YOU SAY YOU HAVE AN ISSUE...

NATIONAL WIC ASSOCIATION
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Issues surround us.

The noise can be overwhelming.
Issues versus crises

Can your work move ahead without impediment?
An issue...

A bump not a crater, but it must be addressed.
A Crisis...

Your ability to do your work is compromised.
You tell me.

Funding cuts, qualified coverage, politics, fraud, public health crisis, violence...
What is in your control?

Planning is a good thing. Take time.

To learn, drill, update, anticipate and train.
Plans are essential.

Unique collaborations to drive impact
Essential ingredients.

Landscape assessment, materials development, voices, media, time.
Landscape.
Knowledge and assessment. What is happening and why?
Materials.

Statement, FAQs, scenarios, press release/advisory.
Voices.

Team. Authoritative voices. Make your friends ahead of time. Know your critics...perhaps better
Media.

Transparency with Purpose

Have a clearly articulated - and agreed upon - message.
Time.

I know you’re busy and doing amazing work.
Assessment.

What was effective? What no so much? Take the time - you and your team ultimately will appreciate and value it.
Communicate!

The landscape continues to shift - politics, friends, naysayers, WIC recipients, team, you... pay attention and share.
Knowledge is comfort.

Take the time to revisit your plan and materials.
Practice makes better.

Staff meetings, happy hour... create the time.
Thank you!

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