

**SECTION:** Administration

**SUBJECT:** Outreach

**ITEM:** Community Notification of Program Benefits

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## **Purpose**

To ensure that potentially eligible persons are aware of the WIC Program and know where to seek services in their area.

## **Policy**

The local agency (LA) shall ensure that eligible persons are informed annually of the availability of program benefits, eligibility criteria and local agency contact information by distributing written information to offices and organizations in the community with emphasis on reaching and enrolling eligible women in the early months of pregnancy and migrants.

## **Authority**

7 CFR 246.4 (a) (7), 246.4 (a) (20), 246.6 (f)

## **Required Procedures**

- I. The LA shall distribute written information to organizations serving infants and children under the care of foster parents, protective services or child welfare authorities, including infants exposed to drugs perinatally.
- II. The LA shall distribute information targeting organizations serving low-income pregnant, breastfeeding, and postpartum women, infants or children, especially minorities and homeless individuals living within their service area. The LAs located in agricultural areas shall also target outreach activities to migrant farm workers. (See: WPM 210-30).
- III. All outreach materials shall be in the appropriate language and shall include:
  - location and contact information of local agency;
  - a description of WIC benefits;
  - program criteria including income, residence, categorical and nutrition risk; and
  - the current statement of non-discrimination.

## Guidelines

Organizations that serve significant numbers of potentially eligible persons include but are not limited to:

- I. health and medical organizations
- II. hospitals, clinics, physicians, and pharmacies;
- III. unemployment offices;
- IV. food stamp, Medi-Cal, TANF, private and public social service programs;
- V. V. Native American tribal organizations;
- VI. community actions groups;
- VII. military bases;
- VIII. churches and other religious organizations;
- IX. schools;
- X. minority organizations;
- XI. farm labor unions or farm labor offices;
- XII. migrant opportunity program offices;
- XIII. migrant child education program and;
- XIV. Head Start.

The LA may also post or distribute informational materials about the program in laundromats, grocery stores, health fairs, community events, etc.