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
Moms can be superheroes too. At WIC, we have the resources, knowledge, and tools to help you soar. #supermom #WIC
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
- POC Brochures: 31%
- Programmatic/Search: 22%
- Social: 14%
- Print at POC: 12%
- Trade: 10%
- Toolkit: 3%
- Email: 3%

Calendar '19
- POC Brochures: 25%
- Programmatic/Search: 22%
- Social: 24%
- Print at POC: 12%
- Trade: 7%
- Toolkit: 5%
- Email: 7%
Central Website & Text to Enroll

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

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

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 ... 

WIC Benefits and Services
WIC Food Packages--Background:
Revisions in the WIC Food ...
Research
OBGYN & Maternity Ward Brochure
Survey Results
**OBGYN & Maternity Ward Brochure Survey Results**

<table>
<thead>
<tr>
<th>Did you read or look through this WIC (Women, Infants, &amp; Children) advertisement in your copy of Parents First Year?</th>
<th>Grand Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Recallers</td>
<td>187</td>
</tr>
<tr>
<td>Yes</td>
<td>158</td>
</tr>
<tr>
<td>No</td>
<td>29</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>And, how much of the WIC (Women, Infants, &amp; Children) “Mom Strong” brochure have you read or looked through?</th>
<th>Grand Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Recallers</td>
<td>187</td>
</tr>
<tr>
<td>Top 2 (NET)</td>
<td>140</td>
</tr>
<tr>
<td>All of it</td>
<td>104</td>
</tr>
<tr>
<td>Most of it</td>
<td>36</td>
</tr>
<tr>
<td>Some of it</td>
<td>30</td>
</tr>
<tr>
<td>None of it</td>
<td>17</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>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?</th>
<th>Grand Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Recallers</td>
<td>187</td>
</tr>
<tr>
<td>The materials give me a good impression of WIC</td>
<td>173</td>
</tr>
<tr>
<td>The WIC materials are believable, I trust the information</td>
<td>170</td>
</tr>
<tr>
<td>The WIC materials are informative, they tell me something new</td>
<td>164</td>
</tr>
<tr>
<td>The WIC materials capture my attention; I would stop and look at them</td>
<td>162</td>
</tr>
<tr>
<td>The materials make me more likely to recommend WIC to someone I know</td>
<td>157</td>
</tr>
<tr>
<td>The WIC materials are written for someone like me (or my friends/relatives)</td>
<td>156</td>
</tr>
<tr>
<td>The materials make me more likely to contact WIC to see if I qualify</td>
<td>151</td>
</tr>
<tr>
<td>These materials increased my interest in WIC</td>
<td>149</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Before seeing the WIC (Women, Infants, &amp; Children) materials in your Parents First Year kit, had you ever heard of WIC?</th>
<th>Grand Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Recallers</td>
<td>187</td>
</tr>
<tr>
<td>Yes</td>
<td>162</td>
</tr>
<tr>
<td>No</td>
<td>25</td>
</tr>
<tr>
<td>Have you or other household members ever participated in WIC?</td>
<td>Grand Total</td>
</tr>
<tr>
<td>-------------------------------------------------------------</td>
<td>-------------</td>
</tr>
<tr>
<td>Total Recallers</td>
<td>187 100%</td>
</tr>
<tr>
<td>Yes (NET)</td>
<td>112 60%</td>
</tr>
<tr>
<td>Yes, myself or another household member currently participates in WIC</td>
<td>71 38%</td>
</tr>
<tr>
<td>Yes, myself or another household member previously participated in WIC</td>
<td>44 24%</td>
</tr>
<tr>
<td>No, no one in my household has ever participated in WIC before</td>
<td>75 40%</td>
</tr>
</tbody>
</table>

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

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

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

<table>
<thead>
<tr>
<th>How has your opinion of WIC (Women, Infants, &amp; Children) changed since you received your Parents First Year kit?</th>
<th>Grand Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>187 100%</td>
</tr>
<tr>
<td>Top 2 (NET)</td>
<td>115 61%</td>
</tr>
<tr>
<td>I have a much more favorable opinion of WIC</td>
<td>83 44%</td>
</tr>
<tr>
<td>I have a slightly more favorable opinion of WIC</td>
<td>32 17%</td>
</tr>
<tr>
<td>My opinion of WIC has not changed</td>
<td>69 37%</td>
</tr>
<tr>
<td>I have a less favorable opinion of WIC</td>
<td>3 2%</td>
</tr>
</tbody>
</table>
Sponsored Facebook Media
Breakdown of a Sponsored Post

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

Headline:
HELP THEM GROW.

Call To Action:
Women, Infants, and Children.
Find WIC Locations Near You
SIGNUPWIC.COM
Apply Now
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

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

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.

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.

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 still 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.

WHO'S GOING TO SIGNUPWIC.COM?

- 352,000 people visited the site in the last year
- 210,000 requested local WIC office info (66% of all visitors)

WIC E-Newsletter

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.

LIKE THIS FONT? It's called Brauer 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@wnica.org.
WIC Facebook Page

National WIC Association
@nationalwicassociation

Home
About

Like Share Send Message

OPEN FOR BUSINESS during the shutdown

Send Message
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

How Digital Media has been Successful for WIC

Where Are Users Coming From?

- Banner Ad: 648,161
- Search: 447,489
- Print & POC: 151,962
- Facebook: 71,635
Thank you!

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www.MeredithCustomSolutions.com
www.ParentsPOC.com