

Guide to Making a Presentation for the General Public and Potentially Eligible Persons

Use the *7 Steps of Planning* to design a learner-centered outreach presentation. The steps may help you identify your audience, why you are doing the presentation, when and where you will present, what you will be presenting, your objectives, and how you will present information. Here is a sample presentation to guide you.

Who

The instructor/facilitator may be a registered dietitian or a nutrition assistant.

The audience may consist of potentially eligible people and/or their caregivers, such as:

- Pregnant teens
- Foster parents
- Homeless individuals
- Migrant farm worker families
- Drug rehab program participants
- Single fathers

Audience size may vary. Know your audience and its needs.

Why

The purpose of the presentation is to:

- Increase general knowledge of the WIC program
 - Provide information on WIC program services, requirements and eligibility
 - Encourage eligible people to enroll in WIC
 - Improve and clarify perceptions of the WIC Program
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When Provide presentations on an as-needed and as-requested basis.

Be proactive and initiate contacts.

The amount of time you have to present will vary. The presentation may be anywhere from a few minutes to about an hour.

Where The following are examples of situations/locations where you might present:

- Community organizations
 - Alternative or continuation high schools
 - Homeless shelters
 - Places of worship
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What A learner-centered outreach presentation for the general public and potentially eligible persons.

What for By the end of the presentation attendees will have:

- identified WIC program services, requirements, and eligibility
 - examined the services WIC provides
 - determined whether they and/or someone they care for or know may be eligible for WIC
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How The presentation will be interactive and address the needs of the audience.

Set-up

Arrange chairs in a semi-circle or circle, when possible

Materials and Equipment

- Flip chart and paper or dry erase board
- Markers
- Slips of paper (1-2 per attendee)
- Pencils or pens (1 per attendee)
- Hat, basket, bag or container
- Handouts -For a list of materials to consider see [List of Outreach Materials](#) (link)

Overview

1. Introduction
2. Visualization: Imagine....
3. What Do You Know?
4. What Do You Want to Know?
5. WIC Basics
6. Story (optional)
7. Closing

1. Introduction

“Good morning/afternoon/evening! My name is _____ and I am from the _____ WIC Program. I am very happy to be here today to talk with you about WIC.”

“Before we get started, let’s go around and have everyone briefly introduce him/herself.”



2. Visualization: Imagine...

“Get comfortable. You may wish to close your eyes.” Pause.

“Think for a moment about your family. Think about your children...or maybe you do not have children but are pregnant, think about what your baby might be like.” Pause.

“What are some of the things you would like for your child or children?” Pause.

“Now think about your child’s health...maybe you have already thought about that. What would help your child grow?” Pause.

“What were some of your thoughts and feelings?”

“We’ll hear a few of your thoughts.”

3. What Do You Know?

“WIC helps families be healthy and can help with many of the things you mentioned.”

“Let’s talk about how WIC can help you. Before we do so, what do you know about WIC?”

Have attendees share briefly what they know about WIC. You may want to write down on a flip chart or dry erase board the key themes or statements that are mentioned.

4. What Do You Want to Know?

“Thank you for sharing what you know about WIC. Now I would like to know what you want to learn about WIC.”

“I will be giving you pieces of paper. On each piece of paper, write down one thing you would like to know about WIC. You will NOT need to write down your name. When you are finished please put your paper in the basket.” (If literacy is of concern, ask for questions and write these down on the flipchart or board.)

After all attendees have put their pieces of paper in the basket, pull out a piece of paper, one at a time and read it. You may wish to write the questions on a flip chart or dry erase board.

If you have a large number of attendees, pull out a sample (about ten pieces of paper) and respond to these questions. After responding to the sample, ask attendees if there is something you have not addressed that they would like answered.

5. WIC Basics

You may wish to organize the questions in categories before you respond to them. For example:

- What is WIC?
- Who is eligible?
- What does WIC provide?
- What foods can be bought with WIC checks?
- How do you get on WIC?

Make sure to address the attendees' questions. If attendees do not come up with all of these questions, you may wish to cover them anyway.

a. What is WIC?

WIC stands for **Women, Infants and Children**. It is a nutrition program that helps pregnant women, women who have just had a baby, and young children eat healthy and stay well. The purpose of the WIC Program is to prevent health problems and improve the health of WIC Program participants during important times in their lives.

b. Who is WIC for?

- **Women** who are pregnant, breastfeeding, or have recently had a baby
- **Infants** under 12 months old
- **Children** under 5 years of age

The WIC Program is available to eligible participants no matter what race, color, or sex they are, what country they are from, or what disabilities they may have.

Some frequently asked questions:

1. **Are working parents eligible?** *A lot of parents who work may be eligible. Refer to the income guidelines to see if they are income eligible.*
2. **Is immigration status considered in determining WIC eligibility?** *No, it is not. Pregnant women, women who have recently had a baby, infants, and children under five that were not born in this country can enroll in the WIC Program if they are eligible.*

c. What does WIC provide?

The WIC Program helps families improve and keep their health by providing:

- **Special checks** to buy healthy foods
- **Education about nutrition, health, and physical activity**
- **Support and help with breastfeeding**
- **Referrals to health care and other services**

“What questions do you have regarding what WIC provides?” Respond to questions.

d. What foods can WIC participants buy with WIC checks? (Refer to WIC Foods poster)

- milk
- cheese
- juice
- cereal
- eggs, dried beans, and peanut butter
- carrots and canned tuna (for breastfeeding women who are not giving their babies formula)
- baby cereal and formula with iron (for babies)

e. How do you get on WIC?

To get WIC services you have to:

- be pregnant, breastfeeding, or recently had a baby **or** be a child under 5 years old and
- be of low to moderate income (working families may qualify), for a family of 4 this is \$_____.

If you meet these requirements, then you will need to call our office at _____ to obtain a WIC enrollment appointment.

At the enrollment appointment you will:

1. Bring a WIC referral form completed by a medical provider
2. Have an orientation to WIC Program services, and
3. Get WIC foods checks

At other WIC appointments, you will join other WIC participants in nutrition or health education classes. You will have a WIC appointment about every 2 or 3 months.

6. Story (optional)

If you wish, share a story about a local family helped by WIC. Do NOT use the family's name.

“Here is a short story about how WIC helped a family in our community.”

7. Closing

Thank the attendees and distribute handouts.

“Thank you for your time.”