

Issue/gap identified

- Fewer than 50% of eligible individuals currently enrolled in the Women, Infants, and Children (WIC) program.
- Return to in-person services following the COVID-19 pandemic has correlated with statewide decline in active WIC participants.
- **Objective:** Develop marketing tools targeting both new and existing participants to understand enrollment motivations.
- **Goal:** Increase WIC caseload by 1,500 participants by end of September.

Project Summary

- Identify gaps in current WIC marketing by evaluating against sister agencies and high-retention state programs.
- Shadow WIC clinic staff to understand daily operations and independently perform select procedures.
- Use direct client interactions to survey and analyze current participant needs and interests.
- Develop new WIC marketing toolkits tailored to diverse demographic groups.

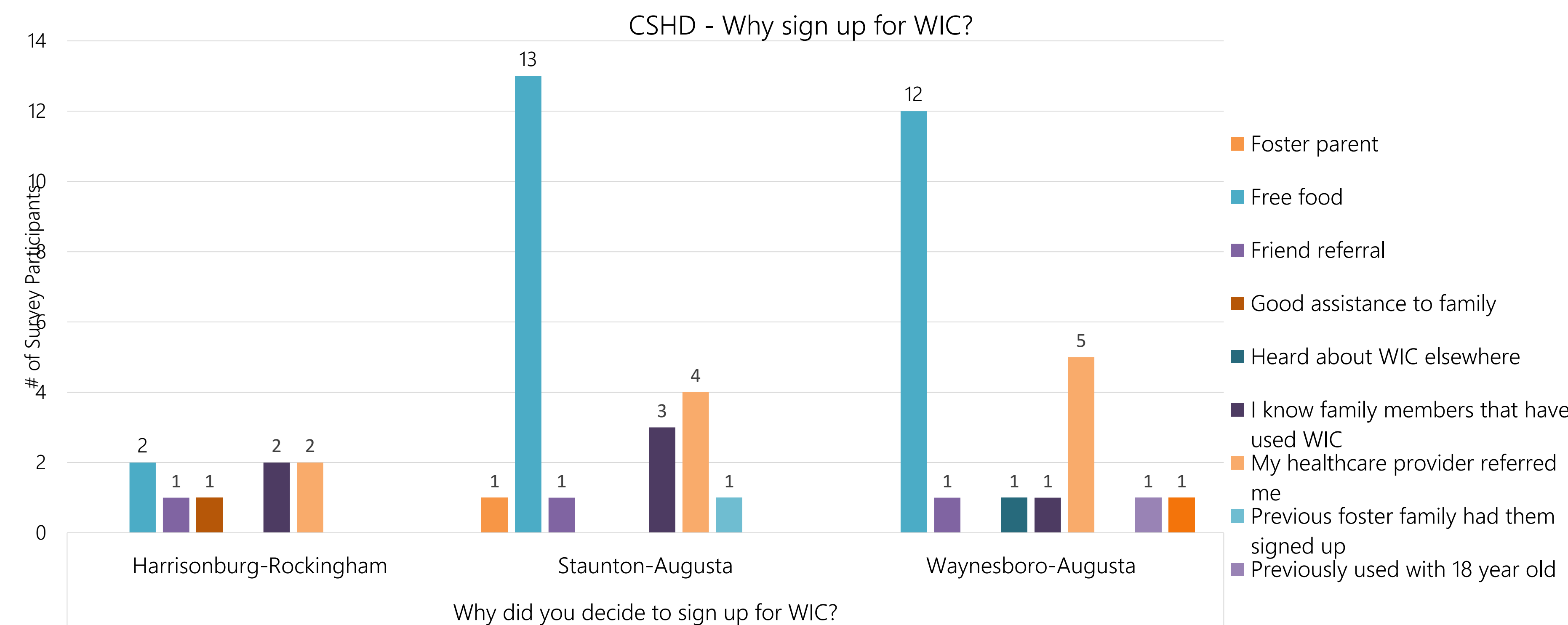
Assisting at the Staunton drive through Farmers Market



Outputs

- A Sample Graphical Representation of Data Analysis

- Comprehensive data analysis from surveys across CSHD locations; graph illustrating enrollment motivations among new, re-enrolling, and existing WIC clients in Staunton-Augusta HD, Waynesboro-Augusta HD, and Harrisonburg-Rockingham HD.
- Predominant motivator: "Free food benefits."



- Identification of Underutilized WIC Benefits

- Survey data revealed underutilization of certain WIC benefits compared to free food benefits across health departments. Marketing strategies were developed to promote additional services, including breastfeeding support and referral programs.



WIC Registration Form Returning?

Please complete the required information and a WIC staff member will contact you by phone:

Your name:

Your date of birth:

Your child's name:

Child's date of birth: Today Y-M-D

Please select: Male Female

reset

- Development of Targeted Marketing Tools

- Creation of diverse marketing materials addressing multiple demographics, including sister agencies (SNAP, Medicaid, DSS), foster families and guardians of eligible children, healthcare providers (OBGYN, pediatrics), and school systems.

- Toolkit Components

- Marketing toolkit comprises posters, flyers, brochures, and presentations to effectively communicate WIC program benefits. An online registration form was also developed to streamline the enrollment process.

Outcomes & Key Takeaways

- Enhanced knowledge of marketing strategies targeting new and existing WIC clients.
- Conducted surveys with 52 WIC clients across CSHD health departments over three weeks.
- Developed tailored WIC marketing toolkit for diverse groups.
- Deepened understanding of WIC program and sister agencies.
- Gained proficiency in software tools, including Crossroads for WIC services and REDCap for survey management.
- Cultivated skills in REDCap survey creation and Excel data analysis.
- Gained experience using the language line for communication with non-English-speaking participants, in-person and by phone.
- Trained in clinical tasks: measuring weight/height and performing finger sticks for iron testing.

Challenges

- **Survey:** Encouraging WIC participants to complete surveys post-appointment added time, posing challenges especially when accompanied by children.
- **Time:** Limited survey collection period of three weeks across three health departments.
- **REDCap:** Initial unfamiliarity with the survey platform required a learning curve.
- **Communication:** Challenges communicating with non-English-speaking participants both in person and via phone.

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