

Section III: State Agency Procedure Manual

VII. State Caseload Management

A. State Office Outreach

Purpose

The State WIC Office is responsible for coordination of statewide outreach activities.

Policy

The Montana WIC Program will do outreach to potentially eligible Montana residents annually, and ensure local agencies are effectively doing outreach in their respective regions.

1. State WIC Office will:

- The State WIC Office will participate in an annual and/or ongoing outreach activities or campaigns.
- The State WIC Office will use available opportunities to educate health professionals about WIC services and benefits.
- The State WIC Office will provide agencies, organizations, and offices in their network with materials describing WIC services.

2. WIC program website includes:

- Names and addresses of the local agencies
- Names and addresses of WIC retailers
- Eligibility criteria and information on program benefits
- The civil rights non-discrimination statement
- The toll-free phone number for the State WIC Office

3. Promotion of Services

- Prepare and distribute outreach materials to local programs for use in recruiting new WIC participants, and in providing information to health professionals and allied services in their community.
- Provide local agencies with referral information about allied services such as Medicaid, SNAP, TANF, Healthy Montana Kids (home visiting), immunization programs, Head Start, SNAP-ED and EFNEP, local food banks, etc.

4. Statewide Meetings and Workshops

- State WIC Office staff will attend appropriate statewide meetings to share the WIC Program and the services it provides either through presentations or tabling/sponsorships

5. State WIC Outreach Coordinator

- The State WIC Office will maintain the role of Outreach Coordinator who will:
 - Complete pre-monitoring evaluation of local activities and completed log.
 - Provide local agencies data, support and technical assistance on participation in relation to outreach.
 - Work with contracted marketing company and state print and graphics department on communications, material development and logistics.

- Work closely with stakeholders and partners to coordinate services, projects, and initiatives that are mutually beneficial.
- Implement activities within strategic plan related to recruitment, retention and quality improvement.

6. Legislative Queries

- Provide the Montana Congressional delegation information about WIC upon request.
- Provide the state policy makers with information about WIC's contribution to the health of women, infants, and children upon request.

7. Notice to the General Public

- In May of each year, the Montana WIC Program will publish in the Sunday edition of all major newspapers in the state a public notice requesting comment on the development of the State WIC Plan for the upcoming fiscal year.
- The published notice for WIC comments will include a statement to the effect that copies of existing state plans are available online at wic.mt.gov
- This notice will allow comments to be received in writing up to the close of business 30 days after publishing.
 - Submission of comments should be addressed to:

WIC Section Supervisor
Early Childhood & Family Services Division
Department of Public Health and Human Services
PO Box 4210
1625 11th Ave., Basement (USF&G)
Helena, MT 59604-4210
- The WIC Section Supervisor will receive and review each written comment and acknowledge within 10 days of receipt.
 - A record of comments received and acknowledged will be included as an appendix in the final approved State WIC Plan.
- The WIC Section Supervisor will incorporate such comments as appropriate.