
SECTION: Administration

SUBJECT: Outreach

ITEM: Publicly Announced Outreach

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 initiate one publicly announced outreach activity per year.

Authority

7 CFR 246.4 (a) (7)

Definition

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

Required Procedures

- I. The publicly announced outreach activity shall occur through the media to inform eligible persons of the availability of Program benefits, including the eligibility criteria for participation, and the location and contact information of the local agency with emphasis on reaching and enrolling eligible women in the early months of pregnancy and migrants.
- II. Type of Media used should be the most appropriate and effective means for reaching your target group.
- III. To determine how the non-discrimination statement should be listed with media tools, refer to WPM 510-30.

IV. Media contacts are defined as a means of communication that reach and influence large numbers of people by placing an ad or PSA or sending out a press release through the following:

- A. television or radio,
- B. parenting magazine, newspaper or community newsletter,
- C. billboard and other outdoor ads,
- D. public transit (bus or train),
- E. bus shelters or bus bench ads,
- F. door hangers,
- G. direct mail,
- H. telephone, or
- I. computer (e.g. electronic communication through the internet).

V. The local agency shall obtain approval from the State agency prior to release of any proposed publicly developed by the local agency.

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

Guidelines

The California WIC Local Agency Marketing Kit which has camera ready advertisements, PSAs, press releases, and complete instructions on how to use the materials and obtain low cost and free media can be used to develop an outreach piece.