

As A Team We Have

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		Control	No Control
Influence		6A-Food stamps are easier to get 6C-Families don't think/feel they need WIC anymore 2B-Hard to get appointments 2D-Unable to serve walkins and some call appointments 3B-WIC hours vs work hours 7A-Families don't know they qualify 7B-Hard to reach population 7C-Participants don't know the value of services 7D-Lack of comprehensive marketing campaign 8D-Bad reputation 9D-Unable to serve/unwilling attitude 9C-participants don't see the value of services (staff not relating to clients the value of the services)	4A-Stigma of being on WIC 4B-Shopping is hard, embarrassing 3E-Transportation
	No Influence		3C-Locations of clinics & multiple organizations in similar locales