

Addressing Barriers

Identifying and addressing barriers when making referrals greatly increases the chance that the participant will take advantage of the suggestions offered.

Barrier	Suggestions	Your Ideas
Not enough time	If the participant says s/he is too busy, check to see if the referral is truly a priority. If not, reprioritize. If so, problem-solve with the participant.	
Cultural background	Make sure the referral agency is sensitive to the needs of people from various cultures.	
Lack of transportation	Offer information on public transportation assistance or make a referral to an agency that provides transportation assistance.	
Lack of child care	Let the participant know that some agencies provide childcare. Problem solve when needed.	
Language barriers	Make sure the referral can provide services in the participant's primary language. If not, make sure you tell the participant.	
Embarrassment or fear	Explain that many WIC participants have been referred to this service and referrals are confidential. Let the participant know that many people are concerned about asking for help.	