

Communication Resources for Resuming In-Person Services

MAY 3, 2023

There are many benefits to resuming in-person visits, and we want to help local agencies share that information, and a warm welcome back, with families. Minnesota WIC will share messages on state communication channels to highlight the benefits of WIC in-person services as local agencies resume clinic visits.

Customizable messages

Customize and share any of these messages with participants using your local agency communication channels (social media, email, text message, website, etc.). Pair these messages with pictures for social media. If you need pictures, you can find options in the social media toolkits on the MDH WIC website [WIC Communications and Outreach](#).

Welcome back

Pair these messages with pictures of clinic staff. Post welcome back signs in your waiting area. Take a quick video featuring local staff saying the thing they're most excited about returning to in-person services.

- We're excited to see you and your children! [Local agency] is welcoming families back to the clinic for in-person visits beginning [date, soon, etc]. Come see us! [local agency website]
- We're happy to have you back at [local agency] for WIC services. In-person WIC appointments are available for families [date]. Schedule yours: [local agency website or contact info]
- We've missed seeing you and your children! Visit [local agency] for your next WIC appointment. We're resuming in-person visits. We also still offer virtual visits for some appointments. Learn about your options: [local agency website]

Breastfeeding/chestfeeding

In-person breastfeeding support is beneficial for mom and baby. Highlight how WIC can help by seeing a parent and baby in the clinic. If you have a peer program, feature a peer's WIC story and how clinic visits helped them on their breastfeeding journey.

- Breastfeeding/chestfeeding is wonderful for your baby and you! WIC is here to support you; visit [local agency]. A lactation consultant can check your baby's latch, give tips on comfortable nursing positions, and provide other helpful resources as you breastfeed your baby. Come see us soon!

- Milk supply questions? Preparing to breastfeed/chestfeed your baby? Returning to work soon? [local agency] has lactation consultants and/or peer counselors ready to see you at our clinic and answer your breastfeeding/chestfeeding questions! Call us or come see us at your next appointment! [local agency website]
- Meet the [local agency] peers! These past WIC participants have personal breastfeeding/chestfeeding experience and are trained to support you on your journey feeding your baby. You can call or visit us at our clinic! [local agency website.]

Nutrition

- Participating in WIC frees up a portion of your family's income for other wants or needs. A family with a mom and child receives the WIC fruits and veggies benefit (\$74) which is enough to buy three giant packs of store-brand diapers! Visit or call [local agency] to get your benefits!
- Do you have questions about the best ways to use your fruits and veggies dollars? [Local agency] can help! Visit our clinic for your next WIC appointment. We provide customized nutrition education and can give you tips to add more veggies to your little one's daily meals.
- WIC nutrition carries you through pregnancy, breastfeeding/chestfeeding, and introducing foods to your baby to build healthy eating habits. [Local agency] staff are here to answer your question and provide nutrition education as you go through these major life moments. Visit us for your next WIC appointment or call for virtual options.

Measurements

- [Local agency] can't wait to see how your children have grown! Families can come back in person for their WIC appointments, so we can measure your child and talk with you about their growth and your family's nutrition needs. WIC is more than food. We provide nutrition education customized for your family. [local agency website]
- Have you heard? WIC is open and ready to see you at your next WIC appointment! You can work with your family doctor to share your child's measurements with WIC. It helps WIC staff see how your child is growing and give you personalized nutrition support.

Reference – Complete Listing of Hyperlinks

WIC Communications and Outreach

(<https://www.health.state.mn.us/people/wic/localagency/comm.html>)

Minnesota Department of Health - WIC Program, 625 Robert St. N, PO BOX 64975, ST PAUL MN 55164-0975; 1-800-657-3942, health.wic@state.mn.us, www.health.state.mn.us; to obtain this information in a different format, call: 1-800-657-3942.