**Outreach Email Template Highlighting Maternal Health and Breastfeeding Services (for OBGYNs, Breastfeeding Support Groups, Parent Groups etc.)**

Subject: Partnership Opportunity - [YOUR AGENCY NAME] x [HEALTH CARE PROVIDER NAME]

Hello [INSERT NAME],

The [AGENCY NAME(S)]Women, Infants and Children (WIC) Program located in [COUNTIES OR ADDRESS]is reaching out about a potential partnership opportunity.

At WIC, we believe every home deserves a healthy start. WIC provides in-person and online breastfeeding support to participating moms through online resources, breastfeeding and nutrition classes, trained peer counselors, a buddy program, and more. We both serve the same community, and believe our work complements your work. We invite you to learn more about our clinic, and how our work can help your patients at [INSERT RESOURCE AND LINK HERE]. Please also find our **Health Care Provider Package here [HYPERLINK].**

We are interested in meeting with you and your staff in hopes that we can explore opportunities to partner with [HEALTH CARE PROVIDER NAME]. Would you be available to meet virtually or in person in the coming weeks to discuss this further? Please let me know if any of the options below work for you:

[INSERT DATE & TIME]

[INSERT DATE & TIME]

[INSERT DATE & TIME]

In serving the same community, we can work together to bridge gaps and ensure every family has a healthy start. Thank you for your consideration.

We look forward to hearing from you!

**Talking Points Highlighting Maternal Health and Breastfeeding Services (for OBGYNs, Breastfeeding Support Groups, Parent Groups etc.)**

* Our WIC agency is interested in exploring partnership opportunities with your organization.
* We share the same goal of helping families be healthier.
* Many people don’t know that they’re eligible to participate in WIC programs.
* WIC is here for your patients.
* We’re committed to helping families create healthy habits, including regular doctor visits.
* WIC is for all. We’re inclusive. We serve moms *and* foster parents, caregivers, and single dads.
* We can provide a community of support for your patients.
* WIC provides in-person and online breastfeeding support to participating moms through online resources, breastfeeding and nutrition classes, trained peer counselors, a buddy program, and more.
* We check up on the health of your patients and their children at least every six months.
* We would love your support in spreading the word about our services.

**Ways to engage and partner**

Outreach to health care providers should be strategic and mutually beneficial to both organizations once a partnership is established. This can include but is not limited to:

* Community events
* Newsletter inclusions
* Webinar series
* Celebrating a recognition week or month (E.g. National Breastfeeding Month)
* Creating a joint recognition week
* Storytelling and testimonials