

*****This message is being sent to ALL WIC Coordinators*****

May Outreach Morsel 2008

Childcare Facilities: A sometimes overlooked opportunity for WIC outreach.

You have taken your outreach materials to fairs, you have worked with the local food bank, you have integrated with other health programs and social service agencies, but have you considered reaching out to your community childcare facilities? It is possible there are children and families within these facilities that may not be familiar with the incredible public health nutrition program you administer every day! This particular outreach was recently tried in Lane County and sure enough, new clients began to enroll stating they had heard about WIC through their childcare facility.

Making that childcare facility connection. How to get started and keep outreach simple:

1. Acquire a current address list of childcare facilities in your county. If you don't have one, call Deb Trammell of the Oregon Childcare Division at 503-947-1400. *If you want to focus your outreach, you might consider targeting the larger facilities or those serving lower income families for the greatest impact.*
2. Send the attached letter (adding the date, your name, title and number) along with a 2007 Annual Report, WIC brochures, and emergency cards to the childcare facility. If you need supplies, you can order them from the WIC Web site at www.oregon.gov/DHS/ph/wic/wic_staff.shtml or let me know what you need, and I'll get it for you.
3. Follow up with each facility, if you have time.

"Great opportunities to help others seldom come, but small ones surround us everyday." ---- Sally Koch

Please let Nhu or myself know if you have any thoughts, questions or concerns around connecting with childcare facilities. Happy Outreach!

Jolene McGee
WIC Outreach and Integration Coordinator
Nutrition and Health Screening Program
800 NE Oregon St., Suite 865
Portland, OR 97232
Phone: 971.673.0050
Fax: 971.673.0071
E-mail: jolene.mcgee@state.or.us

Jolene,

You may want to connect with the Child Care Resource and Referral Agencies in Oregon. They will have more than the registered or licensed facilities in their databases. They also provide training and support to child care programs so it might be a very good fit. I'm at a training right now and my internet connection is weak so I don't seem to be able to bring up the website...but if you Google Oregon Child Care Resource and Referral Network (OCCRRN), you can find their member agencies. You could contact them individually or you could contact Mary Nemmers the OCCRRN Executive Director.

Lynne