



Protecting, maintaining and improving the health of all Minnesotans

Memo

To: WIC Coordinators

From: State WIC Staff

Date: April 18, 2012

Subject: Local Agencies in the **Spotlight**

Share your innovative ideas with the state!

As MDH WIC staff travel around the state, we see local WIC agencies are working hard to provide great services. It is apparent that agencies are continuously evaluating how they provide services and looking for ways to be more effective and efficient. We see so many innovative and creative ideas and we'd like to share them with other local agencies!

Share your innovative ideas for great WIC services with other local agencies. Some possible areas:

- Creative, engaging nutrition education activities, approaches and/or materials
- Breastfeeding promotion activities
- Participant Centered Services ideas
- Methods for evaluating clinic flow and ideas to making clinic flow more efficiently
- Ways your agency has reduced clinic no-show rates
- Outreach activities in your community (includes working with the media)

See accompanying memo on Using [Text Messaging for Contacting Participants](#) for ideas from Olmsted and Lake County WIC Programs.

Write up your creative or innovative idea and submit it by email to sandy.sather@state.mn.us or fax to Sandy at (651)215-8951. Photos are welcome! All ideas will be reviewed for WIC relevancy and to assure they meet WIC regulations and policies. We intend to share some of the great ideas periodically in the *WIC Wednesday Update*.

Even a simple idea or change can have a huge impact on services. All ideas are welcome – keep 'em coming!

