WIC Case Study- Public Health Solutions' Neighborhood WIC, New York City, New York (2013)

Neighborhood WIC, a program of Public Health Solutions in New York City, has exemplified the powerful influence of text4baby by incorporating it as a core tool for clients. In 2013, the organization decided to take full advantage of the WIC participant code and appointment reminder functionality that text4baby offers, and fully integrate the service into the WIC experience.

Neighborhood WIC identified all staff members who interact with participants and provided them with an in-depth training on how to enroll women in text4baby on-site. In particular, Neighborhood WIC focused on Breastfeeding Peer Counselors, who engage with participants regularly and have a considerable impact. Neighborhood WIC ensures that all staff members are fully versed in text4baby— using a custom, comprehensive training manual, PowerPoint presentations, and role-playing practice sessions— which train on text4baby enrollment, how the service works and why it's important, and how to use the custom appointment reminder function for subsequent WIC visits.

Additionally, Neighborhood WIC has taken advantage of text4baby's free promotional materials by displaying flyers in nutritionists' offices, in waiting rooms, and on digital screens in every center, and all staff members wear pins encouraging clients to "Ask me about text4baby!" To expand their reach and allow more women to sign up, they promote text4baby digitally using the web enrollment button and social media. After nearly two months of implementing this comprehensive strategy, **1200 women have enrolled in text4baby** using the WIC participant code in the boroughs where Public Health Solutions' Neighborhood WIC operates. This means 1200 additional women are receiving critical health and safety information, while having the opportunity to set up WIC-specific appointment reminders to help them remember their next appointment.