

7.10 Annual Outreach/Targeting Plan and Evaluation

POLICY:

The Local Agency will develop, submit and implement a written Annual Outreach/Targeting Plan and Evaluation and maintain a monthly outreach activity log.

PROCEDURE:

A. The Annual Outreach/Targeting Plan and Evaluation must include:

- Name and title of the person who prepared the plan;
- Name of the person who will be responsible for implementing outreach/targeting efforts;
- Date submitted;
- A list of goals and objectives for outreach/targeting activities;
- Objectives which include outreach to priority I and II women and infants, migrant, homeless, dislocated workers, and minority individuals.
- A time frame for implementation of outreach activities; and
- A monthly calendar of events.

B. The Annual Outreach/Targeting Plan and Evaluation must address:

- Publicizing WIC Program availability;
- Outreach networks currently in use or available in the Local Agency service area;
- Coordination of WIC services with other health, education and social service programs;
- Special outreach efforts; and
- Evaluation of outreach/targeting efforts.

C. Evaluation Components Include:

A description of activities that specifically target the high-risk population, including priority I and II women and infants, migrant, homeless, dislocated workers, and minority individuals;

- Whether or not objectives were met (including challenges and successes); and
- Justification of the decision to continue each objective (the objective must be changed if it cannot be realistically achieved).

D. Submitting the Annual Outreach/Targeting Plan and Evaluation

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The Annual Outreach/Targeting Plan and Evaluation will be divided into three sections within the same document.

- The first submission of the Annual Outreach/Targeting Plan and Evaluation must be submitted to the State Agency Outreach Coordinator by August 1. The sections of the Annual Outreach/Targeting Plan and Evaluation to be submitted by August 1, include the goals, methodology and evaluation (**See Policy 7.10 Attachment 1, sections A and B**) for each goal that will be worked on for the following fiscal year.
- The second section of the Annual Outreach/Targeting Plan and Evaluation is the Mid-Year Report and must be submitted to the State Agency Outreach Coordinator by May 15. The sections of the Mid-Year Report to be submitted by May 15 include the Status for Mid-Year Report October 1 through March 31, Challenges for the Mid-Year Report and Successes for the Mid-Year Report (**See Policy 7.10 Attachment 1, sections C, D and E**).
- The third section of the Annual Outreach/Targeting Plan and Evaluation is the Final Report and must be submitted to the State Agency Outreach Coordinator by November 15. The sections of the Final Report to be submitted by November 15 include the Status for Final Report April 1 through September 30, Challenges for Final Report, and Successes for Final Report (**See Policy 7.10 Attachment 1, sections F, G and H**).
- Item 2, documenting additional State Goals, should be completed using the same process outlined above.
 - Sections 2A and 2B are due August 1; Sections 2C, 2D, and 2E are due May 15 (in addition to Sections 2A and 2B); Sections 2F, 2G, and 2H are due November 15 (in addition to Sections 2A – 2E)
 - This section is considered part of the entire report, and should not be submitted as a separate report
- Item 3 (optional), documenting Local Agency Goals, should be completed in the event the local agency opts to have a Local Agency Goal, and should be completed using the same process outlined above.
 - Sections 3A and 3B are due August 1; Sections 3C, 3D, and 3E are due May 15 (in addition to Sections 3A and 3B); Sections 3F, 3G, and 3H are due November 15 (in addition to Sections 3A – 3E)
 - This section is considered part of the entire report, and should not be submitted as a separate report
- The Annual Outreach/Targeting Plan and Evaluation will be available for review by Federal monitors and State Agency monitors.

Each submission of the Annual Outreach/Targeting Plan and Evaluation will add onto the document, the Final Report will be one completed document, including each goal, the methodology and evaluation for each goal, the Mid-Year report and the Final Report.

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E. Submitting the Monthly Outreach Activity Log

The Monthly Outreach Activity Log will be maintained by the Local Agency Outreach Coordinator(s) to document outreach efforts each month. The monthly outreach activity log will be submitted to the State Agency Outreach Coordinator no later than the 10th day of the following month.

- The report must be submitted monthly to the State Agency Outreach Coordinator for documentation of outreach activities (**See Policy 7.10 Attachment 2**).

ATTACHMENTS

1. Annual Outreach Report
2. Monthly Outreach Hourly Log