

OUTREACH PYRAMID

All outreach strategies should focus on:

• Changing Perceptions

Addressing myths, integrating WIC message into community fabric.

"WIC is a public health nutrition education program. It empowers people to make healthy nutrition choices for themselves and their families."

• Addressing Barriers

Cultural Competency and Sensitivity, Literacy and Language



The Four P's of Social Marketing

“Putting the Pieces Together”



When to Use Each Level of Outreach

One Timers

This type of outreach is best used. . .

- when reaching out to a large audience;
- when there are adequate resources available;
- during critical caseload times, i.e. caseload freeze;
- when accompanied by other community based outreach.

Note: This type of outreach is expensive considering its short term effects. It should be a highlight to other outreach, not the focus of an outreach plan.

Short Term

Use short term strategies. . .

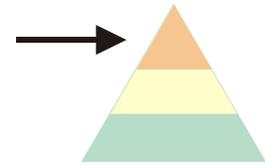
- to make WIC's presence in the community known;
- to let people know about the sustainable outreach activities being implemented;
- when there aren't other ways to reach a target audience where they are at, i.e. laundry mats, grocery stores;
- when the information you are providing is appropriate for the attendees;
- when they can be piggy backed with other strategies.

Sustainable Outreach

Use sustainable outreach activities. . .

- as much as possible;
- whether or not you are trying to build caseload;
- to reach the hardest to reach populations;
- to bring on the highest priority participants;
- to help manage caseload;
- to become highly accessible and respected in your community.

One Timers



Pros

- Reach a large audience
- Require little to no staff time
- Can be done at any time
- Can be tailored

Cons

- May be expensive
- People need to see and hear a message 5 times for it to stick
- Usually don't contain enough information
- May be literacy or language barriers

Newspaper Ads: Ads are priced based on size, content, and location. People don't usually respond to ads unless they are eye catching, entertaining, and have a memorable message. Social service ads are usually buried in the newspaper where they are seldom seen.

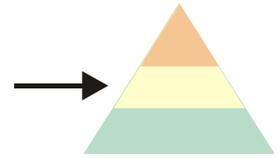
Newspaper Articles: Articles can have a great impact on people's emotional sense. However, this is usually a short term effect and occasionally impacts behavior. Things to watch out for are misquotes and misinformation. Readers like articles that have a human interest to them, such as a participant's story. These types of articles rarely make the front page.

Radio Spots: Many radio stations will make Public Service Announcements (PSA) about social service programs. PSAs are very short. It's important to choose stations that reach the desired target audience. PSAs are most effective when heard during peak listening hours. They are usually aired during the low listening hours when they won't compete with air time for paying advertisers. Unless professionally done, PSAs aren't usually attention grabbers. Most individuals need to hear the PSA an average of 5 times before it sinks in.

Television PSAs: These types of PSAs can be very expensive. They are usually aired during the off hours when they aren't in competition with paying advertisers. They reach a large audience. They will usually need to be aired many times before they are effectively remembered by the average viewer.

Television Shows: Local cable television stations often host shows about community issues and programs. This requires a staff representative that is comfortable in front of a camera and can eloquently represent the local WIC program. These shows reach a limited audience, but allow the speaker to elaborate on messages and address specific points. Shows like "Town Hall" reach a larger audience, but don't allow the speaker much camera time.

Short Term



Pros

- Reach a specific audience
- Relatively inexpensive
- Minimal staff requirement
- Face to face contact possible

Cons

- Contingent upon events
- Reach a minimal audience
- Literature rarely induces behavior
- Generally have a short term impact

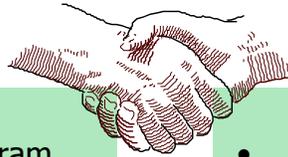
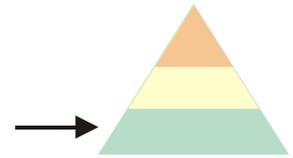
Displays: Displays require materials that are creative and eye catching. Displays can be done in a variety of settings, but there are certain limitations imposed. For example, space and the security of the area may limit what is displayed. Displays work well when they tie on to a theme of an event. For example, the local library may have a display for National Nutrition Month that could incorporate the WIC program.

Booths at Events: If the event is health related, a WIC booth is more likely to be of interest to the attendees. Also, they are a quick and easy way for an individual to get an idea of the many different resources in their community. Booths are usually staffed so that someone can answer questions. Booths tend to reach a minimal audience. Most booths use printed material which is more effective when accompanied by a face to face discussion.

Informational Campaigns: These campaigns involve providing information through table tents, posters, flyers, brochures, etc. These require no staffing, but are not the most effective. The message must be attention grabbing and elicit a response, such as phoning a WIC agency. To be most effective, the materials used in these campaigns should be field tested and include colors and graphics. This requires money and staff time.

Presentations: Presentations at health fairs, to classes, at conferences and other venues can be very effective. There is often time for questions and audience feedback. Also, presentations allow the speaker to focus on specific points and tailor the message to the audience. Presentations often don't include an aspect of action. This means that the audience members need to be called to do some action. Presentations should be accompanied by visuals such as handouts.

Sustainable Strategies



Pros

- Increase integrity of program
- Guard against myths
- Address mis-perceptions and barriers
- Ingrain WIC mission into community fabric
- Make caseload maintenance easier
- On-going, continuous
- Use partners as a resource
- Help make care comprehensive through integrated services
- Require little financial resources

Cons

- Require a time investment
- Must be a component of day to day operations
- Initial resistance from potential partners is possible
- Must be thorough or can create confusion and misinformation
- Require a long term commitment

Social Service Partnerships: Many social service programs like AFS are already a part of the same system of care as WIC. Most of these programs are serving the same population as WIC. These partnerships disperse the work of outreach and decrease the time and financial burden for all partners involved. These partnerships help all involved to reach their goals.

Community Sponsors: Community sponsors are businesses and groups that may or may not be providing goods or services in the social service field. Many are private businesses such as restaurants, grocery stores, and banks. Sponsoring or being involved with WIC activities allows these businesses to give back to their community, create a positive public image, and oftentimes increase their business flow. For example, a grocery store may provide small gift certificates to WIC participants who refer new potential participants to WIC.

Ambassador Programs and Such: These are programs that train community volunteers to advocate for WIC. These programs allow all members of a community to be involved in WIC, not just our specific target audience. They work effectively because they require human contact. These programs also allow the WIC message to be brought into settings and forums that it might never have reached.

Community Partnerships: Community partners are civic organizations, schools, and chambers of commerce, just to name a few. These are organizations that have a great deal of clout and respect within the community. They often influence community opinion. These organizations reach a very diverse audience and are involved in numerous activities.

WIC Sustainable Outreach

● Utilizing Social Marketing Theory ●



Social Marketing Theory uses the “four P’s”
Price, Product, Place, and Promotion
to help in designing the most effective
sustainable outreach strategies.

Price:

This is the potential cost to the client to participate in WIC. This could also be the potential cost to other social service/health organizations to partner with WIC.

For example, participants may have a:

- perception of being needy;
- fear of disrupting other benefits;
- fear of being labeled (while shopping etc.);
- cost to miss work for appointments;
- perceived risk of becoming a “public charge” (immigrants).

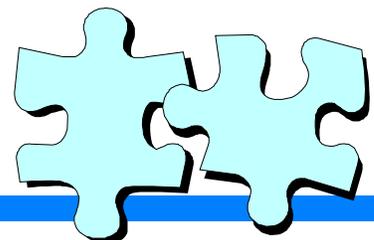
Partners may perceive costs as:

- expending resources; and
- changing client perceptions.

Product:

WIC’s products are our client services and what we provide to partners.

- Nutrition education & counseling
- Breastfeeding support
- Food instruments
- Referrals
- Increased health status of participants
- Integrated client services



● Utilizing Social Marketing Theory ●



Promotion:

This is how we promote our services. We have a very specific message about WIC.

For instance:

- WIC is not an entitlement program.
- WIC is a public health nutrition education program.
- WIC empowers people to make healthy nutrition choices for themselves and their families.
- WIC serves many working families.
- WIC partners with other programs to improve the health status of Oregon's youngest citizens.

Place:

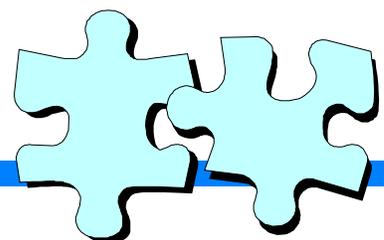
This is where target audiences best receive the message. It doesn't only refer to actual locations.

Participants

- Who they receive the WIC message from (family, friends, medical providers, etc.)
- Physical locations (laundromats, buses, grocery stores, etc.)

Partners

- Who they receive the WIC message from (supervisors, professional organizations, etc.)
- How they receive the message (presentations, newsletters, trainings, memos, etc.)



Is Your Outreach Sustainable?

What is sustainable outreach?

Sustainable outreach strategies are on-going activities that help to increase caseload during building periods and maintain caseload once the maximum caseload has been met. This is done by addressing barriers, myths, and knowledge about WIC. These activities help to ingrain the WIC message into the community fabric.

Why do sustainable outreach?

Think of it as weight loss. The best way to maintain a healthy weight is to eat healthy and engage in physical activity on a regular basis. It's on going. When we take drastic steps such as fad diets the result is usually a short term success. The same is true for outreach. Short term or one time outreach strategies may show some success in increasing caseload, but in the long run, these strategies won't help maintain caseload. Furthermore, by addressing the barriers, myths, and knowledge of WIC, we are earning trust and ensuring that we are reaching out to those in greatest need.

What are some examples of sustainable outreach?

Establishing partnerships is an excellent example of sustainable outreach. This may include establishing a strong referral network with other health care and social service providers. Representing WIC to civic organizations such as Lions Club can help to increase knowledge about WIC and change mis-perceptions. Identifying sponsors in the community who are willing to support the WIC message is a great way to get the word out.

Resource List of Places to do Outreach

- ★ School Based Health Centers, Day Care Centers, preschools, Headstart programs
- ★ Civic Organizations: Lions Club, Kiwanis Club, Rotary, Shriner's, etc.
- ★ Public Buildings: library, health department, courthouse, TANF offices
- ★ Medical Providers: provider offices, clinics, dentist offices, hospitals, maternity wards, pharmacies, perinatal units
- ★ Vendors & Farmers' Markets
- ★ Social Service Programs: AFS, RAPP, OHP
- ★ Private Businesses
- ★ Chamber of Commerce
- ★ Media: local newspaper, radio, t.v. (including cable)
- ★ Town or City events



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