



Resources Shared from Local Agencies

The following sample messages have been shared by agencies as they have evolved their operations in recent weeks. If you have messages that have worked well for your current participants and reaching new participants during this time, please share them and we will include them for colleagues across the state to enhance their messaging.

Sample website alert

- 🍏 **EXCITING NEWS!** WIC added **NEW FOOD ITEMS!** Additions include vegetable juices, instant oatmeal, ORGANIC baby food, flavored Greek-style yogurts, and more! We are currently providing all services over the phone. Call **xxx-xxx-xxxx** to schedule a WIC appointment if you **do not already** have one. Whether applying for the first time or recertifying, there is **no need** to come to the office. WIC is here to help. **Just call us at xxx-xxx-xxxx.**

Sample Voicemail Messages

- 🍏 "Hello, you have reached the _____ WIC Program. We are providing WIC services remotely over the phone. We are experiencing a high call volume, so please leave a message and someone will get back to you within the next business day. Thank you for your patience."
- 🍏 "Hello, you have reached the _____ WIC Program. Due to the COVID-19 outbreak, the _____ WIC program is conducting all WIC services remotely. WIC services are not available onsite. Please leave a message with your name, date of birth, phone number, and reason for call and someone will return your call as soon as possible and within the next business day. Thank you."

Auto-Dialer Sample Messages (voice and text)

- 🍏 "This is the _____ WIC Program. Due to the COVID-19 outbreak, all appointments are being conducted by telephone. There is no need to come onsite. We will call you on or before the day of your scheduled appointment."
- 🍏 "Greetings, _____ WIC participants! Due to the COVID-19 pandemic we are taking extra precautions to protect you and our staff. New York State has temporarily granted us permission to issue benefits for ALL appointments over the phone. We will contact you prior to your appointment with further instructions. Please call xxx-xxx-xxxx with any questions."

Introduction for staff who are returning client messages

- 🍏 "Hello, this is (your name) calling from the _____ WIC Program. I am returning (person's name who left message) call from earlier (today/yesterday) about _____. Is this a good time for her/him to speak with me right now?"

Create a Free google phone number/voicemail (full calling and texting capability)

1. Download Google voice app (available on ios/android)
2. Create a Gmail account or sign in with existing
3. Sign-in with Gmail account when prompted
4. Select a city (doesn't need to be your own but suggest area code close to WIC site if possible)
5. Select a phone number
6. Verify phone number with code by text
7. Make calls by pressing green dial pad on lower right corner
8. Test out with co-workers
9. Set up outgoing voice mail message
10. Share new google voice numbers when created

Social Media

We invite you and your agency to follow us and share out social media posts as part of your local WIC outreach with partners. Tag us in your WIC related posts so we can share them, too.

-  Facebook: <https://www.facebook.com/WIC.Association.NY.State/>
-  Instagram: <https://www.instagram.com/wicassociationofnys/>

