



**Policy 225**  
**State Outreach**  
December 13, 2019

**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 caseload.

**RELEVANT REGULATIONS**

7 CFR §246.4(a) (7)—State plan

**OREGON WIC PPM REFERENCES**

- ◆ [215—Local Program Monitoring and Review](#)
- ◆ [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—Local Program Outreach](#) for more information.

**Outreach Resources**

- 2.0 The state WIC program will develop and maintain specific outreach materials.
  - 2.1. Current available materials include the following:
    - 2.1.1. WIC outreach rack cards: “You do a lot and WIC is here to help” (form 57-400; English and Spanish).
    - 2.1.2. WIC outreach posters: “Growing Healthy Futures & You Got This, Mom” (forms 57-401-1, 57-401-2, 57-401-3; English and Spanish).
  - 2.2. These outreach materials may be ordered by local WIC staff using [Shopify](#), the online store for ordering WIC materials.
- 3.0 The state WIC program pays for National WIC Association (NWA) membership for all local agencies, as funding allows. This membership provides access to publications, fact sheets and other resources. Additionally, Oregon WIC participates in the NWA National Ad Campaign, which allows access for both state WIC and local WIC programs to materials associated with that campaign.

## Information and Referral

- 4.0 The state WIC program provides funding for 211info, a statewide toll-free call center offering health information and referrals. 211info staff provide the following services:
- 4.1. Give an overview of WIC benefits and services for those who call in, including the location of the WIC clinic and eligibility requirements.
  - 4.2. Offer additional support, referrals and resources for anyone with maternal or child health needs.
  - 4.3. Collect and report demographic information for the state WIC program. Key 211info staff are also required to attend meetings/trainings with WIC and other Oregon Public Health Division maternal and child health program staff.

## Technical Assistance

- 5.0 The state WIC program provides consultation on outreach activities. The outreach coordinator and/or nutrition consultant assigned to a geographic area can provide examples of outreach activities local programs may perform within their own communities.

## Monitoring

- 6.0 The state WIC program monitors local programs for compliance with outreach requirements. See [♦215—Local Program Monitoring and Review](#) for more information.

**If you need this in large print or an alternate format, please call 971-673-0040.**

**This institution is an equal opportunity provider.**

## POLICY HISTORY

Date	* Major Revision, Minor revision
6/16/2017	Revision
12/13/2019	Minor revision

The date located at the top of the policy is the implementation date unless an “effective date” is noted on the policy. Policies will become compliance findings 6 months from the implementation date.

Release notes can be found in the corresponding document on the [Policy and Procedure Manual page](#).

**\*Major Revisions:** Significant content changes made to policy.

**Minor Revisions:** Minor edits, grammatical updates, clarifications, and/or formatting changes have occurred.

**Date of Origin:** Date policy was initially released