

## Section II: Local Agency Procedure Manual

### VII. Local Caseload Management

#### B. Outreach

##### **Purpose**

The purpose of outreach is to increase the visibility of the WIC Program to ensure potentially eligible persons in the state are aware of the WIC program and know where and how to seek services.

##### **Policy**

All Local Agencies will develop and implement an outreach system designed for their communities which will most effectively reach their potentially eligible population.

---

#### **1. The local program is responsible for the following outreach efforts:**

- Send a public announcement (i.e. press release) to local media at least annually. The public announcement must include information about program benefits, including the eligibility criteria for participation and the location of the local agencies operating the program. Emphasis will be on reaching and enrolling eligible women in the early months of pregnancy, migrants, homeless individuals and organization and agencies serving the homeless. This release must include the non-discrimination statement
- Distribute state-approved outreach materials to offices and organizations that serve significant numbers of potentially eligible persons, including health and medical organizations, hospitals and clinics, public assistance offices, unemployment offices, social service agencies, farm worker organizations, Indian tribal organizations, organizations and agencies serving homeless individuals, and religious and community organizations in low-income areas.
- Keep a file on hand with outreach material used at events, along with the annual public announcement. Be prepared to present these items during monitoring visits.

#### **2. Each local agency is responsible for completing an annual outreach plan and maintaining a log of activities.**

- The plan will include, at a minimum, an annual public announcement as required in this policy and by federal regulation.
- Additional activities appropriate to reach the maximum number of potentially eligible participants and inform service and healthcare providers in each community.
- Submit the Local Outreach Log and Plan to the state outreach coordinator for approval by September 30<sup>th</sup> of each year.

- 3. During the monitoring visit, outreach plans that did not receive approval may be subject to a potential finding at the next local agency monitoring and will require corrective action.**
  - Outreach plan effectiveness, and an assessment of participation, will also be reviewed during monitoring.