



POLICY: Local WIC programs shall conduct outreach activities on a regular basis and at least annually via the local media to inform potential participants about the availability of WIC program benefits, eligibility criteria, and program locations.

PURPOSE: To ensure that no potential participant goes unserved due to lack of knowledge about the WIC program.

RELEVANT REGULATIONS: 7 CFR §246.4 ¶(a)(5)—State Plan; Requirements; Affirmative Action Plan
7 CFR §246.4 ¶(a)(7)— State Plan; Requirements
7 CFR §246.6 (f)—Outreach/Certification in Hospitals
7 CFR §246.14 ¶(c)(3)—Program Costs; The Cost of Outreach Services
State Technical Assistance Review (STAR) Report, April 2005

OREGON WIC PPM REFERENCES: ♦225—State Outreach
♦325—Caseload Management
♦452—Civil Rights
♦460—Program Incentive Items
♦880—Referrals: Alcohol, Tobacco, and other Drug Use
♦885—Other Referrals: Required and Recommended

DEFINITIONS: *Outreach* Activities performed to communicate the availability of WIC program benefits, eligibility criteria, and program locations to potential participants in the community.

Media A channel or system of communication which is used to reach a broad community.

PROCEDURES:

Annual requirement 1.0 Local agencies must announce the availability of WIC benefits annually through a local media source (i.e. radio station, television station, local newspaper).

Documentation 1.1 Local agencies shall track all outreach efforts, regardless of whether a media source chooses to use the submitted outreach material (article, PSA, etc.).
1.2 Documentation must be available during the biennial WIC program review and should include the date of contact, a description of the activity, the person or organization involved, and a description of the materials provided. Keep copies of outreach materials, newspaper submissions, PSAs etc. that are developed, or used by the local agency.

LOCAL PROGRAM OUTREACH, cont.

<i>Considerations in designing outreach</i>	2.0	Each (local) agency can develop an outreach strategy that “fits” their unique environment and responds effectively to their community needs. Good outreach involves a multi-tiered approach (not just one method), and capitalizes on both state and local efforts and resources.
<i>Assessment</i>	2.1	The WIC Coordinator or other designated staff of each local WIC program shall: <ul style="list-style-type: none">• Assess the outreach needs of their program and service area;• Project the extent of outreach needed to reach and maintain assigned caseload;• Determine how much time and money the local program can dedicate to outreach activities;• Consider the unique aspects of each community so that outreach activities can be tailored to meet local needs.
<i>Determination of target populations</i>	2.2	Review the characteristics of the current caseload and determine who is being served. Compare these factors to census data and other sources of local demographic information. Identify underserved groups in the local population such as: <ul style="list-style-type: none">• teen parents• specific socioeconomic groups• working families• ethnic groups• isolated communities• Medicaid recipients• Head Start families <p>2.2.1 Target outreach first to the highest priority women and infants in these groups. Emphasis should be on migrant and/or underserved populations and eligible women in the early months of pregnancy.</p>
<i>Resource management</i>	2.3	Select outreach activities in conjunction with current caseload management policies. Estimate the potential response to outreach activities and compare this to the local program’s ability to handle increased requests for service. See ♦325—Caseload Management.
<i>Allowable costs for outreach</i>	2.4	The cost of outreach services is an allowable administrative and program services cost. However, items/materials used exclusively as incentives for participation and that lack a clear outreach function are not allowable costs. See ♦460—Program Incentive Items.
<i>Outreach strategies</i>	3.0	Consider both short term and long term strategies when developing an outreach plan. A Local Agency Outreach Planning Guide is available on the WIC website as a guide: http://public.health.oregon.gov/HealthyPeopleFamilies/wic/Documents/wic-coord/outreach-planning-guide.doc

LOCAL PROGRAM OUTREACH, cont.

(Soliciting referrals)

3.2.3 See ♦880—Referrals: Alcohol, Tobacco, and other Drug Use and ♦885—Other Referrals: Required for more information on required referrals for WIC participants.

Cooperative agreements with hospitals

- 3.3 Each local agency that operates the program within a hospital and/or that has a cooperative arrangement with a hospital shall:
- Advise potentially eligible individuals that receive inpatient or outpatient prenatal, maternity, or postpartum services, or that accompany a child under the age of 5 who receives well-child services, of the availability of program services; and
 - To the extent feasible, provides an opportunity for individuals who may be eligible to be certified within the hospital for participation in the WIC program.

Customer service

- 3.4 Enhance participant satisfaction and retention by providing all services in a participant centered framework.

Evaluation

- 3.4.1 Surveying WIC participants and soliciting ideas will help to effectively reach and serve potential and existing participants. Evaluate service and/or outreach efforts, and plan future activities based on the results of the evaluation.

Outreach materials

- 4.0 Post outreach materials such as newsletters, handouts, brochures, posters, pamphlets, or fliers in locations frequented by potential WIC participants. Refer to ♦225—State Outreach for a list of available state produced outreach materials. Document where outreach materials are placed and revisit these sites periodically to replace and update materials as needed.
- 4.1 For a list of outreach materials provided by the state WIC program, see ♦225—State Outreach.
- 4.2 Local agencies can use state-produced outreach materials or may choose to develop their own. When creating their own materials, local agencies should:
- 4.2.1 Make materials easy to read and understand.
- 4.2.2 Use the most common language and dialect for target populations.
- 4.2.3 Display culturally appropriate graphics.
- 4.2.4 Describe WIC as a nutrition program that includes services for working families.
- 4.2.5 Include the following information on outreach materials:
- Name of program
 - Location
 - Operating hours
 - Types of benefits and services
 - Telephone number

LOCAL PROGRAM OUTREACH, cont.

(Outreach materials)

- Definition of eligibility, such as: “At-risk pregnant and breastfeeding women, infants, and children under age 5 who meet the income guidelines”
- Eligibility criteria
- **USDA’s nondiscrimination statement.** See ♦452—Civil Rights for the required statement. *Note:* The nondiscrimination statement is not required to be printed on small items such as cups, magnets, pens, etc.
- A message of equal opportunity by displaying illustrations, photographs, or graphics showing participants of different races, colors, and national origins

Using local resources

- 4.3 Research the availability of local resources to help with the development, distribution, and costs of outreach materials. Resources might include
- grants
 - volunteers
 - church groups
 - philanthropic organizations that are supportive of women’s, infants’, and children’s health issues ★

REFERENCES:

1. Oregon WIC Information for WIC Coordinators web page:
<http://public.health.oregon.gov/HealthyPeopleFamilies/wic/Pages/wic-coordinator.aspx>
2. Outreach planning guide:
<http://public.health.oregon.gov/HealthyPeopleFamilies/wic/Documents/wic-coord/outreach-planning-guide.doc>

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