS-Pre-K 3 and Pre-K4
- Charter Pre-K3 and Pre-4
- Hair and nail salons
- Healthy Start locations
- OBGYN-Prenatal clinics
‘Choices for Children’ (Poster)

Potential targets:
• WIC stores
• Child care centers (Pre-K3-K4)
• ANC community centers
• DC Housing Authority Properties
Potential targets:

• Local Agency facilities
• Local Agency affiliates
‘You Got This, Mom.’ (Poster/Flyer)

Potential targets:

- **Poster** – Infant care centers, Healthy Start locations, WIC stores, doctor’s offices
- **Flyer** – Vital Records, new moms referred by DHS, infant and child care centers, infant and child care centers
DC WIC Marketing Materials

DC WIC encourages community partners, providers, and WIC local agencies to use the outreach and marketing materials below to inform potential participants about WIC program. The materials can be distributed at community events, patient appointments, childcare centers, or other appropriate settings. They may also be displayed in healthcare provider waiting rooms, community centers, local agency sites, WIC retail locations, childcare centers, and other related locations.

**WIC Brochure**

The 8.5” x 11” brochure displays the income eligibility requirements, services that WIC participants will receive, and lists the contact information and hours for all DC local agency sites. Spanish version coming soon.

**WIC Posters**

- **Give Your Family a Healthy Start:** This 24” x 36” poster highlights the services WIC provides and outlines eligibility requirements.
- **Choices for Children:** This smaller poster (11” x 17”) could also be used as a flyer. It describes the health foods WIC participants can purchase with their benefits.
- **Mom Strong:** This large poster (36” x 48”) can be customized to display a DC WIC local agency logo and phone number.
- **Mamá fuerte:** The large poster (36” x 48”) can be customized to display a DC WIC local agency logo and phone number.
Instagram

Jennifer Garner’s Once Upon a Farm to Make Organic Baby Food Available to WIC-Eligible Families

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Thank You!

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