

General Volume
Management Section

Outreach (1.02100)

ER #1.02100

Authority 2008 7CFR 246.4(a)(7,18,20, & 21), CFR 246.14(c)(3) and WIC Local Agency Nutrition Services Contract Scope of Work

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POLICY: The Local WIC provider (LWP) shall have a written outreach plan appropriate to the population within the LWP service area. The plan must include demographics for the area served and identify areas of potential need in the WIC eligible population.

The LWP shall have an active outreach and referral network within its service area that includes agencies and organizations, which serve populations similar to WIC. The network must include the local Department of Social Services, Family Support Division office. The LWP will provide these community partners with information about WIC and contact information to facilitate referrals to WIC.

The LWP shall update the outreach and referral network information at least annually or more frequently to maintain accuracy.

Nondiscrimination statement is required for all outreach materials. Refer to [ER# 1.02200](#) and [ER# 1.05700](#).

PROCEDURES:

A. Creating the LWP outreach referral network.

1. The network must include the local Department of Social Services, Family Support Division office.
2. The network should include other community agencies or organizations that serve similar populations.
3. The network may include other organizations and groups considered appropriate by the local WIC provider, such as local physicians, schools, religious organizations, etc.
4. The LWP may request the WIC state agency to provide guidance and materials to assist with their outreach efforts.

B. Providing community partners with up-to-date materials:

1. Materials should describe program benefits, the potentially eligible participants, and include the name, address, phone number, web site, or email address of the LWP.
2. Nondiscrimination statement is required for all outreach materials. Refer to [ER# 1.05700](#).

C. Targeting Outreach:

1. Target outreach to those at potentially high risk.

2. The LWP may use US Census, WIC management reports, WIC MICA data, community resources, geo-maps, and other data bases.
3. The LWP may consult with the State WIC office to ensure an appropriate target population and adequate methods.

D. Funding:

1. The LWP should request funding in the LWP agency plan (LAP).
2. The LWP should charge the costs of doing outreach on line items appropriate to the activities done. Refer to [ER# 1.03400](#) through [ER# 1.04600](#).
3. Additional funding, when available, may be used for special outreach initiatives as appropriate and approved in the LAP.

E. Documenting Outreach:

1. The LWP will keep a file of all outreach materials used, a list of all outreach activities and the date completed. File is to be retained at the LWP for monitoring and compliance verification.