

Action Plan for FY 27 Outreach

Objective:

During FFY27, the State WIC Office will grow a centralized repository of branded Iowa WIC templates for local WIC agencies to use. This will improve consistency of participant facing materials, reduce staff time creating documents, and ensure compliance with Iowa WIC branding standards.

Purpose Statement:

The Iowa WIC Strategic Plan is built around three core priorities: enhancing the participant experience, improving the staff experience, and utilizing Iowa WIC branding. Increasing the number of available Iowa WIC branded templates touches all three of these key areas.

This outreach action plan improves the participant experience by creating greater consistency across materials. When all agencies use the same templates for documents, families and community partners recognize WIC as one cohesive program, which helps reduce confusion about who we are and the services we provide.

By offering ready-made templates, the plan also enhances the staff experience. Agencies no longer need to create flyers, forms, or presentations from scratch, saving valuable staff time. Instead, they can quickly adapt predesigned materials to fit their local needs. This is especially valuable for smaller agencies with limited design or communication resources and helps staff deliver clear, timely messaging. Since agencies will likely make limited edits or personalization to the documents, turnaround time for approvals by the State Office will be faster.

Finally, this plan reinforces compliance with Iowa WIC branding standards. Templates will help ensure agencies are using materials that meet required guidelines.

Templates will also follow accessibility principles such as appropriate contrast and readability, ensuring materials better serve all eligible Iowans.

To strengthen relationships with OB/GYN clinics, pediatric practices, and educational programs that prepare future WIC staff, the Outreach Plan also will include the development tool kits containing WIC branded communication materials. These resources will ensure consistent messaging, support partners in promoting WIC services, and streamline outreach efforts across the state.

Action Steps:

1. WIC Branded Templates
 - a. Create a list of templates; identify those that already exist and those that are needed
 - b. Determine the order in which templates will be created and shared
 - c. Work with the Iowa Department of Health and Humans Services Communications team to create templates for local agencies to use
 - d. Share approved templates via the Iowa WIC Microsoft Teams channel
 - e. Send notification to Contractors when new templates are available
2. WIC Branded Toolkits
 - a. Determine target audience for the toolkits
 - b. Identify messages/materials to be shared
 - c. Create materials
 - d. Share with partners

Evaluation Plan:

1. A template repository will be added to throughout the fiscal year
 1. Number of templates needed will be determined by October 2026
 2. At least 80% of the templates identified as being needed will be created and available by the end of FFY 27
2. Local WIC agencies will access the templates via the Microsoft Teams Channel
 1. Number of agencies utilizing at least 1 WIC approved template will be captured during a WIC Contractors meeting
 2. Coordinators will be asked to provide their feedback on the templates, as well as an example of how the used at least one template (if applicable)
3. Ob/Gyns, Pediatricians, and Educational Programs will receive WIC branded tool-kits
 1. Number of kits distributed
 2. A feedback mechanism will be put in place to determine effectiveness of these tools

Resources Required:

1. Electronic templates
2. Staff Time (Iowa WIC staff and HHS Comms)
3. Iowa WIC Teams Channel