

## Section I: Goals and Objectives

### F. Caseload Management

#### Goal 1

Montana WIC will use data provided from adjunctively eligible programs to perform innovative and targeted outreach to pregnant and postpartum women, and children age 5 and under.

#### Objective

- Increase WIC participation in Montana through direct outreach to participants in the following adjunctively eligible programs: Montana SNAP, TANF, and Medicaid.
- Modify outreach method based on demographic.

#### Activities:

State WIC Office:

- Statistical analysis will be completed on effectiveness of outreach from 2019 SNAP Outreach Pilot.
- Obtain SNAP, TANF, and Medicaid data and match with WIC participation data to determine those that are not already participating in WIC.
- Directly contact those identified and inform of WIC program:
  - Send text messages as initial outreach.
  - Send postcard to undeliverable phone numbers.

Local WIC agencies:

- Contact those interested and schedule appointments to get certified.