



HEALTH CARE PROVIDERS



Outreach Toolkit

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HEALTH CARE PROVIDERS OUTREACH TOOLKIT

This toolkit is designed to help you connect and establish relationships with health care providers in your communities. Inside this document, you will find best practices, tips, and resources to make your outreach efforts easier!

CONTENT

- Importance of Outreach
- Goals
- Identifying Potential Partners
- Health Care Provider Package
- Health Care Provider Outreach Letter
- How to Approach Health Care Providers
- Relationship Building and Engagement Tactics

IMPORTANCE OF OUTREACH

- Health care providers and WIC agencies share communal health goals.
- Health care providers and WIC agencies share similar audiences, including pregnant and breastfeeding parents and families with infants and small children.
- The WIC Program complements the work of health care providers.
- Health care providers are a reliable source of referrals to WIC.
- WIC provides referrals for health care providers, so the partnership benefits both sides.

GOALS

- Increase referrals from local health care providers.
- Strengthen relationships with local health care providers and other strategic partners.
- Improve program awareness, perception, and knowledge among health care providers and their patients.

IDENTIFYING POTENTIAL PARTNERS

HEALTH CARE PROVIDERS

OB-GYNs: These providers would be great partners on breastfeeding, nutrition, prenatal care, and maternal health.

Pediatricians: This is an ideal referral partnership for infant and child benefits, health and nutrition.

Nutritionists: WIC provides access to healthy foods and additional resources, which complements the work of nutritionists.

Clinics and Hospitals: Clinics and hospitals with full-fledged departments (pediatrics, obstetrics, gynecology, etc.) would be great partners for distributing informational brochures and other materials on a larger scale.

Indigenous and Native American communities: Consider partnering with Tribal health centers, Indian Health Service, etc.

Other Potential Partners

- Wellness Centers
- Local Community Groups
- Breastfeeding Support Groups
- Parent Groups

Note: These are suggestions but do not limit yourself to this list. There are many great opportunities for partnership within your community.

Tap Into Existing Partnerships: We recommend leveraging established, trusted relationships with health care providers. Send them updated information about the WIC program or your agency, reminding them to keep referring patients to WIC services.

FINDING NEW PARTNERSHIPS

Go Local: Look for providers 5-10 miles from your WIC Clinic. Use Google Maps, Yelp, and other platforms to reach all health care providers, not just the popular ones.

Ask Your Participants: Talk to your participants about their current health care providers. Consider their health care providers' potential partners!

HEALTH CARE PROVIDER PACKAGE

- Information about WIC benefits and eligibility
- Materials health care providers can share with patients
- Links to WIC program resources, such as videos and websites

Health Care Provider Package available in the NWA WIC Share Portal

HEALTH CARE PROVIDER OUTREACH LETTER

Use this customizable message to carry out initial introductions or outreach. This can be used as a digital letter (exported as PDF file), a printed physical letter, or as a template to draft an email! This document is provided as a Microsoft Word document so you can customize it for your agency.

Customizable Messaging available in the NWA WIC Share Portal



HOW TO APPROACH HEALTH CARE PROVIDERS

FIRST INTERACTION

Introductory Outreach – Call or Visit

This first introduction will give the providers context and information about the WIC Program and the reason why you are reaching out. This call or visit will ensure you have the right contact details to disseminate the information. If possible, schedule time to visit them and talk to them about the program.

SECOND INTERACTION

Health Care Provider Package Email

This email should include the health care provider package and customizable message. In your email, we recommend asking them to schedule a phone conversation about the program, inviting them to visit your WIC clinic, or suggesting times when your team members can visit the provider. If your agency has the budget for printing materials, you can print and deliver physical brochures to their office. However, we are confident digital materials are sufficient and will still be impactful. Additionally, many clinics may be willing to feature WIC information in their newsletters.

THIRD INTERACTION

Follow-Up Email

Make sure to provide reliable support and communication, as those elements are fundamental to developing and sustaining partnerships. This email can be sent 4-8 weeks after your second interaction. You can ask them if any of their patients are interested in the program, if they need printed materials, or have questions.

Create a Calendar of Observances

We suggest creating an internal calendar with relevant observances such as National Breastfeeding Month and reaching out to the health care providers during these observances with helpful resources related to the topic/theme. This is a way to improve engagement and stay in touch with the providers.



RELATIONSHIP BUILDING AND ENGAGEMENT TACTICS

Speak casually and candidly with potential partners. Here are some talking points...

- WIC is here for your patients.
- We share the same goal: helping families be healthier.
- We need your help to spread the word about WIC!
- Many people don't know they're eligible.
- We're committed to helping families create healthy habits, including regular doctor visits.
- WIC welcomes all caregivers to apply for benefits for the children in their care, including dads, grandparents, and foster parents.
- We can provide a community of support for your patients.
- Our staff includes nutritionists, lactation consultants, professionals, and peers.
- We check up on the health of your patients and their children at least every three months.
- We can connect your patients with resources outside of WIC, including health care professionals, immunization services, substance abuse counselors, domestic violence counseling, and social services.

If you have any questions, please contact us at nwa@cmrignite.com.





CALENDAR OF OBSERVANCES

February

Black History Month

March

National Nutrition Month

April

National Minority Health Month

April 7 – World Health Day

April 11-17 – Black Maternal Health Week

May

Women's Health Month

Maternal Health Month

National Asian American, Native Hawaiian, Pacific Islander (AANHPI) Heritage Month

May 14-20 – National Women's Health Week

August

National Breastfeeding Month

August 1-7 – World Breastfeeding Week

Second Week of August – Indigenous Milk Medicine Week

Third Week of August – Asian American, Native Hawaiian, Pacific Islander Breast Feeding Week

Fourth Week of August – Black Breastfeeding Week

September

September 15 – October 15 National Hispanic Heritage Month

October

Third full week of October – National Health Education Week

November

National Native American Heritage Month

OUTREACH EMAIL TEMPLATE HIGHLIGHTING NUTRITION SERVICES AND INFANT/CHILDREN BENEFITS (FOR PEDIATRICIANS, NUTRITIONISTS, WELLNESS CENTERS, ETC.)

Subject: Partnership Opportunity - **[YOUR AGENCY NAME]** x **[HEALTH CARE PROVIDER NAME]**

Hello **[INSERT NAME]**,

The **[AGENCY NAME(S)]** Women, Infants and Children (WIC) Program located in **[COUNTIES OR ADDRESS]** is reaching out about a potential partnership opportunity.

At WIC, we believe every home deserves a healthy start. WIC provides nutritious foods, nutrition education, and a supplemental nutrition program, designed to influence nutrition and health behaviors in high-risk populations. We both serve the same community, and believe our work complements your work. We invite you to learn more about our clinic, and how our work can help your patients at **[INSERT RESOURCE AND LINK HERE]**. Please also find our **Health Care Provider Package here [HYPERLINK]**.

We are interested in meeting with you and your staff in hopes that we can explore opportunities to partner with **[HEALTH CARE PROVIDER NAME]**. Would you be available to meet virtually or in person in the coming weeks to discuss this further? Please let me know if any of the options below work for you:

[INSERT DATE & TIME]

[INSERT DATE & TIME]

[INSERT DATE & TIME]

In serving the same community, we can work together to bridge gaps and ensure every family has a healthy start. Thank you for your consideration.

We look forward to hearing from you!

[YOUR NAME]

[YOUR AGENCY NAME]

TALKING POINTS HIGHLIGHTING NUTRITION SERVICES AND INFANT/CHILDREN BENEFITS (FOR PEDIATRICIANS, NUTRITIONISTS, WELLNESS CENTERS, ETC.)

- Our WIC agency is interested in exploring partnership opportunities with your organization.
- We share the same goal of helping families be healthier.
- Many people don't know that they're eligible to participate in WIC programs.
- WIC is here for your patients.
- We're committed to helping families create healthy habits, including regular doctor visits.
- WIC is for all. We're inclusive. We serve moms and foster parents, caregivers, and single dads.
- We can provide a community of support for your patients.
- WIC provides nutritious foods, nutrition education, and a supplemental nutrition program, designed to influence nutrition and health behaviors in high-risk populations.
- We check up on the health of your patients and their children at least every six months.
- We would love your support in spreading the word about our services.



OUTREACH EMAIL TEMPLATE HIGHLIGHTING MATERNAL HEALTH AND BREASTFEEDING SERVICES (FOR OBGYNS, BREASTFEEDING SUPPORT GROUPS, PARENT GROUPS ETC.)

Subject: Partnership Opportunity - **[YOUR AGENCY NAME]** x **[HEALTH CARE PROVIDER NAME]**

Hello **[INSERT NAME]**,

The **[AGENCY NAME(S)]** Women, Infants and Children (WIC) Program located in **[COUNTIES OR ADDRESS]** is reaching out about a potential partnership opportunity.

At WIC, we believe every home deserves a healthy start. WIC provides in-person and online breastfeeding support to participating moms through online resources, breastfeeding and nutrition classes, trained peer counselors, a buddy program, and more. We both serve the same community, and believe our work complements your work. We invite you to learn more about our clinic, and how our work can help your patients at **[INSERT RESOURCE AND LINK HERE]**. Please also find our **Health Care Provider Package here [HYPERLINK]**.

We are interested in meeting with you and your staff in hopes that we can explore opportunities to partner with **[HEALTH CARE PROVIDER NAME]**. Would you be available to meet virtually or in person in the coming weeks to discuss this further? Please let me know if any of the options below work for you:

[INSERT DATE & TIME]

[INSERT DATE & TIME]

[INSERT DATE & TIME]

In serving the same community, we can work together to bridge gaps and ensure every family has a healthy start. Thank you for your consideration.

We look forward to hearing from you!

TALKING POINTS HIGHLIGHTING MATERNAL HEALTH AND BREASTFEEDING SERVICES (FOR OBGYNs, BREASTFEEDING SUPPORT GROUPS, PARENT GROUPS, ETC.)

- Our WIC agency is interested in exploring partnership opportunities with your organization.
- We share the same goal of helping families be healthier.
- Many people don't know that they're eligible to participate in WIC programs.
- WIC is here for your patients.
- We're committed to helping families create healthy habits, including regular doctor visits.
- WIC is for all. We're inclusive. We serve moms and foster parents, caregivers, and single dads.
- We can provide a community of support for your patients.
- WIC provides in-person and online breastfeeding support to participating moms through online resources, breastfeeding and nutrition classes, trained peer counselors, a buddy program, and more.
- We check up on the health of your patients and their children at least every six months.
- We would love your support in spreading the word about our services.

WAYS TO ENGAGE AND PARTNER

Outreach to health care providers should be strategic and mutually beneficial to both organizations once a partnership is established. This can include but is not limited to:

- Community events
- Newsletter inclusions
- Webinar series
- Celebrating a recognition week or month (E.g. National Breastfeeding Month)
- Creating a joint recognition week
- Storytelling and testimonials



HOW TO ENGAGE WITH HEALTH CARE PROVIDERS ON SOCIAL MEDIA

This toolkit was created to help WIC agencies learn best practices for interacting with health care providers and other health care-related organizations on social media. If you have any questions, please contact the CMRignite marketing team at NWA@cmrignite.com. Thank you!

FINDING HEALTH CARE PROVIDERS TO PARTNER WITH ON SOCIAL MEDIA

Partnering with health care-related organizations is a great way to help WIC participants access health resources online. It also can increase the engagement on your social media pages and earn more followers.

To find organizations to partner with on social media, you can:

- Go to the social media channels of health care-related organizations you're familiar with.
 - » From there, you can see who they follow – it's highly likely that they follow other health care providers in the area!
 - » Then, after exploring the social media pages of those providers, if WIC participants would find their content useful, you can reach out to them and inquire about partnering with them to produce social media content.
- If your WIC agency has worked with health care providers in the past, revisit their social media channels. Even if they weren't active in the past, they may have more resources now!
- Visit the social media channels of nearby WIC agencies – they may follow health care providers you may not be familiar with yet.
- See who follows you! Your WIC agency social media pages may already have health care providers as followers. Now, you can close the loop and follow them back!

Here's a list of nationwide health care-related organizations that you could partner with on social media. We recommend reaching out to local chapters rather than nationwide chapters, as local organizations will be more likely to connect with other organizations in their area.

- [American Heart Association](#)
- [American Cancer Society](#)
- [American Liver Foundation](#)
- [HealthyWomen](#)
- [National Health Council](#)
- [National Institutes of Health](#)
- [Centers for Disease Control](#)

INTERACTING WITH HEALTH CARE PROVIDERS ON SOCIAL MEDIA

Like, share, or comment on social media posts from health care providers to help them gain more reach or to establish an online relationship with those organizations. Not only does this help the organization interact with more people online, but it also positions your WIC agency as relevant, and could help you gain more partnerships in the future.

You can engage with all types of content, including:

- Posts containing nutrition, mental health, or physical health information that WIC participants would find useful
- Posts that promote the use of WIC
- Posts that discuss health care rights or health care in the workplace
- Posts about pregnancy, breastfeeding, and other topics covered by WIC

If you're planning on posting about health care or a topic related to a health care provider or organization on your WIC page, you can tag them to get their attention. They may even repost to help it get more traction! Only tag another organization where it makes sense, including:

- Posts that encourage WIC families to schedule health appointments, such as annual doctors' visits
- Posts that discuss OBGYNs, doulas, breastfeeding support personnel, or other health care providers
- Posts that explain what type of health care appointments are covered by WIC
- Posts from health care-related organizations that your WIC agency refers participants to

CREATING EVERGREEN HEALTH CARE PROVIDER CONTENT

You can create your own social media posts to engage health care professionals online! Types of professionals include:

- OBGYNs
- Pediatricians
- Doulas
- Nutritionists

When creating content, make sure it ties back to WIC and is useful to the reader. You could create posts about:

- Pregnant parents making sure their blood levels and nutrition are in a good place during pregnancy (and postpartum)
- Learning how to breastfeed before a baby arrives, and which health care professionals can assist with that
- How WIC and health care professionals work together to provide holistic care for WIC families

Evergreen content available in the NWA WIC Share Portal. These posts can be used any time of the year!



HOW HEALTH CARE PROVIDERS CAN INCORPORATE WIC INTO SOCIAL MEDIA CONTENT

This toolkit was created to help health care providers (HCPs) interact with WIC agencies on social media to help both entities reach their outreach goals.

THE BASICS

Social media is a great place to reach new members of your audience and provide useful resources to current followers, including WIC participants. Commenting on posts, following new accounts, and sharing content can help you engage WIC participants, earn followers, and get your content seen by more people.

When talking about WIC on social media, it's important to:

- Explain that parents and guardians can apply for WIC – it's not exclusive only to mothers
- Pregnant people can sign up for WIC as soon as they know they're pregnant – they don't have to wait until their baby arrives
- Kids up to age 5 can receive WIC (many people think only babies are eligible)
- Talk about WIC in a positive light
- Refrain from mentioning income or specific eligibility requirements

SOCIAL MEDIA BEST PRACTICES

There are so many ways to post on social media, and it's important to maintain your organization's brand voice so your content is consistent. Here are a few other best practices to follow when posting on social media:

- Whether you post once a day or once a month, try to keep your cadence steady so your audience knows when to expect content from you.
- Use wording that is easy to understand, leaving out terminology that may be specific to health care professionals.
- Try posting during different times of the day to see when your audience is most active!
- Include a call-to-action in each post – something you want your audience to do, whether that's visit your website, give you a call, schedule their next appointment, or comment on a post.

- Post copy should be between two and four sentences long. If longer, cut it up into shorter paragraphs so it's easier to absorb.
- Experiment! Try posting different types of visuals (still images, graphics, or videos), and different content topics, and see what your audience engages with most. Social media is a learning process specific to your brand, so it may take some time to figure out what works best for you.

CREATING EVERGREEN CONTENT

You can create your own evergreen social media posts to use any time of year! These posts could cover topics that will always be relevant to WIC participants, including:

- What is WIC, and how it can help families live happier, healthier lives
- How WIC foods can increase physical and mental health
- How you work with WIC, or how WIC participants can use your health services

You can customize your content to make it seen by more people in your industry by:

- Adding relevant hashtags for your industry
 - » For example, OB/GYNs can add #OBGYNDoctor, and pediatricians can add #PediatricianApproved
 - » You can search for other popular hashtags using the search function on Instagram
- Add imagery that reflects health care professionals in your field
 - » Using your own photos is a great way to make your posts more authentic! If you don't have your own photos, you can always use a free website like [Pexels](#).

Evergreen content available in the NWA WIC Share Portal. These posts can be used any time of year!