

California WIC Program Manual WIC 700-09

SECTION: REFERRALS, HEALTH LINKAGES AND INTEGRATION, AND OUTREACH

SUBJECT: Program Required Outreach

ITEM: Public Service Announcement (PSA)

Policy

The local agency (LA) shall initiate one public outreach announcement activity per calendar year.

Required Procedures

- I. At least one [public service announcement](#) (PSA) outreach activity shall occur annually through the media to inform the public of the:
 - A. availability of program benefits,
 - B. eligibility criteria for participation,
 - C. the location and contact information of the LA; and
 - D. the importance of reaching and enrolling migrants and eligible women in the early months of pregnancy..
- II. PSAs may include the following [media contacts](#):
 - A. television or radio,
 - B. parenting magazine, newspaper or community newsletter,
 - C. billboard and other outdoor ads,
 - D. bus shelters or bus bench ads,
 - E. door hangers,
 - F. direct mail, or
 - G. the Internet.
- III. The type of media used shall be culturally appropriate and effective for reaching the group targeted, and provided in an appropriate language in areas where a [substantial number of people are non-English speaking](#).
- IV. The local agency shall include the nondiscrimination statement in all media contacts (See WPM 510-20.).
- V. The LA shall obtain approval from the State agency prior to release of any proposed ad, PSA, or press release developed by the LA.

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Guidelines

For information and resources, go to [Marketing and Outreach](#) at the California WIC Website.

Definition

Media contacts are defined as a means of communication that reach and influence large numbers of people by placing an ad or public service announcement (PSA) or sending out a press release.

Public Service Announcements (PSAs) are non-paid advertisements meant to inform and persuade through media (television, radio, parenting magazine, newspaper, community newsletter, outdoor ads or direct mail).

Substantial numbers of non-English-speaking people are members of a group who either do not speak English, or who are unable to effectively communicate in English because it is not their native language, and who comprise 5 percent or more of the people served by any local office or facility of a state agency.

Authority

7 CFR 246.4 (a) (7)

[CCR §7290-7299.8: Dymally-Alatorre Bilingual Services Act](#)