

## ONE Promotional Videos

**Share videos to encourage participants to use ONE!**

Use the links and sample messages below to share ONE promotional videos through **email, text messaging, social media or your WIC app.**

**Introduce participants to ONE and help them learn how to log in and use ONE.**

### What is ONE?

*(40 seconds)*

This short video is designed to quickly introduce ONE to your participants, and is a great choice for posting on social media platforms!

**What is ONE?** in English:

<https://bit.ly/WhatisONE>

**What is ONE?** in Spanish:

<https://bit.ly/Que-es-ONE>

### Welcome to ONE!

*(2 minutes)*

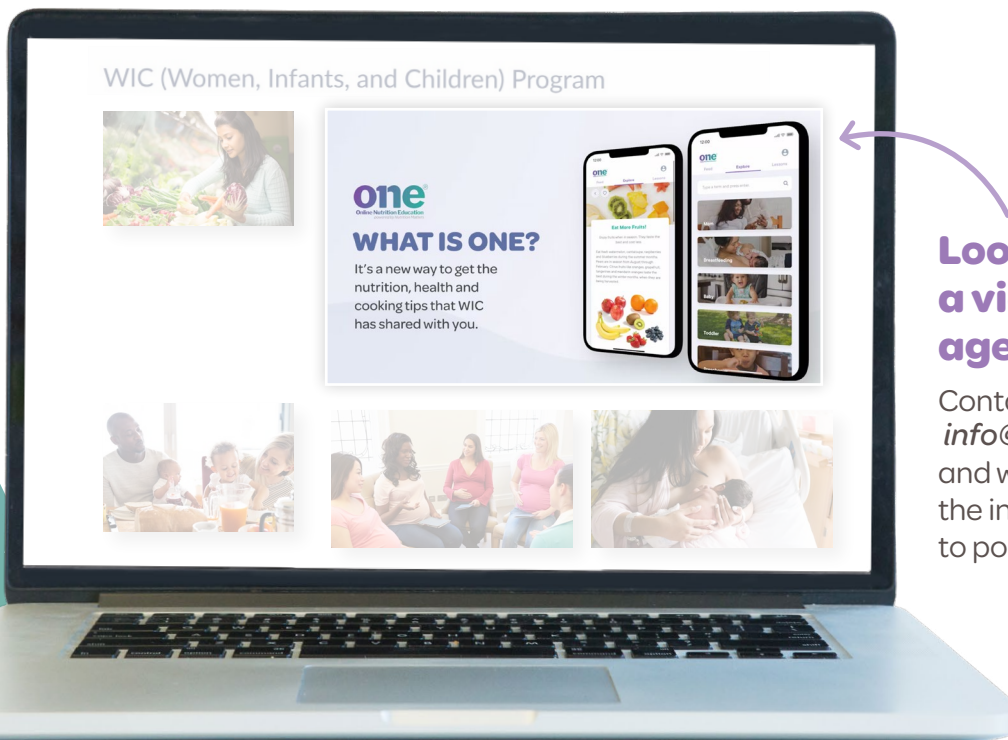
This video provides an introduction to ONE, along with showing a participant how easy it is to activate an account and explore the nutrition, health, cooking and shopping tips on ONE.

**Welcome to ONE** in English:

<https://bit.ly/welcometoONE>

**Welcome to ONE** in Spanish:

<https://bit.ly/BienvenidosaONE>



**Looking to share a video on your agency website?**

Contact us at [info@nutrition-one.com](mailto:info@nutrition-one.com) and we'll help get you the information needed to post on a website!

## Sample messages:

### Introduce ONE to participants:

**English:**

WIC is using a new online platform called ONE. ONE has reliable health and nutrition information. Learn more: <https://bit.ly/WhatisONE>

**Spanish:**

El WIC está usando una nueva plataforma en línea llamada ONE. ONE tiene información confiable sobre salud y nutrición con la que puedes contar. Obtén más información: <https://bit.ly/Que-es-ONE>

**English:**

ONE is a new way to get nutrition, health and cooking tips from WIC on your phone, tablet or computer! Learn more: <https://bit.ly/WhatisONE>

**Spanish:**

¡ONE es una nueva forma de que obtengas consejos de nutrición, salud y cocina del WIC en tu teléfono, tableta o computadora! Obtén más información: <https://bit.ly/Que-es-ONE>

**English:**

WIC is offering a new online platform called ONE. ONE is a new way to get nutrition tips on your device! Learn more at your next appt: <https://bit.ly/WhatisONE>

**Spanish:**

El WIC está ofreciendo una nueva plataforma en línea llamada ONE. ¡ONE es la nueva manera de obtener consejos sobre la nutrición en su dispositivo! Obtenga más información en su próxima cita: <https://bit.ly/Que-es-ONE>

### Remind participants to activate a new ONE account:

**English:**

Have you opened ONE yet? You will love the easy WIC nutrition tips for your family! Use your WIC ID# [INSERT ID #] to open your account at [www.nutrition-one.com](http://www.nutrition-one.com). Learn more: <https://bit.ly/welcometoONE>

**Spanish:**

¿Ya probaste ONE? ¡Te encantarán los sencillos consejos de nutrición del WIC para tu familia! Con tu número de identificación del WIC [INSERT ID #] puedes abrir tu cuenta en [www.nutrition-one.com](http://www.nutrition-one.com). Obtén más información: <https://bit.ly/BienvenidosaONE>

## Share a **quick nutrition education tip** and **reminder to open ONE.**

### What's for Lunch?

(50 seconds)

This video shows parents and caregivers how to build a healthy toddler lunch that includes the five food groups, along with a reminder to use ONE. The last screen links to the ONE login page.

What's for Lunch? in English:

<http://bit.ly/3iMmO8S>

¿Qué hay para almorzar? in Spanish:

<http://bit.ly/3wgr4AO>

Sample messages:

#### English:

Start healthy eating habits early with little lunches! Open your ONE account for more ideas.

#### Spanish:

¡Comienza a implementar hábitos de alimentación saludables a través de pequeños almuerzos!  
Abre ONE en [www.nutrition-one.com](http://www.nutrition-one.com) para encontrar más ideas.

#### English:

Need more ideas for your toddler's lunch? Ask WIC about ONE anytime to get started.

#### Spanish:

¿Necesitas más ideas para el almuerzo de tu hijo? Pregunta en WIC sobre ONE para comenzar a usarlo.

### 5 Ways to Use Beans

(1 minute)

Use this video to highlight 5 easy ways to use beans, and encourage participants to find more easy cooking ideas and recipes on ONE!  
The last screen links to the ONE login page.

5 Ways to Use Beans in English:

<http://bit.ly/3HeAMtr>

5 maneras de comer frijoles in Spanish:

<http://bit.ly/3XH9n9e>

Sample messages:

#### English:

Learn how to use canned beans to make simple meals and snacks.  
Find more easy cooking ideas and recipes on ONE!

#### Spanish:

Aprende a usar frijoles en lata para preparar comidas y bocadillos sencillos.  
¡Encuentra más recetas e ideas fáciles de cocina en ONE!

#### English:

Find new recipes that use your WIC foods!  
Ask WIC about ONE anytime to get started.

#### Spanish:

Encuentra una nueva receta favorita en la que se utilicen alimentos de WIC. Pregunta en WIC sobre ONE para comenzar a usarlo.

