

CASE STUDY

Wood County Leverages Text Messaging For Women, Infants, & Children (WIC) Program

The Wood County Health Department realizes getting in touch with new mothers is difficult.

As a result, text messaging has become an integral part of their communication efforts with new and expecting moms to inform, educate and bring awareness about relevant topics.

ABOUT US

iVision Mobile is a 15 year veteran and pioneer of the mobile messaging industry, providing powerful mobile communications technology to clients across a variety of industries, including municipalities, health care, and athletics facilities nationwide.

WOOD COUNTY HEALTH (WIC) PROGRAM

WIC is a nutrition education program offered by the Wood County Health Department. WIC is specifically for Women, Infants, and Children and helps income-eligible pregnant and breastfeeding women with nutrition education and supplemental highly nutritious foods, breastfeeding education, and other maternal and child health and human service programs.



THE RESULTS

10

Years Active With iVision Mobile

11K

Community Members Joined

50K

Text Messaging Engagements