



POLICY: The state WIC program shall conduct regular outreach activities and monitor ongoing opportunities to provide outreach to highest priority and underserved populations. The state WIC program shall provide outreach materials to local programs.

PURPOSE: To ensure that potential participants are informed about the existence and services of the WIC program and to ensure growth or maintenance of WIC participant numbers.

RELEVANT REGULATIONS: 7 CFR §246.4(a)(7)—State plan

OREGON WIC PPM REFERENCES: ♦215—Local Program Monitoring and Review
♦425—Ordering State Produced Materials
♦470—Local Program Outreach

PROCEDURE:

Annual activity 1.0 Local WIC programs shall be responsible for conducting outreach activities on an annual basis. Refer to ♦470 for more information on outreach activities for local programs.

Outreach materials 2.0 The state WIC program will develop and maintain specific outreach materials.

2.1 Current available materials include the following:

2.1.1 Outreach brochures

- “WIC – Nutrition for You and Your Family”
(form 57-400, English and Spanish)
- “WIC is for you if you...”
(form 57-470, English and Spanish)

2.1.2 Outreach posters

- “Call WIC Today”
(form 57-401, English and Spanish)

2.1.3 These outreach materials may be ordered using the procedure described in ♦425—Ordering State Produced Materials.

STATE OUTREACH, cont.

Hotline services 3.0 The state WIC program provides funding for Oregon SAFENET, a statewide toll-free Maternal and Child Health hotline that provides health information and referrals to families (1-800-SAFENET). Oregon SAFENET staff members provide the following services to the public:

- 3.1 Give a brief overview of the WIC program, including what it is, who is served, and eligibility requirements.
- 3.2 Collect demographic information, such as numbers in household and gross monthly income.
- 3.3 Refer callers to the local program that serves their geographic area.
- 3.4 Assess need for other health services.
- 3.5 Offer foreign language interpretation through AT&T; more than 140 languages are available.
- 3.6 Offer TDD (telephone device for the deaf).
- 3.7 Serve as advocates for the caller should problems arise.

Technical assistance 4.0 The state program provides consultation on outreach activities. The outreach coordinator and/or nutrition consultant assigned to a geographic area can serve as a resource for examples of outreach activities done by local programs.

Monitoring 5.0 The state WIC program monitors local programs for compliance with outreach requirements. See ♦215 for more information. ★

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