



Section 8: Partner Notification and Promotion

Overview

WIC community partners are an important part of our success. This section emphasizes the need to notify our community partners and referral organizations about changes to our program, such as eWIC, in order to maintain, promote and build awareness and understanding of WIC.

[Check out the “Outreach Planning for Partners” webinar.](#)

Notifying partners

Communicating changes about the WIC program is especially important for community partners with whom we share families. As your agency implements eWIC, maintaining strong referrals from partner agencies will help maintain caseload when there is the potential for participant numbers dropping as we go through this major transition. Use the information in this section to determine your agency’s strategy for informing community partners.



Questions for Consideration

Thinking about all the different community partners and referral agencies we work with:

- Where can I share about eWIC?
- What are the different ways I can notify community partners?
- Who will be responsible for these tasks?

Presentations to partners

When making presentations to any partner group- think about your audience:

- Are they internal partners (part of your parent organization) or external partners (part of the community)?
- What do they already know about WIC and our program mission?
- Are these front line personnel or managers?
- What type of influence or interaction will they have with a potential WIC participant?
- How do they or can they promote WIC?

By answering these questions you can tailor your presentation and decide how much detailed information your audience needs about the changes with eWIC.

Develop a plan for notifying partners

As you develop a plan for notifying partners, consider the following activities.

- Notify local SNAP, DHS, food pantry, Head Starts, OSU Extension (ie. EFNEP and SNAP-Ed) and other primary partners of the changes to WIC processes. (4 months prior to implementation)
- Visit local SNAP, DHS, food pantry, Head Starts and other community partners to present on eWIC basics. (4 months prior to implementation)
- Share with internal health department and agency staff so that everyone can stay informed and promote the changes. (4-6 months prior to implementation, continue to provide ongoing updates)
- Share at standing departmental, health committee, community and organizational meetings. Ask for five minutes on agenda to share the excitement and create a buzz.
- Update any locally developed outreach materials with appropriate eWIC language (ie. *Use the term eWIC card vs. vouchers.*)
- Send an eWIC Press release to local media outlets (Send information 1 month prior to implementation, with a press release to come out the same month)

- Use social media opportunities to create a buzz about the changes. (1-2 months prior to implementation, and be prepared to answer questions that arise)

Resources to use

Look for the following documents later this summer to help with community partner presentations and communications:

- “A Message to Partners” letter
 - A one page document that gives an introduction to eWIC that could be emailed and/or printed and distributed to community partners
- Frequently Asked Questions (FAQ) eWIC
 - One page- double sided document that answers the top questions that partners may have about new eWIC processes. (*i.e. Why is this important to my organization? How does this affect my current work with WIC? How can I support WIC?*)
 - Provide as supplemental information when presenting to community partners
 - Email or provide as handout as needed
 - Can be used as “Talking Points”
- Status Report for local partners
 - One page update about eWIC project modified specifically for partners
- eWIC Press release template
 - One page template that agency modifies with local information.
 - Send to local media outlets as a form of WIC promotion and outreach (*ie. Similar to the Breastfeeding Bonus award campaign.*)
- FaceBook posts
 - FaceBook verbiage that could be posted on your local page and/or posted on partner pages. For example you can contact your local “Community Action” partner and let them know that eWIC is coming. You provide the verbiage for the post, and provide a link to eWIC page for more information.





✓ Task Checklist:

- ✓ Develop a plan for how you want to notify partners about eWIC changes to the program.