Millennials in WIC: Reaching Today’s Young Parents

December 2016
Communicating with millennials

Keeping WIC valuable and relevant

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Local WIC Agency Guest Speakers
Objectives

By the end of the webinar, attendees will be able to:

• Describe at least 3 aspects of the millennial generation that have been consistently found in market research.

• Identify 2 ways that WIC application, enrollment or certification could be modernized or made more efficient.

• Identify 2 types of organizations outside of WIC that could provide strategies for modernization.

• List 2 places where WIC participants might work, live or play that could be a new location for WIC services.

• Describe how they might advocate for modernization of WIC services for education, application, enrollment or certification.

• Describe 1 action local agencies might take to work on modernization of WIC services for education, application, enrollment or certification.
Questions? Comments?
What do we know about millennials?
Research on WIC millennials
What does this mean for WIC?
Creating a relationship
Directly involved in learning, not passive recipients
<table>
<thead>
<tr>
<th>FOOD</th>
<th>NUTRITION</th>
</tr>
</thead>
<tbody>
<tr>
<td>July</td>
<td>Bring to your appointment:</td>
</tr>
<tr>
<td>WIC Clinic</td>
<td>Proof of ID</td>
</tr>
<tr>
<td>Pediatrician</td>
<td>WIC paperwork</td>
</tr>
<tr>
<td>Nutritionist</td>
<td>Clinic paperwork given by doctor</td>
</tr>
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</table>

| Aug     | Bring to your appointment:                                                |
| WIC Clinic | Proof of ID                                                              |
| Nutritionist | WIC paperwork                                                            |

| Sept    | Clinic paperwork given by doctor                                        |
| Sept    | no appointments                                                          |

| Oct     | WIC Clinic                                                                |

**My Nutritionist**

How may I help you?
1) Online enrollment, certification, benefits
2) Online education and breastfeeding support
3) Workforce transformation
Streamlining application, enrollment and certification

[Images of logos and banners related to healthcare and benefits programs]

- CalFresh: Better Food for Better Living
- Affordable Care Act sign
- Eisner Pediatric & Family Medical Center banner
Nutrition and breastfeeding services
Online options

WIC Shopping Tour of Stop & Shop
June 25, 2013
In-person WIC not going away
Follow-up and dialogue
Reaching families where they work and shop
Other sites for WIC services
<table>
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<tr>
<th>Month</th>
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Policy action recommendations

USDA and State WIC programs should:

1) Redesign nutrition services with new MIS and EBT.
2) Streamline certification and in-person appointments.
3) Update regs for online and social media approaches.

Memo

To: WIC Coordinators
From: State WIC Staff
Date: April 18, 2012
Subject: Using Text Messages for Contacting Participants

Local Agencies in the Spotlight
Policy action recommendations

WIC advocates should:

4) Promote pilots to test new education and service delivery.

5) Work for changes in 2020 Reauthorization for redesign of services.
Policy action recommendations

USDA, State and local WIC agencies should:

6) Redesign staff training for new skill base.
California WIC Association
Healthy Families... Strong Communities... Bright Futures!

• Webinar recording and slides will be available at
  www.calwic.org/events

• Receive the Flash newsletter!
  http://calwic.org/news-a-publications/wic-flash