

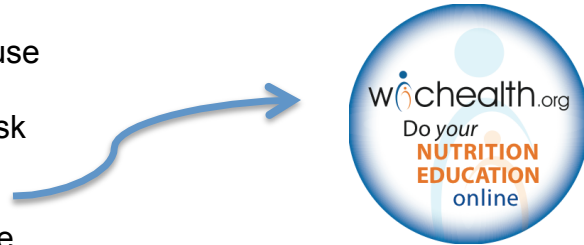


# WICHealth.org Promotion

## Promotion, Promotion, Promotion

What is your agency currently doing to promote wichealth? Check out our new and updated resources.

**1. Promotional Button** - Lots of agencies use these buttons to help remind staff to promote wichealth and increase curiosity of participants to ask what online nutrition education is all about!



We've included the design with this newsletter. Take this design to any company that prints buttons. We use purebuttons.com and order the 2.25' size button.

**2. Promotional Videos** – Check out client promotional videos for wichealth.org and Health eKitchen that you can loop on a clinic TV, upload to your agency website or FB page, play during your clinic classes, or wherever else you promote wichealth! Follow the links below to view and download the videos:



**wichealth.org:** <https://vimeo.com/98061710>

**Health eKitchen:** <https://vimeo.com/100539825>

**3. Process and Promotion Plan** – Use this template (attached to this newsletter) as your guide to making an action plan for your agency. Work with other staff in your agency to brainstorm ways to make wichealth successful in your agency.

WICHEALTH Process and Promotion Plan Template

<b>WICHEALTH Lead</b> Who will be coordinating the implementation of this plan?	
<b>Training Plan</b> Coordinate individual/group training for all staff members.	
<b>Start Date</b> What date will you begin promoting and implement new strategy plan?	
<b>Cost(s)</b> What are your expectations for wichealth?	
<b>Promotion:</b> Who will be responsible for inviting participants and during what portion of a participant's visit?	
<b>Verification:</b> Methods for verification: ROSE, emailed certificates, Client Search	
<b>Follow-Up:</b> How will your agency follow-up with participants?	
<b>Resources/Strategies</b> What materials, resources, and strategies will you use to promote wichealth?	
<b>Participant Instructions</b> What instructions will you provide your participants?	
<b>Talking Points</b> What are additional talking points to encourage participants to use wichealth?	

## wichealth Process and Promotion Plan Template

<b>Details</b>	<p><b>wichealth Lead</b> Who will be coordinating the implementation of this plan?</p>	
	<p><b>Training Plan</b> Coordinate individual/group training for all staff members</p>	
	<p><b>Start Date</b> What date will you begin promoting and implement new strategy plan?</p>	
	<p><b>Goal(s)</b> What are your expectations for wichealth?</p>	
<b>Process</b>	<p><b>Promotion</b> Who will be responsible for inviting participants and during what portion of a participant's visit?</p>	
	<p><b>Verification</b> Methods for verification: State automated system, emailed certificates, Client Search</p>	
	<p><b>Follow-Up</b> How will your agency follow-up with participants?</p>	
<b>Promotion</b>	<p><b>Resources/Strategies</b> What materials, resources, and strategies will you use to promote wichealth?</p>	
	<p><b>Participant Instructions</b> What instructions will you provide your participants?</p>	
	<p><b>Talking Points</b> What are additional talking points to encourage participants to use wichealth?</p>	