

**MEMORANDUM**

**TO:** District Health Directors  
District Administrators  
District Program Managers  
District Nutrition Services Directors

**ACTION MEMO #14-06**

**FROM:** Debra L. Keyes, MA, RD   
Director  
Georgia WIC Program

**DATE:** December 23, 2013

**RE:** Georgia WIC Outreach

The Georgia WIC program has experienced a continuous decrease in participation. In an effort to stop this trend, the state WIC office has designed outreach cards that promote the WIC program. These cards can be given to WIC participants after services are provided in the clinic. WIC participants should be encouraged to share the cards with their family, friends, and neighbors, if they are satisfied with the services received on that day.

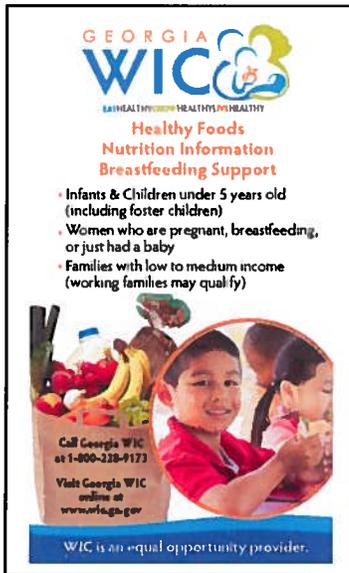
These cards have been shipped directly to the WIC district office. Please find below how you can help us utilize these cards and increase Georgia WIC participation:

1. Encourage local agency staff to provide excellent customer service to each WIC participant from start to finish during their clinic visit.
2. Please distribute cards to all local clinics in your district and communicate to local agency staff the purpose of the cards.
3. Please instruct local agency staff to begin distributing them on January 1, 2014 and continue through March 31, 2014. This will cover 100% of the current WIC caseload in Georgia.
4. Please instruct local agency staff to provide two to three WIC business cards to each adult participant and communicate the following:

*"I hope you were pleased with the services we have provided to you today. Please share these cards with your family, friends, or neighbors and encourage them to come in and apply for WIC services and benefits".*



For your convenience, below is a sample of the card in English (front) and Spanish (back).



Word of mouth is the single most powerful marketing tool – the Georgia WIC Program strongly believes that by distributing these cards we can provide more WIC services and benefits to Women, Infants, and Children in Georgia.

If you have any questions or concerns, please contact Abeda Hannan at 404-656-9840.

cc: WIC Deputy Directors  
WIC Managers