

Presentation Guide for Service Providers

7 Steps of Planning

Who

The instructor/facilitator may be a WIC Director, registered dietitian, or a nutrition assistant.

The audience may consist of staff from:

- Health care organizations, such as physicians and nurses
- Social service providers, such as social workers or Food Stamp Program workers
- Community service organizations
- Community groups
- Food or energy assistance programs

Audience size may vary. Know your audience and its needs (who is attending, how many, etc). If possible complete a learner's needs assessment. When scheduling the presentation ask the contact person to describe the audience.

Why

The purpose of the presentation is to:

- Increase WIC referrals
- Increase general knowledge of the WIC Program
- Increase collaboration between agencies
- Improve and clarify perceptions of the WIC Program

When

- Provide presentations on an as-needed and as-requested basis.
- Be proactive and initiate contacts.
- The amount of time you have to present will vary. The presentation may be anywhere from 15 to 45 minutes.

Where

You will present at a service provider organization.

The situation may be:

- an in-service presentation
- a brown bag lunch grand rounds

- an informational session
- a training workshop
- an agency staff meeting

What

A learner-centered outreach presentation for service providers

What for

By the end of the presentation service providers will have:

- identified WIC program services, requirements, and eligibility
- identified potential clients to refer to WIC
- examined the WIC referral process
- identified ways to collaborate with WIC

How

The presentation will be interactive and address the needs of the audience.

Set-up

Chairs arranged in a semi-circle or circle, when possible

Materials and Equipment

- Flip chart and paper or dry erase board
- Markers
- Handout: *Facts about WIC*

Outline

1. Introduction
2. Visualization: Imagine....
3. What Do You Want to Know?
4. WIC Basics
5. Discussion
6. Closing

1. Introduction

“Good morning/afternoon/evening! My name is _____ and I am from the _____ WIC Program. I am very happy to be here today to talk with you about what WIC can provide your clients/patients and how to refer them to our agency.”

“Please introduce yourself and briefly state what experience you have had with the WIC program.”



2. Visualization

“Get comfortable. You may wish to close your eyes.” Pause. ○

“Think for a moment about your clients/patients.” Pause. ○

“You see a lot of people...think about the young families you see...think about those that are pregnant or those that have young children.” Pause. ○

“What are some of your clients’ challenges? What kind of help do they need? Maybe they need help with nutrition, getting enough exercise, getting food on the table...”

“What were some of your thoughts?”

“We’ll hear a few of your thoughts.”

3. What Do You Want to Know?

“WIC helps pregnant and breastfeeding women and children under age 5. WIC can help your pregnant clients and young children with a number of the things you mentioned.”

“We will discuss how WIC can be a part of your referral system for these clients. Before we do this, what would you like to know about WIC?”

Have audience share briefly what they would like to know. List the questions that come up. You may wish to write the questions on a flip chart or dry erase board.

4. WIC Basics

You may wish to organize the questions in categories before you respond to them. For example:

- What is WIC?
- Who is eligible?
- What services does WIC provide?
- How does someone get on WIC?
- How does a WIC referral help your medical office and patients?

a. What is WIC?

WIC stands for **Women, Infants and Children**. It is a nutrition program that helps pregnant women, breastfeeding mothers, women who have just had a baby and young children eat healthy and stay well. The purpose of the WIC Program is to prevent health problems and improve the health of WIC Program participants during critical times of growth and development.

The goals of the WIC Program are: (optional)

- To reduce complications of pregnancy
- To prevent low birth weight babies
- To reduce iron deficiency anemia in women, infants and children
- To promote and support breastfeeding and
- To promote optimum growth and development of infants and young children.

b. Who is WIC for?

- **Women** who are pregnant, breastfeeding, or have recently had a baby
- **Infants** under 12 months old
- **Children** under 5 years of age (includes foster children, grandchildren, and children of single fathers)

The WIC Program is available to eligible participants without regard to race, color, national origin, gender, or handicaps.

Some frequently asked questions:

1. **Are working parents eligible?** *Low and moderate income parents who work **may be eligible**. Refer to the income guidelines to see if they are income eligible.*
2. **Is immigration status considered in determining WIC eligibility?** ***No, it is not.** Pregnant women, women who have recently had a baby, infants, and children under five that were not born in this country **can enroll** in the WIC Program if they are eligible.*

c. What does WIC provide?

The WIC Program helps families improve and maintain their health by providing:

- Special checks to buy healthy foods
- Nutrition and health education
- Support and help with breastfeeding
- Referrals to health care and other services

Supplemental Foods: WIC foods are intended to supplement the participant's diet. WIC foods do NOT meet all of her/his daily requirements. WIC foods provide protein, Vitamins A and C, calcium, and iron. Nutrients that we know to be low in participants' diets. Participants receive special WIC checks for WIC foods including milk, eggs, cheese, juice, cereal, peanut butter, dried beans/peas, tuna, carrots, and infant formula. They can purchase these foods at WIC authorized grocery stores.

Nutrition Education: WIC staff teaches parents and caregivers of infants and children about nutrition, other health topics, and physical activity. Staff provides nutrition education through individual or group sessions.

Breastfeeding Education & Support: WIC promotes breastfeeding as the first choice for infant feeding. Participants receive encouragement, education, and help with breastfeeding.

Referrals: Local WIC programs make referrals to medical providers for pediatric and perinatal services. WIC also makes referrals to community services.

“What questions do you have regarding what WIC provides?”

Respond to questions.

d. How does someone get on WIC?

“I will briefly share with you some information about WIC enrollment.”

To get WIC services the client/patient has to:

- be pregnant, breastfeeding, or had a baby in the last 6 months **or** be a child under 5 years old and
- have income at or below 185% of the federal poverty level (for a family of 4 \$_____) (working families may qualify),

If the client/patient meets these requirements, then she/he will need to call our office at _____ to obtain a WIC enrollment appointment.

At the enrollment appointment she/he will:

1. Bring a WIC referral form completed by a medical provider
2. Receive an orientation to WIC Program services, and
3. Receive WIC foods checks

At other WIC appointments, she/he will join other WIC participants in nutrition or health education classes. She/he will have a WIC appointment about every 2 or 3 months.

5. Discussion

“I will be handing out some information about WIC and how to refer someone to our agency. After you get your materials, turn to the person sitting next to you and discuss:”

- 1. Of your clients, who will be eligible for WIC*
- 2. Which WIC services your clients may need or find helpful*
- 3. How you will use the referral materials*
- 4. How your organization can work most effectively with WIC*
- 5. How WIC supports your work*
- 6. How referring your clients to WIC can help your organization or you*

After about 5-10 minutes, invite attendees to briefly share their responses.

6. Closing

Thank the group for their time.

“Thank you for your time.”

Follow-Up

- Make sure to evaluate the presentation.
- Should you provide such a presentation on an ongoing basis?
- Did you make any new contacts?
- Send a thank you note, card or letter.