**Technology Tools for Outreach**

Technology tools are often used as part of a WIC State agency outreach strategy. The common technology tools use online social media platforms such as Facebook, Instagram or Google Ads. Other tools related to ease of engagement such as Online pre-application forms or online appointment scheduling. Below is a checklist of tools for outreach. Please check all that apply to your State agency current outreach strategies. Please describe your state agency's use of each tool in outreach and how frequently it is employed.

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| Tool | Description | Comment |
| ☐ WIC website | Web page produced by a WIC agency |  |
| ☐ Social media | Websites and applications (such as Facebook, Instagram, YouTube) that enable individuals to learn about WIC and to participate in social networking. |  |
| ☐ Online pre-application (eligibility form or interest form) | For WIC applicants to enter some basic information and receive a call from a member of WIC staff to start the certification process. |  |
| ☐ **Chatbot** | A high-tech approach that enables interactive text conversations with automatic, personalized responses using machine learning. |  |
| ☐ **Texting (manual/automated, one-way/two-way)** | A variety of types of texting outreach can be used, including pre- programmed automated messages, manual messages that allow for greater personalization by WIC staff, two-way messages that include pre-programmed replies (e.g., “Reply 1 to receive a WIC call to get started; Reply 2 to learn more”) or simpler one-way messages. |  |
| ☐ **Outbound call campaign** | A low-tech, labor intensive, but effective approach to reach eligible nonparticipants identified through data matching over the phone, enabling scheduling of certification appointments on-the-spot. Requires consistent, dedicated staff time. |  |
| ☐ **Integrated Benefits Application** (**Joint application or automatic MIS referral with call-back)** | Involves develop joint applications with SNAP and/or Medicaid that include WIC as an option, or instead generating an automatic referral to the WIC MIS when a WIC-eligible individual applies for SNAP or Medicaid. With both strategies, data from the application would automatically be routed to WIC for a local agency call-back to schedule a WIC certification appointment. |  |
| ☐ Appointment scheduling online | For WIC applicants to schedule a certification appointment using an online platform. |  |