

Outreach

- I. Outreach is conducted in accordance with public notification requirements (see Civil Rights, Public Notification).
- II. 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.
- III. Organizations identified in the referral network must be contacted yearly to be notified of program availability and educated about WIC.
- IV. 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.
- V. Dated copies of letters sent must be kept on file along with a list of all organizations which were contacted.
 - a. Local agencies have the option of tracking outreach activities in the VISION system within the Operations menu, Outreach Log.
- VI. 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. Human Services Department
 - ii. SNAP (Food Stamps)
 - iii. Medicaid
 - iv. Childcare Licensing
 - v. Child and Family Services
 - vi. Family Employment Program
 - vii. Department of Workforce Services
 - viii. EFNEP
 - ix. CAP (Community Action Program)
 - x. Food banks
 - xi. Homeless shelters
 - xii. Counseling services
 - xiii. Family planning
 - xiv. Substance abuse counseling
 - xv. Mental health
 - xvi. La Leche League
 - xvii. Local lactation consultants
 - xviii. Civic clubs
 - xix. Refugee Services
 - xx. 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
- 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 newspapers, radio, television, social networking, pamphlets and fliers.
- IX. Web sites 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. 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.
- XI. Outreach materials may be available from the State agency.
- XII. 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.