

# 2023 COORDINATOR SUMMIT PROMOTION & RETENTION

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# MICHIGAN WIC CLIENT ADVISORY COUNCIL (CAC)



- Presented at Vendor Conference
- Starred in new “What to Expect...” video
- Goals & Objectives
  - Improve the shopping experience
  - Extend outreach further into the community
  - Improve communication between WIC staff and clients



# STRATEGIC PLANNING

- Analysis of trends and coverage rates
- Future NSP goals and objectives
- Best practices
- Forum for feedback and requests

# PROMOTION & RETENTION WORKGROUP (PRWG)

**WIC Promotion and Retention Workgroup**  
**September 15, 2023**  
**9:00 a.m. – 12:00 p.m.**

[Click here to join the meeting](#)

Or call 1-248-509-0316

Conference ID: 192 885 128#

<b>9:00</b>	Welcome
<b>9:10</b>	State Updates
<b>9:40</b>	Caseload and Resource Discussion
<b>10:40</b>	Break
<b>10:45</b>	Southeast MI WIC Alliance <i>Ashley Krasicky, RD - OLHSA</i>
<b>11:15</b>	Local Agency Sharing



## 2024 Meeting Dates

January 12

May 17

September 20

- Learn from guest speakers
- Network
- Share outreach ideas, successes, and materials

# WIC NEWS SUBMISSIONS



- Local agency highlights
- Employee recognition or celebrations
- Examples of top-notch CCS
- Unique nutrition education delivery
- Peer success stories
- Positive client feedback
- Innovative outreach events
- Anything else you'd like to see featured!

# OTHER PROJECTS



- “What to Expect at Your WIC Visit” Video
- New Outreach Materials
- RPQC Involvement
- Clinic Experience Survey

# WIC COMMUNITY INNOVATION & OUTREACH (CIAO) FUNDING ROUND 2



# QUESTIONS OR FEEDBACK

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