

**CHOOSE HEALTHY.
CHOOSE WIC.**

Grow strong together



GAVIN™

**Family Health Council of
Central Pennsylvania – WIC**

CASE STUDY

**Every family needs support to raise a healthy child.
That's where WIC can help.**

The WIC program provides free nutrition information, breastfeeding support, healthy foods, health screenings, and referrals.

By taking part in WIC, families see healthier pregnancies and improved growth of infants and children, resulting in better preparation for school. Together, you and your child can grow strong.

Services are free to those who qualify, including many working families.

Sign up for the WIC program today!
TapestryofHealth.org
1-877-743-1372



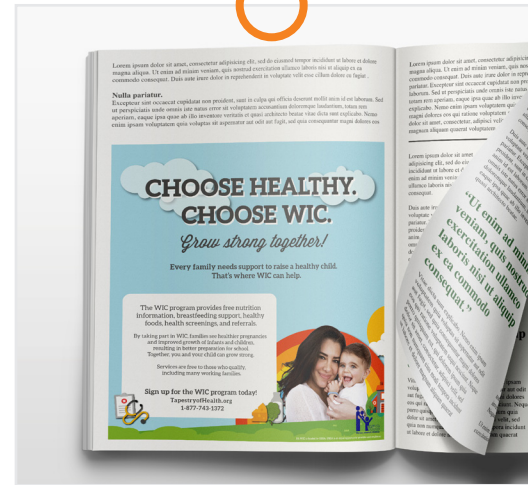
PA WIC is funded by USDA. USDA is an equal opportunity provider and employer.

EXTREME CAMPAIGN MAKEOVER

fresh, fun look for grant-funded program

breaking stereotypes & taking names

Over the years, WIC became the “formula place” for low-income mothers and children, yet the grant-funded program offers so much more. We worked with Family Health Council of Central Pennsylvania to showcase services such as breastfeeding support, health screenings, nutrition information and referrals.



64%

increase in organic searches over a three-month period

500,000+

media impressions across online, social and print platforms

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Gavin is great to work with; we presented them with goals that needed to be met under a tight time constraint and they were able to deliver an awesome campaign. We like the campaign so much that we continue to use the same theme in other areas of our work!

Melissa Bishop

Director of WIC Implementation and Development, Family Health Council of Central Pennsylvania