

## 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.

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

- Send a public announcement 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. This release must include the non-discrimination statement.
  - Local agencies are required to submit a copy of their announcement to the State Outreach Coordinator.
  - Examples of acceptable announcement formats are press releases, newspaper ads/articles, magazine ads/articles, radio announcements, and social media ads/posts.
- Distribute state-approved outreach materials to offices and organizations that serve the WIC target population, including health and medical organizations, hospitals and clinics, public assistance offices, unemployment offices, social service agencies, farm worker organizations, Indian tribal organizations, childcare centers including Head Start and Early Head Start, agencies serving homeless individuals, and religious and community organizations in low-income areas.
  - Any outreach materials that include information about WIC program eligibility or participant requirements must be submitted to the State Outreach Coordinator for approval.
    - It is not required to submit every outreach effort that doesn't include the above information.
  - Outreach materials of nominal value that are distributed to participants at conferences or other outreach events must be approved before purchasing if the state agency wishes to utilize WIC funds.

- It is recommended to keep a file with outreach material used at events, along with the annual public announcement, and a log of all activities. Be prepared to present these items during monitoring visits.
  - An additional interview with the State Outreach Coordinator will be part of the monitoring process. Please be prepared to talk about the outreach efforts your agency has done.
- Include action plans related to recruitment and retention as part of annual local agency” plans” submitted to the State Office.