

## New Hampshire WIC

- On an ongoing basis, WIC staff have read-only access to SNAP data, which are used to conduct targeted outreach.
- Local WIC staff conduct the outreach via telephone. While this approach is labor intensive for some local clinic staff, the WIC team believe the results justified the effort.
- New Hampshire WIC has observed that it slowed its participation decline when staff conducted concentrated and targeted phone-based outreach efforts.

## Washington State WIC

- In 2015 and 2016, Washington State WIC conducted targeted mail outreach campaigns to families participating in Medicaid with children under 5 who were not participating in WIC.
- Across these campaigns, Washington WIC measured response rates over 6 percent.
- Mailings produced notable spikes in calls to WIC agencies, confirming that the outreach generated interest.

Examples published in [Targeted Text Message Outreach Can Increase WIC Enrollment, Pilots Show](#), Benefits Data Trust and the Center on Budget and Policy Priorities, June 10, 2021.