

Welcome to the third installment in the WIC Outreach Planning Series **Identifying and Targeting Priority Populations**. This is one of six focus areas to support local agencies in developing a strategic, comprehensive outreach plan to build and sustain caseload among populations currently experiencing health disparities.

## Identifying & Targeting Priority Populations

Reducing or eliminating health disparities is a key goal in Oregon and no one's health should suffer because of unequal access to care. That is why it is important to identify and target priority populations that are experiencing disparities in accessing WIC services.



You can begin by reviewing your caseload and determining which communities are currently being served. It is important to look at this information by race, ethnicity, language and other demographic information, as available. You can compare this to census data, or ideally, local demographic information, to identify which populations in your service area are not accessing your program.

Populations experiencing disparities may include racially and ethnically diverse communities, non-English speaking populations, teen parents, specific socioeconomic groups, migrant farm worker communities, immigrants/refugees, Medicaid recipients, and Head start families to name a few! Be sure to target outreach first to the pregnant women and infants within these groups.

Once you identify the community you would like to reach, research effective methods to connect with that population to ensure your outreach is culturally-specific and community-based. If possible, hire qualified WIC staff from the community you would like to reach.

## **Great Examples of WIC Agencies Working with Priority Populations**

### **Coos County WIC provides services to the Native American Community**

by offering on-site WIC services to the Coquille Tribal facility quarterly. Providing WIC services in the heart of a community is an ideal way to connect with populations as it ensures the approach is culturally relevant. *In Oregon, there are an estimated 52,000 Native Americans, with ten federally-recognized tribes.*

### **Multnomah County WIC is engaging the African American Community to increase breastfeeding rates and improve birth outcomes.**

Multnomah County WIC is collaborating with the International Center for Traditional Childbearing (an African American, culturally-specific doula program), the Urban League of Portland, and the Multnomah County Healthy Birth Initiative. Collaborating with organizations that directly serve your target population is a powerful way to ensure comprehensive, culturally-specific, community-based support for WIC participants. *June TWIST data noted that 2.8% of WIC participants self-reported their race was Black/African-American and 4.5% self-reported multi-racial Black/African-American.*

### **Benton County WIC is reaching out to the**

**Latino Community** by partnering with the local farmer's market and the regional food system to host a market specific to the Latino population. Through this partnership, Benton County WIC identified a need within the Latino population and together, hand-in-hand with the community, they developed a solution that is bringing healthier options to Latinos in a manner that is culturally-specific and community-based.



## Priority Populations Table – August 2012 Outreach Morsel

Listed below are populations in which health disparities exist, and places where you can begin to connect with the community you desire to reach. Our goal in WIC is to ensure that each unique community is aware of, can access, and would feel welcome seeking and using WIC services. This table is just a starting point - please feel free to add other target populations and local places and programs where these populations may reside.

<b>Target Population</b>	<b>Places to Consider Outreach to the Target Population</b>
Asian/Pacific Islander Community	<ul style="list-style-type: none"> <li>• Asian markets</li> <li>• API Community Based Organizations, including Asian Pacific American Network of Oregon, Asian Health &amp; Services Center</li> <li>• Churches/Buddhist temples</li> <li>• Asian language newspapers, magazines, radio, or TV, including the Asian Reporter (<a href="http://www.asianreporter.com/directory2.htm">www.asianreporter.com/directory2.htm</a>)</li> </ul>
Black/African American Community	<ul style="list-style-type: none"> <li>• African American community-based organizations, including the African American Health Coalition, Self Enhancement Inc., International Center for Traditional Childbearing (Multnomah Co)</li> <li>• African American churches</li> <li>• Newspapers, including ones like the Scanner and the Portland Observer, and magazines</li> <li>• Radio, including KBMS 1480 and/or TV that serve predominately African Americans.</li> </ul>
Native American/American Indian Community	<ul style="list-style-type: none"> <li>• Tribes</li> <li>• Native American/American Indian community-based organizations, including Native American Youth and Family Center (Multnomah Co), Native American Rehabilitation Association of the NW</li> <li>• Native American TV/radio, newspapers, magazines, mainstream media, or Native American events, festivals or gatherings.</li> </ul>
Prenatal Women	<ul style="list-style-type: none"> <li>• Prenatal and women’s clinics</li> <li>• Oregon Mothers Care sites</li> <li>• Obstetricians or gynecologists.</li> </ul>

Latino Community	<ul style="list-style-type: none"> <li>• Latino community-based organizations</li> <li>• Latino community health workers</li> <li>• Latino stores</li> <li>• Commission on Hispanic Affairs: <a href="http://cms.oregon.gov/Hispanic/pages/2community.aspx">http://cms.oregon.gov/Hispanic/pages/2community.aspx</a></li> <li>• Spanish language newspapers, radio, or TV.</li> </ul>
Migrant Workers	<ul style="list-style-type: none"> <li>• Migrant farm worker camps</li> <li>• Day labor sites</li> <li>• Migrant health clinics</li> <li>• Migrant farm worker-serving community based organizations</li> <li>• English as a Second Language (ESL) classes, or migrant educational programs</li> <li>• Office of Equity &amp; Inclusion: <a href="http://cms.oregon.gov/oha/oei/pages/adhoc/index.aspx">cms.oregon.gov/oha/oei/pages/adhoc/index.aspx</a></li> </ul>
Immigrant/Refugee	<ul style="list-style-type: none"> <li>• Immigrant and Refugee Community Organization (IRCO) for the Tri-County area</li> <li>• Lutheran Community Services Northwest</li> <li>• Refugee Resources DHS site: <a href="http://cms.oregon.gov/dhs/assistance/pages/refugee/resources.aspx">http://cms.oregon.gov/dhs/assistance/pages/refugee/resources.aspx</a></li> </ul>
Pregnant Teens	<ul style="list-style-type: none"> <li>• Alternative high schools</li> <li>• Shelters</li> <li>• Madonna's Center (Clackamas County)</li> <li>• Prenatal health clinics or programs.</li> </ul>
Caregivers	<ul style="list-style-type: none"> <li>• Foster Parents – Foster parent organizations or the Department of Social Services</li> <li>• Grandparents - Grandparent organizations, senior groups, or churches.</li> </ul>
Homeless	<ul style="list-style-type: none"> <li>• Homeless shelters</li> <li>• Organizations that serve the homeless (churches, food banks, self sufficiency offices).</li> </ul>