

Outreach

- I. Outreach is conducted in accordance with public notification requirements (see Civil Rights, Public Notification).
- II. Outreach plans should include three major components:
 - a. Direct outreach to the public
 - b. Building relationships with community partners
 - c. Outreach to medical providers
- III. Each local agency is responsible for identifying a referral network that includes all organizations and programs that serve low income pregnant, breastfeeding and postpartum women, infants and children.
 - a. At least one or more of the organizations contacted must serve homeless populations.
 - b. All local agencies should place special emphasis on contacting agencies that work with pregnant women, migrant farm workers, homeless individuals, foster parents, protective services, and underserved racial and ethnic groups.
 - c. Organizations identified in the referral network must be contacted yearly to be notified of program availability and educated about WIC.
 - d. All information given to these organizations must contain the clinic address and telephone number, clinic hours, and the non-discrimination clause. It is also recommended that the clinic advertise the availability of appointments outside normal business hours.
- IV. A list of all outreach activities completed must be kept annually. The list should include all agencies or offices that were contacted. A sample of letters sent and materials used should be retained on file.
 - a. Local agencies have the option of tracking outreach activities in the VISION system within the Operations menu, Outreach Log.
 - b. Agencies may track outreach outside of VISION in a spreadsheet or other electronic or paper log.
- V. In addition to basic outreach activities, the clinic may choose to promote the WIC Program in the following ways:
 - a. Health Care:

- i. Hospitals and doctors' offices
 - ii. Health fairs
 - iii. In-service hospital staff on WIC
 - iv. Labor and delivery discharge packs
 - v. Childbirth classes
- b. Internal Outreach:
- i. Bring a friend to WIC
 - ii. Other health department programs/staff
 - iii. Health department events
- c. Social service agencies and grassroots organizations:
- i. Agencies serving families with infants and children (birth to five)
 - ii. Health and Human Services Department
 - iii. SNAP
 - iv. Medicaid
 - v. Childcare Licensing
 - vi. Child and Family Services
 - vii. Family Employment Program
 - viii. Department of Workforce Services
 - ix. EFNEP
 - x. CAP (Community Action Program)
 - xi. Food banks
 - xii. Homeless shelters
 - xiii. Counseling services
 - xiv. Family planning
 - xv. Substance abuse counseling
 - xvi. Mental health
 - xvii. La Leche League
 - xviii. Local lactation consultants
 - xix. Civic clubs
 - xx. Refugee Services
 - xxi. Community organizations representing racial or ethnic groups
- d. Schools
- i. PTA/PTSA/PTO
 - ii. School Lunch Program
 - iii. Head Start
 - iv. Health fairs
- e. Religious organizations
- f. Businesses
- g. Conferences

- h. County fairs
- VI. WIC staff of all levels are encouraged to conduct direct outreach to those they meet who may qualify and benefit from the program. Pass along cards have been provided which can be a useful tool when speaking to members of the public about the program. Staff are encouraged to carry pass along cards with them.
- VII. Each local agency must maintain a current WIC web site or web page.
- VIII. Other media should be used to the extent possible such as social media (including paid advertising), newspapers, radio, television, social networking, pamphlets and fliers.
- IX. Websites and public service announcements should include a description of the services and benefits provided, location of clinics including address, telephone number, hours of operation and the WIC non-discrimination statement.
- X. WIC websites should prominently include links to any online application or appointment request systems in use by the state or local agency.
- XI. State and local agencies will share the responsibility for writing and disseminating press releases.
 - a. Press releases and/or presentations where the media may be in attendance must be reviewed by the State Agency prior to the sharing of information.
 - b. A copy of the press release must be kept on file. Include the date the article was printed and/or the date(s) the PSA was aired on radio/television.
- XII. Outreach materials are available from the State agency.
- XIII. Local agencies are encouraged to develop their own outreach materials.
 - a. All publications must be approved by the State agency prior to distribution.
 - b. Local outreach materials must contain clinic addresses and telephone numbers, clinic hours, and must contain the non-discrimination clause.