

CASE STUDY HEALTH DEPARTMENT

Wood County Health Department reaches new and expecting moms by text for its WIC program

Wood County Health Department · Women, Infants, and Children (WIC) program

10 years

Active with iVision Mobile

11K

Community members joined

50K

Text message engagements

THE RESULTS

Reaching new mothers is difficult. For the Wood County Health Department, text messaging has become an integral part of communicating with new and expecting moms to inform, educate and raise awareness about relevant topics.

**A direct line to new moms**

Texts give the department a dependable way to inform and educate new and expecting moms about relevant topics.

**Education and awareness**

Messages raise awareness of WIC services, including nutrition education, breastfeeding education and supplemental foods.

ABOUT THE WIC PROGRAM

WIC is a nutrition education program offered by the Wood County Health Department. It helps income-eligible pregnant and breastfeeding women, infants and children with nutrition education, supplemental nutritious foods, breastfeeding education and other maternal and child health services.

TOOLS USED

- ✓ Keyword opt-in
- ✓ Text broadcasts
- ✓ Two-way messaging

ABOUT IVISION MOBILE

Since 2006, iVision Mobile has helped businesses, organizations and agencies reach people by text. Its platform combines SMS and MMS marketing, a digital loyalty kiosk and two-way messaging, with 45,000+ users and 3.5B+ messages delivered.

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