

<p style="text-align: center;">Nutrition Services Department of State Health Services</p>

Effective October 1, 2005

Policy No. OR:01.0

Local Agency Outreach

Purpose

To ensure that potentially eligible persons in each local agency's (LA's) service area are aware of the WIC Program and know where to seek services.

Authority

7 CFR Part 246.4 (a)(7), 246.4 (a)(20)

Policy

Each LA shall develop and implement a plan for outreach, which emphasizes the enrollment of women in their first trimester and migrants.

Definitions

Outreach means informing potentially eligible persons about the benefits and availability of the WIC Program.

Grassroots organizations are any organizations at the local level which interact with potential or actual participants, particularly minorities and women, such as a community action program, civic organization, migrant group, church, neighborhood council, local chapter of the National Association for the Advancement of Colored People (NAACP), or other similar group.

Procedures

- I. Each LA shall develop and implement an outreach plan.
 - A. The outreach plan shall be updated on an annual basis.
 - B. A copy of the plan shall be maintained at the LA .

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- C. Documentation of all outreach activities including dates shall be maintained at the LA .

 - II. At a minimum, the outreach plan shall include: distribution of information twice a year about WIC, to organizations, including grassroots organizations, and agencies that serve or work with potentially eligible persons. Although not mandatory, it is suggested that the outreach plan also include announcements, articles and/or appearances about WIC in local radio, television, and/or newspapers on an annual basis.

 - III. Outreach conducted by the state agency (SA) shall not be considered a part of the LA's outreach activities.

 - IV. At a minimum, all outreach information shall include:
 - A. location of the local WIC Program and a phone number for more information; and
 - B. a current statement of nondiscrimination (see [Policy CR:02.0](#)).

 - V. Printed outreach materials and oral presentations shall also include:
 - A. a description of WIC benefits; and
 - B. criteria for participation, i.e., income, residence, categorical, and nutritional risk.

 - VI. When LAs are operating at maximum caseload, outreach shall be targeted to persons who are at high risk. LAs operating at maximum caseload are not exempt from outreach.

 - VII. Outreach shall be provided in an appropriate language in areas where a substantial number of persons are non-English speaking.

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Guidelines

Organizations and agencies that deal with potentially eligible persons include, but are not limited to:

- I. health and medical organizations;
- II. hospitals, community health centers, physicians, and pharmacies;
- III. Texas Department of Human Services for Food Stamps, Medicaid, and TANF;
- IV. private and public social service agencies;
- V. farm worker organizations;
- VI. military bases;
- VII. Native American tribal organizations;
- VIII. public and private childcare centers including Headstart;
- IX. public housing authorities;
- X. churches and other religious organizations;
- XI. schools; and
- XII. grassroots organizations.