Telling Your WIC Story: Messaging Workshop

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Session Plan

- Hill Visit role play: Want 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

- 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.

Photo credit: Vanessa Simmons, Normalize Breastfeeding
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

What you want to say.  

What they're interested in.  

Relevance
## 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

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).

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! Their 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 Federal 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's 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.
- Tips for Pitching 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
Using State Fact Sheets

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 supplemental checks, information on healthy eating, and referrals to health care.

HOW WIC HELPS THE BUCKEYE STATE

FUN FACTS

FROM OUR PARTICIPANTS
"Watching the WIC program on the electronic debit cards was a great move for retailers and made managing my store much easier. The staff at WIC I received from the Social Services section were very pleasant, and the support they supply is excellent. It was very easy to program their website and update prices as needed."

Brooke Participant, Ohio

"I would like to take a moment to thank you and the delightful staff of the Southeastern Ohio 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 blessing, but our family is finally in a financial place where we will no longer be needing the services offered at your clinic. Thank you so much 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: 19,053
- Infants: 65,971
- Children: 102,433
- Total: 244,201
- Coverage (% eligible): 97.3%

WIC IS EFFICIENT
Ohio WIC Food and Services Benefits FY 2015

- Total cost of food per participant: $34.76
- Total WIC food funding (food): $101,852,869
- Total Federal WIC funding: $207,951,538
- Total Federal WIC funding (food): $62,666,858
- Admin cost (Nutrition Service Benefits): $53,141,711

BREASTFEEDING

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EBT STATUS
Ohio has implemented WIC EBT state-wide 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 Commander at Wright-Patterson AFB as an Authorized WIC vendor.

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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?