

**WIC – New Foods Campaign  
Radio Advertisement  
60 Second Spot**

SCENE: (Sounds of a grocery store)  
Two WIC mothers run into each other at the grocery store

**Chellie:** Hey Lisa!

**Lisa:** Oh, hey Chellie!

**Chellie:** Wow! Look at all the groceries you got there...canned beans, whole wheat bread, 1% milk....someone's eating healthy?

**Lisa:** Yeah, did you not hear? WIC is offering better food choices. We now get to choose from fresh, canned, or frozen fruits and vegetables with this additional new voucher!

**Chellie:** Oh really? Even whole grain cereal and BABY FOOD?!

**Lisa:** Yes! The new food packages are amazing! WIC makes it easier for me and my family to eat right!

**Professional Voice:**

Starting in October, the Escambia County Health Department's WIC program will offer better food packages for you and your family. Including fruits, vegetables, whole wheat bread, brown rice, corn tortillas, whole grain cereal, baby foods, 100% fruit juices, and 1% or fat free milk for children over two.

Happier and healthier children...made a little easier by the WIC program.

For more information visit [Escambiahealth.com](http://Escambiahealth.com) or call 850.595.6670

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