

FRUIT AND VEGETABLE CAMPAIGN – FY 2012

GOAL: By October 2012 help WIC clients maximize the benefit from the WIC Fruit and Vegetable Check.



MEASUREMENT:

- Redemption information on usage
- Feedback from clients
 - Using the checks at the store
 - Purchasing, preparing, and/or eating of fruits and vegetables

STEPS:

1. Ask clients what they need to help them better use their fruit and vegetable check, by use of a survey. Obtain feedback to determine effectiveness of campaign.
2. Based on survey results, prepare campaign materials for staff to use in clinic settings.
3. Train staff on the fruit and vegetable campaign and implement across the State as a collaborative effort.
4. Enlist the support of the WIC authorized retailers to promote fruit and vegetables in their grocery stores.
5. Change the fruit and vegetable check policy to allow the client to pay over.

