OUTREACH AND REFERRALS

Subject: Outreach
Item: Outreach Activities Requirements

PURPOSE:
To ensure that potentially eligible families have the awareness, information, and resources needed to apply for WIC services.

POLICY:
I. Local agencies (LAs) must conduct outreach activities regularly 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 WIC-eligible non-participants.
      2. Establish and maintain a strong referral system that encompasses both LA referrals of current participants to other beneficial programs, and referrals of WIC-eligible non-participants 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 women in the early months of pregnancy, migrants, and working families. LAs are encouraged to reach out and enroll all WIC-eligible non-participants with their APOAs, but these three populations must be emphasized.

PROCEDURE(S):
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 WIC-eligible non-participants.
   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 WIC-eligible non-participants.
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
- Faith-based and community organizations
- Food banks and hunger awareness programs
- Native American tribal organizations
- Dentists and oral health services
- Drug and alcohol abuse recovery 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
- Women’s shelters
- Family planning agencies
- Child care 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 populations

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. Participants can be pregnant, breastfeeding, or post-partum; or infants and children up to their fifth birthday.
   ii. Participants must meet the income requirements, such as living at less than or equal to 185% of the Federal Poverty Level (WPPM 980-1060) or be adjunctively eligible through programs such as Medi-Cal, CalWORKS or CalFresh.
   iii. Participants must 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, as required by the WIC Program Graphic Standards Manual.

g. The standard or short non-discrimination statement in the appropriate manner. Refer to WPPM 510-20 for more information.

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, 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
      WICOOutreach@cdph.ca.gov for review. Please allow two weeks for
      CDPH/WIC review and response.

3. CDPH Office of Public Affairs Requirements (for full details, 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.

C. APOA Strategic Options

1. Methods to disseminate the APOA could 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 (like health fairs), etc.

c. Press releases.

d. Electronic/digital media, such as social media websites, LA websites, etc. LAs must locate APOA language in a prominent portion or page of the website if this strategy is chosen. Websites and messages selected must target WIC-eligible non-participants.

2. APOA Timing, Expenses, and Record-Keeping

a. LAs must complete an APOA each calendar year.

b. As stated in the contract, all outreach purchases exceeding $2,500, including APOAs, require prior CDPH/WIC approval. LAs should consult with their CDPH/WIC Contract Manager for procurement approvals above $2,500.

c. The LA must retain proof of the publication/distribution/airing of the APOA and all supporting documentation, including but not limited to, records, computer screen shots, electronic links, digital files, and CDPH/WIC approval, if applicable. This documentation must be made available for the biennial program monitoring visit and kept for a minimum of three years from the end of the calendar year in which the APOA was used.

III. Outreach and Content Considerations

A. LAs should consider a variety of options when planning outreach strategies. CDPH/WIC recommends that LAs use electronic/digital media, social media, and other internet strategies.

B. LAs should consider the cultural appropriateness of the content of the outreach material and the type of media used in order to be 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 WIC-eligible non-participants.
C. LAs should consider language choices carefully and avoid certain words that convey a sense of welfare, dependence, or need – such as “free food” or “assistance.”

D. LAs should consider both short-term and long-term strategies when developing outreach plans.

AUTHORITY:

7 CFR §246.4(a)(7) State Plan Requirements
7 CFR §246.6(b)(3) and (5) Provisions of agreement
7 CFR §246.6(f) Outreach/certification in hospitals
7 CFR §246.7(a) Integration with health services
7 CFR §246.7(b) Program referral and access

22 CCR §40681(c) Notification of Participant Rights and Responsibilities
WIC Nutrition Services Standards; Standards 3, 15, and 16

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—Outreach
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