**Communication Plan**

(issue)

(date)

## Purpose

*Example: Beginning January 2, 2019 WIC programs in Missouri will transition from paper vouchers to a digital e-card by which WIC clients can purchase supplemental nutritious foods. E-cards will allow clients to maintain value on their card for an entire month and redeem items at any time throughout that month. This will be a significant change in the redemption process and will require education to WIC clients on the process and benefits of this new system.*

## Objectives

*Example:*

1. *Increase understanding of the use of WIC e-cards among women enrolled in WIC, as evidenced by comparison of pre-education and post-education interview question responses*
2. *Increase the number of women enrolled in WIC who feel comfortable using WIC e-cards, as evidenced by comparison of pre-education and post-education interview question responses*

### Audience

*Example: Women enrolled in WIC in my county*

**Messages**

*Example:*

* *Using the WIC e-card will allow you to purchase WIC foods more easily.*
* *The WIC e-card will allow you to purchase only what you need on each trip to the store, without losing benefits.*

### Communication Pathways

*Example: WIC visit at Health Department, Facebook, Parents as Teachers encounters, child care providers*

**Action Plan**

# *Example:*

# ACTIVITIES, TIMELINE, RESPONSIBLE PARTY TIMEFRAME STAFF

*Develop talking points on the benefits of e-card usage by Dec 31, 2019 WIC Coordinator*

*Add pre-education questions on knowledge and attitude Jan - Mar 2020 WIC Nutritionist*

 *to nutrition education visits Jan – Mar 2020*

*Post key messages on WIC Facebook page Jan – Mar 2020 Public Info Officer*

*Text out short benefits messages to clients Jan – Mar 2020 WIC Clerk*

### Evaluation

*Examples:*

*Compare pre-education response to post-education response to measure knowledge and attitude change*

*Measure changes in benefit usages after switch to e-card, in comparison to prior to e-card launch*

*Ask WIC clients on subsequent visit about their experience using e-card; ask for their suggestion to improve process*

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