State and National Outreach

MARTELLE ESPOSITO, MS, MPH

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What is Outreach?

OUTREACH (NOUN)
- The act or instance of reaching out
- Length or extent of reach
- The extending of services or assistance beyond current or usual limits

OUTREACH (VERB)
- To reach beyond, exceed
- To reach out

TO REACH OUT
- To extend one’s grasp outward
- To enlarge one’s circle of friends and experiences
- To extend one’s grasp to someone or something
- To try to communication with a person or group of people, usually in order to help or involve them
- To offer help and support to someone
Outreach is Relational
Building Relationships

- Building new relationships
- Strengthening existing relationships

“Should I participate in WIC? Why?”

“Should I stick with WIC? Why?”

Promotion and Recruitment

Retention
Advice from a PR Professional on Relationship-Building

you want to try to build the relationship before you need them or they need you
Keys to Successful Relationships

- Awareness
- Trust
- Uplifting Communications
- Positive Experiences
State and National Strategies to Build Relationships

- A unified national brand
- National recruitment and retention campaign
- Improving the WIC experience
- Strengthening local, state, and national partnerships for better referral systems and greater community visibility
- Thinking outside the box and sharing ideas
A Unified National Brand
National WIC Association and Sullivan
The Current Reality

Having so many identities and messages can seem confusing and disconnected.
Why Create a Unified National Brand?

A unified brand will help you share WIC’s story and drive support.

- Strengthen the WIC program
- Increase public awareness
- Increase public support
The Process

BRAND STRATEGY
What you stand for and why that matters

BRAND IDENTITY
How that comes to life visually

BRAND ACTIVATION
Communications plan
Messaging toolkit
Training
Templates
Guidelines

NATIONAL CAMPAIGN
Brand Strategy

WIC gives moms the information, tools and support to be the mom they want to be.

- We give you healthy food and teach you how to use it
- We provide a community of support
- We connect you to care beyond WIC

When we're at our best we are...

**Optimistic**
- Inclusive.
- Compassionate.
- Encouraging.

**Strong**
- Capable.
- Resourceful.
- Resilient.

**Open**
- Non-judgemental.
- Approachable.
- Straightforward.
Brand Visual Identity

Healthy Food. Healthy Kid. Happy Mom.

The Latch is key. We can help.
Brand Visual Identity

The logo is supported by encouraging headlines, bold typography and genuine photography of mom moments.
Brand Visual Identity

Photography and headlines will work together to speak to additional audiences, as well as moms.
Brand Visual Identity

The system is flexible. It can lead with photography or messaging.
Brand Visual Identity
NWA-Hosted is Webinars about **Brand Guidelines** and **Messaging Toolkit**, so that can get the training and tools to implement the brand in your local agencies

- **Thursday, October 27**
- **Tuesday, November 1**

We all have a role to play in successfully implementing the new brand!
National Recruitment and Retention Campaign

National WIC Association, Imprint, and the Meredith Corporation

An integrated multi-platform media campaign to raise awareness, drive enrollment, and improve perception of WIC. It is designed for both English and Spanish-speaking audiences and will leverage the new brand.
Objectives

- 1. Increase enrollment of WIC eligible moms
- 2. Improve perception of the WIC program
- 3. Retain moms in the WIC program longer
Distribution and Media Placement

**DIGITAL ADVERTISING**

- Contextual media placement on sites such as Parents.com, Parenting.com, etc.
- Programmatic placement of display media reaching WIC eligible women who are online browsing any site
- Retargeting display media on websites that follow moms who have visited WIC sites
- E-mail outreach to WIC eligible women

**POINT-OF-CARE EDUCATION**

- Connect with 95% of all women who give birth via educational content distributed:
  - Prenatally at the OB/GYN office
  - Right after birth at the maternity ward
  - As the baby grows at the pediatrician office
Distribution and Media Placement

PRINT ADVERTISING

- Promote WIC enrollment information via full page advertisements in relevant magazines including (but not limited to)
  - *American Baby*
  - *Ser Padres*
  - *Parents Latina*
  - *Countdown*

MOBILE ADVERTISING

- Push notifications and alerts to phones of opted-in WIC eligible and enrolled women at key stages (ex: when the baby reaches a developmental milestone), changes in policy, nutrition advice, etc.
Distribution and Media Placement

SOCIAL/DIGITAL PR

- Develop robust social playbook to determine which channels yield most impact with WIC community
- Develop and distribute content via YouTube, Facebook, bloggers and other relevant social and digital media channels to reach decision-makers, WIC-eligible and enrolled women
What Else to Expect

CAMPAIGN ACTIVATION TOOLKIT

- Provide digital assets, instructions and best practice guidelines that enable local WIC agencies to activate campaign materials digitally (websites, social media channels, etc.) and via grassroots advocacy (churches, beauty salons, laundromats, etc.)

ALL PROMOTION WILL DRIVE TO:

- A national 1-800 number
- Text for more information
- A central web/mobile page that contains basic WIC information and a simple “Am I Eligible?” tool with instructions on how to contact their local WIC office
What Else to Expect

MEASUREMENT

- All media will be measured for audience engagement and enrollment inquiry. Media will be optimized on an ongoing basis to drive more site visits, text inquiry and phone calls.
National Campaign Launch

- Digital Launch and Live Website: November 15, 2016
- Print Ads Starting and Local Activation Toolkit Shared: February 2017
Improving the WIC Client Experience
WIC Client Journey Map

- Shows the processes of WIC clients
- Shows the pain points and bright spots of their emotional journey
Tipping the scale in favor of deciding to participate in WIC

- Some things are in your control to change and some things are not.

- The goal is to try to make small changes in client experience that add up towards deciding to participate and remain participating in the WIC program.
The 5 Human Factors that Drive Experience

- **Physical:** How do people experience their physical interaction with things and other people? What do they touch, push, pull, open, close, lift, carry, walk, control, and so forth?

- **Cognitive:** How do people associate meanings to things and services they interact with? What are the various interactions that require people to think? What do they read, research, process, assess, and decide?

- **Social:** How do people behave in teams or in social settings? How do they formally and informally interact, make decisions, coordinate actions, make schedules, and work together?

- **Cultural:** How do people experience shared norms, habits, and values? What, if any, shared values seem present? How are they manifest?

- **Emotional:** How do people experience their feelings and thoughts? What in the environment is triggering these emotions? Are people sad, aggravated, frustrated, or happy?

WIC Experience Reflection

- How might the client journey look for different groups of your clients?

- How might you improve their experience at different parts of the client journey?
Stay Tuned!

- For some ideas on how to improve the WIC experience with local implementation for the national unified brand and the national recruitment and retention campaign.

- For more insights on how to create and use journey maps to:
  - Provide a resource for program staff to empathize with the experiences of their clients
  - Help identify gaps/disconnects in the steps of WIC’s behavior change model
  - Create a framework for making comparisons between programs and for organizing and sharing innovations
  - Help identify opportunities for policy and programmatic change, both obvious and innovative
  - Inform pilot projects, new programs, and new research
Strengthening Local, State, and National Partnerships for Better Referral Systems and Greater Community Visibility
Gaps in Knowledge and Referrals to WIC

When you think of programs or organizations about breastfeeding, infant and child nutrition, what organizations do you think of?

38% of Pediatricians and 29% of OB-GYNs responded with “WIC” unprompted.

When you think of programs or organizations about breastfeeding, infant and child nutrition, what organizations do you think of?

94% of Pediatricians and 81% of OB-GYNs noted they had heard of WIC when WIC was an option in a list.

Figure S4. How much, if anything, do you happen to know about the Special Supplemental Nutrition Program for Women, Infants, and Children, also known as WIC?

<table>
<thead>
<tr>
<th>TOTAL</th>
<th>Pediatrician (A)</th>
<th>OB/GYN (B)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A GREAT DEAL/SOME</td>
<td>81%</td>
<td></td>
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<tr>
<td></td>
<td>88% B</td>
<td>71%</td>
</tr>
<tr>
<td>A great deal</td>
<td>23%</td>
<td>31% B</td>
</tr>
<tr>
<td></td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>Some</td>
<td>58%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>57%</td>
<td>60%</td>
</tr>
<tr>
<td>Not too much</td>
<td>17%</td>
<td>12%</td>
</tr>
<tr>
<td></td>
<td>25% A</td>
<td></td>
</tr>
<tr>
<td>Nothing at all</td>
<td>1%</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>4% A</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Service Description</th>
<th>Total</th>
<th>Pediatrician</th>
<th>OB/GYN</th>
</tr>
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<tbody>
<tr>
<td><strong>PROGRAMS/ASSISTANCE (NET)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Infant formula</td>
<td>55%</td>
<td>66% B</td>
<td>37%</td>
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<tr>
<td>Healthy/nutritional food</td>
<td>51%</td>
<td>59% B</td>
<td>40%</td>
</tr>
<tr>
<td>Vitamins/supplements</td>
<td>5%</td>
<td>4%</td>
<td>7%</td>
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<tr>
<td><strong>EDUCATIONAL SUPPORT (SUBNET)</strong></td>
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<td></td>
<td></td>
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<tr>
<td>Nutritional/dietary information/consulting</td>
<td>25%</td>
<td>29%</td>
<td>19%</td>
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<tr>
<td>Breastfeeding support</td>
<td>16%</td>
<td>21% B</td>
<td>8%</td>
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<tr>
<td>Education</td>
<td>6%</td>
<td>8%</td>
<td>4%</td>
</tr>
<tr>
<td>Counseling</td>
<td>3%</td>
<td>2%</td>
<td>5%</td>
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<tr>
<td><strong>HEALTHCARE/HEALTH SCREENINGS (SUBNET)</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Weight screening</td>
<td>8%</td>
<td>11%</td>
<td>5%</td>
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<tr>
<td>Anemia testing</td>
<td>8%</td>
<td>10%</td>
<td>4%</td>
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<tr>
<td>Blood work</td>
<td>7%</td>
<td>9%</td>
<td>3%</td>
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<tr>
<td>Growth monitoring</td>
<td>3%</td>
<td>5% B</td>
<td>-</td>
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<tr>
<td><strong>MISCELLANEOUS PROGRAMS/ASSISTANCE (SUBNET)</strong></td>
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<tr>
<td>Resources for low incomes families</td>
<td>8%</td>
<td>8%</td>
<td>7%</td>
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<td>Support for women/children (Unspecified)</td>
<td>5%</td>
<td>3%</td>
<td>7%</td>
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<tr>
<td><strong>SUPPLIES (SUBNET)</strong></td>
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<tr>
<td>Breast pumps</td>
<td>5%</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td><strong>ECONOMY (NET)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Food stamps/vouchers</td>
<td>21%</td>
<td>18%</td>
<td>26%</td>
</tr>
<tr>
<td>Financial assistance (Unspecified)</td>
<td>3%</td>
<td>-</td>
<td>8% A</td>
</tr>
</tbody>
</table>

Base: All qualified physician respondents and know something about WIC [Total n=248; Pediatricians n=127; OB/GYN n=121]
The OB-GYN MOC

- The American Board of Obstetrics and Gynecology Maintenance of Certification (MOC): was developed to enable physicians to maintain a high standard of current medical knowledge and safety.

- Certain activities must be completed for OB-GYNs to keep certified as OB-GYNs

- Now an option for OB-GYNs to engage with WIC and other community partners on projects related to strengthening community and clinical linkages

- Made possible through a partnership between NWA and ACOG, who are working together with CDC-funding to support 31 communities over 3 years improve community-clinical linkages and access to healthy foods.
AAP Screening for Food Insecurity

- Screening for food insecurity is now encouraged for Pediatricians to integrate into their practice

- There is an opportunity to have a WIC referral be part of the outcome of this screening and for WIC staff to encourage local providers to do the screening in the first place

- Will require local partnerships between WIC and health systems
Local Models

- Physician and Community Partner Training on WIC
- Variety of Referral Systems Tailored to Community Needs
- Have emerged from NWA’s Community Partnerships for Healthy Mothers and Children Project. Check out [www.greaterwithwic.org](http://www.greaterwithwic.org) for more details about projects.
- There may be others out there. Please share!
Thinking Outside the Box and Sharing Ideas
Are you doing something that’s an innovative and effective outreach strategy?

**It could be come a state or national strategy!**

A lot of innovation happens locally that could be scaled through policy and systemic changes at a state and national level.
So, join us in these national and state relationship-building efforts (outreach)!
“Don’t be afraid to go out on a limb, that’s where the fruit is” –H. Jackson Browne
Questions? Comments?