

Oregon eWIC

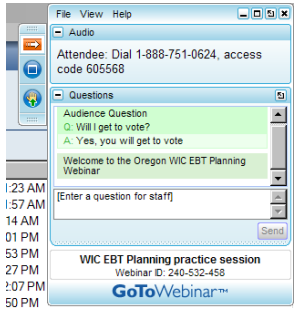


**eWIC Webinar 8:
Outreach Planning for Partners**
Thursday, November 21, 2013 – 10:30-11:30
Log into the webinar using the link sent with registration.



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How to use "Go To Meeting"




1:23 AM
1:57 AM
14 AM
01 PM
53 PM
27 PM
1:07 PM
50 PM


WIC EBT Planning practice session
Webinar ID: 240-532-458
GoToWebinar™

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Guidelines for Webinars



- If you have technical difficulties, please call 971-673-0040 or type a request in the question area.
- Because this webinar is being recorded, participants will be muted. Sorry!
- If you have a question, type it in the question area and it will be answered at the end.



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Outreach Planning for Partners


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During this webinar we will...

- Discuss the importance of getting information to partners and when
- Provide an overview of ways in which local agencies can share information about eWIC with community partners
- Review the local agency role in communicating with partners



It usually takes me more than three weeks to prepare a good impromptu speech.

-Mark Twain



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Why is it important to notify partners about eWIC?

1. Good to communicate changes
2. A way to promote WIC
3. Maintain good referral system
4. Partners can promote changes



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Good to communicate changes



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“
...one way to sell a consumer something in the future is simply to get his or her permission in advance.”



SETH GODIN
AUTHOR OF PERMISSION MARKETING

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A way to promote WIC



A photograph showing a woman with dark hair, wearing a striped shirt, kissing a young child on the cheek. The child is wearing a pink and white patterned shirt. They are in an indoor setting, possibly a classroom or office.

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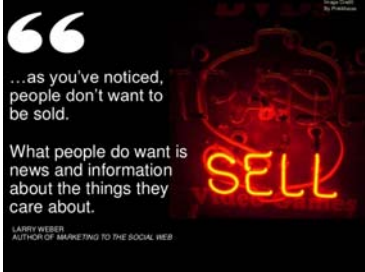
“ Give them **quality**.
That's the best kind of advertising.”

MILTON HERSCHEY
THE HERSCHEY CHOCOLATE COMPANY

Image Credit: Bob7.com

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Maintain Good Referrals



“ ... as you've noticed,
people don't want to
be sold.

What people do want is
news and information
about the things they
care about.

SELL

LARRY WEBER
AUTHOR OF MARKETING TO THE SOCIAL WEB

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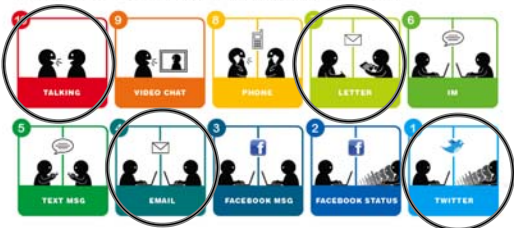
Partners can promote WIC



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What level of communication will work in your community?


10 LEVELS OF INTIMACY IN TODAY'S COMMUNICATION



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“A Message to Partners”


- What's on the letter
- How to use in your agency



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FAQ's for partners

- Info that you can leave with partners
- Basics of eWIC
- What's the change
- How will it effect participants
- How can partners help
- Contact info





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eWIC press release

- Template to use with media
- Similar to BF Bonus template
- Fulfills annual media outreach- Policy 470- Local Program Outreach



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Using Social Media

- Sample Facebook posts
 - Post on community partner pages
- Twitter
- www.Healthoregon.org/wic
- Who will be responsible
- How to use for promotion



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Who will be responsible for social media?



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Local Agency Roles

- Who will be leading the effort to reach partners?
- How will this happen in your agency?




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Who are your partners?



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I'm leaving a voicemail on the off-chance you're ignoring every text, e-mail, tweet, wall comment and other non-verbal communication I've sent you.



your eCards
someecards.com

The single biggest problem in communication is the illusion that it has taken place.


-George Bernard Shaw



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Time to think

- Take a minute to think about what you have heard during this webinar – how does it impact your clinic?
- We will pause to give you a minute to type in any questions you may have.



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Questions and Answers

- If you have additional questions please contact your agency's state nutrition consultant or Nhu To-Haynes at nhu.h.to-haynes@state.or.us
- Recorded webinars and FAQ's can be accessed on the WIC website here:
<http://public.health.oregon.gov/HealthyPeopleFamilies/wic/Pages/ewic.aspx>
