

Subject: Outreach

Item: Outreach Activities Requirements

PURPOSE:

To the extent feasible, provide potentially eligible families the awareness, information, resources, and opportunity to apply for participation in the WIC program.

POLICY:

- I. Local agencies (LAs) must conduct outreach activities regularly, at a minimum, in two ways:
 - A. Ongoing outreach activities
 1. Includes distribution of written information and the development of partnerships with local programs, agencies, and organizations that serve significant numbers of WIC participants and potentially eligible persons.
 2. Establish and maintain a strong referral system that encompasses both LA referrals of current participants to other beneficial programs, and referrals of potentially eligible persons from other programs to the WIC program.
 - B. Annual public outreach announcement (APOA)
 1. Informs the general public of the availability of WIC program benefits, services and WIC eligibility requirements. LAs must complete one APOA per calendar year.
 2. Emphasizes reaching and certifying potentially eligible persons in the early months of pregnancy, migrants, and working families. LAs are encouraged to reach out and enroll all applicants with their APOAs, but these three populations must be emphasized.

PROCEDURES:

- I. Ongoing Outreach and Partnership Development
 - A. LAs must initiate new partnerships by conducting outreach activities aimed at soliciting and providing referrals to and from local programs, public/private agencies, healthcare providers, community groups, and other organizations that serve current WIC participants and potentially eligible persons.
 - B. LAs must maintain existing partnerships by soliciting and providing referrals of eligible persons to and from local programs, public/private agencies, healthcare providers, community groups, and other organizations that serve current WIC participants and potentially eligible persons.

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C. Potential Targets for Ongoing Outreach and Partnership Development

- Health care providers, hospitals, and clinics
- Teen parent programs
- Unemployment offices
- Department of Social Services Offices (CalFresh, CalWORKS, and Medi-Cal)
- Health department programs such as Maternal and Child Health Programs, Dental, and Immunization Services
- Homeless facilities
- Refugee centers
- LGBTQ+ support networks
- Faith-based and community organizations
- Food banks and hunger awareness programs
- Indigenous services organizations
- Dentists and oral health services
- Gender-affirming health services
- Substance Use Disorder treatment programs
- Smoking cessation programs
- Mental health programs
- Lead poisoning prevention programs
- Foster parent programs
- Civic and minority organizations
- Head Start and Early Head Start programs
- Migrant farm worker organizations
- Military bases
- Schools
- Domestic violence intervention services
- Abortion care and family planning agencies
- Childcare centers
- Child and Adult Care Food Program (CACFP) and other child nutrition programs
- Cooperative Extension Service-Expanded Food and Nutrition Education Program (EFNEP)
- Any other programs that serve WIC participants or potentially eligible population

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II. The Annual Public Outreach Announcement (APOA)

A. Required Content of an APOA

1. LAs must include the following information within their APOA:

- a. A description of the WIC program.
 - i. Examples (exact language may differ):
 - “WIC is a nutrition program for women, infants, and children.”
 - “WIC is a federally-funded nutrition program for women, infants and children that provides access to nutritious foods, nutrition education, and referrals to local resources.”
 - “WIC is a USDA-funded nutrition program for women, infants, and children.”
 - b. WIC Program benefits, including, but not limited to, nutrition education, breastfeeding promotion and support, access to healthy foods, and referrals to healthcare and other community resources.
 - c. WIC eligibility criteria.
 - i. Be in a category served by WIC; pregnant, breastfeeding, or post-partum; or infants and children up to their fifth birthday.
 - ii. Meet the income requirements, having income at or below 185% of the Federal Poverty Level or be adjunctively eligible through programs such as Medi-Cal, CalWORKS, or CalFresh. Refer to WPPM 980-1060.
 - iii. Reside in California.
 - d. Language that targets certifying participants in the early months of pregnancy, migrants, and working families.
 - e. The LA contact information.
 - f. The CDPH/WIC logo. Refer to the WIC Program Graphic Standards Manual.
 - g. The standard or short non-discrimination statement. Refer to WPPM 510-20.

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B. Templates for APOA Content

1. When CDPH/WIC outreach templates are used:
 - a. LAs can use pre-approved, ready-to-use fillable templates and add their own contact information and graphics.
 - b. CDPH/WIC approval is not required when the LA uses a template without any changes.
 - c. The addition of LA contact information and graphics are not considered changes.
2. When pre-approved templates are not used:
 - a. If a LA plans to use anything other than a pre-approved template, even if making only minor changes to the pre-approved template, the LA must submit the APOA to CDPH/WIC for approval prior to use.
 - b. LAs must complete and submit the “WIC Local Agency Outreach Marketing and Materials Approval Form” (available on the “Outreach” page of the CDPH/WIC SharePoint site) along with the proposed APOA to WICOutreach@cdph.ca.gov for review. Please allow two weeks for CDPH/WIC review and response.
3. CDPH Office of Communications Requirements. Refer to WPPM 510-20:
 - a. Public Service Announcements – television and radio:
 - i. “Brought to you by the California Department of Public Health.”
 - ii. “Brought to you by the State of California.” (For campaigns that include funding from another state agency).
 - b. Paid television or radio advertising:
 - i. “Sponsored by the California Department of Public Health.”
 - ii. “Sponsored by the State of California.” (For campaigns that include funding from another state agency).
 - c. Outdoor print ads:
 - i. “California Department of Public Health”
 - d. Websites and Videos:
 - i. “California Department of Public Health”. Individual program names/logos may be included, as appropriate.

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C. APOA Strategic Options

1. Suggested methods to disseminate the APOA include, but are not limited to the following:
 - a. Advertisements
 - i. Television or radio ads, including public service announcements (PSAs).
 - ii. Newspapers, magazines, or newsletters with local general circulation.
 - iii. Classified ads or coupon publications.
 - iv. Public transportation ads on vehicles, stations, shelters, or benches.
 - b. Direct marketing methods (mailers, flyers, brochures, or door hangers) targeting specific geographical areas with significant unmet need. These targets could include specific zip codes, social services offices, local businesses, community centers or events such as health fairs, etc.
 - c. Press releases.
 - d. Electronic/digital media, such as social media websites, LA websites, etc. LAs must:
 - i. Locate APOA language in a prominent portion or page of the website if this strategy is chosen.
 - ii. Target potentially eligible persons.
 - iii. Actively promote the website or other digital media.

D. APOA Timing, Expenses, and Record-Keeping. LAs must:

1. Complete an APOA each calendar year.
2. Consult with their CDPH/WIC Contract Manager for procurement approvals for all outreach purchases, including APOAs, to a base unit cost of \$5,000 or more.
3. Retain proof of the publication/distribution/airing of the APOA and all supporting documentation, including but not limited to, records, computer screen shots with printed calendar dates, electronic links, digital files, and CDPH/WIC approval, if applicable.
4. Provide documentation of completed APOA at the program monitoring visit and keep for a minimum of three years from the end of the calendar year in which the APOA was conducted.

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III. Outreach and Content Considerations. LAs should:

- A. Consider a variety of options when planning outreach strategies. CDPH/WIC recommends that LAs incorporate the use of electronic/digital media, social media, and other internet strategies.
- B. Ensure the cultural appropriateness of the content of the outreach material and the type of media used is effective in reaching the target audience, including people with limited English proficiency. The material must be provided in appropriate language(s) in areas where there is a significant population of non-English speakers. The type of media and language chosen should be easy-to-read and should include photos or artwork that might appeal to a diverse population of potentially eligible persons.
- C. Choose language carefully and avoid certain words that convey a sense of welfare, dependence, or need – such as “free food” or “assistance.”
- D. Consider short-term and long-term strategies when developing outreach plans.

AUTHORITY:

[7 CFR §246.4\(a\)\(7\)](#)

[7 CFR §246.6\(b\)\(3\) and \(5\)](#)

[7 CFR §246.6\(f\)](#)

[7 CFR §246.7\(a\)](#)

[7 CFR §246.7\(b\)](#)

[WIC Nutrition Services Standards](#); Standards 3, 15, and 16

22 CCR §40681(c) Notification of Participant Rights and Responsibilities

CROSS-REFERENCE:

WPPM 200-01 WIC Eligibility Criteria

WPPM 510-20 Use of the Non-Discrimination Statement on Print and Media Materials

WPPM 980-1060 WIC Income Guidelines

Local Agency SharePoint Site—Outreach page:

WIC Local Agency Outreach & Marketing Materials Approval Form

California WIC Program Graphic Standards Manual

CDPH WIC Contract Agreement—Exhibit A Scope of Work, # 17 Procurement Requirements

CDPH WIC Contract Agreement—Exhibit D (F), Special Terms & Conditions, # 3 - Procurement Rules

FNS Instruction 113-1 Civil Rights Compliance and Enforcement

CA Government Code Section 7290-7299.8: Dymally-Alatorre Bilingual Services Act