



*Performance. Service. Integrity.*

# What's the Hook? Attracting and Maintaining Participation in WIC Nutrition Education

Presented by PSI (Policy Studies Inc.)  
September 13, 2005

## Campaign Goal

To increase and maintain the Massachusetts WIC program's caseload through development and implementation of a statewide social marketing campaign



# Campaign Process

1. Conduct formative research
2. Assess findings
3. Develop campaign strategy
4. Draft materials
5. Test materials
6. Revise and finalize materials
7. Distribute materials
8. Conduct evaluation



# Formative Research: Overview

- **Methodology:**

- Literature review
- Review participant database
- In-depth interviews (n=67)
- Focus groups (n=24)

- **Target Audiences:**

- Current/former WIC participants
  - Men and women
- WIC local program staff
- Vendors
  - Grocery stores
- Eligibles
  - Working people
  - Men
- Assistance providers/referral sources
  - Human resource providers
  - Health care providers
  - Community agencies/organizations
  - Social service agencies/organizations



# Formative Research: Summary of Findings

1. Difficulty recruiting potential eligibles
2. Lack of retention of current participants
3. Difficulty managing relationship among WIC participants, vendors, and staff



# Detailed Findings: Recruitment of Eligibles

- **Potential eligibles** face challenges:
  - Perceiving themselves as eligible due to:
    - Current employment/income level
    - Married or living with others
    - Being a male
  - Overcoming stigma
- **WIC staff** face challenges:
  - Marketing directly to potential eligibles
  - Creating a unified program identity emphasizing “family, health, and nutrition”



## Detailed Findings: Recruitment of Eligibles, Continued

- **Human resources professionals** face challenges:
  - Maintaining low employee absenteeism
  - Accessing information about WIC services
- **Social service agencies, health care and child care providers** face challenges:
  - Perceiving and marketing WIC as a “health and nutrition program”



# Addressing the Challenges: Strategy

## **Increase enrollment of potential eligibles by:**

1. Increasing knowledge of eligibility
  - Men, foster parents, legal guardians, grandparents
  - Working families
2. Overcoming stigma
3. Marketing directly to eligibles
  - Mass media
  - Direct mail
4. Fostering new, strengthening old community partnerships
  - Human resource departments
  - Social service agencies/community organizations
  - Health care providers
  - Foster care and day care providers



# 1. Increase Eligibility Knowledge

**WIC is for all kinds of families. Moms, dads, grandparents and other legal guardians are all welcome to:**

- Enroll and bring kids to appointments;
- Attend nutrition and health workshops; and
- Use WIC checks in grocery stores.

Don't miss out on all that WIC has to offer. To learn more, call **1-800-WIC-1007** or visit [www.mass.gov/WIC](http://www.mass.gov/WIC).

**WIC**  
GOOD FOOD  
and  
A WHOLE LOT MORE

WIC Nutrition Program  
Nutrition Division • MA Department of Public Health  
TDD/TTY: 617-624-9992

Poster for WIC Local Program Offices  
English/Spanish

**WHAT IS WIC?**  
WIC is a nutrition program that provides nutrition and health education, healthy food and other services free of charge to Massachusetts families who qualify. WIC stands for Women, Infants and Children.

**WHAT DOES WIC OFFER?**  
WIC's goal is to help keep pregnant and breastfeeding women and kids under age 5 healthy. To do this, WIC provides:

- Personalized nutrition consultations
- Checks to buy free, healthy food
- Tips for eating well to improve health
- Referrals for medical and dental care, health insurance, child care, housing and fuel assistance, and other services that can benefit the whole family

**WHO IS WIC FOR?**  
WIC is for all kinds of families: married and single parents, working or not working. If you are a father, mother, grandparent, foster parent or other legal guardian of a child under 5, you can apply for WIC for your child.

**CAN MEN PARTICIPATE IN WIC?**  
WIC welcomes men! WIC recognizes the important role that fathers, grandparents, stepparents, and other guardians play in caring for kids. Fathers and other caregivers of kids under 5 are encouraged to enroll and bring kids to appointments, attend nutrition and health workshops, and use WIC checks in grocery stores.

You can participate in WIC if you:

- Live in Massachusetts
- Have a nutritional need (WIC staff can help you determine this)
- Are a child under 5, or a pregnant or breastfeeding woman, and
- Have a family income less than WIC guidelines (shown below)

**HOUSEHOLD INCOME GUIDELINES**

| HOUSEHOLD SIZE | YEARLY   | MONTHLY | WEEKLY |
|----------------|----------|---------|--------|
| 1              | \$17,223 | \$1,436 | \$332  |
| 2              | 23,106   | 1,926   | 445    |
| 3              | 28,989   | 2,416   | 558    |
| 4              | 34,872   | 2,906   | 671    |
| 5              | 40,755   | 3,397   | 784    |
| 6              | 46,638   | 3,887   | 897    |
| 7              | 52,521   | 4,377   | 1,010  |
| 8              | 58,404   | 4,867   | 1,124  |

**IF YOU ARE PREGNANT, YOU SHOULD COUNT YOURSELF AS TWO.**

**HOW DO I APPLY FOR WIC?**  
Call the WIC Program office in your community to set up an appointment (see back for phone numbers) or call 1-800-WIC-1007. Many WIC offices are open in the evenings and on Saturdays so you do not have to miss work. Walk-ins are always welcome.

**1-800-WIC-1007**

General Brochure (inside) for Potential Eligibles  
9 Languages



# Increase Eligibility Knowledge, Continued



**WIC IS FOR WORKING FAMILIES**

Do you have a child under 5?  
Are you pregnant or breastfeeding?

**WIC OFFERS FAMILIES**

- Personalized nutrition consultations
- Checks for free, healthy food
- Tips for eating well to improve health
- Referrals for medical and dental care, health insurance, child care, housing and fuel assistance, and other services that can benefit the whole family

Check these guidelines to decide if WIC might be right for your family.

| HOUSEHOLD SIZE | YEARLY   | MONTHLY | WEEKLY |
|----------------|----------|---------|--------|
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| 8              | 58,404   | 4,867   | 1,124  |

IF YOU ARE PREGNANT, YOU SHOULD COUNT YOURSELF AS TWO.

Learn more about WIC.  
Call **1-800-WIC-1007**  
or visit [www.mass.gov/wic](http://www.mass.gov/wic)

Many WIC offices are open in the evenings and on Saturdays so you do not have to miss work.

**GOOD FOOD and A WHOLE LOT MORE**

**WIC** Nutrition Program  
Nutrition Division • MA Department of Public Health  
TDD/TTY: 617-624-5992

The U.S. Department of Agriculture (USDA) prohibits discrimination in its programs and activities on the basis of race, color, national origin, sex, religion, age, disability, genetic information, sexual orientation, or number of dependents. (Not all prohibited bases apply to all programs.) Persons with disabilities who require alternative means for communication (e.g., Braille, large print, audiotape, etc.) should contact USDA, WIC's Center for Equal Access and Title. To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, Room 3026, 1400 Independence Avenue, SW, Washington, DC 20250-3026, or call (800) 795-6000 and TDD. USDA is an equal opportunity provider and employer.

Poster for Employers

English

Pay Stuffer for Employees

English/Spanish



**WIC IS FOR WORKING FAMILIES**

Do you have a child under 5?  
Are you pregnant or breastfeeding?

**WIC OFFERS FAMILIES:**

- Personalized nutrition consultations
- Checks for free, healthy food
- Tips for eating well to improve health
- Referrals for medical and dental care, health insurance, child care, housing and fuel assistance, and other services that can benefit the whole family

But that's not all! WIC also offers immunization screening and referral, breastfeeding support, and nutrition and health workshops on a variety of topics including meal planning, maintaining a healthy weight, caring for a new baby, and shopping on a budget.

**YOU CAN PARTICIPATE IN WIC IF YOU:**

- Live in Massachusetts,
- Have a nutritional need (WIC staff can help you determine this),
- Are a child under 5, or a pregnant or breastfeeding woman, and
- Have a family income within WIC guidelines (see below).

WIC helps you save on groceries so you have more to spend on other things your family needs. Many working families are eligible for and participate in WIC. Check these guidelines to see if WIC might be right for your family:

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IF YOU ARE PREGNANT, YOU SHOULD COUNT YOURSELF AS TWO.

**HOW CAN WIC WORK FOR YOU?**

Learn more about WIC. Call **1-800-WIC-1007**, visit [www.mass.gov/wic](http://www.mass.gov/wic) or contact your HR Representative.

**1-800-WIC-1007**  
[www.mass.gov/wic](http://www.mass.gov/wic)

**GOOD FOOD and A WHOLE LOT MORE**

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Nutrition Division • MA Department of Public Health  
TDD/TTY: 617-624-5992

# 2. Overcome Stigma

To find out about WIC, call 1-800-WIC-1007 or a program near you.

**Region area**

- Blue Hill-Cornish (517) 823-0581
- Brattleboro/Windsor (517) 786-2129
- Cambridge/Sunderland (517) 664-5050
- Chelsea/Waterbury (517) 887-4340
- Dorchester North (517) 825-8994
- Dorchester South (517) 825-8085
- East Berlin (517) 928-4300 x6
- Jamaica Plain (517) 523-4700 x6213
- Keeler (517) 989-2055
- North Ferrisburgh (517) 440-9520
- South East (517) 524-4377
- South End (517) 426-2030

**County**

- Cape Cod (508) 942-2446
- Outer Cape (508) 475-1188
- Plymouth (508) 747-4933

**City/Town**

- Franklinham/Walham (508) 425-1426
- North Central (578) 345-4272 x1
- South Central (508) 705-9123
- Wareham (508) 865-7342

**Department**

- Lancaster (578) 681-4963
- Leicester (578) 654-4297
- Lyons (578) 589-7280
- Malden/Eunuch (781) 338-7670
- Northern Essex (578) 374-2181

**Statewide**

- Brattleboro (508) 888-8211
- Fall River (508) 679-9340
- New Bedford (508) 997-1500
- Quincy (517) 374-4190
- Wareham/Walham (508) 823-4346

**Services**

- Brattleboro North (513) 485-5620
- Brattleboro South (513) 525-9457
- Franklin/N. Quabbin (513) 376-1160
- Hampden County (513) 584-3551
- Holden/Chicopee (513) 534-2800
- Springfield North (513) 731-8868
- Springfield South (513) 693-1620

WIC Nutrition Program • MA Department of Public Health • TDQ/TTY: 617-624-9999

What can I buy with WIC checks? WIC checks are easy to use. Just take them with you when you go food shopping and use them to get the healthy food, including: MILK, EGGS, CEREAL, FRUIT JUICE, CHEESE, INFANT FORMULA, CARROTS, PEANUT BUTTER, DRIED BEANS/PEAS, TUNA.

Do you have any questions? Contact WIC today to learn more. Call: The WIC office closest to you (use back cover) or 1-800-WIC-1007 (1-800-942-1007). Visit: www.mass.gov/wic or www.fns.usda.gov/wic

General Information Brochure

9 Languages

General Information Poster

9 Languages

Do you have a child under 5?  
Are you pregnant or breastfeeding?

**WIC OFFERS FAMILIES**

- Personalized nutrition consultations
- Checks for free, healthy food
- Tips for eating well to improve health
- Referrals for medical and dental care, health insurance, child care, housing and fuel assistance, and other services that can benefit the whole family

Check these guidelines to decide if WIC might be right for your family.

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IF YOU ARE PREGNANT, YOU SHOULD COUNT YOURSELF AS TWO.

Learn more about WIC. Call 1-800-WIC-1007 or visit [www.fns.usda.gov/wic](http://www.fns.usda.gov/wic)

**WIC** Nutrition Program  
Nutrition Division • MA Department of Public Health  
TDQ/TTY: 617-624-9999

**GOOD FOOD and A WHOLE LOT MORE**

General Information Flyer

9 Languages

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TDQ/TTY: 617-624-9999

**GOOD FOOD and A WHOLE LOT MORE**

# 3. Market Directly to Eligibles

**Do you have a child under 5?  
Are you pregnant or breastfeeding?**

Call **1-800-WIC-1007**  
to see if WIC is right  
for your family.



**GOOD FOOD  
and  
A WHOLE LOT MORE**

**WIC** Nutrition Program  
Nutrition Division, MA Department of Public Health  
TODU/TTY: 617-624-5099  
WIC is an equal opportunity provider and employer.

**Do you have a child under 5?  
Are you pregnant or breastfeeding?**

WIC may be right  
for your family. Call  
**1-800-WIC-1007**



**GOOD FOOD  
and  
A WHOLE LOT MORE**

**Do you have a child under 5? Are you pregnant or breastfeeding?**

**WIC offers:**

- Personalized nutrition consultations
- Checks for free, healthy food
- Tips for eating well to improve health
- Referrals for medical and dental care, health insurance, child care, housing and fuel assistance, and other services that can benefit the whole family

There's a WIC office in your community!  
To find out more, call **1-800-942-1007**

**WIC ofrece:**

- Consultas individuales de nutrición
- Cheques gratuitos para alimentos saludables
- Sugerencias para comer bien y mejorar la salud
- Referidos a consultas médicas y dentales, seguro de salud, cuidado de niños, asistencia para vivienda y combustible y otros servicios que pueden beneficiar a toda la familia

¡Hay una oficina de WIC en su comunidad!

Para más información, llame al **1-800-942-1007**



Massachusetts Department of Public Health  
WIC Nutrition Program  
250 Washington Street, 6th floor  
Boston, MA 02108-4119

POST 070  
U.S. POSTAGE  
PAID  
LEICESTER, MA  
PERMIT NO. 12

**Do you have a child under 5?  
Are you pregnant or breastfeeding?**

**Do you have MassHealth?**

Most MassHealth members who are pregnant or have children under age 5 are eligible for WIC benefits and services.

**WIC offers:**

- Personalized nutrition consultations
- Checks for free, healthy food
- Tips for eating well to improve health
- Referrals for medical and dental care, immunizations, health insurance, childcare, housing and fuel assistance, and other services that can benefit the entire family

and A Whole Lot More!

**Did you know...**

- WIC moms receive prenatal care earlier and are healthier after delivery.
- Infants born to WIC mothers are less likely to be premature.
- Kids enrolled in WIC at early ages have better vocabularies when they reach 4 and 5 years of age.
- WIC families buy more nutritious foods than non-WIC families.

**There's a WIC office in your community!  
To find out more, call 1-800-WIC-1007.**



Post card to MassHealth recipients



Post card to MA households: Income <40K/year; children <5 years

# Market Directly to Eligibles, Continued

Newspaper Ad:  
Tailored to  
Massachusetts cities  
and towns

English

Do you have a child under 5?  
Are you pregnant or breastfeeding?

Call **1-800-WIC-1007** or visit **www.mass.gov/wic**  
for information about good nutrition, checks for  
free healthy food and more.

**WIC** Nutrition Program  
Nutrition Division • MA Department of Public Health  
TDD/TTY: 617-624-5992

**GOOD FOOD  
and  
A WHOLE LOT MORE**

**Do you have a child under 5?  
Are you pregnant or breastfeeding?**

**WIC provides:**

- Personalized nutrition consultations
- Checks for free, healthy food
- Tips for eating well to improve health
- Referrals for medical and dental care, health insurance, child care and other services.

Call **1-800-WIC-1007** for more information or call the main local program site in your area:

**Cambridge/Somerville WIC Program**

(617) 666-5059

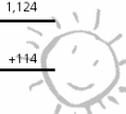
Additional service sites in: *Hanscom AFB, Arlington, Woburn, Wilmington and Watertown*



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Nutrition Division • MA Department of Public Health  
TDD/TTY: 617-624-5992  
USDA is an equal opportunity provider and employer.

Check these guidelines to see if WIC  
might be right for your family:

| HOUSEHOLD SIZE                         | YEARLY   | MONTHLY | BI-WEEKLY | WEEKLY |
|--|----------|---------|-----------|--------|
| 1                                      | \$17,223 | \$1,436 | \$663     | \$332  |
| 2                                      | 23,106   | 1,926   | 889       | 445    |
| 3                                      | 28,989   | 2,416   | 1,115     | 558    |
| 4                                      | 34,872   | 2,906   | 1,342     | 671    |
| 5                                      | 40,755   | 3,397   | 1,568     | 784    |
| 6                                      | 46,638   | 3,887   | 1,794     | 897    |
| 7                                      | 52,521   | 4,377   | 2,020     | 1,010  |
| 8                                      | 58,404   | 4,867   | 2,247     | 1,124  |
| FOR EACH ADDITIONAL FAMILY MEMBER ADD: |          |         |           |        |
|  | +5,883   | +491    | +227      | +114   |



**GOOD FOOD  
and  
A WHOLE LOT MORE**

Transit Ad  
English/Spanish

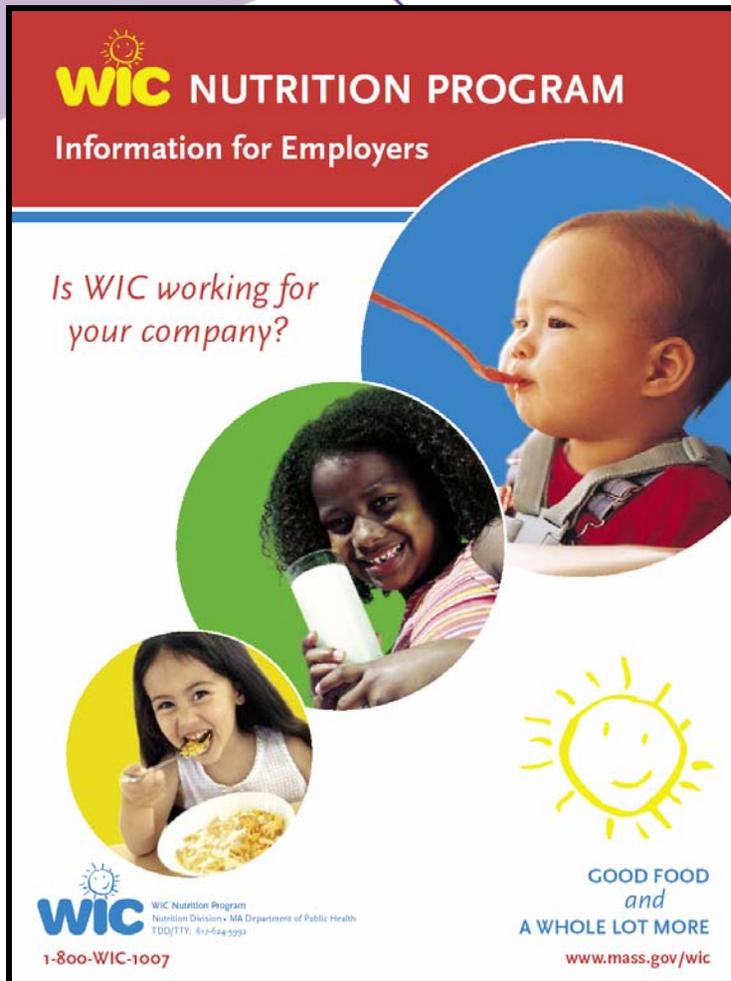
**Also Produced:**

- 60 Second Radio PSA: English/Spanish**
- 30 Second Television PSA: English/Spanish**



# 4. Foster Community Partnerships

Fact Sheet for Human Resources Professionals  
English



**WIC NUTRITION PROGRAM**  
Information for Employers

*Is WIC working for your company?*

**GOOD FOOD and A WHOLE LOT MORE**

WIC Nutrition Program  
Transition Division • MA Department of Public Health  
TDD/TTY: 617-624-5393

1-800-WIC-1007  
[www.mass.gov/wic](http://www.mass.gov/wic)

Folder for Materials for Human Resources Professionals

English



**WIC FAST FACTS FOR EMPLOYERS**

Help keep your workforce and their families healthy. Refer your employees to WIC.

**WHAT IS WIC?**  
WIC is a nutrition program that provides nutrition and health education, healthy food and other services free of charge to Massachusetts families who qualify.

**WHAT DOES WIC OFFER?**  
WIC's goal is to help keep kids under 5 and pregnant and breastfeeding women healthy. To do this, WIC provides:

- Personalized nutrition consultations
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- Tips for eating well to improve health
- Referrals for medical and dental care, health insurance, child care, housing and fuel assistance, and other services that can benefit the whole family

But that's not all! WIC also offers immunization screening and referral, breastfeeding support, and nutrition and health workshops on a variety of topics including meal planning, maintaining a healthy weight, caring for a new baby, and shopping on a budget.

**ARE MY EMPLOYEES ELIGIBLE FOR WIC?**  
Many working families are eligible for and participate in the WIC program. A family of four can make over \$30,000 a year and still be eligible.

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IF YOU ARE PREGNANT, YOU SHOULD COUNT YOURSELF AS TWO.

1-800-WIC-1007  
[www.mass.gov/wic](http://www.mass.gov/wic)

# Foster Community Partnerships, Continued

To find out about WIC, call 1-800-WIC-1007 or a program near you.

**HOW CAN I HELP MY PATIENTS RECEIVE WIC BENEFITS?**

As a clinician, you strongly influence patients' decisions about their health. A WIC referral from you carries a lot of weight. To refer your patients to WIC:

- Mention WIC at every new patient visit.
- Put a WIC brochure in every new patient packet.
- Display WIC posters and brochures in your office in the language(s) your patients speak.
- Complete the Medical Referral Form (see below for ordering information).

**HOW DO I OBTAIN WIC MATERIALS, FORMS AND INFORMATION?**

For WIC materials and forms or for more information, please call your local WIC program (see back cover) or 1-800-WIC-1007.

You can also download many of WIC's forms for your patients including the Medical Referral Form and the Request for Special Formula Form on our website at [www.mass.gov/wic](http://www.mass.gov/wic).

Many WIC materials are available in multiple languages.

| Boston area          |                      |
|----------------------|----------------------|
| Blue Hill Corridor   | (617) 822-5584       |
| Brighton/Roslindale  | (617) 789-2439       |
| Cambridge/Somerville | (617) 666-9599       |
| Chelsea/Revere       | (617) 887-4340       |
| Dorchester North     | (617) 825-8964       |
| Dorchester South     | (617) 825-8985       |
| East Boston          | (617) 568-6000 x0    |
| Jamaica Plain        | (617) 524-7000 x6253 |
| Roslary              | (617) 989-3055       |
| South Boston         | (617) 464-5850       |
| South Cove           | (617) 521-6777       |
| South End            | (617) 425-2070       |
| Cape                 |                      |
| Cape Cod             | (800) 942-2445       |
| Outer Cape           | (800) 675-1188       |
| Plymouth             | (508) 747-4933       |
| Central              |                      |
| Frammingham/Waltham  | (508) 620-1445       |
| North Central        | (978) 345-6272 x1    |
| South Central        | (508) 765-0139       |
| Worcester            | (508) 860-7744       |
| Northwest            |                      |
| Lawrence             | (978) 681-4660       |
| Lowell               | (978) 454-6707       |
| Lynn                 | (781) 599-7290       |
| Malden/Events        | (781) 338-7578       |
| Northern Essex       | (978) 374-2191       |
| Southeast            |                      |
| Brockton             | (508) 589-8241       |
| Fall River           | (508) 679-9349       |
| New Bedford          | (508) 997-1500       |
| Quincy               | (617) 376-4190       |
| Taunton/Attleboro    | (508) 823-6346       |
| Western              |                      |
| Berkshire North      | (413) 445-5629       |
| Berkshire South      | (413) 528-0537       |
| Franklin/No. Quabbin | (413) 376-1160       |
| Hampshire County     | (413) 584-3591       |
| Holyoke/Chicopee     | (413) 534-2460       |
| Springfield North    | (413) 737-8988       |
| Springfield South    | (413) 693-1029       |

WIC Nutrition Program • A WIC Unit  
Nutrition Division • MA Department of Public Health • 1001/TTY: 800-6459999  
The USA is an equal opportunity provider and employer.

## Clinicians and WIC

## WIC WORKS FOR FOSTER CHILDREN!

- Kids enrolled in WIC have better vocabularies when they reach 4 and 5 years of age.
- WIC has a major impact on reducing anemia in children.
- WIC participation leads to high rates of immunization.
- WIC significantly improves children's diets and intake of important vitamins and nutrients like iron, vitamin C, protein, niacin and vitamin B6.

To find out about WIC, call 1-800-WIC-1007 or a program near you.

| Boston area          |                      |
|----------------------|----------------------|
| Blue Hill Corridor   | (617) 822-5584       |
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| South Boston         | (617) 464-5850       |
| South Cove           | (617) 521-6777       |
| South End            | (617) 425-2070       |
| Cape                 |                      |
| Cape Cod             | (800) 942-2445       |
| Outer Cape           | (800) 675-1188       |
| Plymouth             | (508) 747-4933       |
| Central              |                      |
| Frammingham/Waltham  | (508) 620-1445       |
| North Central        | (978) 345-6272 x1    |
| South Central        | (508) 765-0139       |
| Worcester            | (508) 860-7744       |
| Northwest            |                      |
| Lawrence             | (978) 681-4660       |
| Lowell               | (978) 454-6707       |
| Lynn                 | (781) 599-7290       |
| Malden/Events        | (781) 338-7578       |
| Northern Essex       | (978) 374-2191       |
| Southeast            |                      |
| Brockton             | (508) 589-8241       |
| Fall River           | (508) 679-9349       |
| New Bedford          | (508) 997-1500       |
| Quincy               | (617) 376-4190       |
| Taunton/Attleboro    | (508) 823-6346       |
| Western              |                      |
| Berkshire North      | (413) 445-5629       |
| Berkshire South      | (413) 528-0537       |
| Franklin/No. Quabbin | (413) 376-1160       |
| Hampshire County     | (413) 584-3591       |
| Holyoke/Chicopee     | (413) 534-2460       |
| Springfield North    | (413) 737-8988       |
| Springfield South    | (413) 693-1029       |

WIC Nutrition Program • A WIC Unit  
Nutrition Division • MA Department of Public Health • 1001/TTY: 800-6459999  
The USA is an equal opportunity provider and employer.

## Foster Children and WIC

**WIC GOOD FOOD and A WHOLE LOT MORE**

Outreach Brochure for Clinicians English

Outreach Brochure for Child Care Providers English/Spanish

## HOW CAN I REFER FAMILIES TO WIC?

As a child care provider, you can help families make decisions about their children's health. To refer your clients to WIC:

- Display WIC posters and brochures in your center in the language(s) your clients speak.
- Display WIC brochures in your center where families can take them.
- Provide a WIC brochure to every new client.

## HOW DO I GET WIC MATERIALS AND INFORMATION?

To order WIC materials or for more information, please call your local WIC program (see back cover) or 1-800-WIC-1007.

Additional information is available on our website at [www.mass.gov/wic](http://www.mass.gov/wic).

Many WIC materials are available in multiple languages.

## HOW CAN CHILD CARE PROVIDERS AND WIC WORK TOGETHER?

WIC wants to hear from you. WIC staff are available to do an informal training about WIC, give a quick talk on nutrition topics and answer any questions your staff might have.

| Boston area          |                      |
|----------------------|----------------------|
| Blue Hill Corridor   | (617) 822-5584       |
| Brighton/Roslindale  | (617) 789-2439       |
| Cambridge/Somerville | (617) 666-9599       |
| Chelsea/Revere       | (617) 887-4340       |
| Dorchester North     | (617) 825-8964       |
| Dorchester South     | (617) 825-8985       |
| East Boston          | (617) 568-6000 x0    |
| Jamaica Plain        | (617) 524-7000 x6253 |
| Roslary              | (617) 989-3055       |
| South Boston         | (617) 464-5850       |
| South Cove           | (617) 521-6777       |
| South End            | (617) 425-2070       |
| Cape                 |                      |
| Cape Cod             | (800) 942-2445       |
| Outer Cape           | (800) 675-1188       |
| Plymouth             | (508) 747-4933       |
| Central              |                      |
| Frammingham/Waltham  | (508) 620-1445       |
| North Central        | (978) 345-6272 x1    |
| South Central        | (508) 765-0139       |
| Worcester            | (508) 860-7744       |
| Northwest            |                      |
| Lawrence             | (978) 681-4660       |
| Lowell               | (978) 454-6707       |
| Lynn                 | (781) 599-7290       |
| Malden/Events        | (781) 338-7578       |
| Northern Essex       | (978) 374-2191       |
| Southeast            |                      |
| Brockton             | (508) 589-8241       |
| Fall River           | (508) 679-9349       |
| New Bedford          | (508) 997-1500       |
| Quincy               | (617) 376-4190       |
| Taunton/Attleboro    | (508) 823-6346       |
| Western              |                      |
| Berkshire North      | (413) 445-5629       |
| Berkshire South      | (413) 528-0537       |
| Franklin/No. Quabbin | (413) 376-1160       |
| Hampshire County     | (413) 584-3591       |
| Holyoke/Chicopee     | (413) 534-2460       |
| Springfield North    | (413) 737-8988       |
| Springfield South    | (413) 693-1029       |

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## Child Care Providers and WIC

**WIC GOOD FOOD and A WHOLE LOT MORE**

## Outreach Brochure for Foster Care Providers English/Spanish



# Detailed Findings: Retention of Current Participants

- **Current and former male and female participants** face challenges:
  - Dealing with stigma
  - Keeping appointments
  - Staying in WIC after their child transitions from formula to food
  - With grocery store transactions
  - Finding parking at clinics
- **WIC staff** face challenges:
  - Retaining participants
  - Addressing stigma
  - Providing appointment reminders
  - Referring participants to other services



# Addressing the Challenges: Strategy

## **Increase length of participant enrollment (retention) by:**

1. **Overcoming stigma**
  - Position as health and nutrition program for families of all kinds
  - Develop new image (look, feel, logo, tagline)
2. **Addressing barriers/promoting benefits**
  - Transition from formula to solid food
  - Market referral services
3. **Providing individualized, operational support to local program sites**
  - Enhance re-certification process
  - Make daily appointment reminder calls
  - Directions and parking



# 1. Overcome Stigma



**WHAT CAN I BUY WITH WIC CHECKS?**  
WIC checks are easy to use. Just take them with you when you go food shopping and use them to get free healthy food, including:

|             |                  |
|-------------|------------------|
| MILK        | INFANT FORMULA   |
| EGGS        | CARROTS          |
| CEREAL      | PEANUT BUTTER    |
| FRUIT JUICE | DRIED BEANS/PEAS |
| CHEESE      | TUNA             |

Do you have any questions? Contact WIC today to learn more.

Call:

- The WIC office closest to you (see back cover) or
- 1-800-WIC-1007 (1-800-942-1007)

Visit:

- [www.mass.gov/wic](http://www.mass.gov/wic)
- [www.fns.usda.gov/wic](http://www.fns.usda.gov/wic)

To find out about WIC, call 1-800-WIC-1007 or a program near you.

To find out about WIC, call 1-800-WIC-1007 or a program near you.

| WIC Office           | Phone Number           |
|----------------------|------------------------|
| Amherst              | (413) 833-5588         |
| Blair Hill Center    | (413) 759-2429         |
| Cambridge/Somerville | (617) 664-9999         |
| Chelsea/Revere       | (617) 887-4340         |
| Dorchester North     | (617) 624-8884         |
| Dorchester South     | (617) 624-8886         |
| East Boston          | (617) 568-8000 ext.    |
| Jamaica Plain        | (617) 542-4700 ext.219 |
| Roslindale           | (617) 565-2055         |
| South Boston         | (617) 864-5800         |
| South Cove           | (617) 521-4777         |
| South End            | (617) 475-2070         |
| <b>Outer Cape</b>    |                        |
| Cape Cod             | (508) 942-2426         |
| Outer Cape           | (508) 575-1188         |
| Pharmacia            | (508) 742-4333         |
| <b>Central</b>       |                        |
| Framingham/Waltham   | (508) 521-1626         |
| North Central        | (508) 349-6272 ext.1   |
| South Central        | (508) 746-6136         |
| Wareham              | (508) 865-7744         |
| <b>Northwest</b>     |                        |
| Lynn/Essex           | (781) 487-4160         |
| Lynn                 | (781) 434-4397         |
| Lynn                 | (781) 595-7200         |
| Malden/Revere        | (781) 816-7176         |
| Northwest Essex      | (781) 376-2751         |
| <b>Southwest</b>     |                        |
| Beverly              | (508) 588-4241         |
| Fall River           | (508) 479-8140         |
| New Bedford          | (508) 997-1500         |
| Queens               | (617) 874-4100         |
| Taunton/Attleboro    | (508) 824-4246         |
| <b>West</b>          |                        |
| Berkshire North      | (413) 455-8629         |
| Berkshire South      | (413) 525-9077         |
| Franklin Co. Quebec  | (413) 276-1100         |
| Hampden County       | (413) 584-2031         |
| Hampden/Chicopee     | (413) 534-2660         |
| Springfield North    | (413) 737-8884         |
| Springfield South    | (413) 693-1920         |





General Information Brochure, Poster and Flyer: New look, logo & tagline

9 Languages



**Do you have a child under 5? Are you pregnant or breastfeeding?**

**WIC OFFERS FAMILIES**

- Personalized nutrition consultations
- Checks for free, healthy food
- Tips for eating well to improve health
- Referrals for medical and dental care, health insurance, child care, housing and fuel assistance, and other services that can benefit the whole family

Check these guidelines to decide if WIC might be right for your family.

| HOUSEHOLD SIZE | YEARLY   | MONTHLY | WEEKLY |
|----------------|----------|---------|--------|
| 1              | \$17,223 | \$1,436 | \$332  |
| 2              | 23,106   | 1,926   | 445    |
| 3              | 28,989   | 2,416   | 558    |
| 4              | 34,872   | 2,906   | 671    |
| 5              | 40,755   | 3,397   | 784    |
| 6              | 46,638   | 3,887   | 897    |
| 7              | 52,521   | 4,377   | 1,010  |
| 8              | 58,404   | 4,867   | 1,124  |

IF YOU ARE PREGNANT, YOU SHOULD COUNT YOURSELF AS TWO.

Learn more about WIC. Call **1-800-WIC-1007** or visit [www.fns.usda.gov/wic](http://www.fns.usda.gov/wic)



WIC Nutrition Program  
Nutrition Division • MA Department of Public Health  
TDD/TTY: 617-624-5592

**Do you have a child under 5? Are you pregnant or breastfeeding?**

**WIC OFFERS FAMILIES**

- Personalized nutrition consultations
- Checks for free, healthy food
- Tips for eating well to improve health
- Referrals for medical and dental care, health insurance, child care, housing and fuel assistance, and other services that can benefit the whole family

Check these guidelines to decide if WIC might be right for your family.

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| 1              | \$17,223 | \$1,436 | \$332  |
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| 3              | 28,989   | 2,416   | 558    |
| 4              | 34,872   | 2,906   | 671    |
| 5              | 40,755   | 3,397   | 784    |
| 6              | 46,638   | 3,887   | 897    |
| 7              | 52,521   | 4,377   | 1,010  |
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IF YOU ARE PREGNANT, YOU SHOULD COUNT YOURSELF AS TWO.

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WIC Nutrition Program  
Nutrition Division • MA Department of Public Health  
TDD/TTY: 617-624-5592



## 2. Address Barriers/Promote Benefits



**“I came to WIC for the formula. I stayed with WIC because they offered so much more.”**

**There's much more to WIC than free formula.**

WIC also provides:

- Practical tips on how to get your kids to eat well
- Nutrition workshops on meal planning, picky eaters and more
- Referrals for medical and dental care, immunizations, day care, housing, and other services for your family

**Stick with WIC. Your kids will thank you.**

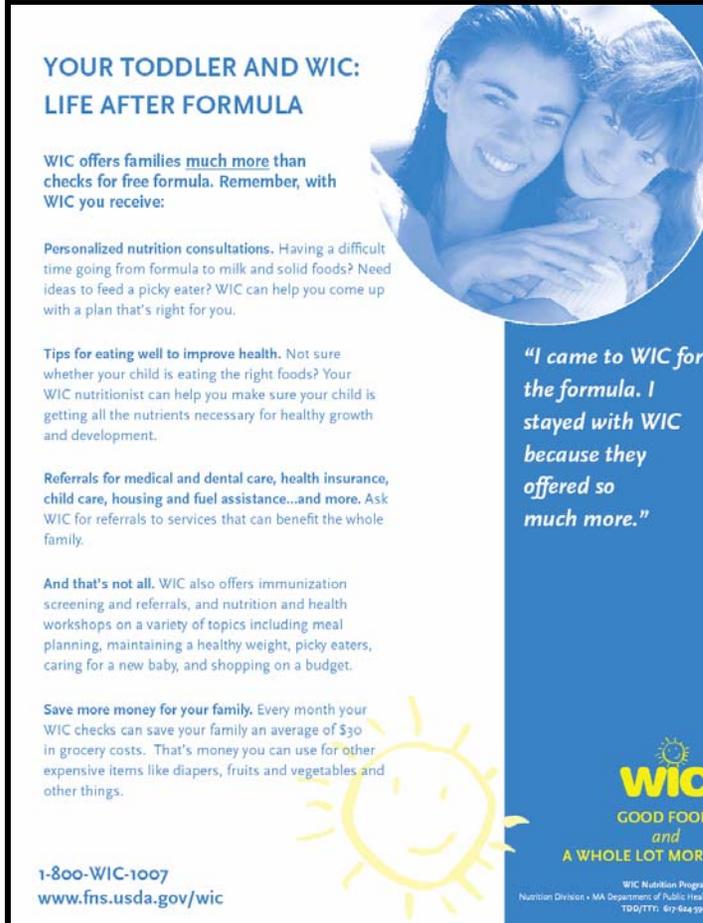
To learn more, call **1-800-WIC-1007** or visit [www.mass.gov/WIC](http://www.mass.gov/WIC).

**WIC**  
GOOD FOOD  
and  
A WHOLE LOT MORE

WIC Nutrition Program  
Nutrition Division • MA Department of Public Health  
TDD/TTY: 617-624-5999

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Poster for WIC Local Program Offices  
English/Spanish



**YOUR TODDLER AND WIC:  
LIFE AFTER FORMULA**

WIC offers families **much more than checks for free formula**. Remember, with WIC you receive:

**Personalized nutrition consultations.** Having a difficult time going from formula to milk and solid foods? Need ideas to feed a picky eater? WIC can help you come up with a plan that's right for you.

**Tips for eating well to improve health.** Not sure whether your child is eating the right foods? Your WIC nutritionist can help you make sure your child is getting all the nutrients necessary for healthy growth and development.

**Referrals for medical and dental care, health insurance, child care, housing and fuel assistance...and more.** Ask WIC for referrals to services that can benefit the whole family.

**And that's not all.** WIC also offers immunization screening and referrals, and nutrition and health workshops on a variety of topics including meal planning, maintaining a healthy weight, picky eaters, caring for a new baby, and shopping on a budget.

**Save more money for your family.** Every month your WIC checks can save your family an average of \$30 in grocery costs. That's money you can use for other expensive items like diapers, fruits and vegetables and other things.

**“I came to WIC for the formula. I stayed with WIC because they offered so much more.”**

**1-800-WIC-1007**  
[www.fns.usda.gov/wic](http://www.fns.usda.gov/wic)

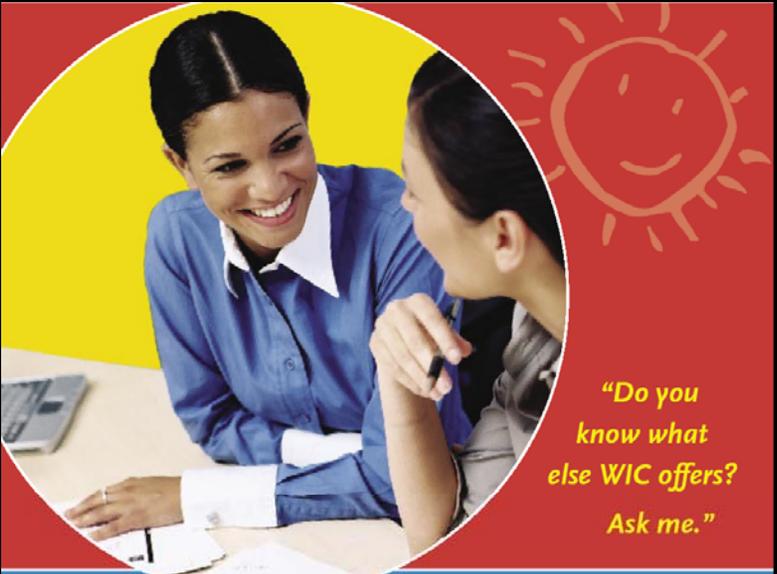
**WIC**  
GOOD FOOD  
and  
A WHOLE LOT MORE

WIC Nutrition Program  
Nutrition Division • MA Department of Public Health  
TDD/TTY: 617-624-5999

Fact Sheet for Participants with Toddlers  
English/Spanish



# Address Barriers/Promote Benefits, Continued



*“Do you know what else WIC offers? Ask me.”*

There's much more to WIC than checks for free, healthy food.

WIC also provides:

- Breastfeeding advice
- Ideas for healthy family meals and snacks
- Referrals for medical and dental care, immunizations, day care, housing, and other services for your family

Don't miss out on all that WIC has to offer.

To learn more, call **1-800-WIC-1007**  
or visit [www.mass.gov/WIC](http://www.mass.gov/WIC).

**WIC**  
GOOD FOOD  
and  
A WHOLE LOT MORE

WIC Nutrition Program  
Nutrition Division • MA Department of Public Health  
TDD/TTY: 617-624-5992

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Poster for WIC Local Program Offices

English/Spanish



# 3. Provide Local Program Support

**(INSERT PROGRAM NAME) WIC PROGRAM**  
 Address Line 1  
 Address Line 2  
 Phone #

|   |   |
|---|---|
| <b>Directions:</b><br>Give detailed directions to your program – include popular landmarks and any special instructions (i.e., go down stairs to main entrance, look behind a store) to find you. | <b>Hours (including walk-in times):</b><br>Provide the days and hours you are open, and which days/times you offer walk-in service. |
| <b>Languages Spoken:</b><br>List the languages spoken at this location.   | <b>Public Transportation:</b><br>Provide specific directions by bus, commuter rail, and/or T – including which stop to get out on.  |
| <b>Parking:</b><br>Describe where parking is available, and whether it is free or not.  | <b>Special Programs:</b><br>Describe any special services or information about your program.  |

|   |   |
|---|---|
| <b>Other Site / Special Information</b><br>Use this optional box to add another program site or special information such as ongoing workshops. Information could include:<br><b>Address or name of event:</b><br><b>Phone:</b><br><b>Directions:</b><br><b>Parking:</b><br><b>Public Transportation:</b><br><b>Hours:</b> | <b>Other Site / Special Information</b><br>Use this optional box to add another program site or special information such as ongoing workshops. Information could include:<br><b>Address or name of event:</b><br><b>Phone:</b><br><b>Directions:</b><br><b>Parking:</b><br><b>Public Transportation:</b><br><b>Hours:</b> |
| <b>Other Site / Special Information</b><br>Use this optional box to add another program site or special information such as ongoing workshops. Information could include:<br><b>Address or name of event:</b><br><b>Phone:</b><br><b>Directions:</b><br><b>Parking:</b><br><b>Public Transportation:</b><br><b>Hours:</b> | <b>Other Site / Special Information</b><br>Use this optional box to add another program site or special information such as ongoing workshops. Information could include:<br><b>Address or name of event:</b><br><b>Phone:</b><br><b>Directions:</b><br><b>Parking:</b><br><b>Public Transportation:</b><br><b>Hours:</b> |

Office Information Template for WIC Local Program Offices



**Your Program Name Here**

**Contact Information:**  
 Program Director Name  
 Address  
 Phone number  
 E-Mail

FOR IMMEDIATE RELEASE: (date)

“Headline Here” (Example: “New Workshop Helps Families Feed Picky Eaters”)

CITY, STATE (Example: LAWRENCE, MA) – The opening paragraph should be brief but explain all the important points. This paragraph should be 3 to 5 sentences long. It should include what is being announced, when and where it is happening, and key people involved.

The next paragraph should go into more detail. For example, this section could explain the importance of the event or issue and why it’s taking place. This is a good place to include quotes from key people, such as program staff, community leaders, and other people affected by or taking part in the issue.

In another paragraph, provide less important information and supporting facts. For example, you could provide background information about how the event or issue came about and how it helps the community. In many cases, WIC’s new brochure, flyers and posters can give you the right words to use when describing WIC’s benefits and services. End with a summary of the most important points of the press release.

The very last paragraph contains standard language you can use on every press release. It is usually no more than 2 to 3 sentences. *Example: WIC is a nutrition program that provides health education, healthy food and other services free of charge to Massachusetts families who qualify. WIC’s goal is to keep pregnant and breastfeeding women and kids under age 5 healthy by providing nutrition consultations and checks to buy free, healthy food. To learn more, call 1-800-WIC-1007.*

###

(This mark lets the reader know that it is the end of the press release.)

Press Release Template for WIC Local Program Offices



# Detailed Findings: Relationship Among Participants, Vendors, & Staff

- **Current and former male and female participants** face challenges:
  - Selecting correct foods and sizes
  - Bringing ID and correctly dated checks
- **Vendors** face challenges:
  - Understanding the purpose of WIC program and the role they play
  - Ensuring cashiers correctly perform WIC transactions
  - Working closely with WIC staff
- **WIC staff** face challenges:
  - Educating participants about grocery store transactions
  - Educating vendors to educate cashiers about WIC transactions



# Addressing the Challenges: Strategy

## **Improve relationship among participants, vendors, & staff by:**

1. Developing customized vendor training and educational materials
  - Cashiers
  - Bookkeepers
2. Improving training of new participants with respect to grocery store interaction
  - Educational materials
3. Modifying annual vendor training
  - New, interactive “health fair” format
  - Distribute new materials
4. Increasing visitation of vendors by WIC program staff





# Develop Vendor Training Materials: Cashiers, Continued

## WIC IN THE PHARMACY

### What Cashiers Need to Know

**WHAT IS WIC?**  
WIC is a nutrition program that provides checks for free healthy foods, nutrition and health education and other services to Massachusetts families who qualify. WIC's goal is to help keep pregnant and breastfeeding women and children under age 5 healthy. WIC stands for Women, Infants and Children.

**WHAT ROLE DO CASHIERS PLAY IN WIC?**  
Your knowledge of WIC helps make transactions go smoothly. You help WIC participants redeem checks for infant formula and adult/pediatric nutritionals, which help keep pregnant and breastfeeding women and children under 5 healthy.

**HOW TO PERFORM A WIC TRANSACTION**

1. Separate WIC items from other items
2. Make sure the customer has their WIC Gold Card and a valid WIC check
3. Only accept WIC checks presented within the dates on the WIC check
4. Only accept WIC checks with a WIC validation stamp
5. Make sure the types and quantities of formula listed on the WIC check have been selected
6. Enter the total amount of the WIC items—using **per**—on the designated space on the WIC check
7. Have the customer sign the WIC check
8. Verify signature with the WIC Gold Card

**WHO IS WIC FOR?**  
WIC is for pregnant and breastfeeding women and children under age 5. WIC is for all kinds of families: single and married parents, working or not working. To participate in WIC, a family must meet income guidelines.

COMMONWEALTH OF MASSACHUSETTS  
33270406  
\$ 11.00 CASH INFANTS WITH IRON OR PROBIOTIC (CONCENTRATE)

## WIC IN THE GROCERY STORE

### What Cashiers Need to Know

**WHAT IS WIC?**  
WIC is a nutrition program that provides checks for free healthy foods, nutrition and health education and other services to Massachusetts families who qualify. WIC's goal is to help keep pregnant and breastfeeding women and children under age 5 healthy. WIC stands for Women, Infants and Children.

**WHAT ROLE DO CASHIERS PLAY IN WIC?**  
Your knowledge of WIC helps make transactions go smoothly in the grocery store. You help WIC participants redeem checks for nutritious foods, which help keep pregnant and breastfeeding women and children under 5 healthy.

**HOW TO PERFORM A WIC TRANSACTION**

1. Separate WIC items from other food items
2. Make sure the customer has their WIC Gold Card and a valid WIC check
3. Only accept WIC checks presented within the dates on the WIC check
4. Only accept WIC checks with a WIC validation stamp
5. Make sure the types and quantities of foods listed on the WIC check have been selected
6. Total the WIC items and deduct any coupons the customer might have
7. Enter the total amount of the WIC items—using **per**—on the designated space on the WIC check
8. Have the customer sign the WIC check
9. Verify signature with the WIC Gold Card

**WHO IS WIC FOR?**  
WIC is for pregnant and breastfeeding women and children under age 5. WIC is for all kinds of families: single and married parents, working or not working. To participate in WIC, a family must meet income guidelines.

COMMONWEALTH OF MASSACHUSETTS  
33270406  
1 GALLON MILK  
1 DOZEN LARGE EGGS  
1 1/2 QT OR 1 QT FROZEN 1/2 QT CANNED OR 1/2 QT LIQUID CORN JUICE

## Fact Sheet for Grocery Store Cashiers

### English/Spanish

### SPECIAL SITUATIONS AND SOLUTIONS

WIC staff spend time with each WIC participant to make sure the participant understands how to correctly use WIC checks in the retail store. Sometimes though, you will run into special situations with a WIC customer—just like you do with other customers. Here are some suggestions for handling special situations.

**REMEMBER:**

- The ID number on the WIC Gold Card **does not** need to match.
- As a WIC approved pharmacy is not authorized to accept food (i.e. milk, juice).

**Customer does not have the WIC Gold Card:**

1. Let the customer know you cannot complete the transaction without the WIC Gold Card.
2. Explain to the customer that the WIC Gold Card is the only protection in case WIC checks have been lost or stolen.

**Customer has incorrect sizes or brands of infant formula:**

1. Let the customer know that the brand, size, and type of formula listed on the WIC check must be purchased.
2. Explain to the customer that this formula has been carefully prescribed by the WIC nutritionist or health care professional.
3. Offer to hold the items until the customer can come back with replacements.

**The WIC checks have the wrong date:**

1. Explain to the customer that only WIC checks with the correct dates will be accepted.
2. Let the customer know that the store will not be reimbursed for WIC checks processed outside of the dates listed on the WIC checks.

**Customer uses a WIC check that is already signed:**

1. Explain that the store can only accept WIC checks that are signed at the register. This protects the customer in case WIC checks have been lost or stolen.

WIC Retail Store Hotline:  
1-800-552-9425  
www.mass.gov/wic

**GOOD FOOD and A WHOLE LOT MORE**

### WHY DO WIC PARTICIPANTS ONLY GET CHECKS FOR CERTAIN KINDS OF FOOD?

WIC foods are chosen because they contain the nutrients that women, infants and children need during pregnancy, breastfeeding, infancy and early childhood.

**REMEMBER:**

- WIC customers can decide **not** to buy all of the items listed on the checks.
- The ID number on the WIC check and the number on the WIC Gold Card **do not** need to match.

**SPECIAL SITUATIONS AND SOLUTIONS**

WIC staff spend time with each WIC participant to make sure the participant understands how to correctly use WIC checks in the grocery store. Sometimes though, you will run into special situations with a WIC customer—just like you do with other customers. Here are some suggestions for handling special situations.

**Customer does not have the WIC Gold Card:**

1. Let the customer know you cannot complete the transaction without the WIC Gold Card.
2. Explain to the customer that the WIC Gold Card is the only protection in case WIC checks have been lost or stolen.

**Customer has incorrect food size or brand:**

1. Explain that the WIC Program has selected food sizes and brands that offer the best value, and this is why WIC requires participants to buy specific food sizes and brands.
2. Offer to hold the items until the customer can come back with replacements.

**The WIC checks have the wrong date:**

1. Explain to the customer that only WIC checks with the correct dates will be accepted.
2. Let the customer know that the store will not be reimbursed for WIC checks processed outside of the dates listed on the WIC checks.

**Customer uses a WIC check that is already signed:**

1. Explain that the store can only accept checks that are signed at the register. This protects the customer in case WIC checks have been lost or stolen.

**If the customer presents a WIC check that states, "This formula must be purchased at a WIC pharmacy":**

1. If your store has a valid WIC pharmacy contract, you can accept this check.
2. If your store does **not** have a valid WIC pharmacy contract, refer the customer to the WIC Retail Store Hotline. The WIC staff can assist the customer in locating a WIC approved pharmacy close to them.

WIC Retail Store Hotline:  
1-800-552-9425  
www.mass.gov/wic

**GOOD FOOD and A WHOLE LOT MORE**

## Fact Sheet for Pharmacy Cashiers

### English/Spanish

# Develop Vendor Training Materials: Cashiers, Continued



**Thank you  
Massachusetts Cashiers!**

**Your good service makes WIC a success.**

WIC is a nutrition program that provides checks for free healthy foods, nutrition and health education, and other services to Massachusetts families who qualify.

To learn more, call **1-800-WIC-1007** or visit [www.mass.gov/WIC](http://www.mass.gov/WIC).

**WIC**  
GOOD FOOD  
and  
A WHOLE LOT MORE

WIC Nutrition Program  
Nutrition Division • MA Department of Public Health  
TDD/TTY: 617-624-5992  
USDA is an equal opportunity provider and employer.

Poster for Grocery Store and  
Pharmacy Cashiers

English



# Develop Vendor Training Materials: Bookkeepers

**WIC IN THE GROCERY STORE**  
What the Bookkeeping Office Needs to Know

**IMPORTANT POINTS TO REMEMBER WHEN PROCESSING WIC CHECKS**

- All WIC checks must be stamped in the "NOT VALID WITHOUT WIC VENDOR STAMP" box on the WIC check before depositing into the store's bank.
- WIC checks should be deposited into the store's bank account within 60 days from the "NOT GOOD BEFORE" date. WIC checks that have been rejected and can be re-deposited must be processed within 30 days from the "NOT GOOD BEFORE" date.

**WIC Retail Store Hotline:**  
1-800-552-9425  
www.mass.gov/wic

## Fact Sheet for Grocery Store Bookkeepers English/Spanish

**WIC IN THE PHARMACY**  
What the Bookkeeping Office Needs to Know

**IMPORTANT POINTS TO REMEMBER WHEN PROCESSING WIC CHECKS**

- All WIC checks must be stamped in the "NOT VALID WITHOUT WIC VENDOR STAMP" box on the WIC check before depositing into the store's bank.
- WIC checks should be deposited into the store's bank account within 60 days from the "NOT GOOD BEFORE" date. WIC checks that have been rejected and can be re-deposited must be processed within 30 days from the "NOT GOOD BEFORE" date.

**WIC APPROVED FORMULAS: INSTRUCTIONS FOR REIMBURSEMENT**

**Infant Formula**  
WIC checks will specify the brand of formula, type, size, and amount. Formula must be made available upon request or within 48 hours of request. WIC checks for formulas listed below can be deposited directly into the bank for reimbursement.

- Alimentum
- Enfamil LIPIL low-iron
- EnfCare LIPIL
- Enfamil with iron
- Enfamil LIPIL with iron
- Isomil
- Lactofree LIPIL
- Neosure Advance
- Nutrigen LIPIL
- Pediasure
- Pediasure with Fiber
- Pregestrol
- Proso-bee
- Proso-bee LIPIL
- Similar low iron
- Similar with iron

**Specialized Infant Formulas**  
WIC checks will specify the brand of formula, type, size and amount. Formula must be made available within 48 hours of request. Please submit a copy of the invoice along with the checks. Checks for formulas listed below must be submitted directly to the Massachusetts WIC Program for reimbursement.

- Boost High Protein
- Enfamil Premature LIPIL (with iron)
- Enfamil Premature LIPIL (low-iron)
- Ensure
- Ensure High Protein
- Ensure Plus
- Ensure Plus HN
- Ensure with Fiber
- Isocal
- Lofenalac
- Maxamum XP
- Meyenberg Enspesport
- Goat Milk
- MSUD Diet Powder
- MSUD-1
- MSUD-2
- Neocate
- Neocate One+
- Quantilac
- Phenyl-Free
- PEU-1
- PEU-2
- PEU-3
- Portagen
- Product 313A
- Primosid
- Protein-free Diet (Product 300)
- Pulmocare
- RF1
- Similar: 60/20
- Vital High Nitrogen
- Vivonex

## Fact Sheet for Pharmacy Bookkeepers English/Spanish

**HOW TO HANDLE REJECTED WIC CHECKS**

| REJECT REASON   | HOW TO CORRECT THE PROBLEM  | WHERE TO SUBMIT CHECKS   |
|---|---|--|
| No Vendor Stamp   | Stamp the WIC check with the WIC vendor stamp.  | Re-deposit the WIC check into the bank.  |
| Illegible Vendor Stamp                                    | The vendor stamp must be legible for the WIC check to be reimbursed. Re-stamp the WIC check with the WIC vendor stamp.                              | Re-deposit the WIC check into the bank.  |
| Refer to Maker  | The WIC Program will reimburse the vendor for the items listed on the WIC check using the most recent pricing information.                          | Send WIC check to the Massachusetts WIC Program for reimbursement.             |
| Excessive Dollar Amount/<br>Reduced Dollar Amount Applied | The bank has reduced the payment amount on the WIC check to an appropriate amount for the items listed on the check.                                | The WIC check has been paid and should not be re-deposited.                    |
| Counterfeit/Invalid Vendor Stamp                          | If a WIC check is rejected for either of these reasons, please contact the Massachusetts WIC Program vendor staff for assistance at 1-800-552-9425. | The WIC check has been paid and should not be re-deposited.                    |
| No Signature  | The WIC check must be signed at the store after the actual purchase price has been entered on the check.  | The WIC Program will not reimburse checks that are rejected for these reasons. |
| Altered Signature   | WIC checks should not be accepted if the signature has been altered.  | The WIC Program will not reimburse checks that are rejected for these reasons. |
| Future Dated  | WIC checks should not be accepted before the "NOT GOOD BEFORE" date.  | The WIC Program will not reimburse checks that are rejected for these reasons. |
| Expired   | WIC checks should not be accepted after the "NOT GOOD AFTER" date and must be deposited within 60 days from the "NOT GOOD BEFORE" date.             | The WIC Program will not reimburse checks that are rejected for these reasons. |
| Altered Date  | WIC checks should not be accepted if the "NOT GOOD BEFORE" or "NOT GOOD AFTER" date has been altered.   | The WIC Program will not reimburse checks that are rejected for these reasons. |

**HOW TO HANDLE REJECTED WIC CHECKS**

| REJECT REASON   | HOW TO CORRECT THE PROBLEM  | WHERE TO SUBMIT CHECKS   |
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**WIC Retail Store Hotline:**  
1-800-552-9425  
www.mass.gov/wic

# 2. Improve Training of New Participants

### WIC Approved Food Guide

Note: This is not a complete list. See food list (on back) for all approved brands.

#### Cereals

12 ounce boxes or larger. NO single serving packets.

#### Juice

100% fruit juice only.  
Type specified on check:

**Canned**  
46 ounce cans

**Liquid Concentrate**  
11.5 ounce cans

**Frozen**  
11.5 or 12 ounce cans

#### Cheese

- Regular, reduced or lowfat
- ONE PACKAGE ONLY up to 16 ounces
- Any brand, American, Colby, Cheddar, Monterey Jack, Mozzarella, or Muenster
- NO sliced or deli cheese (except American)
- NO string, shredded or imported cheese; cheese food/product/spread; individually wrapped slices or snack packs; or flavored cheese

#### Infant Cereal

- Dry iron fortified
- Beechnut, Gerber or Heinz
- NO added fruit

#### Infant Formula

- Brand and type listed on check

#### Milk

Type and size specified on check:

- Least expensive brand; whole, lowfat, skim/nonfat
- Evaporated/Dry milk; whole or skim, any brand
- Long-life milk; whole or lowfat, any brand
- NO flavored milk or buttermilk

#### Eggs

- Least expensive brand
- Grade A large
- Brown or white

#### Dried Peas/Beans

- 1 pound bag
- Any brand or type

#### Peanut Butter

- Creamy or chunky
- Jars only
- Any brand
- NO flavored or reduced fat

\*NOTE: NO organic foods allowed

### Massachusetts WIC Approved Food Guide

**WIC**  
GOOD FOOD  
and  
A WHOLE LOT MORE

1-800-WIC-1007

WIC Nutrition Program  
Nutrition Division - MA Department of Public Health  
TDD/TTY: 802-844-3992

WIC-Approved Food Guide

English



# Improve Training of New Participants, Continued



Poster for Grocery Stores and  
Pharmacies

English/Spanish



## Evaluation: Objective

To assess the effectiveness of the 2003/2004 Massachusetts WIC social marketing campaign by evaluating participants':

- Exposure to advertising
- Awareness and attitudes
- Use of specific services and their overall satisfaction
- Intention to stay enrolled



# Evaluation: Methodology

- Pre-campaign: 2003

- Telephone survey of current WIC participants (n=200)
  - Newly enrolled within previous 8 months
- Volunteer sample
- English (79.5%) and Spanish (20.5%)
- Response rate = 75.6%

- Post-campaign: 2005

- Telephone survey of current WIC participants (n=200)
  - Newly enrolled during 2004
- Volunteer sample
- English (91.5%) and Spanish (8.5%)
- Response rate = 77.5%



# Evaluation: Findings

Participants continue to be highly satisfied with the WIC Program

Increases documented with respect to participants':

- Recall of WIC advertisements (media and print)
- Hearing/learning about WIC through community partner/referral agency
- Knowledge of eligibility requirements
- Use of referral services
- Anticipated length of enrollment

**Social marketing campaign was a success!**



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