

7.01 Local Agency Outreach Responsibilities

I. POLICY:

Every WIC Local Agency (LA) will conduct consistent targeted outreach to WIC-eligible populations by informing eligible persons of the availability of Program benefits, including the eligibility criteria for participation, and the location of local agencies operating the Program. At least once annually such information shall be publicly announced via multiple avenues which includes at a minimum, but is not limited to:

- print media;
- social media;
- broadcast media (television or radio); and
- community enrollment events in each county served by the LA.

WIC Program information, outreach and marketing materials shall also be distributed to offices and organizations in each county served by the LA that deal with significant numbers of potentially eligible persons (PEP), including health and medical organizations, hospitals and clinics, welfare and unemployment offices, social service agencies, farmworker organizations, Indian tribal organizations, organizations and agencies serving homeless individuals, and religious and community organizations in low-income areas.

WIC Nutrition Services Standard 10 - Program Coordination - will also be addressed through LA outreach and marketing by 1) coordination with services of other programs that may benefit participants; 2) collaboration with service providers to ensure accurate and consistent awareness messaging; 3) representing and promoting WIC nutrition services at meetings and conferences; 3) developing plans and fostering positive relationships with community partners; and 4) conducting systematic reviews of coordination and collaborative efforts with other programs at the local level that includes a review of activities, plans and agreements.

Funding for the WIC Program is determined by participation in the program, therefore, the LA will continuously develop and carry out annual targeted campaigns to inform and entice potential eligibles to apply for and make use of the benefits of WIC Program as well as increase awareness of WIC Program services by organizations serving maternal, child and family populations.

Each LA will commit a minimum of eight (8.5) hours per week 120 hours per quarter engaging in direct engagement outreach activities within every assigned county when the Local Agency must increase caseload as specified by the State Agency. Outreach administration activities - outlined in Section B of procedure below and documented work hours as “Admin Services” do not count toward the 120 hour quarterly grant performance measure. Hours dedicated to retention of actively certified participants is considered client services. These hours are not to be included in the quarterly grant performance measure of 120 hours of outreach.

Local Agency outreach efforts will be evaluated for effectiveness including, but not limited to, measurements such as participation rates (i.e. monthly caseload and average annual caseload), unduplicated count (i.e. number of individual participants and families served each calendar year),

7.01 Local Agency Outreach Responsibilities

PEP participation rates, service provider and community partner surveys, and community event evaluations .

The purpose of outreach is to advertise the availability of WIC Program benefits to potential WIC applicants and maintain their active participation in the Program. This may also include the referral of WIC participants to other health, education, and social service programs in the community.

Goals of Mandatory Targeted Annual Outreach

- Publicize the availability of the WIC Program (7.02)
- Build an outreach network (7.03)
- Inform organizations in the outreach network about the WIC Program (7.04)
- Coordinate with other community resources (7.05)
- Outreach to pregnant women, with emphasis on reaching and enrolling eligible women in the early months of pregnancy, and newborns (7.06)
- Outreach to homeless (7.07)
- Outreach to migrant populations (7.08)
- Outreach to dislocated workers (7.09)
- Outreach to agencies or organizations which specifically serve racial/ethnic groups or other protected groups underrepresented in the general population (1.08 C.5.a.)
- Outreach specific targeting, planning, and evaluation 7.10

Community Outreach and Referral

1. Staff of health, education and social service programs in the community will be better able to refer applicants to the WIC Program once informed of the eligibility criteria and WIC benefits.
2. WIC personnel will be better able to refer WIC applicants and participants to other health, education and social service programs in the community once informed of the eligibility criteria and benefits of these programs.

7.01 Local Agency Outreach Responsibilities

II. PROCEDURE:

A. Local Agency Outreach Liaison

1. Local Agency Outreach Liaison (ORL) will be designated for the LA
2. The ORL will be responsible for the following: performing all duties listed within the current approved job description ([Attachment 1](#)), including the following:
 - a) Communicating and coordinating outreach efforts for the purpose of initiating and improving outreach activities at the State and local level including channeling all Local Agency outreach material orders and reviewing all Local Agency produced materials and news releases prior to submission to the State Agency. Coordinating and enhancing outreach efforts at the local level by managing local agency outreach material orders and reviewing locally produced materials and media releases to ensure quality and alignment with State Agency (SA) standards before submission to the State Outreach Coordinator (ORC) per Policy 7.02.
 - b) Attending and participating in monthly Touchpoints hosted by the State Agency to ensure the ORL, or appropriate designee, is networking, sharing and adopting best practices as well as providing updates on quality improvement initiatives and outreach performance measures. Monthly Touchpoints are facilitated by the ORC
 - c) Soliciting all LA staff input, and providing one consolidated LA response, on any SA requested comment periods specified for ORLs by the designated deadlines.
 - d) Meeting with the ORC biannually and other LA ORL annually for outreach strategic planning and defining the federal fiscal year marketing campaign.
 - (1) In preparation for this annual planning meeting, each ORL will attend an individual meeting with the ORC to complete and/or share the LA outreach evaluation and status
 - (2) Invite the ORC to all community events hosted by the LA. The ORC will attend at least one event of each LA annually for job shadowing and assessment of LA outreach methods.
 - e) Conducting personnel development of LA staff to build skill sets for outreach in all LA assigned counties
 - f) Presentation at each LA quarterly staff meeting using topics and tools from ORL Touchpoints, Operational Quality Improvement, and Local Agency Director guidance.
 - g) Field shadowing with other LA staff conducting outreach

7.01 Local Agency Outreach Responsibilities

B. Local Agency Performance Measures

1. Outreach hours will be logged on approved Outreach Log [Attachment 2](#) and submitted to the State Agency by the 10th of each month.

2. The only hours that should be reported in the Local WIC Agency monthly outreach hour report and considered towards the 120-hour quarterly grant performance measure, are those hours dedicated to activities intended to reach potentially eligible participants, publicly announce eligibility criteria, and inform or distribute such information to organizations that deal with potentially eligible persons. Hours will be designated on the outreach log by Chapter 7 section notations in the below chart.

OUTREACH ACTIVITIES Examples	CLIENT SERVICES Examples	ADMIN SERVICES Examples
Recorded as administration on the WIC-30 staff record (column 6 “Outreach”) or other designated staff time record.	Recorded as client services on the WIC-30 Staff Record (column 3 “Client Services”) or other designated staff time record.	Recorded as administration on the WIC-30 staff record (column 4 “Admin”) or other designated staff time record.
<ul style="list-style-type: none"> ● Working with HBCUs/churches/refugee centers (1.08) ● Hosting an event with media and elected officials (7.02) ● Posting a social media message (7.02) ● Replying to social media comments (7.02) ● Conducting a media interview on WIC with a local reporter (7.02) ● Writing and sending a press release on how to apply for WIC to the local newspaper (7.02) ● Preparing and sending a fact sheet on WIC to elected officials (7.02) ● Placing WIC materials in the local public library community display area (7.02) ● Giving a tour of your WIC clinic to nursing students who are volunteering at the local food bank (7.02) ● Distributing the WIC brochure along with an introductory letter to the local ministerial association with a request to 	<ul style="list-style-type: none"> ● Hosting an event targeted to current WIC participants ● Providing height, weight and hbg values to Head Start for WIC participants (7.05) ● Working the Failure to Pick Up Benefits Report ● Working reports from XR (last issuance, termed participants, etc.) ● Sending reports to Right from the Start for active participants (7.05) ● Visiting WIC retailers and addressing any concerns ● Developing/updating referral or resource directory to use in the clinic ● Developing a customer satisfaction survey in both English and Spanish ● Sending birthday cards to WIC participants ● Distributing the Medicaid report ● Facilitating individuals coming onto WIC and helping to address barriers to participation. 	<ul style="list-style-type: none"> ● Traveling to a community event ● Attending a state agency hosted meeting ● Writing a MARWIC Times article about a successful outreach strategy (but 7.02* IF published with media) ● Analyzing community partner feedback and reflection forms ● Developing your annual action plan ● Developing and submitting your annual, mid-year, and final reports ● Ordering outreach materials and resources ● Attending a National WIC Association social media webinar ● Monitoring and reviewing social media analytics and developing a staff meeting/SA report ● Updating your action plan ● Coordinating hospitality arrangements for your community partner

7.01 Local Agency Outreach Responsibilities

<p>display or include in church bulletins (7.02)</p> <ul style="list-style-type: none"> ● Attending and presenting at nutrition themed read aloud events (7.03) ● Calling a partner referral agency and reviewing/sending the Making a WIC Referral Handout (7.03) ● Sending community partners updated WIC eligibility and referral guidelines (7.03) ● Participating in a health fair sponsored by your local FQHC (7.03) ● Providing an in-service presentation on WIC to immunization staff (7.04) ● Making a presentation to community partners serving targeted outreach populations (7.04) ● Hosting an event for referral partners of potential eligible participants (7.04) ● Making a WIC presentation at the local FRN meeting (7.04) ● Participating in preschool/Head Start/ Kindergarten screenings (7.05) ● Attending and distributing WIC materials at a community baby shower and answering questions from pregnant moms not currently enrolled in WIC (7.05 & 7.06) ● Sending messages and/or emails to Medicaid members not currently participating in WIC (7.05 & 7.06) ● Dropping off outreach materials along with other WIC 53 forms to a local healthcare provider office (7.06) ● Presenting WIC 101 to labor and delivery nurses and lactation consultants at the local hospital (7.06) ● Meeting with local pediatrician offices and taking WIC outreach 		<p>presentation event with the state agency</p> <ul style="list-style-type: none"> ● Logging outreach hours ● Developing a schedule of “Outreach Days” ● Hosting interns for their educational experience ● Developing Local Agency print materials ● Attending a staff training on nutrition education ● Preparing outreach materials ● Preparing for an outreach activity or event
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7.01 Local Agency Outreach Responsibilities

<p>brochures for waiting rooms (7.06)</p> <ul style="list-style-type: none"> ● Working the <u>expired</u> Clients Report (7.06) ● Conducting follow up calls with new referral providers working with those who are unhoused (7.07) ● Posting WIC posters in the community (local grocery stores, thrift shop, employment office, and laundry mat, etc.) (7.02 & 7.07) ● Hosting a pop up clinic at a farm location (7.08) ● Distributing material to employers of migrant workers (7.08) ● Distributing materials to employers of workers that will be dislocated (utilize the WARN act or WorkForce West Virginia web page)(7.09) ● Hosting an event/pop up clinic at a facility that will have dislocated workers (7.09) 		
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3. Outreach activities should address each section of Chapter 7 policy throughout the fiscal year. If an activity addresses more than one section of Chapter 7 policy, the hours should be recorded equally to document dedicated time for each target population.

4. Preparation time as well as time spent conducting an outreach activity may be counted as outreach hours. If planning and preparation is conducted internally, the time applies to the same policy section as when completing the activity. If planning is conducted with a partner or other non-WIC entities, the planning and preparation time spent is applied to policy section 7.05.

5. Outreach activities may apply to multiple chapter sections and time should be recorded accordingly. For example, a community baby shower with mobile enrollment:

- Time spent planning
 - If part of planning committee = 7.05
 - If planning internal only = split time between 7.04 and 7.06
- Time spent hosting mobile enrollment = split between 7.04 and 7.06

7.01 Local Agency Outreach Responsibilities

(1) Hours to be counted toward the above listed total are outlined in [Attachment 3](#)

6. It is not expected for the WIC-30 Staff Record to match the outreach hour report. For example, some outreach hours may be logged under "other grants" on the WIC-30 (i.e. WIC Infrastructure Grants). In addition, there are other administrative activities (i.e. staff supervision) that would be considered on the WIC-30 but not documented as outreach hours.

7. An inquiry should be made to the ORC concerning how to charge and report activities not included in the subsequent listings.

C. Training of Local Agency Outreach Liaisons

1. ORL must be provided specific outreach training in the LA within the first six (6) to eight (8) weeks of employment or designation as an ORL.
2. ORLs with 12 months or more tenure may be assigned by the ORC to mentor new ORL. Mentors should be available for virtual meetings and questions with their mentee to offer guidance and encouragement for at least one (1) year. Mentors may assist with first-time outreach events, and provide guidance on the WIC Program and processes, including reporting processes.

REFERENCES:

1. [7 CFR §246.4 \(a\)\(7\)\(i\) of the WIC Regulations](#)
2. [WIC Nutrition Services Standards](#)
3. West Virginia WIC Outreach Liaison Training Guidebook
 3. 2. SFP 96-009, Use of the USDA's Nondiscrimination Statement
3. SFP 97-136, USDA's Nondiscrimination Statement
4. DR 4300-3, 1999 Equal Opportunity Public Notification Policy

ATTACHMENTS:

1. [Attachment 1. Local Outreach Liaison Job Description](#)
2. [Attachment 2 – Outreach Log](#)
3. [Attachment 4 Suggestions for Developing Successful Media Relations](#)
4. [Attachment 5 Public Relations Handbook](#)
5. [Attachment 6 Press Release](#)
6. [Attachment 7 Release Form](#)