

# memo

**DATE:** January 3, 2018  
**TO:** WIC Coordinators  
**FROM:** Nutrition & Clinic Services Unit  
**SUBJECT:** Nobles County in the **Spotlight**

## WIC Billboard - Outdoor advertising in Nobles County

Nobles County WIC placed a billboard on one of the main roads in the Worthington area to increase awareness about WIC. The focus of this outreach is on the residents who work at local businesses in Worthington and Windom and frequently drive by this location. Nobles County WIC staff say that they have seen an increase in WIC participants and in inquiries about WIC since the billboard was put up. The cost for one-year rental was \$5,200, which was shared by WIC and Local Public Health.

If you are thinking about targeting a specific population or neighborhood, WIC Billboards may be a good option! To learn more about this outreach project, contact [Stephanie Ross](#), Nobles County Coordinator, at 507-295-5362.



**Thanks to Nobles County for sharing their WIC outreach idea!**