

## VII. Caseload Management

### 7.1.010 Outreach

Authority 2008 7 CFR 246.4(a)(7,18,20, & 21), CFR 246.14(c)(3)

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

The LA 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 LA will provide these community partners with information about WIC and contact information to facilitate referrals to WIC.

The LA 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 [11.1.020](#).

#### PROCEDURES:

##### A. Creating the LA 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 agency, such as local physicians, schools, religious organizations, etc.
4. The LA may request the WIC state agency (SA) 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 LA.
2. Nondiscrimination statement is required for all outreach materials. Refer to [11.1.020](#).

##### C. Targeting Outreach:

1. Target outreach to those at potentially high risk.
2. The LA may use US Census, WIC management reports, WIC MICA data,

community resources, geo-maps, and other data bases.

3. The LA may consult with the State agency to ensure an appropriate target population and adequate methods.

D. Funding:

1. The LA should request funding in the local agency plan (LAP).
2. The LA should charge the costs of doing outreach on line items appropriate to the activities done. Refer to [5.1.020](#) through [5.1.140](#).
3. Additional funding, when available, may be used for special outreach initiatives as appropriate and approved in the LAP.

E. Documenting Outreach:

1. The LA 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 LA for monitoring and compliance verification.