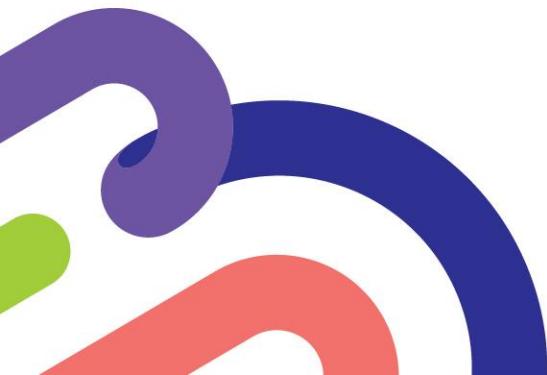




2025: What to Expect

December 5, 2024



Goals

Make it easy for local agencies to:

- Reach eligible but not-yet-enrolled WIC users who may not be aware of the program, eligibility requirements, benefits, or how to enroll.
- Reach existing WIC users who are not utilizing full program benefits and support increased participation.



TOOLS

What we'll provide

- Simple and easy-to-implement communications tools and templates

CONTENT

What it says

- Messages to help users overcome barriers and increase participation

ROLLOUT

How & where

- Website portal
- Live and recorded sessions
- Employee training
- E-newsletters



Tools & Templates

What we'll provide



Marketing & Communications Plan

	DECEMBER 2024	JANUARY 2025	FEBRUARY 2025	MARCH 2025	APRIL 2025	MAY 2025
Notable Events	Christmas (12/25) New Years Eve (12/31)	Legislative Session begins (1/6)	Valentine's Day (2/14)	Nutrition Month National School Breakfast Week (3/4) International Women's Day (3/8) St. Patrick's Day (3/17)	406 Day (4/6) World Health Day (4/7)	National Nurses Day (5/6) Mother's Day (5/12) Farmers Market season begins
Meetings/Conferences					NWA Annual Conference- Las Vegas	Breastfeeding Learning Collaborative (May 19 & 20)
Statewide Paid Media	Social + Print (NWL + MT Parent): 50th Anniversary	Social + Print (NWL + MT Parent): New Year, New Beginnings	Social + Print (MT Parent): New Year, New Beginnings Pinterest Video: General Awareness	Social: Nutrition Month Print (MT Parent): Nutrition Month or General Awareness	Print (MT Parent): General Awareness	
Local Press Opportunities	Outreach to local media about holidays with WIC	New food package press release from local agencies		Press release previewing changes to EFMNP		Press release on start of ENFMP
Social Ideas	Holiday recipe posts Share partner posts about where people can get help or volunteer during the holidays	Statistics/ graphics from the fact sheets New food packages	Statistics/ graphics from the fact sheets Posts about heart healthy meals	Statistics/ graphics from the fact sheets Healthy breakfasts with WIC (3/4) Highlight green foods (3/17)		Thank lactation nurses (5/6) Appreciate Mothers (5/12) Farmers Markets Begin in June
Local Efforts	Local communications plan for new food packages EFMNP Poster	Windfall to help execute comms plans around new food packages	Lunch and Learn: Announcing "New News"		Lunch and Learns: Skill-building	Support local agencies in communicating with their area people and media around EFMNP
Other Support	Best Beginnings Eligibility WIC Fact Sheet	EFMNP training Create a guide for EFMNP farmers/market managers.	Start outreach for EFMNP (farmers and market managers) How-to docs and directory listings	Continue outreach for EFMNP (farmers and market managers)	Continue outreach for EFMNP (farmers and market managers)	Pilot EFMNP - Start outreach to participants

2024/2025 opportunities to put learning into action across the state

- New Eligibility for Traditional Best Beginnings
 - Announcement by Montana WIC shared by locals
- WIC's support during the holidays
 - Locally announced/driven - Locals have draft press releases
- New Food Options
 - Locally announced/driven - Windfall will create a draft press release
- New Tech/Systems for Farm Direct
 - Announced by Montana WIC and shared by locals



EFMNP Teaser Poster



GET READY FOR
SOMETHING FRESH

WIC FARMERS
MARKET
PAYMENTS
GO DIGITAL
SPRING 2025.

WIC MONTANA

This institution is an equal opportunity provider.

All materials made available by Windfall have been pre-approved by WIC/DPHHS.



Already Available: Awareness

- Branding Guide
- Flyers
- Magazine Ad
- Newspaper Ads
- Photos
- Posters
- Press Release
- Radio Script
- Social



Proposed Additions

- Produced Radio Spot
(generic + version with space
for customization)



- How-tos (reach out to your radio/tv station or newspaper, place ads, interview best practices, strategies for reaching local partners, talking points, etc.)
- Implementation checklist and lead times
- Resources (software, directory listings, etc.)



Content

What it says



New Communications Topics



How to Use WIC

- Who can receive support
- In-person vs. virtual visits
- WIC eligibility in conjunction with other programs

Tactics:

- Social post and boosting
- Postcards
- Public service announcements

Shopping FAQs

- Technology how-to
- New food packaging/eligibility
- EFMNP

Tactics:

- Media pitch
- Collaborating with community partners and businesses
- Tabling at events
- Posters



Learning Lunch Series

FEBRUARY 2025

How to Announce “New News”

- Getting media attention
- Using your social channels
- Incorporating your website

APRIL 2025

Skill-building Series

- Social media 101
- Social media 102: Boosting
- Website 101



Questions?

To learn more about how Windfall can support you, contact:

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