

Oregon eWIC



FaceBook posts for Oregon eWIC

FB Post #1- Introduction to eWIC (date for release- xxxx) 6-8 weeks

Oregon WIC is preparing to implement a change in the way we do business that will enhance participant customer service! What's the change? We are moving from paper vouchers to electronic benefit transfer similar to a debit card. We are calling the project eWIC. We are excited! We hope you are too! Stay tuned we'll post more as the details come!

FB Post #2- More information about eWIC (date for release-xxxx) 6-8 weeks (Include Poster from clinic)

Be on the lookout for these posters in your local clinic! More info to come!
Safe. Simple. Convenient.

FB Post #3- How does eWIC work? (date for release-xxxx) 4 weeks

The new eWIC card will make shopping so much easier. Foods will be on an electronic card, similar to a debit card. Participants use the card at the store to pay for their WIC purchases much faster at the checkout lane

FB Post #4- Other benefits of eWIC (date for release-xxxx) 4 weeks

With the new eWIC card, participants can purchase what they need when they want, instead of buying everything at one time. WIC benefits for everyone in the household will all be on the same card, so it will be easier to keep track of. And sometimes you'll be able to buy bigger sizes of certain items!

FB Post #5- Showing off the card (date for release-xxxx) 4- 6 weeks

Sneak peak of the eWIC card!

We surveyed nearly 1,000 participants and this design was the winner!

Click "like" if you are excited about eWIC.

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FB Post #6- Schedule of implementation (date for release- xxxx) 4-6 weeks

When am I getting eWIC?

We started the eWIC pilot in two counties in September 2015. Other counties in Oregon will move towards eWIC at the beginning of 2016. Keep your eyes open in the clinic, we will be sure to post when you can expect to start getting eWIC!

FB Post #7- eWIC pilot (date for release-xxxx) 2 weeks

New things coming to _____ (insert your county/agency)! Our WIC nutrition program is ready for eWIC! Are you ready to shop with your eWIC card? Call your WIC office if you have questions!

FB Post #8- Other benefits of eWIC (date for release-xxxx) 1 week

One more week until _____ (insert your county/agency) begins moving to an eWIC! We're excited to be offering this new system that will make it easier for stores and shoppers!

FB Post #7- More information about eWIC (date for release-xxxx)

Opening day!

(Post a picture of happy staff and participants)

*** (Don't forget photo release forms)**

eWIC is here!

✓ *Safe. Simple. Convenient.*



Optional posts:

FB Post #8- Other benefits of eWIC (date for release-xxxx)

WIC participants are loving eWIC! Checkout what they are saying: "POST a quote from mom about eWIC awesomeness" –add picture if available

FB Post #9- How does eWIC work? (date for release-xxxx)

Shopping is going to be so much easier with eWIC! Foods will be on an electronic card, similar to a debit card. You can use the card at the store to pay for WIC items much faster at the checkout lane.

FB Post #10- Other benefits of eWIC (date for release-xxxx)

With the new eWIC card, you can purchase what you need when you want, instead of buying everything at one time.

FB Post #11- Other benefits of eWIC (date for release-xxxx)

WIC benefits for everyone in the household will all be on the same card, so it will be easier to keep track of. And sometimes you'll be able to buy bigger sizes.

For more assistance please contact anyone on the WIC social media team:

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