



Policy 470

Local Program Outreach

December 13, 2019

POLICY

Local WIC programs must conduct outreach activities on a regular basis and, at a minimum, publically inform potential participants about the availability of WIC program benefits annually.

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)(6)(7)— State Plan; Requirements; Affirmative Action Plan

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](#)
- ◆ [655—Homeless Applicants](#)
- ◆ [880—Referrals](#)

DEFINITIONS

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

PROCEDURE

Annual Requirement

- 1.0 Each year, local agencies must publically inform eligible persons, not currently enrolled in WIC, of program benefits, eligibility criteria, and program locations.
- 2.0 Listed are some examples of acceptable outreach activities that meet this requirement:
 - 2.1. Write and submit a Public Service Announcement (PSA) that is in the language of the target population. Focus on radio stations with programming oriented to the WIC population. *PSAs are short, community-oriented*

messages that are typically 30 or 60-seconds and must include the short form of the non-discrimination statement;

- 2.2. Purchase a social media ad on Facebook, if your local agency has a Facebook account. Paid ads extend beyond those already connected to WIC. Posting on social media does not count as a public announcement of benefits;
- 2.3. Purchase an ad in the local newspaper and considering running it with other health department service ads;
- 2.4. Request a cable network interview or write a press release focusing on nutrition and growing healthy families. Time this around, for example, National Nutrition Month (March), National Baby Day (May 2), or National Breastfeeding Month (August);
- 2.5. Purchase outdoor advertising, which could include billboards, bus benches, or the interior/exterior of buses. WIC-branded, editable templates are available in the NWA online community;
- 2.6. Submit an article to a local newspaper about good nutrition for pregnancy, breastfeeding or infancy. Include a human-interest photo and story that will attract the readers' attention (e.g. a pregnant woman being weighed, a mom, dad or guardian holding their infant). Within the article, highlight WIC's benefits, who is eligible for the program, and include your contact information and address;
- 2.7. Advertise and offer free height and weight screenings for infants at a community event. At the screening, let families know about WIC.

Documentation

- 2.8. Local agencies must track all outreach efforts.
- 2.9. Outreach documentation must be available during the biennial WIC program review, along with any locally-developed outreach materials. Link to a sample [WIC Outreach Log](#) under the Marketing and Outreach section, or create your own form that includes at a minimum:
 - The date of contact;
 - A description of the outreach activity; and
 - The person and the partner organization involved.

Assessment and Planning

- 3.0 The WIC Coordinator or other designated staff of each local WIC program will:
 - 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.

Target populations

- 3.1. Review the characteristics of the current caseload and determine who is being served. Compare these factors to census data or other sources of local

demographic information. Target outreach to historically underserved populations first:

- Migrant farm workers and their families;
- Members of Indigenous or Native American groups;
- People experiencing homelessness. [See ♦655 – Homeless Applicants](#) for outreach activity ideas; and/or
- Women in the early months of pregnancy.

3.2. It is recommended that the next outreach emphasis be placed on reaching potential participants who are, but not limited to:

- Women enrolled in treatment programs;
- Teen parents;
- Specific socioeconomic groups;
- Members of diverse racial and ethnic groups;
- Medicaid recipients;
- Families enrolled in Head Start;
- Infants and children in the care of foster parents and/or the Department of Human Services (DHS).

Caseload management

3.3. Select outreach activities in conjunction with current caseload management policies. See [♦325—Caseload Management](#).

Outreach plan

3.4. It is recommended that each local agency create an outreach plan that reflects the needs of the community. Consider both short-term and long-term outreach strategies when developing this plan.

Local resources

3.5. Whenever possible, research the availability of local resources to help with the development, distribution, and costs of outreach efforts. Resources might include grants, volunteers, religious groups or organizations, philanthropic organizations that are supportive of women's, infants' and children's health.

Referrals & partnership development

4.0 Identify and develop relationships with stakeholders and key contacts in the community for referral sources. Strengthen ongoing relationships with local partner agencies, community groups, public health or other health programs and social service agencies.

Develop a referral network and system

4.1. Create strong referral systems to establish and maintain contact with clinics, agencies, and organizations that serve potential WIC participants. This can be done by:

- Presenting WIC information at workshops, meetings, in-services, or conferences attended by these groups;

- Distributing outreach materials to assist in making referrals to WIC;
- Attending and representing WIC in community based anti-hunger groups.

4.2. Solicit referrals from the following:

- Hospitals and clinics;
- Doctor's offices;
- Coordinated Care Organizations (CCOs);
- Teen parent programs;
- Unemployment offices;
- Department of Human Services/Self Sufficiency offices (SNAP, TANF, OHP, etc) and OHP assistors;
- Health department programs or clinics;
- Refugee assistance programs;
- Religious and community organizations in lower-income areas;
- Food banks or pantries;
- Indian tribal organizations;
- Children, Adults and Families (CAF);
- Foster parent programs;
- Community Action Agencies;
- Organizations working with communities of color;
- Early Childhood Learning programs, including Head Start and Early Head Start programs;
- Migrant farm worker organizations;
- Women's shelters;
- Homeless facilities;
- Social service agencies;
- Neighborhood councils;
- Midwives;
- Community leadership or service organizations;
- Oregon State University Extension Services programs;
- Housing and Community Services.

4.3. See [◆880—Referrals](#) for more information on required referrals for WIC participants.

Cooperative agreements with hospitals

4.4. Each local agency that operates the program within a hospital and/or that has a cooperative arrangement with a hospital will:

- 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, provide an opportunity for individuals who may be eligible to be certified within the hospital for participation in the WIC program.

Outreach materials

- 5.0 Make outreach materials such as brochures, posters, newsletters, or flyers available in locations frequented by potential WIC participants. Document where outreach materials are placed and communicate with partners periodically to replace and update materials, as needed.
 - 5.1. For a list of outreach materials provided by the state WIC program. See [◆225—State Outreach](#).
 - 5.2. Local agencies can use state-produced outreach materials, or they could develop their own. When creating locally-developed materials, agencies will:
 - 5.2.1. Make materials easy to read and understand.
 - 5.2.2. Use the most common language and dialect for target populations.
 - 5.2.3. Display a message of equal opportunity by using illustrations or graphics showing participants of different races, social groups, genders, sizes, and national origins that are represented in the community.
 - 5.2.4. Describe WIC as a nutrition program that includes services for working families, whenever possible.
 - 5.2.5. Include the following information on outreach materials:
 - Name of program and program benefits;
 - Contact information and/or location;
 - Eligibility criteria;
 - USDA’s non-discrimination statement. See [◆452—Civil Rights](#) for the longer required statement. The short form of the statement can be used for flyers and postcards of less than a page, and for articles, radio and television PSAs that are generally short in duration. The English short form is “This institution is an equal opportunity provider”. The Spanish short form is “Esta institución es un proveedor que ofrece igualdad de oportunidades”. NOTE: The non-discrimination statement is not required to be printed on small items such as cups, magnets, pens, or on materials specific to nutrition education or breastfeeding.

Allowable costs for outreach

- 5.3. 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](#).

Evaluation

- 6.0 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. Talk with your nutrition consultant, state outreach coordinator, or WIC research analyst for ideas or support developing a participant survey or evaluation plan.

REFERENCES

Outreach resources can be linked on the [WIC Coordinator Resources webpage under Marketing and Outreach](#). Here are a few examples of resources available:

- Sample WIC Outreach Log
- WIC Outreach for the Local Agency – Planning Guide and Tools
- WIC Presentation PowerPoint(s)

POLICY HISTORY

| Date | * Major Revision, Minor revision |
|------------|----------------------------------|
| 10/5/2018 | Revision |
| 12/13/2019 | Major 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

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

This institution is an equal opportunity provider.