WE ARE HERE TO SUPPORT YOU

The third cycle of NWA’s Recruitment & Retention Campaign (R&R Campaign) is almost here! NWA has been working on ways to improve the Campaign and support WIC agencies across the nation.

We’ve been listening. WIC staff want more analytics, more communication, and more technical assistance when it comes to the Campaign. To better accommodate the needs of WIC agencies, we’re making some changes.

In our plan to revamp the R&R Campaign, NWA heard four proposals from marketing agencies around the country. After much consideration, we decided to work with a new firm. We are thrilled to announce NWA has partnered with Creative Marketing Resources (CMR) to support our nationwide marketing campaign.

CMR is a Milwaukee-based communications agency that specializes in behavior-change marketing. CMR has worked directly with both state and local WIC agencies since 2007. As an agency, CMR understands the challenges agencies have in executing marketing and outreach activities.

NWA appreciates the last six years of work we did with Meredith Corp. and the strong foundation they built for WIC. We plan to continue working with them on updates and additions to SignUpWIC.com.

NWA and CMR have big plans for the R&R Campaign, including monthly webinars, in-depth analytics on advertising, social, and website leads, one-on-one check-in calls, ongoing campaign resources, and a brand-new portal for easy accessibility.

If you have any questions on the current R&R Campaign, please submit your questions to R&R Campaign Manager Whitney Carlson at wcarlson@nwica.org or campaign@nwica.org. If you have a question for CMR, please email nwa@cmredge.com.

JOIN THE CAMPAIGN!

NWA and CMR are working hard on an effective nationwide campaign to promote the WIC program to eligible families and keep participants enrolled and engaged. State-specific services are available for you as a supplemental investment and will be tailored to your state’s needs.

STATE NEEDS ASSESSMENT SURVEY

Our goal is to find national marketing solutions that also work for state and regional needs. By answering this survey, you will help us identify the most common issues and needs for WIC agencies across the country.

To access the survey, you can click on the link, copy and paste the link into your browser, or use the QR code: https://cmredge.qualtrics.com/jfe/form/SV_3Es3FoREjQMjkw

STATE-BY-STATE CONSULTATION

Would you like to hear more about how CMR can support your state specifically? Let’s have a one-on-one conversation with your team and ours! We want to more about what your state and agencies need.

Please write us at nwa@cmredge.com so we can schedule a call to hear about your state’s 2022 vision.

WEBINAR

CMR and NWA will also be hosting a Q&A seminar in January 2022. More information will be provided shortly.
CYCLE 3 CAMPAIGN FEATURES

**Marketing:** This includes ongoing planning, consultation, marketing support, and tools to assist all WIC agencies reach their marketing goals. CMR will host webinars, one-on-one consultations, and other presentations for WIC staff.

**Social Media:** CMR will promote WIC to target audiences and provide social media support, innovative tips, education, and assets for agencies to use on their social media platforms.

**Paid Media:** This piece includes strategic planning, placement, and optimization of paid media and digital media.

**Website:** CMR offers SignUpWIC.com optimization, maintenance, and technical support.

**Creative:** CMR will create strategic outreach materials for agencies to promote the program to potential WIC families and to engage with current WIC families. Some materials include posters, postcards, infographics, WIC-approved recipes, informational videos, WIC-approved food shopping lists, flyers, and holiday-themed cards.

**Campaign Portal:** CMR will create a portal for optimal accessibility of Campaign resources. All participating WIC agencies will be able to download digital content, request marketing materials, watch tutorial videos, and discuss in forums.

**Bi-Weekly Emails:** CMR will send bi-weekly emails to all participating agencies with updates on the Campaign, marketing “best tips,” new materials, as well as other relevant information.

**Educational Webinars:** CMR will host educational webinars with topics based on feedback from WIC agencies and where they would like support. The webinars will include time for questions and answers.

**Accessibility Needs:** Our marketing assets will have alternative text and text-equivalent descriptions for all images, graphics, tables, and tags. We test all deliverables against Section 508 accessibility standards.

**Content adaptation:** All materials and communications will be representative of the families WIC agencies serve. We will ensure that all images, languages, and messaging used are inclusive and relevant to the target audiences, keeping in mind rural communities; racial, ethnic, and cultural backgrounds; and those with low literacy and/or low socioeconomic status (SES). Materials will also highlight and include "non-traditional" families such as single moms, caregivers, grandparents, single dads, and LGBTQ+ families.

**Evaluation and Data Reporting:** CMR will provide monthly and quarterly reports with Campaign metrics and data. These reports will be easy to understand and will provide information on Campaign performance, key learnings, and upcoming Campaign updates and improvements.

**State-by-State Consultation:** CMR will work collaboratively with NWA’s state and local WIC agencies to incorporate valuable feedback. We believe that listening to individual agencies’ issues, concerns, and projected solutions will give better insight into the strategy necessary for this project and foster crucial buy-in from local staff.

NWA is extremely excited to work with CMR and YOU, for a better and brighter future. Thank You!