

Outreach Activity Ideas

Choose at least one:

1. Review and update your local agency's resource and referral information for housing (including homeless shelters and facilities), food resources, Head Start, healthcare clinics, hospitals, child care programs, farm worker organizations, refugee programs, public health programs, DHS and other identified community organizations. Educate your staff about the referral organizations and how to effectively refer to them.
2. Designate an outreach lead to work with you to identify a target partner(s). The outreach lead will create a plan for initiating or strengthening that partnership. The plan should include a goal, an objective(s), a method and an evaluation component.
3. Contact a CAA program serving our target audience. Offer a presentation for their staff about WIC program benefits and eligibility. Discuss effective ways with staff on how best to refer consistently to each other's program. A WIC PowerPoint template is available on the [WIC Coordinator Resources page](#) under Marketing and Outreach.
4. Invite a CAA staff member to a WIC meeting to talk about their program services, enrollment process and eligibility requirements. Discuss effective ways with staff on how best to refer consistently to each other's program.
5. Identify an OB/GYN or pediatric clinic serving OHP clients. Call and schedule a visit with the clinic manager or healthcare provider. Bring an outreach packet including your local agency data sheet, performance measure data, WIC brochures and any additional outreach pieces. Together, explore how you could better communicate, improve referrals and coordination of care for higher, nutrition-risk patients.
6. Identify a local champion within your CCO or a local providers' office that is working to improve food security (e.g., screen and intervene program) and meet with them. Consider coordinating this meeting with other community partners invested in food security. *There are 14 out of 15 CCOs that will address food security starting 2020.*
7. Design your own activity related to outreach. Describe who will do it, how it will be accomplished, and the timeline for completion.

Questions?

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