

Benefits of the NWA National Media Campaign

NWA Recruitment & Retention National Media Campaign

Objectives

- Increase enrollment of WIC eligible moms
- Retains moms and children in the WIC program
- Increase positive perception of WIC
- Create national brand recognition

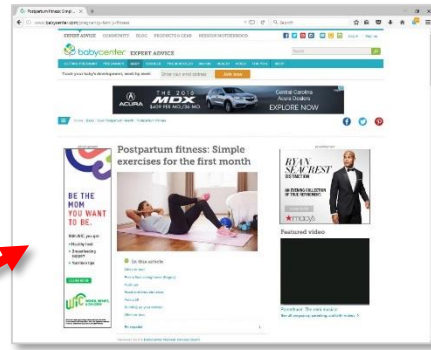
The image displays a screenshot of the NH WIC Nutrition Program's Facebook page. The page header includes the WIC logo, the name "NH WIC Nutrition Program", and the handle "@nhwic". The main cover image features a close-up of a baby's face with the text "LOOKING GOOD." in large, bold letters. Below the cover image are buttons for "Like", "Follow", "Share", "Call Now", and "Message".

The "Featured For You" section contains two promotional cards. The first card, titled "Get in touch with NH WIC Nutrition...", shows a baby sitting on a blue potty with the text "START TO THE DAY." and "100% response rate". The second card, titled "Save NH WIC Nutrition Prog", shows two children in winter gear with the text "123 people like this".

The "Posts" section shows a recent post from the NH WIC Nutrition Program dated March 17 at 9:59am. The post text reads: "Tag a mom who inspires you and tell us why! #tagamom #supermom #nhwic". The post image features a colorful graphic with the text "TAG A MOM WHO INSPIRES YOU AND TELL US WHY!" and the WIC logo with the tagline "WOMEN, INFANTS, & CHILDREN".

MOM Squad

Social Influencer Program



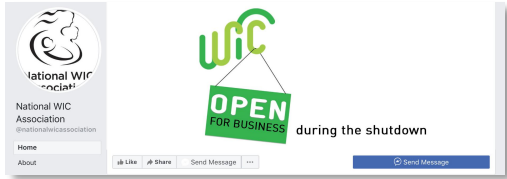
Digital Advertising



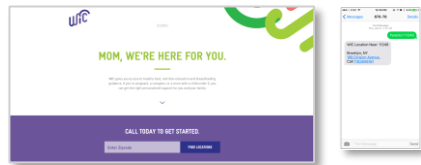
Magazine Print Media



Local Activation Toolkit



WIC Facebook Page



Central Website & Text-to-Enroll



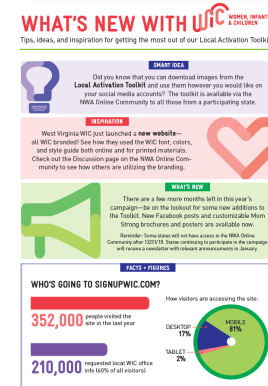
HCP Advertising



Targeted Social Media



Point of Care Media/Literature



E-Newsletter



Targeted E-Blasts

Fiscal Year 2019

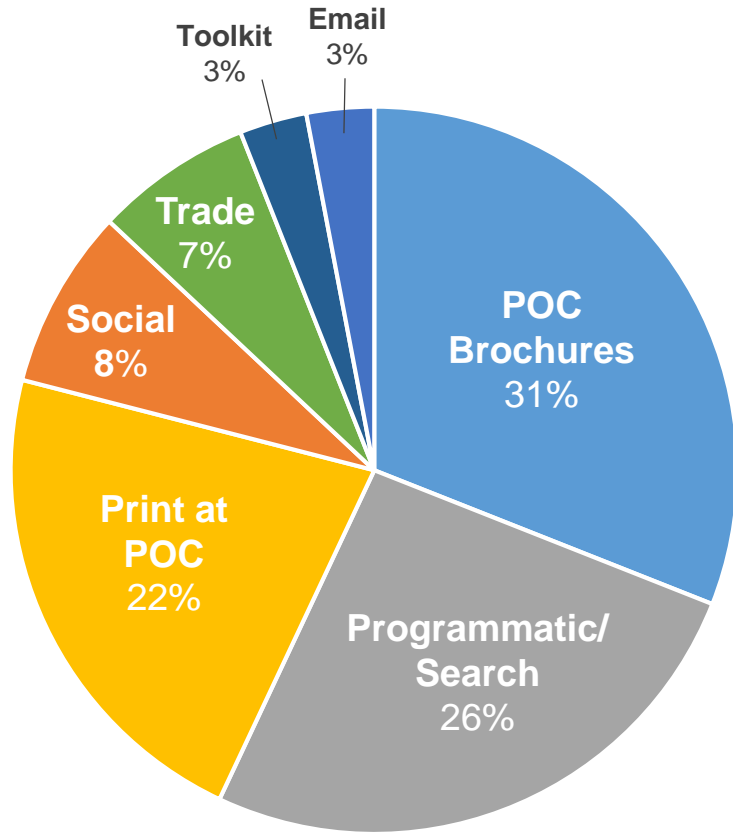
Optimizing:

- Increase OB/GYN and Pediatrician Point-of-Care Enrollment Literature
- Targeted E-Blasts
- Expanded Local Activation Toolkit with Video in 2018
- Digital Advertising
- Social Impressions

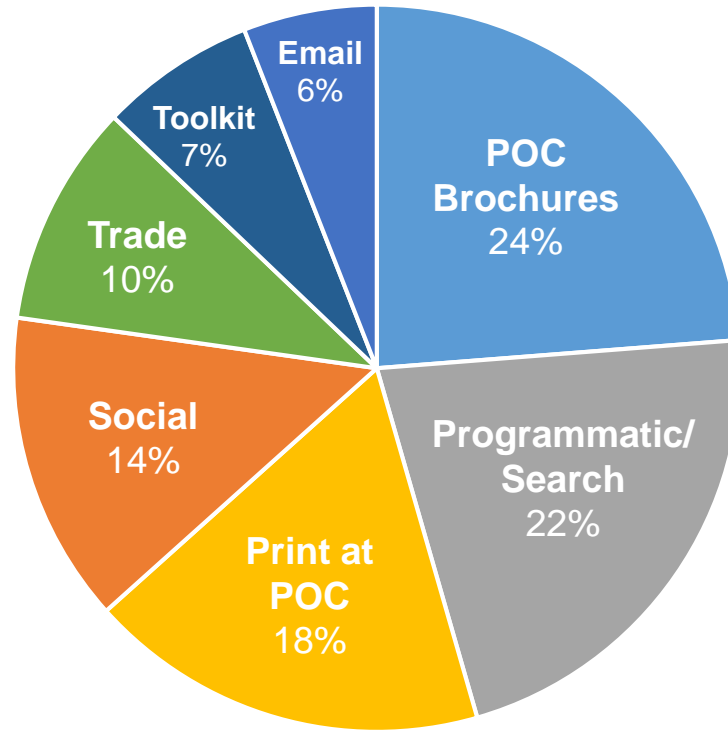
What's New:

- Social Influencer Marketing
- National Social Pages
 - Facebook, Instagram, Snapchat, Pinterest
- New states & ITO's: 37 total

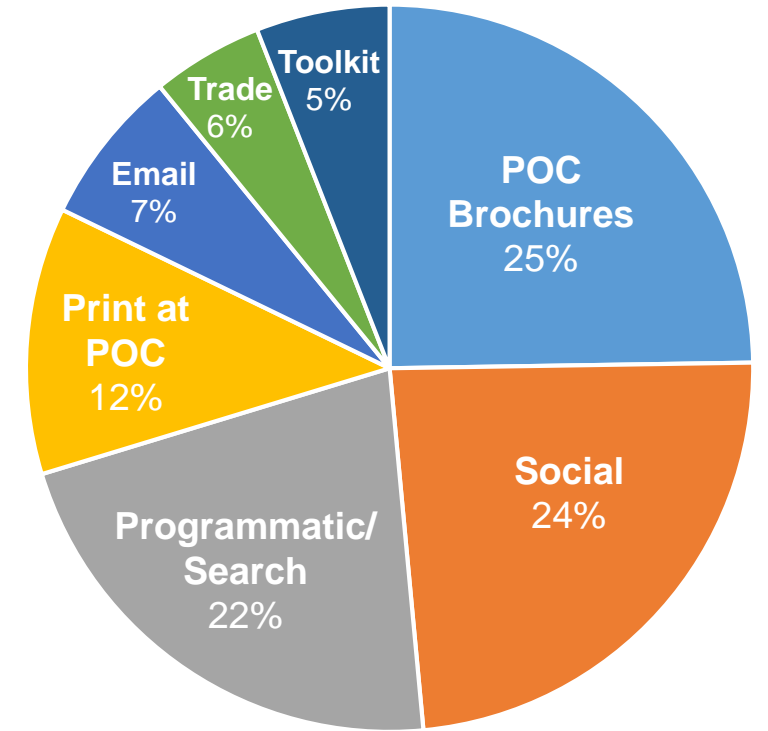
3 Year Campaign Summary



Calendar '18

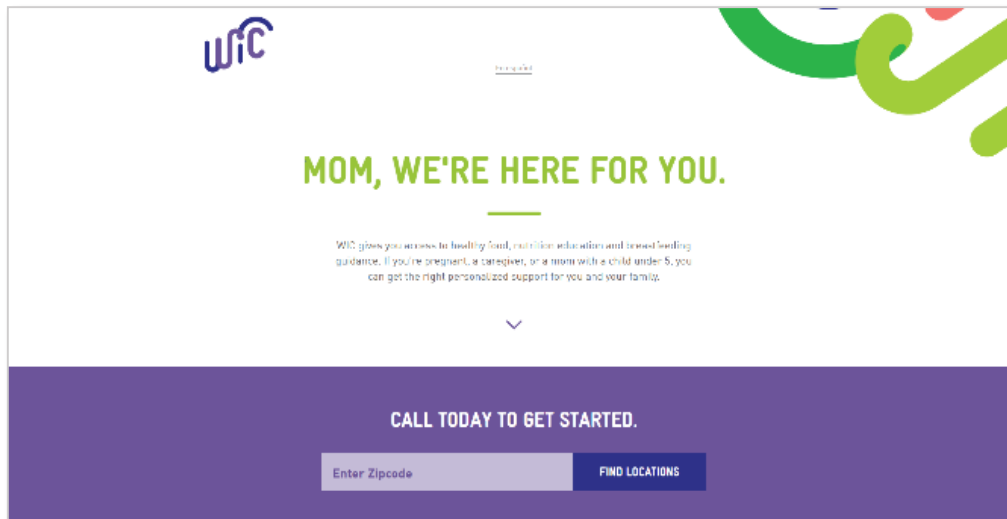


Calendar '19

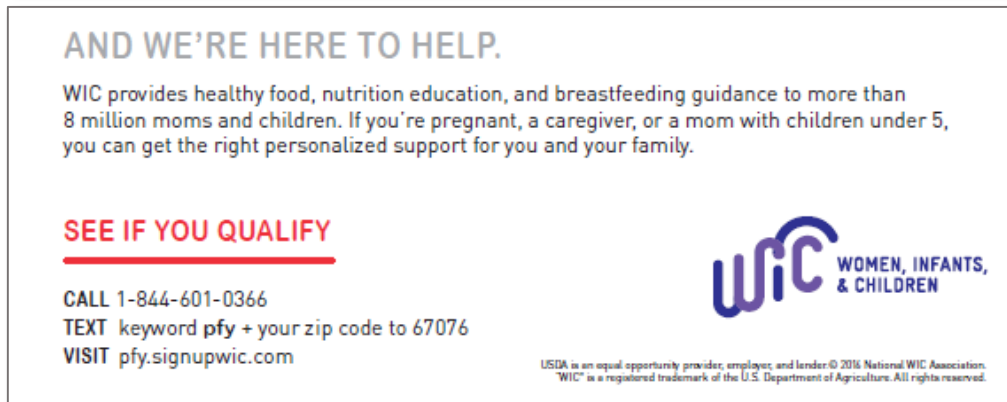


Central Website & Text to Enroll

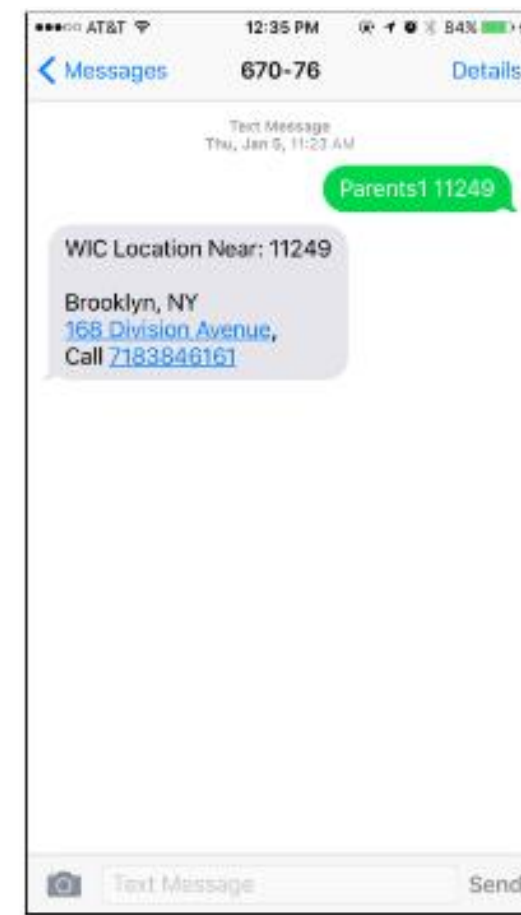
SignUpWIC.com, 1-844-601-0366 and Text-to-Enroll



The screenshot shows the WIC website homepage. At the top left is the WIC logo. The main heading reads "MOM, WE'RE HERE FOR YOU." Below this, a paragraph states: "WIC gives you access to healthy food, nutrition education and breastfeeding guidance. If you're pregnant, a caregiver, or a mom with a child under 5, you can get the right personalized support for you and your family." A purple banner at the bottom contains the text "CALL TODAY TO GET STARTED." Below the banner is a search bar with the placeholder "Enter Zipcode" and a "FIND LOCATIONS" button.



The screenshot shows the footer of the WIC website. It features the heading "AND WE'RE HERE TO HELP." followed by the text: "WIC provides healthy food, nutrition education, and breastfeeding guidance to more than 8 million moms and children. If you're pregnant, a caregiver, or a mom with children under 5, you can get the right personalized support for you and your family." Below this is a red heading "SEE IF YOU QUALIFY" with a red underline. Underneath are three lines of contact information: "CALL 1-844-601-0366", "TEXT keyword pfy + your zip code to 67076", and "VISIT pfy.signupwic.com". To the right is the WIC logo with the text "WOMEN, INFANTS, & CHILDREN". At the bottom right, there is a small disclaimer: "USDA is an equal opportunity provider, employer, and lender © 2016 National WIC Association. 'WIC' is a registered trademark of the U.S. Department of Agriculture. All rights reserved."



The screenshot shows a text message on a mobile phone. The status bar at the top shows "AT&T", "12:35 PM", and "84%". The message header includes "Messages", "670-76", and "Details". The message content is: "Text Message Thu, Jan 5, 11:23 AM" followed by a green bubble containing "Parents1 11249". Below this is a grey bubble containing: "WIC Location Near: 11249", "Brooklyn, NY", "168 Division Avenue,", and "Call 7183846161". The bottom of the screen shows a "Text Message" input field and a "Send" button.

Print Media Ads

Prenatal & Postnatal Versions: English and Spanish

- **Countdown** (Circ. Per Issue: 1,000,000)
- **Ser Padres Espera** (Circ. Per Issue: 500,000)
- **Parents: The First Year** (Circ. Per Issue: 1,000,000)
- **Parents** (Circ. Per Issue: 2,200,000)
- **Ser Padres Bebe** (Circ. Per Issue: 600,000)



Local Activation Tool-Kit

Print Advertisements

- Printer-ready files for advertisements that will be placed locally by individual agencies in their territories (provided in English and Spanish)

Posters:

- Printer-ready files for posters to be printed locally by individual agencies and displayed in local venues (provided in English and Spanish)

Facebook Posts:

- 104 total Facebook posts in English and Spanish developed in 2018 for agencies to use throughout the year to promote WIC services and content (quarterly roll-out)
- Included high-res images featuring layered copy designed in the official WIC font
- **52 new posts to come 2019**

Videos:

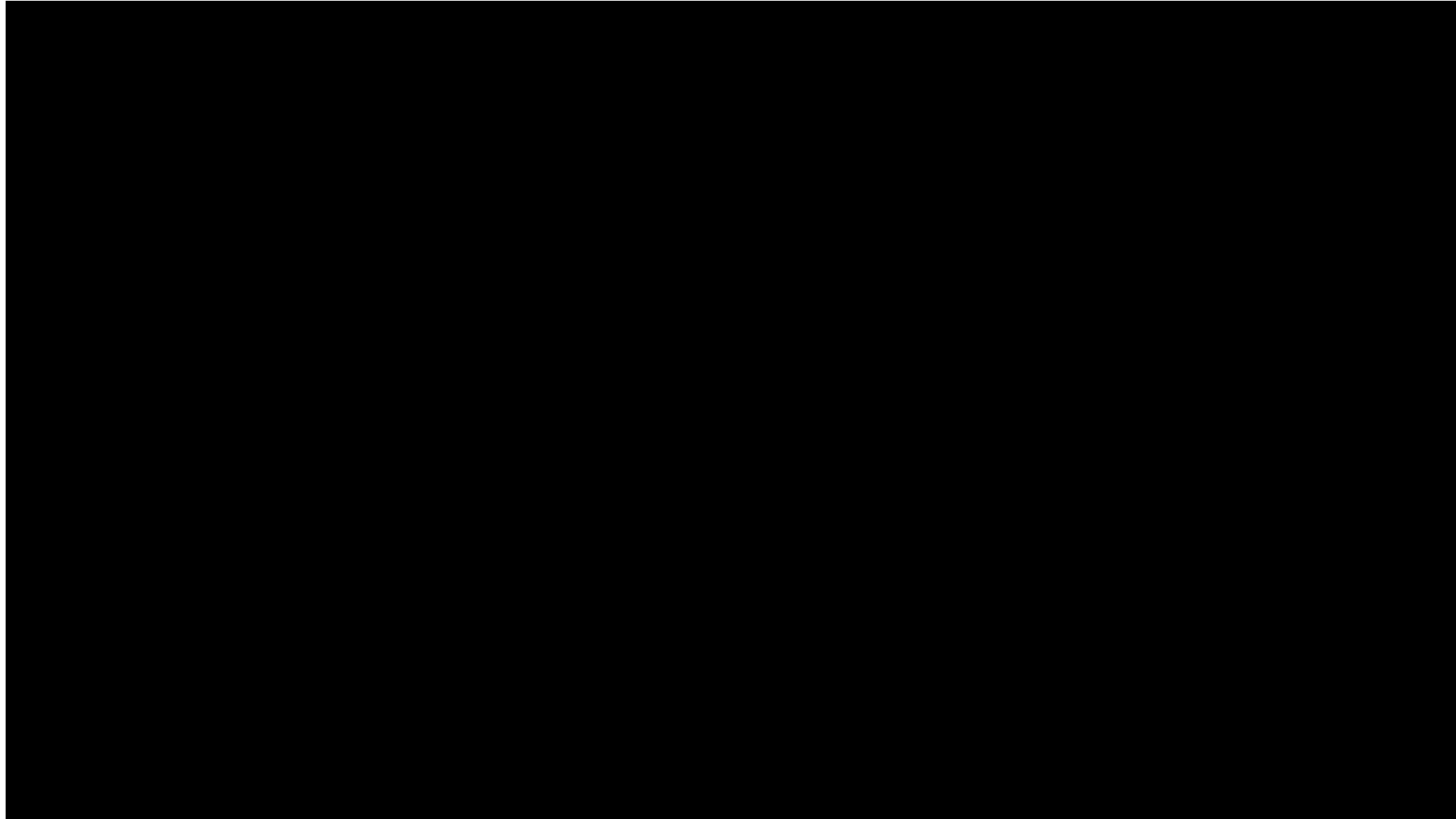
- Developed 6 English videos and 6 Spanish videos in 2018
- **12 new videos to come in 2019**

Instructions:

- Detailed instructions for each component so local WIC employees know how to best use each toolkit component

Local Activation Toolkit

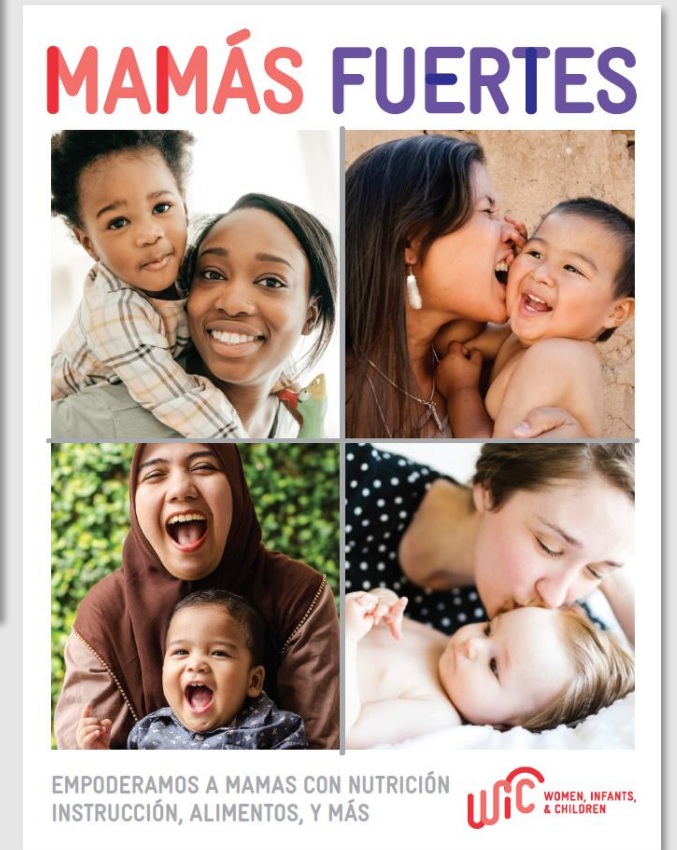
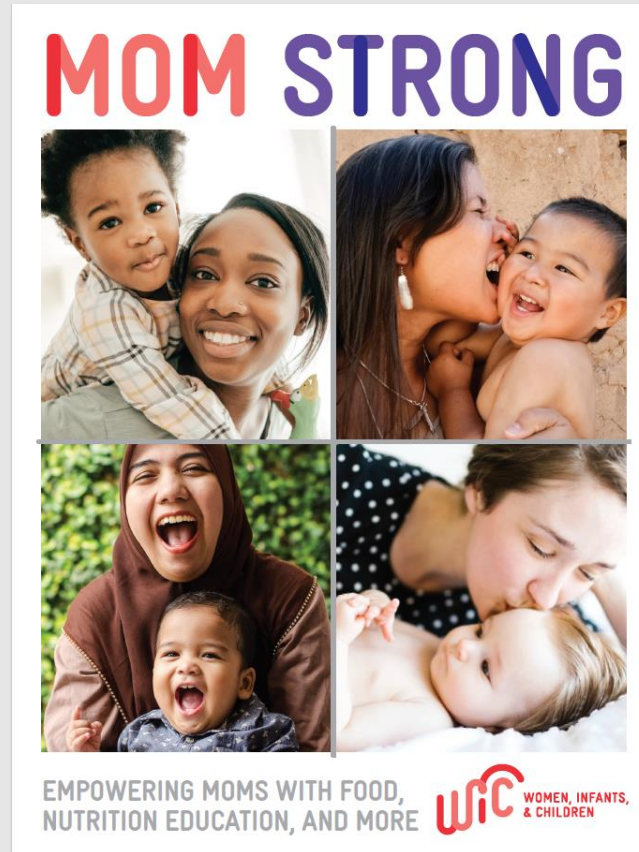
English & Spanish Videos



Point-of-Care Enrollment Literature

Prenatal and postnatal brochures distributed through:

- OB/GYN offices
- Pediatrician offices
- Indian Health Services (IHS)
- **Total Circulation: 1,033,054**



Paid Social Media

Sponsored Facebook Posts:

- Highly targeted “Sponsored Posts”
- Reaching low income expectant and new moms
 - We are still able to reach this demographic with a HHI under \$40,000
- In both English and Spanish
- Promoting WIC enrollment within the Facebook feed.

 **National WIC Association**
Sponsored · 

Less hunger, less illness, better health.

LATCH LIFE!

SIGNUPWIC.COM
Women, Infants, and Children [Apply Now](#)
Find WIC Locations Near You

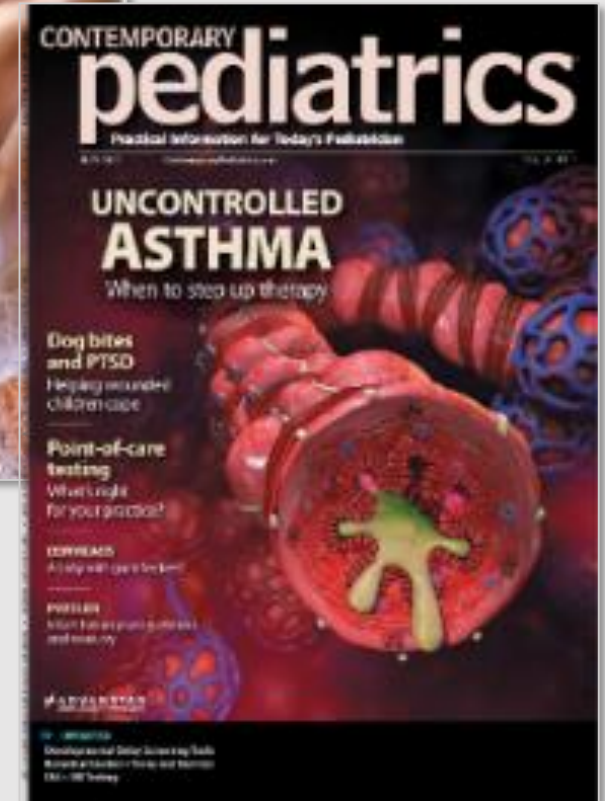
 Amanda Betterton, Tiera Pearson and 248 others 4 Comments 35 Shares

 Like  Comment  Share

HCP Trade Advertising

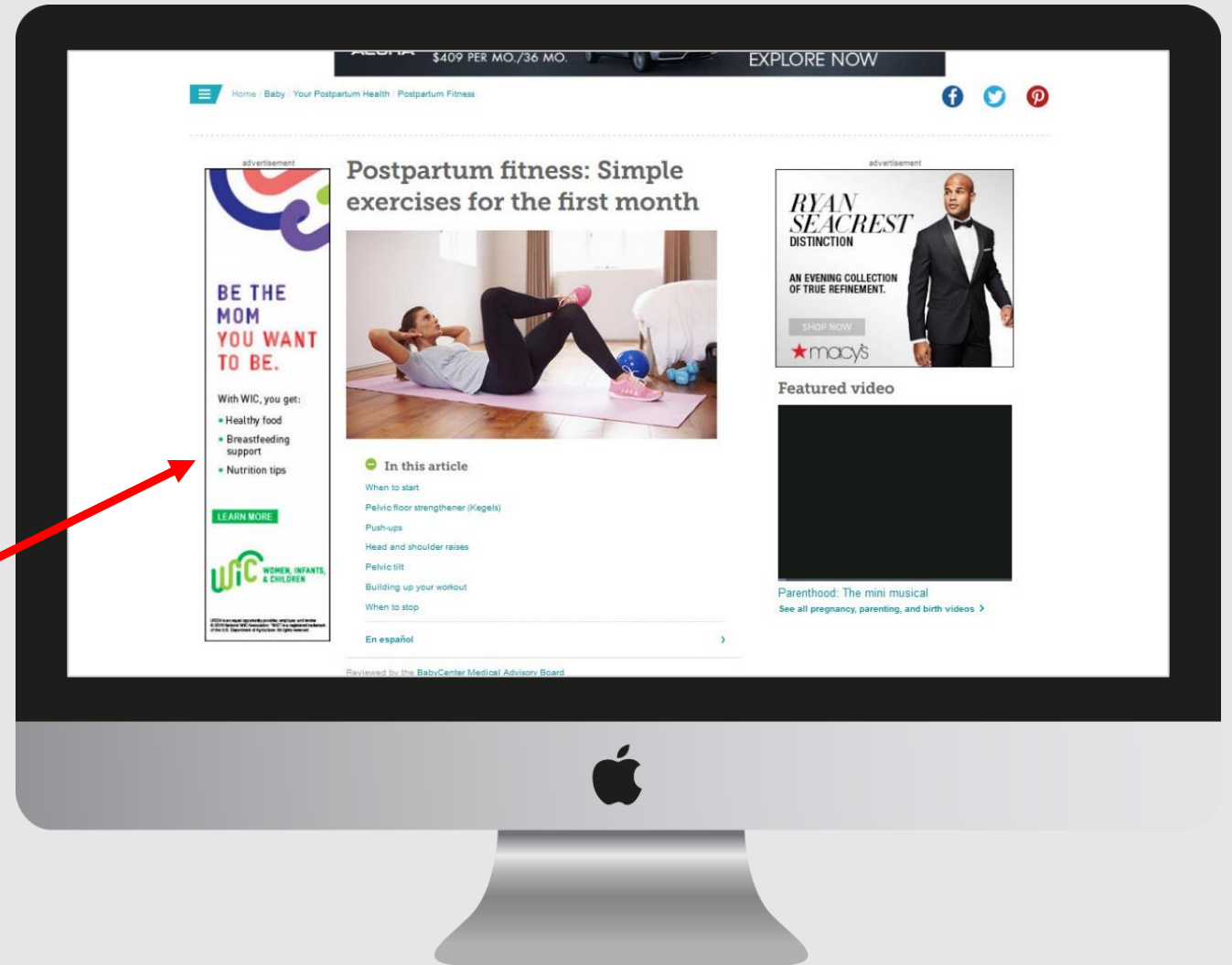
Professional/Trade Advertising

- *Contemporary OB/GYN*
- *Contemporary Pediatrics*
- *American Academy of Pediatrics*
- *Nursing for Women's Health*



Digital Advertising

A programmatic campaign that defines and targets the WIC audience across digital channels through multiple tactics (including behavioral targeting, remarketing and social), and drives moms along the path to enrollment.



Targeted E-Blasts

Targeted E-Blasts are delivered to low income expectant moms and moms with children under the age of 5 years old in the household



**YOU
GOT THIS,
MOM.**

AND WE'RE HERE TO HELP.

7 million woman, infants and children get WIC benefits. Are you eligible?

WHAT IS WIC?
WIC is the nation's most successful public health nutrition program.

WHAT DOES WIC PROVIDE?
Healthy food, nutrition education, breastfeeding guidance, and more.

WHO CAN GO TO WIC?
Income-eligible pregnant women, moms of infants, and kids up to 5 years old.

[LEARN MORE >](#)



WIC is administered by the United States Department of Agriculture (USDA), The USDA, WIC, and organizations or institutions administering WIC, are prohibited from discriminating based on race, color, national origin, sex, disability, age, or marital or relationship for prior civil rights activity in any program or activity conducted or funded by USDA. Submit complaints by letter or form AD-9507 (available at 800-632-9962) to: USDA, Office of the Assistant Secretary for Civil Rights, 1400 Independence Avenue, SW Washington, D.C. 20250-9410; by fax: (202) 690-7442; or by email at program.usda@usda.gov. This institution is an equal opportunity provider.

Search Engine Marketing



wic



[All](#) [Maps](#) [News](#) [Images](#) [Shopping](#) [More](#) [Settings](#) [Tools](#)

About 29,800,000 results (0.81 seconds)

WIC Nutrition Program | Healthy Food For Your Family | signupwic.com

[\(Ad\) www.signupwic.com/letsgetstarted](#)

Nutrition and breastfeeding support from pregnancy up to age 5. We're here for you. You can do this. All caregivers welcome.

WIC — Women, Infants, Children | Nutritional Education and Food

[\(Ad\) www.healthsolutions.org/WIC](#)

Questions about **WIC**, our centers or our process? Find our director's contact information. Every year, we help over 40,000 women, infants and children enroll in the **WIC** Program. Food Vouchers. Nutrition Counseling. Breastfeeding Support. Neighborhoods: East Tremont, Sunset Park, Bushwick, Corona. [Apply for WIC](#) · [Apply for SNAP](#)

Women, Infants, and Children (WIC) | Food and Nutrition Service

<https://www.fns.usda.gov/wic/women-infants-and-children-wic>

Oct 17, 2018 - The Special Supplemental Nutrition Program for **Women, Infants, and Children (WIC)** provides Federal grants to States for supplemental foods, ...

Who Gets WIC and How to Apply

Who Gets WIC? Contact your WIC State or local agency. Length of ...

[More results from usda.gov »](#)

WIC Benefits and Services

WIC Food Packages-- Background: Revisions in the WIC Food ...



WIC



The Special Supplemental Nutrition Program for Women, Infants, and Children is a federal assistance program of the Food and Nutrition Service of the United States Department of Agriculture for healthcare and nutrition of low-income pregnant women, breastfeeding women, and children under the age of five. [Wikipedia](#)

[Feedback](#)

Research

OBGYN & Maternity Ward Brochure Survey Results



OBGYN & Maternity Ward Brochure Survey Results

Did you read or look through this WIC (Women, Infants, & Children) advertisement in your copy of Parents First Year?	Grand Total	
Total Recallers	187	100%
Yes	158	85%
No	29	15%

And, how much of the WIC (Women, Infants, & Children) “Mom Strong” brochure have you read or looked through?	Grand Total	
Total Recallers	187	100%
Top 2 (NET)	140	75%
All of it	104	56%
Most of it	36	19%
Some of it	30	16%
None of it	17	9%

Before seeing the WIC (Women, Infants, & Children) materials in your Parents First Year kit, had you ever heard of WIC?	Grand Total	
Total Recallers	187	100%
Yes	162	87%
No	25	13%

How much do you agree or disagree with each of the following statements about the WIC ad and brochure included in your Parents First Year kit?		
Summary Table: Top 2		Grand Total
Total Recallers	187	100%
The materials give me a good impression of WIC	173	93%
The WIC materials are believable, I trust the information	170	91%
The WIC materials are informative, they tell me something new	164	88%
The WIC materials capture my attention; I would stop and look at them	162	87%
The materials make me more likely to recommend WIC to someone I know	157	84%
The WIC materials are written for someone like me (or my friends/relatives)	156	83%
The materials make me more likely to contact WIC to see if I qualify	151	81%
These materials increased my interest in WIC	149	80%

OBGYN & Maternity Ward Brochure Survey Results

Have you or other household members ever participated in WIC?	Grand Total	
Total Recallers	187	100%
Yes (NET)	112	60%
Yes, myself or another household member currently participates in WIC	71	38%
Yes, myself or another household member previously participated in WIC	44	24%
No, no one in my household has ever participated in WIC before	75	40%

When was the last time you or another household member enrolled in WIC?	Grand Total	
Base=Currently Participates	71	100%
Before seeing the WIC materials in the Parents First Year kit	67	94%
After I saw the WIC materials in the Parents First Year kit	4	6%

How interested are you in learning more about WIC (either for yourself or for someone you know)?	Grand Total	
Total	187	100%
Top 2 (NET)	137	73%
Very interested	99	53%
Somewhat interested	38	20%
Not very interested	24	13%
Not at all interested	26	14%

What have you done or are you planning to do as a result of seeing the WIC (Women, Infants, & Children) materials?	Grand Total	
Total	187	100%
Any Action (NET)	159	85%
Sign up for WIC	43	23%
Recommend/discuss WIC with someone else	34	18%
Save the brochure or ad to read or refer back to	28	15%
Pass the brochure or ad along to someone else	26	14%
Search online for more information on WIC	23	12%
Consider signing up for WIC	22	12%
Visit the WIC website to see if I qualify or get more information (parentsfirst.signupwic.com or pfy.signupwic.com)	19	10%
Call or text WIC to see if I qualify	18	10%
Other action (tell us):	11	6%
None of these	28	15%

How has your opinion of WIC (Women, Infants, & Children) changed since you received your Parents First Year kit?	Grand Total	
Total	187	100%
Top 2 (NET)	115	61%
I have a much more favorable opinion of WIC	83	44%
I have a slightly more favorable opinion of WIC	32	17%
My opinion of WIC has not changed	69	37%
I have a less favorable opinion of WIC	3	2%

Sponsored Facebook Media

Breakdown of a Sponsored Post

Social Copy

 National WIC Association
May 30 · 🌐

Because your family comes first, let us support you in their development with expert guidance and nutrition.



Headline

Women, Infants, and Children.

Find WIC Locations Near You

SIGNUPWIC.COM

Apply Now

Call To Action

New Components

Social Influencer Program



Your Brand



Qualify the
Right People



Deliver a Custom
Brand Experience



Activate & Amplify
Social Sharing



Leverage a Fully
Supported
Engagement Process



Gain Actionable
Insights

WIC E-Newsletter

WHAT'S NEW WITH WIC WOMEN, INFANTS, & CHILDREN

Tips, ideas, and inspiration for getting the most out of our Local Activation Toolkit.



SMART IDEA

Did you know that you can download images from the **Local Activation Toolkit** and use them however you would like on your social media accounts? The toolkit is available via the NWA Online Community to all those from a participating state.

INSPIRATION

West Virginia WIC just launched a **new website**—all WIC branded! See how they used the WIC font, colors, and style guide both online and for printed materials. Check out the Discussion page on the NWA Online Community to see how others are utilizing the branding.



WHAT'S NEW

There are a few more months left in this year's campaign—be on the lookout for some new additions to the Toolkit. New Facebook posts and customizable Mom Strong brochures and posters are available now.

Reminder: Some states will not have access to the NWA Online Community after 12/31/18. States continuing to participate in the campaign will receive a newsletter with relevant announcements in January.



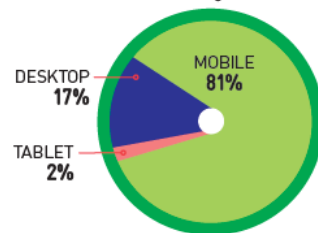
FACTS + FIGURES

WHO'S GOING TO SIGNUPWIC.COM?

352,000 people visited the site in the last year

210,000 requested local WIC office info (60% of all visitors)

How visitors are accessing the site:



CHECK IT OUT



Here's an example of one of our sponsored Facebook posts, used to increase awareness and sign-ups. And check out this **WIC native content** appearing on Parents.com.



IMAGE RIGHTS

Just a reminder that the **images available in the Local Activation Toolkit** are for digital use only. You're free to post them on your website, social channels, and any other digital medium. If you're interested in publishing them in print materials like signs, brochures, or billboards, please **contact NWA Communications**.



FONT FOR YOUR USE



LIKE THIS FONT? It's called Gravur Condensed, and we've purchased a limited number of licenses for its use. **Register here** to download the font. If you don't plan to use the font regularly, please do not download it. Please limit your downloads to one person per agency.

CONTACT US

- We're seeing a lot of great traffic to signupwic.com, and we want to keep the info there as current as possible. If you have updates to your agency on signupwic.com, please fill out **this form**.
- Want a new look for your agency? Buy new business cards and appointment reminder cards on our new **online ordering platform**. You can also **order folders from us!** And if you'd like a logo for your local agency and can't find it in your online community, **let us know**.
- Questions, comments, or suggestions about the Local Activation Toolkit or the national campaign? Email us at campaign@nwica.org.



WIC Facebook Page



The image shows a screenshot of the National WIC Association's Facebook page. On the left is the profile information, including the logo (a circular emblem with a woman's profile and a child) and the text "National WIC Association @nationalwicassociation". Below this are navigation buttons for "Home" and "About". The main content area features a post with a green "WIC" logo above a green sign that says "OPEN FOR BUSINESS". To the right of the sign is the text "during the shutdown". At the bottom of the post are interaction buttons: "Like", "Share", "Send Message", and a three-dot menu. A separate blue "Send Message" button is located at the bottom right of the page.

National WIC Association
@nationalwicassociation

Home
About

WIC
OPEN FOR BUSINESS during the shutdown

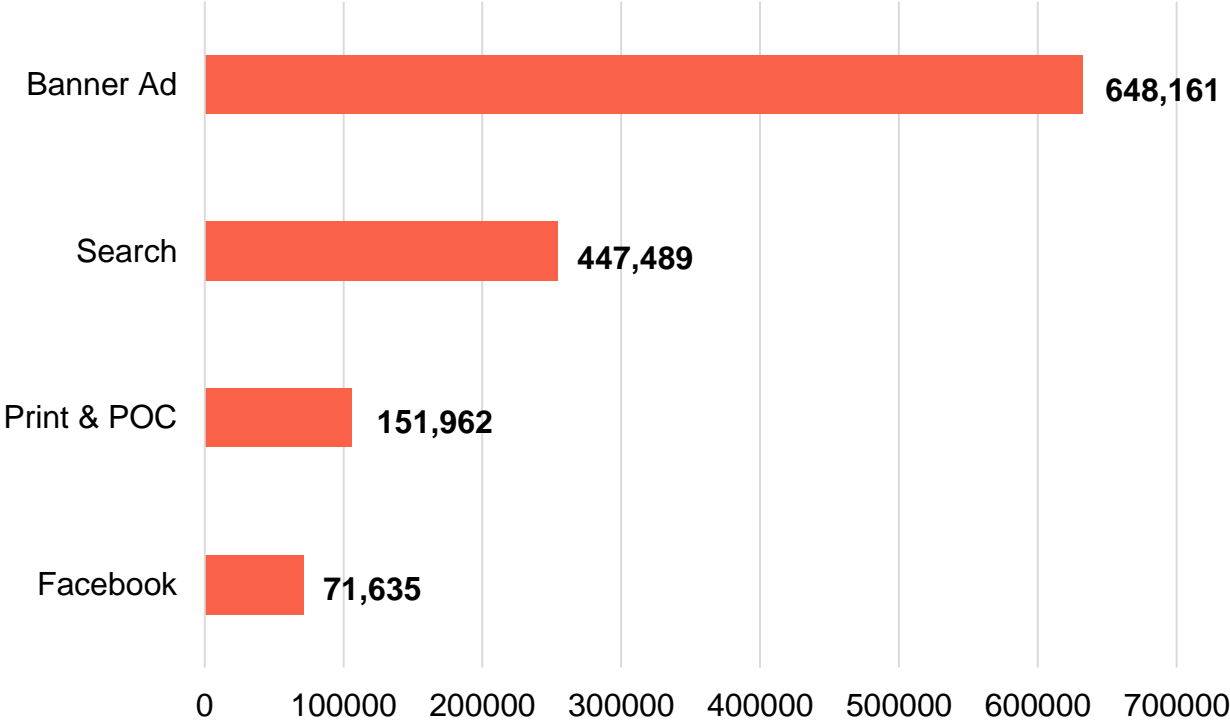
Like Share Send Message ...

Send Message

How Digital Media has been Successful for WIC

- Driven 1,476,262 moms to SignUpWic.com
- In participating states, 319,000 moms have called a WIC office
- Seamless interface
- Customer service has improved

Where Are Users Coming From?





Thank you!

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