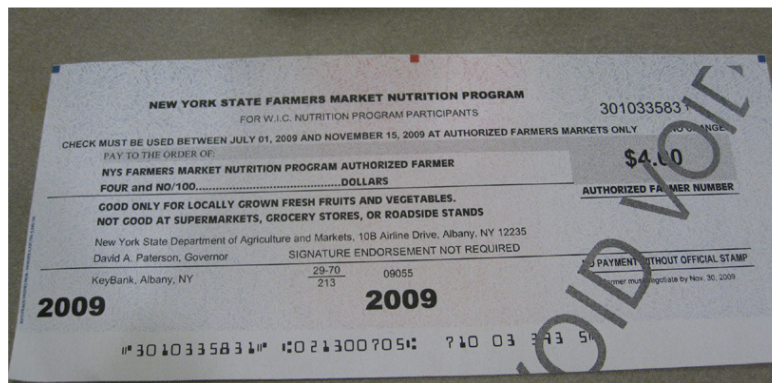




How to...

Do Outreach at WIC Centers

Visiting a WIC Center and doing a cooking demonstration is a wonderful way to encourage WIC recipients to use their FMNP and WIC Vegetable & Fruit checks at farmers markets, as well as meet potential EBT customers.



Equipment:

- Your market's half-page flyers
- Your market's EBT poster
- Greenmarket maps
- An example of a Health Buck (if your market has Health Bucks)
- Spend \$5 with EBT get \$2 Health Buck poster (if your market has Health Bucks)
- Tape
- Greenmarket stickers
- Butane burner
- Frying pan, spatula
- Food for cooking (pre-washed and chopped), oil, salt, etc.
- Sampling cups
- Napkins

Partner:

No partner necessary, but it is important to communicate beforehand with the WIC center's director and make him/her your ally. He/she should introduce you to everyone in the lobby and encourage their attention and participation.

What to do:**Office-**

1. Contact the WIC Center near your market in early June. You want to get in touch with the director of this center.
2. Explain that you're from the nearest farmers market and want to encourage WIC participants to use their FMNP checks. Explain to them that WIC recipients can also use their Vegetable & Fruit checks at market. You also want to spread the word about EBT (and Health Bucks, if you have them) at the market. Tell them you'd like to stop by when the WIC Center is busiest (aka, the most number of people waiting in the lobby) and that you could bring healthy food and do a cooking demonstration.
3. Set up a time and date. Inform them you'll need a table to use. Say thank you!

Event Day (WIC Center)-

1. Wear your Greenmarket shirt. Ask for the director upon arrival, and request a table. Set this table up in the front of the lobby, as close as you feel comfortable to the people waiting.
2. Tape a market EBT poster and a Health Bucks poster (if applicable) to your table. Place Greenmarket maps and your market's flyers on the table. Set up your cooking demonstration materials.
3. Ask the director to introduce you to people waiting and explain why you're there.
4. Start talking! Tell people about your market, where it is, and how great it is. Tell what's currently in season and what will be in season soon. Walk around to each person waiting and personally hand him or her a market flyer. Emphasize they can use their WIC checks and EBT card at the market (but do not assume that WIC participants also receive Food Stamps). Tell them about Health Bucks. Ask them if they've received their FMNP checks yet and if so, have they used them? Ask them what types of fruits and vegetables they particularly like. Be interactive! Give all the kids stickers.
5. After you've presented and interacted with the audience for a while, start cooking! Talk while you cook, and smile. Pretend you're on Food Network. Make sure you cook something quick and easy (bring your food pre-washed and chopped).
6. Place the cooked food in sample cups and walk around to each participant to give them a sample. People are shy and will not approach you; this is normal.
7. After everyone has a sample, ask people where they live. (Often people have travelled to the WIC center from other neighborhoods and do not live nearby). Approach each person, using a Greenmarket map to figure out their nearest Greenmarket-- this may not be your market, but that's ok.
8. Repeat step #4 to the entire room. Seriously. (No need to hand them a second market flyer though!).
9. When you're finished, leave market flyers at the information table. Ask the director to post a market poster on the wall.
10. Thank the director.

Post Event –

1. Send the director a thank you email and mention a second visit for later in the season. A few weeks later, call to set up this date.
2. Add your experience and any tips for future market managers (including updated contact information) to the Market Contacts spreadsheet on the Grouch.