Montana WIC

Nutrition Program for Women, Infants and Children

WIC Clinic Outreach Plan

Fiscal Year: 2017

Local Agency: | | WIC Director: | |

**Complete all sections of plan and submit to the state office as soon as possible, retaining a copy for your records.*

I. Briefly describe prior year activities including any successes or challenges:

II. Describe any special needs of your local clinic, participants or community:

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III. Federal Regulations and the State Plan specify that all local clinics must do a media campaign annually (newspaper, public service announcement, etc.). Please refer to the current State Plan, Chapter 4, Policy 4.9, I. A. for what needs to be included to meet this requirement.

This list can serve as a springboard for ideas to use for any specific local needs your agency might wish to address:

- person-to-person outreach
- targeting special groups
- creating referral systems (especially intra-agency- Medicaid, SNAP, etc.)
- media – print or media community calendar listings – any changes at clinic, let people know!
- increasing accessibility
- a list of organizations for networking

Describe activities completed for the required media outreach and any other types of outreach considered by your local agency to try this coming fiscal year.

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