

# October Outreach Morsel 2009

## Connecting with the Media---

### New WIC Foods Rolling out Nationally

Across the county, WIC Programs are rolling out their new food packages! Because of these changes, the National WIC program is issuing press releases to help spread this exciting news. Recently, Connie Sullivan of Lane County WIC was contacted by the media and had thirty minutes to prepare for their arrival. She directed the media to her waiting area to interview participants on camera and provided Fresh Choices sound bites. Yeah Connie! Make sure you are prepared if you happen to get a media call. Here is what you can do to get started:

- Check out the recent Lane County article on *WIC: Produce is in, saturated fat is out*, [www.kval.com/news/local/62982242.html](http://www.kval.com/news/local/62982242.html). Also, check out the stories nationally listed in the recent National WIC Association Update newsletter (email sent by Susan G on October 7<sup>th</sup>);
- Bookmark the WIC Fresh Choices Web page, so you can quickly access information: [www.oregon.gov/DHS/ph/wic/freshchoices.shtml](http://www.oregon.gov/DHS/ph/wic/freshchoices.shtml);
- Have a handful of Fresh Choices sound bites at hand (a few ideas)
  - “Get Fresh Choices with WIC”
  - “Everyone can use more fruits and vegetables in their diet”
  - “WIC foods are lower in fat”
  - “Fresh Choices focuses on healthy foods and healthy messages as the foundation for healthy families”
  - “We are providing more variety than ever in WIC”;
- Encourage the media to contact local WIC-authorized grocers. This would be a great location to showcase visuals of new foods (fresh produce, tortillas or whole grains section of store);
- Remind reporters that WIC is excited about these new foods and in Oregon, we started rolling out these changes in August 2009;
- Plan ahead and recruit participants willing to be interviewed or to be on camera with the media;
- Work with your agency’s spokesperson or Public Information Officer to distribute your own press release!