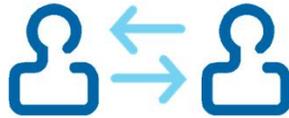


2017 WIChealth: Promotional Script

Need ideas on how to introduce WIChealth.org to clients? Here is a sample script!



Scenario

Nadia takes her 2 year old son, Marc, to his certification appointment in April. Marc is certified and Nadia receives 3 months of benefits (April, May, June).

WIC Staff: We've reached the end of our visit and now it's time to schedule your next appointment. You have some options because it's a follow up appointment. (Pulls out Appointment Menu and points to options). Would you like to schedule a phone call, a clinic visit or complete an online lesson?

Nadia: What's an online lesson?

WIC Staff: You go to a website whenever you want and complete at least one short lesson that interests you instead of coming into the clinic for an appointment. The lessons take less than 15 minutes and you can use your phone or computer. Do you think you'd like to do this instead of coming in next time?

Nadia: Yes

WIC Staff: Do you have access to the internet -- through your phone or a computer?

Nadia: Yes, I could use my phone.

WIC Staff: (Gets out WIChealth flyer) Great, you'll go to this website, WIChealth.org, and create an account using your Family ID, the Agency and clinic name, that I've written down here. Choose any lesson. One I would recommend is Making Healthy Meals since we didn't have time to talk about it today but you said you want to make better meals for your family. During the month your using your last benefits we'll call you, and issue more benefits over the phone. All without you having to come into the clinic. Do you have any questions?

Nadia: No, that sounds good. I'll do it.

WIC Staff: Great! Remember, we'll call you in 3 months when you are using up your last month of benefits to let you know we issued more benefits and schedule your next in-person appointment. Basically you won't have to schedule another in-person appointment until 6 months from now. All you have to do is remember to complete one lesson between now and the next 3 months. Thanks for coming in today and call us if you have questions.