

## Resource:

# Sample WIC Call-Back Script & FAQ



After a client responds positively to outreach and indicates their interest in applying for WIC, local agency staff typically follow up with a phone call to schedule their appointment. It may be helpful to provide scripting for staff to use when contacting clients. Provided below are sample scripts as well as a list of frequently asked questions and suggested responses.

When speaking with an applicant, it may be particularly helpful to mention the following:

- ✓ They automatically qualify for WIC because they participate in Medicaid, SNAP or another program.
- ✓ Unless an exemption applies, children applying need to be present at the appointment.
- ✓ If applicable: They are eligible for a simplified process to enroll in WIC; for example, they will not need to document their identity, income, or residency.
- ✓ They can receive their initial benefits at the appointment.

### Suggested Call Back Script to Schedule Appointment

#### Introduction

“Hello, This is [NAME] from the [ORGANIZATION] WIC clinic. I’m responding to your text message stating that you would like to schedule an appointment to enroll in WIC. Our records show that a child in your household is on [BENEFIT]. This means anyone in your household that is pregnant, mom of an infant, or child under 5 (including infants) is automatically income eligible for WIC.

Can I collect some basic information before we schedule your certification appointment?”

*Instruction: Proceed with scheduling*

#### Not Interested

“Would you be willing to share why?”

*Instruction: Make note on reason if possible*

“Are there any questions I can answer about the WIC program and what it provides?”

*Instruction: Refer to common barriers section*

Someone Calling Unsure Why They Received Text(s)	
Why did I get this text?	<p>“We reached out because our records show that a child in your household receives <a href="#">[APPLICABLE BENEFITS, e.g. Medicaid or SNAP]</a>. This means anyone in your household who is pregnant, was pregnant recently, or is a child under age 5 (including infants) is automatically income eligible for WIC.”</p> <p>“Would you like an appointment?”</p>
	<p>“Can I help answer any questions about the WIC program?”</p>
How did you get my information?	<p>“We are working with the <a href="#">[STATE AGENCY NAME]</a> to ensure people are aware of additional programs that are available to them when they participate in <a href="#">[APPLICABLE BENEFITS, e.g. Medicaid or SNAP]</a>.”</p>
Stop contacting me	<p>“Sorry for bothering you. Replying STOP to the text message you received will automatically remove your phone number. You can reply STOP to the texts at any time to remove yourself immediately. Please let us know if we can answer any questions for you about the WIC Program in the future.”</p> <p><i>If client does not want to respond to the text:</i></p> <p>“I can submit a request to have your number removed from the list. This is not automatic and could take a few days, so you might receive another text before your number is removed. Please let us know if we can answer any questions for you about WIC in the future.”</p> <p><b>*IMPORTANT:</b> <i>Collect the number initially texted</i></p>

Common Barriers/Reasons for Declining WIC		
<b>I thought I was going to get money</b>	“You get an eWIC card that works similarly to a SNAP card at the grocery store. You get about \$ <u>[AMOUNT]</u> worth of food per month that is loaded on to the card.”	
<b>Was on WIC before and didn't really use the foods</b>	<b>Not enough variety / wanted healthier options</b>	<p><i>Explain the new foods available and list highlights, for example:</i></p> <ul style="list-style-type: none"> <li>• <i>Organic options added</i></li> <li>• <i>More bread added</i></li> </ul>
	<b>Don't cook</b>	<p><i>Give suggestions, for example:</i></p> <ul style="list-style-type: none"> <li>• <i>Recipes</i></li> <li>• <i>Time-saving techniques</i></li> <li>• <i>Nutrition tips</i></li> </ul>
	<b>Too much food</b>	<p><i>Explain alternate options, for example:</i></p> <ul style="list-style-type: none"> <li>• <b>Tailoring options:</b> <i>Tofu and cheese to sub for some milk</i></li> <li>• <b>Too much milk:</b> <i>can buy evaporated, powdered, goat milk, or soy</i></li> </ul>
<b>Transportation/Not enough time to come to appointments</b>	“We offer telephone or video appointments. Many families can come just once every <u>[#]</u> months.”	
<b>Shopping experience was challenging/ I heard it was challenging</b>	“EBT is an easier shopping experience than the old paper vouchers. It works like a SNAP card. You can purchase as much or as little of your WIC food as you want if it's loaded onto your eWIC card for the month.”	
	<b>*IF APPLICABLE:</b> “You can use <u>[APP NAME e.g. WIC Shopper]</u> to identify foods that you can buy using WIC benefits and submit foods to be added to the database.”	
<b>We're doing okay right now/ we have enough with SNAP</b>	"Oh, that's great! WIC can save you around \$ <u>[AMOUNT]</u> every month, so if you find that SNAP isn't enough to cover your food costs for the month, WIC can help! And you can have both WIC and SNAP. Lots of families like to buy their WIC foods first and then SNAP can cover the rest of what they need, or you can let SNAP roll over into the next month and save up for things like holidays or birthday parties.”	
	"WIC is available to all who qualify. So you wouldn't be taking benefits from someone else."	