



**NCWIC**  
**OUTREACH**  
**CHALLENGE**

*December 2023*



## TABLE OF CONTENTS

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Introduction.....	3
1. The Contact List.....	4
2. The Materials .....	8
3. The Challenge.....	14
4. The Calendar .....	29



# INTRODUCTION

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The purpose of the North Carolina WIC Outreach Challenge is to encourage outreach and retention efforts in Local Agencies. These efforts are important for achieving the four pillars of the North Carolina WIC Program which include supplemental foods, nutrition education, referrals, and breastfeeding support. They also help local agencies to maintain caseload by continuously working to recruit new participants that would benefit from receiving WIC services. When we all work together, we can ensure that the WIC mission is met and that our community members have the resources they need to serve women, infants, and children.

The Outreach Challenge contains four parts that can help Local Agencies conduct successful outreach efforts in their community. These four parts include:

1. The Contact List
2. The Materials
3. The Challenge
4. The Calendar

It is recommended to first set up your contact list (Part 1) and familiarize yourself with the materials (Part 2) prior to starting the activities in the challenge (Part 3). The calendar (Part 4) can be completed ahead of time as a method to plan outreach events for a period of time, or it can be filled in as activities are completed to keep track of what outreach efforts were conducted. The Outreach Challenge is optional and is primarily being provided to help generate new outreach ideas that Local Agencies can use to enhance their outreach efforts.

# 1. THE CONTACT LIST

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**Start a Local Agency Outreach Contact List** with pediatricians, obstetricians, school nurses, local food assistance programs, and other organizations from your community. Connecting with community agencies, organizations, and businesses that serve the same population in the local community can lead to referral partnerships, increased visibility of the WIC program and opportunities to educate the community about WIC benefits and eligibility. Having a contact list with these partner's information makes it easier for you to keep track of who you have recently sent materials to and helps identify the community partners you may not have spoken with in a while. The contact list could be in the form of a Microsoft Excel workbook with the Partners name, Organization Type, and Contact Information (address, phone, email). If you already have an Outreach Contact List, review and update the list. Check for new medical providers or community organizations to connect with in your area.

**Organizations to include on your Local Agency Outreach Contact List include:**

- Community Care of North Carolina/ Carolina ACCESS (Medicaid managed care network)
- Child Development Agencies
- Children's Developmental Services Agency (CDSA)
- Community Action Agencies
- Cooperative Extension: Expanded Food and Nutrition Education Program (EFNEP)
- Healthcare Services:
  - Family Planning
  - Immunization Services
  - Care Management for High-Risk Pregnancies (CMHRP)
  - Care Management for At-Risk Children (CMARC)
  - Prenatal Care
  - Well Child Care
  - Pediatric Dental Offices
  - Physicians

- Rural Health Centers
- Department of Social Services
  - Eligibility Intake Workers
  - Work First Counselors
  - Child Support Enforcement
  - Food and Nutrition Services
  - Medicaid Program NC Health Choice
- Domestic Violence Shelters
- Employment Security Commission
- Faith Based Organizations
- Farmers' Markets
- Food Banks
- Food Pantries/Meal Programs
- Head Start
- Child Care Centers
- Health Maintenance Organizations (HMOs)
- Homeless Shelters
- Hospital Birth Center Staff
- Hospital Outpatient Clinics
- Housing Authorities
- Hunger Network/Food Security Organizations
- Legal Services
- Low-Income Citizen Organizations
- Mental Health Centers

- Migrant and Seasonal Farmworker’s Association
- Organizations that support breastfeeding women
- Substance Abuse Treatment and Counseling Centers
- Smart Start Partnerships
- Urban Indian Organizations
- University or Community College Student Health Centers

### Sample Local Agency Contact List Layout:

City	Partner/Organization	Contact Name	Organization Type	Email	Phone	Address	Zip	Date of Last Contact
Raleigh	No Kid Hungry Food Bank	Susie Strawberry	Food Bank	<a href="mailto:susie@foodbank.com">susie@foodbank.com</a>	919-999-1234	1111 Cooking Road	27610	9/3/21
Raleigh	Happy Childcare Center	Fred Fruitloop	Childcare Center	<a href="mailto:fred@happychildcare.com">fred@happychildcare.com</a>	919-888-1234	1111 Happy Lane	27603	6/22/22
Raleigh	Priority Children's Health Care	Dr. Peach Parfait	Pediatrician	<a href="mailto:peach@pchcn.com">peach@pchcn.com</a>	919-777-1234	1111 Healthy Kids Road	27609	11/5/21

## 2. THE MATERIALS

There are many resources available to Local Agencies to use in their outreach efforts. From posters to pamphlets to bookmarks, there is a resource available for any specific target audience. Start by familiarizing yourself with the resources available to you for your outreach efforts so you know which resource to provide to your community partners.

- Community Nutrition Services Section (CNSS):** A variety of outreach materials are available for use by Local Agencies through CNSS. These outreach materials include items that support Local Agencies in their outreach efforts like sample letters or presentations, as well as the printed flyers, brochures, and handouts that they can give to community partners to share with their contacts. Printed copies of these outreach materials should be ordered using the Community Nutrition Services Section Materials Requisition Form. Information regarding each of the different handouts and PDF files for viewing purposes can be found on the CNSS website here: [NC WIC Outreach Resources](#)

### Sample Outreach Materials and Tools for Local Agencies

Resource	Description
<a href="#">NC WIC Program Outreach PowerPoint Presentation</a>	A PowerPoint presentation to provide a framework for Local Agency staff to develop an outreach presentation specific to their agency. Local agencies should save this presentation and modify or enhance as needed based on the purpose and target audience of their outreach efforts.
Sample Outreach Letters	Letter templates that promote the WIC program and connect Local Agencies with potential WIC partners in their communities. Specifically, letters address <a href="#">physicians</a> , <a href="#">food assistance programs</a> , <a href="#">child care agencies</a> , <a href="#">social services</a> , <a href="#">faith-based organizations</a> , <a href="#">lactation consultants</a> and <a href="#">pharmacists</a> .
<a href="#">Outreach Contact Information Form</a>	Collect name, job title, company/organization name, phone number, address, and email address information from community partners using the contact card. Be sure to provide these contacts with your Local Agency's information.
<a href="#">Local Agency Outreach Partner Contact List</a>	An excel file template used to organize outreach contact information.
<a href="#">Sample Press Release</a>	A sample press release that can be customized by the local agency and used to promote the WIC program.
Sample Newspaper Article	Templates for newspaper articles local agencies can use to promote the WIC program. Available in <a href="#">English</a> and <a href="#">Spanish</a> .
<a href="#">WIC Outreach: Guidelines for Building Media Relations</a>	Resource document provides guidance on working with the media.
<a href="#">NWA Social Media Starter Kit</a>	NWA resource tailored for local agencies to help them utilize social media effectively.



## Outreach for Families

Resource	Description	Item #
WIC Makes a Healthy Difference!	Bilingual pamphlet highlights WIC eligibility, program benefits and contact information.	<a href="#">0020</a>
WIC Outreach Bookmark	Bilingual bookmark highlights WIC eligibility, program benefits and contact information.	<a href="#">0032</a>
All About WIC	Provides detailed information about WIC eligibility, program benefits, how to apply and contact information.	<a href="#">0066</a> <a href="#">0066-S</a>
WIC Welcomes You Poster	Reassures WIC participants that WIC welcomes everyone, does not ask for or keep information about visa status or citizenship and ensures participant confidentiality.	<a href="#">0026</a> <a href="#">0026-S</a>
NC WIC Program Participant Flyer	Flyer that describes what WIC is, who WIC is for and how to apply for WIC services for potential participants. Provides different methods for locating WIC offices in the area.	<a href="#">0067</a> <a href="#">0067-S</a>
Refer a Friend Card	Business cards that encourage peer to peer referrals. Cards can be customized to include local agency contact information.	<a href="#">0030</a> <a href="#">0030-S</a>
Not All Heroes Wear Capes! Bookmark	Bookmark highlights WIC services and categorical eligibility with targeted messaging toward mothers of children and infants.	<a href="#">0035</a>
You've Got This Veggie Thing Down! Bookmark	Bookmark highlights WIC services and categorical eligibility with targeted messaging toward potentially adjunctively eligible families.	<a href="#">0038</a>
You've Got This! Bookmark	Bookmark highlights WIC services and categorical eligibility with targeted messaging toward caregivers of all types.	<a href="#">0039</a>
WIC Is Here To Serve You! Bookmark	Bookmark highlights WIC services and categorical eligibility with targeted messaging toward immigrants.	<a href="#">0041</a>

## Outreach for Women

Resource	Description	Item #
Healthy Diet, Healthy Baby (Teal Flyer).	Encourages mom to contact their local WIC agency for an appointment. Highlights WIC's important role in maintaining a healthy prenatal diet to encourage continued WIC participation. Size: 18 x 24".	<a href="#">5000</a> <a href="#">5000-S</a>
Healthy Diet, Healthy Baby (Purple Flyer)	Encourages mom to contact their local WIC agency for an appointment. Highlights WIC's important role in maintaining a healthy prenatal diet to encourage continued WIC participation. Three sizes are available: <ul style="list-style-type: none"> <li>• 8.5 x 11" (Item # 5005/5005-S)</li> <li>• 5.5 x 8" (Item # 5007/5007-S)</li> </ul>	5005 5005-S <a href="#">5007</a> <a href="#">5007-S</a>
Breastfeeding and WIC: WIC Makes a Healthy Difference	Provides information about WIC eligibility, program benefits, how to apply, contact information in addition to highlighting WIC Breastfeeding services and supplies.	<a href="#">3956</a> <a href="#">3956-S</a>
Be the Mom You Want to Be! Bookmark	Bookmark highlights WIC services and categorical eligibility with targeted messaging toward postpartum women.	<a href="#">0037</a>
You Got This, Mom! Bookmark	Bookmark highlights WIC services and categorical eligibility with targeted messaging toward breastfeeding women.	<a href="#">0036</a>
Next Step: Baby! Bookmark	Bookmark highlights WIC services and categorical eligibility with targeted messaging toward pregnant women.	<a href="#">0034</a>

## Outreach for Children

Resource	Description	Item #
Look Who's 1! Birthday Card	Age-specific 'Happy Birthday' cards with review of eligibility, program benefits, and contact information. Intended to help families celebrate an exciting milestone, while also reminding them about the benefits of WIC. Highlights the core functions of WIC and addresses a common misperception by stating that children can participate on the program up to age 5. Includes envelopes.	<a href="#">5012</a>
Look Who's 2! Birthday Card		<a href="#">5012-S</a>
Look Who's 3! Birthday Card		<a href="#">5013</a>
Look Who's 4! Birthday Card		<a href="#">5013-S</a>
WIC Kids Are Off To A Healthy Start! Bookmark	Bookmark highlights WIC services and categorical eligibility with targeted messaging toward families with children.	<a href="#">5014</a>
WIC Kids Are Off To A Smart Start! Bookmark	Bookmark highlights WIC services and categorical eligibility with targeted messaging toward families with children in Head Start.	<a href="#">5014-S</a>
		<a href="#">5015</a>
		<a href="#">5015-S</a>
		<a href="#">0040</a>
		<a href="#">0033</a>

## Outreach for eWIC

Resource	Description	Item #
Welcome NC eWIC	Feather banners, floor decals, and window clings celebrate that the NC WIC Program has transitioned to EBT (eWIC).	N/A
NC eWIC Outreach Cards for Potential Participants (Teal)	Cards targeting potentially eligible families that highlight the benefits of eWIC in English and Spanish. Each card has a space on the front for a standard 1" x 2-5/8" rectangular label; include a return address, forwarding address, and standard stamp on the back to make a postcard.	<a href="#">5094</a> <a href="#">5094-S</a>

## Outreach for Community Partners

Resource	Description	Item #
NWA All About WIC	Brochure developed by NWA that targets health care professionals and describes WIC program eligibility, benefits, and food package.	<a href="#">PDF</a>
Nutrition Services Rx	Tear off pads for healthcare providers to refer patients to WIC. Local agencies can customize by adding their contact information.	<a href="#">0031</a> <a href="#">0031-S</a>
The NC Food and Nutrition Resource Programs Flyer	A quick reference guide provides a snapshot of fourteen different United States Department of Agriculture (USDA) Food and Nutrition Service (FNS) programs available in North Carolina.	<a href="#">3703</a> <a href="#">3703-S</a>

- National WIC Association (NWA):** NWA’s National Recruitment and Retention Campaign is a multi-platform effort designed to recruit new WIC participants, retain current participants, improve the perception of the WIC program, and create national brand recognition. To access the campaign resources, log in with your username and password on the [NWA website](#). If you do not have an account, you can create one and should link it to your local agency to gain access to all the recruitment and retention resources. Once logged in, click on “Visit the NWA WIC Share Portal” to find the latest resources to download and use in your local agency. These resources include social media images, videos, posters, and much more!

**MEMBERSHIP**

PROSPECTIVE MEMBERS

BENEFITS AND LEVELS

FAQ

RENEW/APPLY

EXISTING MEMBERS

LOG OUT

## Dashboard

Profile
Events
Purchases

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### Name/Job Title

**Contact Information**

email: **Contact Info**

office:

**Office Address**

5601 Six Forks Road  
1914 Mail Service Center  
Raleigh, NC 27699

**Billing Address**

[Add](#)

**Social Media**

[Add](#)

**Member ID**

23436

**Membership Status**

**ACTIVE** Expires 12/31/2022

**Membership Type**

**STATE**

**MY AGENCY**

North Carolina WIC  
Primary User: Mary Anne Burghardt. If the primary user is incorrect, please contact [membership@nwwica.org](mailto:membership@nwwica.org).

**YOUR INFO**

Update your contact information and/or change your password.

[EDIT PERSONAL INFO](#)

**R & R CAMPAIGN RESOURCES**

Looking for Recruitment & Retention Campaign materials? On the NWA WIC Share Portal, you can find social media content, outreach materials, WIC logos and icons, and more, plus submit changes to [signupwic.com](#) listings and request customized creative content!

[VISIT THE NWA WIC SHARE PORTAL](#) ←

**LEADERSHIP ACADEMY**

Online education that includes a Leadership Certificate Program, professional development courses, webinars and more!

[LEADERSHIP ACADEMY](#)

- **Food and Nutrition Service (FNS):** The United States Department of Agriculture's Food and Nutrition Service [website](#) provides a wealth of information and educational materials that can be used in local agencies for outreach efforts. From participant handouts to posters to social media toolkits, the FNS website is a great resource to help recruit new participants.

## 3. THE CHALLENGE

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Coordinating outreach efforts is an important part of North Carolina WIC and can help to maintain participant caseload and ensure that community partners are knowledgeable about WIC and refer families in need. By connecting with a variety of community partners, they can help share information on WIC with the people they work with who may be eligible for WIC. This section contains 34 activities that can be done in any order. Please refer to the NC WIC Program Manual, Chapter 4, Section 1 for policies and requirements related to providing services to individuals with Limited English Proficiency (LEP) and persons with disabilities.

1. Create an “Outreach On-the-Go Toolbox” for your local agency. This will ensure that you have all the materials needed for a successful in person outreach event.
  - Include items like your WIC tablecloth, printed outreach materials, pens, notebook, contact information forms, tabletop stands, and any other important items you may need when out in the community for an outreach event!
  - **PRO TIP:** Having a virtual “toolbox” is also important! Create a file folder on your computer that is easy to access so you can open and share materials at a moment’s notice. Also, familiarize yourself with your video conferencing platform so you can easily navigate your virtual presentations and trouble shoot as needed.
2. Make four social media posts, one for each week of the month, to highlight all that WIC offers to participants.
  - These posts could be related to eligibility requirements, food benefits, or breastfeeding. They could also be used to showcase items given out during nutrition education (e.g., cooking kits).
  - Consider using the Welcome to WIC videos provided by CNSS or any of the NWA R&R campaign images for your posts.
  - **PRO TIP:** Review and download NWA resources in their R & R Campaign section of the website as they are released so you can determine the best time to use them to promote WIC.

3. Send a personalized letter to medical providers (e.g., pediatricians, family practitioners, OB/GYNs) asking them to share information on WIC with any of their patients that may qualify for WIC services. Send sample materials, like the WIC Outreach folder or an assortment of bookmarks to medical providers.
  - Tailor the sample outreach letter for physicians to your Local Agency. This letter could be sent via mail or email to the selected medical providers.
  - Recommended Outreach Materials for Pediatricians/Family Practitioners:
    - WIC Outreach Folder*
    - Not All Heroes Wear Capes! Bookmark*
    - You've Got This Veggie Thing Down! Bookmark*
    - You've Got This! Bookmark*
    - WIC Is Here To Serve You! Bookmark*
    - WIC Kids Are Off To A Healthy Start! Bookmark*
    - WIC Kids Are Off To A Smart Start! Bookmark*
  - Recommended Outreach Materials for OB/GYN Practitioners:
    - WIC Outreach Folder*
    - Be The Mom You Want To Be! Bookmark*
    - You Got This, Mom! Bookmark*
    - Next Step: Baby! Bookmark*
  - Be sure that all community partner information is correct and up to date on your Outreach Contact List.
  - **PRO TIP:** Include the CNSS [Outreach Materials Order Form](#) so practitioners can order any materials they are interested in.
4. Ask participants to recommend WIC to their friends and family members who may qualify for WIC benefits. Provide written materials for them to hand to a friend or relative that may qualify for WIC benefits.
  - Encourage participants to make recommendations by providing them with Refer a Friend cards to share with their friends and family members.
  - Have a prize for a randomly selected participant who referred a friend or family member to WIC. This prize could be a donated item or gift card from a local community store or grocery store.

5. Set up a booth at a health fair, local store, or shopping mall to explain WIC, who it serves, and how to make appointments. Ask permission from store manager, if applies.
  - Bring your Outreach On-the-Go Toolkit so you are prepared to set up your booth with your tablecloth, posters, and/or several handouts in both English and Spanish. Provide appropriate handouts for the event. Any of the bookmarks or pamphlets are great options.
  - Have cards for interested participants to write down their information so they can be contacted during the next business day to schedule an appointment. Be sure you have a sealed container or envelope to put the cards in to maintain privacy.
  - **PRO TIP:** Bringing an assortment of handouts is always a good idea for in-person events so you can be sure to have the appropriate handout for each potential participant.
  
6. Provide an in-service presentation or host a lunch & learn on WIC for OB/GYN, family medicine, and pediatric clinics in your area.
  - Use the NC WIC Program Outreach PowerPoint Presentation to share information on WIC with your attendees.
  - Provide outreach posters to clinics. Suggest displaying the poster in the waiting room or in exam rooms where patients can easily see them.
  - Ask clinics to post the “WIC Participant Flyer” where their patients can see it in exam rooms. Providers can also use this flyer to help describe WIC when meeting with their patients.
  - Provide handouts for each clinic’s medical providers to share with potential participants. Bring a sample of different outreach materials and the Outreach Material Order Form to help the local clinics order materials that are best suited for their patients.
  - **PRO TIP:** Have a sign in sheet or a drop box for business cards so attendees can provide their contact information. You can also use the CNSS Contact Information Form at your event to make sure that you have updated information from attendees and that they have your contact information.



7. Share the statewide e-newsletter with outreach partners on your Local Agency Contact List. This e-newsletter is distributed on a quarterly basis and is a great way to keep your partners aware of what is happening in North Carolina WIC. It also serves as a friendly reminder of the array of services offered in local WIC Clinics.
  - Share information with CNSS about things you are doing in your WIC clinic that could be highlighted in the quarterly newsletter.
  - **PRO TIP:** Go ahead and set up a Listserv using the email addresses from your Local Agency Contact List so you can easily send out the newsletter to your community partners when you receive it.

### **Sample Email to Send to Outreach Partners from Local WIC Agencies**

*Hello from your Local WIC Agency,*

*We would like to invite you to join our outreach family to help connect potential WIC participants in North Carolina to their Local WIC Agency. WIC is the Special Supplemental Nutrition Program for Women, Infants, and Children with a mission to safeguard the health of low-income women, infants, and children up to age 5 who are at nutrition risk by providing nutritious foods, information on healthy eating, breastfeeding education and support, and referrals. WIC collaborates with many organizations to successfully carry out its mission and ensure that eligible North Carolina residents reap the benefits of participating in the program.*

*Our [insert timeframe of most recent (e.g., Summer)] newsletter is attached with information on the North Carolina WIC Program, and instructions on how to order outreach materials that highlight program benefits for distribution in your community.*

*Thank you for being a partner with North Carolina WIC!*

8. Send a personalized letter to local pharmacists asking them to include WIC information with prenatal and Medicaid prescriptions.
  - Tailor the sample outreach letter to pharmacists for your Local Agency. This letter could be sent via mail or email to the selected pharmacies.
  - Send sample outreach materials that apply to a variety of potential participants like the WIC Is Here To Serve You! Bookmark or WIC Makes a Healthy Difference pamphlet.
  - Be sure that all community partner information is correct and up to date on your Outreach Contact List.

9. Contact counseling departments at local schools to provide information on the WIC program that can be shared with students or families in need. Request information be sent home with students who participate in the school lunch or summer feeding program.

- Provide them with an appropriate handout to share with those in need. Recommended outreach materials include:

*You Got This! Bookmark*

*WIC Kids Are Off To A Healthy Start! Bookmark*

*WIC Is Here To Serve You! Bookmark*

*WIC Kids Are Off To A Smart Start! Bookmark*

10. Provide an in-service presentation or host a lunch & learn on WIC for immunization staff, public health nurses, school lunch staff, and other community workers in your area.

- Use the NC WIC Program Outreach PowerPoint Presentation to share information on WIC with your attendees.
- Provide outreach posters and/or the WIC Participant Flyer for community workers to post in areas where their clientele visit. Suggest displaying in the waiting room or in exam rooms where potential participants can easily see them.
- Ask the community workers to share handouts with potential participants at the time when their clientele is receiving the community services. Bring a sample of different outreach materials and the Outreach Material Order Form to help the local clinics order materials that are best for their clientele.
- **PRO TIP:** Have a sign in sheet or a drop box for business cards so attendees can provide their contact information. You can also use the CNSS Contact Information Form at your event to make sure that you have updated information from attendees and that they have your contact information.

**11.** Establish a relationship with local university and community college's student health services.

- Adapt the physician letter to send to university and community college's student health services directors to let them know who is eligible for WIC and what services are provided by WIC.
- Share posters with the student health centers for them to post in high traffic areas to increase advertising to this population.
- Provide appropriate handouts. Consider any of the bookmark or pamphlet options. A variety of handouts may be necessary as potential participants may be pregnant, postpartum, or have young children.
- Give providers the All About WIC handout for medical providers. Provide Nutrition Services Rx Cards for medical providers to give to those potential participants who could benefit from receiving WIC services.

**12.** Establish a relationship with churches and other faith-based groups and ask them to spread the word about WIC. Make sure churches and religious organizations in your area have WIC flyers or brochures to share with families that may qualify.

- Personalize the faith-based organization letter and send to faith-based group leaders via mail or email. Ask them to share information on WIC with any of their community members that may qualify for WIC services.
- Ask religious leaders to display posters in high traffic areas or post information on local clinics in newsletters and bulletins.
- Provide appropriate handouts. Consider any of the bookmark or pamphlet options. A variety of handouts may be necessary as potential participants may be pregnant, postpartum, or have young children.
- Offer to visit a religious activity or event to discuss WIC. This may include visiting a group activity for young families. Another example would be setting up a WIC table at an event to share information on WIC's mission, healthy eating, and the benefits of breastfeeding.

**13.** Connect with programs supporting teen moms. Contact counseling departments at local schools to provide information on the WIC program that can be shared with teen moms that may qualify for WIC benefits.

- Develop a way to bring young women to WIC without missing school. Consider reserving weekend or afternoon appointments for school-age participants or consider working with the school to bring WIC directly to them.
- Have a CPA or Peer Counselor speak to a group to share with them the importance of a healthy diet and provide breastfeeding education.
- Provide appropriate handouts. Recommended outreach materials include:

*Next Step: Baby! Bookmark*

*Be the Mom You Want to Be! Bookmark*

*You Got This, Mom! Bookmark*

**14.** Send thank-you notes to all who refer potential clients to WIC. Let them know they are performing an important community service.

- Send hand-written, personalized thank-you note cards to community partners. These can contain a quick message letting community members know that you appreciate them sharing the benefits of WIC with their network.
- **PRO TIP:** Keeping your Local Agency Outreach Contact List updated with addresses makes it quick and easy to address envelopes!

#### **Suggested Thank You Message:**

*Dear [name],*

*Thank you for recommending your families to [Local Agency Name]. By referring families to WIC, you are helping ensure that local families have access to healthy foods to eat, tailored nutrition education, and breastfeeding resources. By working together, we can help improve the health of our future generations.*

*Sincerely,*

*[signature]*

**15.** Establish a relationship with Head Start, child care centers, Smart Start coalitions and other agencies that serve potential WIC applicants.

- Personalize the child care agency letter and send via email or mail to local agencies that work with children up to 5 years of age. Ask them to share information on WIC with any of their families that may qualify for WIC services.
- Share posters with these agencies or child care centers for them to post in the waiting room or shared spaces where potential participants could see them.
- Provide appropriate handouts for these agencies to give to their participants. Consider any of the bookmarks or pamphlets.
  - The *WIC Kids Are Off To A Smart Start! Bookmark* specifically targets families with children in Head Start.
  - The *WIC Kids Are Off To A Healthy Start! Bookmark* is also a great outreach material geared towards families with young children.

**16.** Establish a WIC Growth Task Force for your community. Task Force members should include key leaders from the community who serve potential WIC clients, the medical community, and women who are WIC-eligible. Address infrastructure issues and better integration of community resources related to WIC growth.

- Consider meeting with the Task Force quarterly to update members on WIC participation rates and important news.
- Ask Task Force members to share information on WIC within their community. Provide task force members with materials as needed and offer to provide in person presentations or set up a booth at a local event as needed.
- Ask Task Force members to help connect the Local Agency with other community members to add to your Local Agency Contact List.

17. Make four social media posts (one for each week of the month) to highlight WIC's supporting role in breastfeeding. Include information on how to register for WIC services with each post.

- These topics could be related to breastfeeding education, resources, and the Breastfeeding Peer Counseling Program.
- There are several breastfeeding social media resources available including:
  - [USDA Breastfeeding Social Media Collection](#)
  - [NWA Breastfeeding Resources](#) (log in and navigate to the WIC Share Portal)
- **PRO TIP:** Go ahead and plan your four posts ahead of time so when it comes to the day to post you already have your message and images or video ready to go! This will also help you avoid redundant messaging or missing an important aspect that you want to highlight related to WIC and breastfeeding.

18. Set up an information table and comfortable breastfeeding area at a local event, like a fall festival or a health fair, to promote WIC and breastfeeding.

- Bring your Outreach On-the-Go Toolkit so you are prepared to set up your table with your tablecloth, posters, and/or several handouts in both English and Spanish.
- Provide appropriate handouts. Consider any of the bookmark or pamphlet options. A variety of handouts may be necessary as potential participants may be pregnant, postpartum, or have young children.
- Display several posters around the festival to advertise WIC services and in the private location to breastfeed or pump.

19. Put posters, flyers, or brochures where participants will be. Consider grocery stores, laundromats, child care centers, resale and thrift shops, maternity shops, church fellowship halls, university student centers and employment offices.
- Email your Local Agency Contact List and ask them to display posters in their facility to help raise awareness about WIC. Offer to mail or deliver posters directly to their location.
  - Provide a simple set of directions regarding placement of the poster to encourage posting in high traffic areas and offer to post a flyer about their business or organization in a location in your Local Agency.
20. Mail birthday cards to enrolled children. Utilize the “Look Who’s Birthday Cards” and the instructions on the website to operationalize the WIC Birthday Card mailings to increase WIC child retention.
- This is a fun way to communicate with child WIC participants to remind them (and their parent/guardian) that they are still eligible for WIC up to age 5. A handwritten, personalized note from their local WIC agency is meaningful communication that can encourage continued participant in WIC!
  - **PRO TIP:** Do this once a month with the help of non-CPA staff.
21. Contact Food Assistance Programs in the area and ask if they will share information with potential participants about WIC. Include a personalized letter asking them to share information on WIC with the food donations that are given out to families that may qualify for WIC services.
- Personalize the food assistance agency letter and send via email or mail to food banks and food assistance programs that work with families. Ask them to share information on WIC with any of their participants that may qualify for WIC services.
  - Provide appropriate handouts for these agencies to give to families they work with. Consider any of the bookmarks or pamphlets that could be put in bags of food given to families. These may include:
    - You’ve Got This! Bookmark*
    - Not All Heroes Wear Capes! Bookmark*
    - NC WIC Program Participant Flyer*

**22.** Ask local newspapers, television, local cable access stations, and radio stations to play public service announcements and cover stories about your clinics.

- Get the WIC story in the news. For example, if you expand your hours, open a Saturday clinic, or hire new staff, let people know. You can also advertise your Breastfeeding Peer Counseling Program or Farmers' Market Nutrition Program!
- Consider partnering with a local newspaper, television, or radio station and a local food bank to host a food drive (or collect any other item of need)!
- Emphasize that WIC is a nutrition program for working families. Refer to WPM Chapter 10 Attachment 2 for more info on working with media.

**23.** Present at your county's DSS Staff Meeting to educate CPS and Foster Care workers on the WIC program and how to refer their participants to the WIC program.

- Consider discussing a WIC satellite clinic at DSS.
- Ask community workers who train and support foster parents to help make foster parents aware of WIC services and the eligibility requirements. Provide handouts that can be given to foster families that are caring for infants, young children, or pregnant or postpartum teenagers.
- Provide appropriate handouts for these agencies to give to their participants. Consider any of the bookmarks or pamphlets. The You've Got This! Bookmark highlights all different types of caregivers.

**24.** Send a targeted email blast to your contact list to advertise something excellent that your local WIC clinic has done, to share news related to the availability of new outreach materials, or to highlight anything important to the mission of WIC.

- Aim to connect with partners on your Local Agency Outreach Contact List on a yearly basis at minimum. Keeping your community partners up to date on changes in your clinic and aware of anything new going on in WIC helps to remind them of all the great services WIC provides and encourages them to continue to refer their patients/participants to your Local Agency.



25. Make four social media posts (one for each week of the month) related to nutrition education. Include information on how to register for WIC services with each post.

- These topics could be related to education on preconception, prenatal, or postpartum topics, infant nutrition education topics, preschool nutrition education topics, or general family nutrition education topics.
- Consider highlighting information from the [Nutrition Bite of the Month topics!](#)

26. Connect with organizations that serve immigrants in your community. Share information with these groups about WIC and encourage them to let their participants know about the supplemental foods, nutrition education, and breastfeeding support provided through WIC.

- Offer to do a short presentation at a staff meeting to share information on WIC with members of their organization.
- Provide posters and appropriate handouts in English and Spanish to be shared with the families they support. The *WIC is Here to Serve You! Bookmark* contains targeted messaging towards immigrants and is an excellent option.
- **PRO TIP:** Since the full NC WIC Program Outreach PowerPoint Presentation may be too long for a quick 10–15-minute presentation during a staff meeting, go ahead and prepare some talking points surrounding the *NC WIC Program Participant Flyer*. This flyer has the eligibility information and how to apply and is a great resource to guide a quick presentation.

27. Volunteer to read a nutrition-themed or healthy food-themed book to young children at a public library or school near your local WIC agency.

- Briefly share information about WIC with families in attendance and provide handouts to anyone interested. The *WIC Kids Are Off To A Smart Start! Bookmark* would be a great option!
- If you are reading the book at a school, visit the counseling department while on site and leave some handouts or a poster.
- If you are reading the book at a library, ask if there is a location that you can display a poster and leave a few handouts (perhaps a community bulletin board space).

**28.** Connect with social workers in the community. Invite social workers who work for hospitals, government agencies, and other community organizations to attend a lunch and learn event.

- Personalize the social services letter and send via email or mail to social workers that work with children up to 5 years of age. Ask them to share information on WIC with any of their families that may qualify for WIC services.
- Use the NC WIC Program Outreach PowerPoint Presentation to share information on WIC with your attendees. Highlight the many services that WIC has to offer, especially the ability to easily shop using the NC eWIC app and eWIC card.
- Provide appropriate handouts for these community partners to give to families they work with. Consider any of the bookmarks or pamphlets. A variety of handouts may be necessary as potential participants may be pregnant, postpartum, or have young children.
  - The You've Got This Veggie Thing Down! Bookmark is a great option that targets adjunctively eligible families.

**29.** Host a lunch and learn for local Lactation Consultants. Invite lactation consultants that work in pediatric offices, hospitals, or other community organizations to learn more about the many benefits of WIC for pregnant and postpartum moms.

- Tailor the sample outreach letter to lactation consultants for your Local Agency. This letter could be sent via mail or email to the selected lactation consultants and contain the invitation to the lunch and learn event.
- Use the NC WIC Program Outreach PowerPoint Presentation to share information on WIC with your attendees.
- **PRO TIP:** Add additional slides focusing on the breastfeeding support provided to WIC participants.
- Provide outreach posters for lactation consultants to post in areas that their clientele visit, like in private breastfeeding rooms.
- Provide handouts for lactation consultants to share with potential participants. Suggested outreach materials include:

*Be the Mom You Want to Be! Bookmark*  
*You Got This, Mom! Bookmark*  
*Next Step: Baby! Bookmark*

**30.** Develop a Social Influencer Program and ask participants to share your local WIC clinic's social media posts and to use a special hashtag(s) as they share information on social media related to their WIC benefits and the services they receive as a WIC participant.

- Create a Social Influence Guide Document for your local agency that describes the mission of WIC and provides ideas of things to post related to WIC.
- Use hashtags like #NCWIC or #WICfamilies when posting on social media or create your own Local Agency hashtag.

**31.** Cold call missed appointments and reschedule the appointments or provide services over the phone.

- When possible, help participants complete required activities remotely to reduce the burden of traveling to the clinic. For example, utilize [wichealth.org](http://wichealth.org) lessons for follow up low-risk nutrition education.

**32.** Connect with mom groups or breastfeeding groups in your community. Share information with these groups about the benefits of breastfeeding and a healthy diet for families.

- Provide information on WIC eligibility and benefits to those interested and ask participants to let other moms in their community know about WIC and the many services offered.
- Share handouts like the *Smart Bites by WIC Recipe Cards* or any of the other outreach materials for mothers. These include:

*Be the Mom You Want to Be! Bookmark*  
*You Got This, Mom! Bookmark*  
*Next Step: Baby! Bookmark*  
*Not All Heroes Wear Capes! Bookmark*  
*NC WIC Program Participant Flyer*

- **PRO TIP:** Direct potential participants to the [WIC Referral Form](#) so they can begin the process of registering for WIC benefits.

**33.** Connect with local non-profit organizations in your area that specifically provide support for pregnant or breastfeeding women, young families, and children in your community.

- Personalize the general outreach letter and send via email or mail to these non-profit organizations that work with women, infants, and children. Ask them to share information on WIC with any of their participants that may qualify for WIC services.
- Offer to do a short presentation at a staff meeting to share information on WIC with members of their organization.
- Provide posters and appropriate handouts in English and Spanish to be shared with the families they support.

**34.** Set up a Farm to Clinic Pop Up Information Table at a Farmers' Market or local community fair to advertise WIC.

- Bring your Outreach On-the-Go Toolkit so you are prepared to set up your table with your tablecloth, posters, and/or several handouts in both English and Spanish.
- Provide appropriate handouts. Consider any of the bookmark or pamphlet options. A variety of handouts may be necessary as potential participants may be pregnant, postpartum, or have young children.
- Advertise the Farmers' Market Nutrition Program and the many benefits received as a WIC participant (if applicable at your Local Agency).
- **PRO TIP:** Select several recipes that utilize fresh produce that can be purchased at the Farmers' Market. Create a handout with the recipe on one side and information about WIC on the other! Be sure this handout contains your Local Agency information and how to register for WIC benefits.

## 4. THE CALENDAR

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Outreach efforts are often easier to complete when you have an organized plan identifying what activity you will complete, who will support the efforts, and a goal completion date. Below you will see a blank calendar template for implementation of the challenge activities provided above in section 3. The activities can be completed in any order and may be done more than once! The blank calendar is for your Local Agency to write in which challenge activity(s) you have done and when they were completed, or you can use it to plan ahead as desired.

Local Agency Name: \_\_\_\_\_

Year: \_\_\_\_\_

**January 01**

**February 02**

**March 03**

**April 04**

**May 05**

**June 06**

**July 07**

**August 08**

**September 09**

**October 10**

**November 11**

**December 12**

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2. **fax:**  
(833) 256-1665 or (202) 690-7442; or
3. **email:**  
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