WWA Advocacy efforts

# Monday, March 26th: Media release

This will preface the possible open house occurring later in the week, along with WIC’s ties to public health and its qualifications.

Option 1: Media release (see attachment)

Option 2: Facebook posts

# tuesday, March 27th: what is wic in your community?

The focus will be highlighting the impacts of WIC to your WIC staff and the community.

Option 1: Staff gathering

Option 2: Facebook post

# wednesday, March 28th: wic and public health.

The focus will be to show individuals how WIC and public health are connected. Please reference the National WIC Association’s handout entitled [“The Role of WIC in Public Health”](https://s3.amazonaws.com/aws.upl/nwica.org/WIC_Public_Health_Role.pdf).

Option 1: Collaboration with local public health department

Option 2: Facebook post

# thursday, March 29th: wic open house

Option 1: WIC open house

Option 2: Staff photo with view on WIC

# friday, March 30th: future direction of wic

You will use this day to wrap up and show where WIC is headed.

Option 1: Facebook post

# Monday, March 26th

Facebook Post Option 1: “Come and join us on Thursday, March 29th from \_\_ - \_\_ to learn more about your local WIC project. During this time, we can see if you qualify to participate in WIC.”

Facebook Post Option 2: “If the following statements apply to you or someone you know, then you or they may be eligible to participate in WIC:

* Be pregnant, breastfeeding or new mother; be an infant up to age one; or up to child’s 5th birthday.
* Be a resident of Wisconsin
* Be income eligible
* Have a health or nutrition need

To find your WIC office, please visit <http://signupwic.com> and contact your local project.

# tuesday, March 27th

Facebook Post Option: “Over the years, WIC has promoted health in the community. Check out some of the things we have accomplished.” (Insert 2nd page of Impact of WIC handout)

Staff Gathering: Review what your project has accomplished. You can post a flyer in communal area in regards to the benefits of WIC and/or what your local project has accomplished. Please highlight any of the following areas:

* Improved birth outcomes and savings in health care costs
* Improved diet and diet-related outcomes
* Improved infant feeding practices
* Immunization rates and regular source of medical care
* Improved cognitive development
* Improved preconception nutritional status

# wednesday, March 28th

Facebook Post Option 1: “With National Public Health Week 2018 soon upon us, it is important to join in the growing movement to create the healthiest nation. As the nation’s premier public health nutrition program, Women, Infant, and Children (WIC) is a cost-effective sound investment- insuring the health of our children. Changing our health means ensuring conditions where everyone has the opportunity to be healthy.” (Please insert [NPHW](http://www.nphw.org/~/media/files/pdf/about/strategic_plan_summary.ashx) info graphic)

Facebook Post Option 2: “The Healthy People 2020 national initiative identifies approximately 600 science-based objectives to improve the health of Americans. WIC is instrumental in working towards two major Healthy People 2020 goals and nearly 30 health objectives. Those goals include 1) Promote health and reduce chronic disease risk through the consumption of healthful diets and achievement and maintenance of health body weights and 2) Improve the health and well-being of women, infants, children, and families.”

Collaboration with Local Public Health Department: Post a flyer in the department if the WIC clinic is at a different location to promote.

# thursday, March 29th

Facebook Post Option 1: Highlight hours you will be open for open house and if you have any guests attending (local policymakers, current clients, etc…)

Facebook Post Option 2: Post a current client story

Facebook Post Option 3: Post a WIC staff photo with a blurb about your staff and their contributions to your WIC project.

# friday, March 30th

Facebook Post Option 1: Share the design idea behind the new WIC logo. “The upward movement signifies WIC’s support at every step in the journey.”

Facebook Post Option 2: Highlight the new WIC app and its features including;

* It is free in the Apple Store and Google Play Store
* Allows participants to :
  + Search WIC foods
  + View benefit balance
  + Find stores
  + View WIC messages

Once again, highlight that if you or someone you know is a resident of Wisconsin and they are any of the following, they may qualify for WIC.

* + - A woman of child bearing age or,
    - Infant up to age one or,
    - Child up to their 5th birthday