

Section I, Goals and Objectives, Narrative Descriptions

246.4(a)(7): Provide the State agency's plans, to be conducted in cooperation with local agencies, for informing eligible persons of the availability of Program benefits...with emphasis on reaching and enrolling eligible women in the early months of pregnancy and migrants...such information shall also be distributed to offices and organizations that deal with significant numbers of potentially eligible persons, including health and medical organizations, hospitals and clinics, welfare and unemployment offices, social service agencies, farm worker organizations, Indian tribal organizations, organizations and agencies serving homeless individuals, and religious and community organizations in low-income areas.

Description:

CA WIC requires that each local agency initiate and document one public media outreach announcement annually to notify potentially eligible persons of WIC program availability [WIC Program Manual (WPM) 700-09.] The CA WIC Outreach and Marketing Coordinator reviews and approves all outreach messages and advertising for messaging content, consistency and compliance with state and federal requirements.

Each local agency is also required to contact community based health and social services programs, in their service area, that serve the WIC eligible populations. The local agencies specifically target those programs that serve low-income pregnant, breastfeeding and postpartum women, infants, and children. Special emphasis is placed on programs serving minorities, foster children and homeless individuals. The local agencies promote WIC services and coordinate access to WIC services with these programs. Examples of programs include health clinics, health care provider offices, and social services offices. WPM 700-08 includes a list of organizations that local agencies may consider contacting as part of their outreach efforts.

At the local agency, participants are given written referrals on Temporary Aid to Needy Families (TANF); CalFresh (SNAP) and other assistance programs such as the Child Support Programs; Medi-Cal, Healthy Families (CHIP) and substance abuse programs, e.g., Smoking Cessation programs (refer to WPM 700-02). Many agencies distribute the state produced pamphlet "Referrals: How Can We Support You" which is available in 7 languages.

CA WIC's focus for the coming year is to continue to strengthen partnerships with health care providers, community health clinics, health plans and hospitals to better serve California's diverse population. To support this effort, CA WIC continues the 1) Regional Breastfeeding Liaison Project (RBL), and 2) CA WIC Healthcare Partnership (HCP).

RBLs identify, address and close the gaps in community breastfeeding support services. In addition, they promote and market WIC as a breastfeeding promotion program. There are 12 RBLs across the state, with 16 WIC agencies receiving the benefits of the RBLs work.

RBLs address breastfeeding accommodations for working moms, educate and promote “baby friendly” physicians’ offices and hospitals, educate and collaborate with community health care organizations, conduct community breastfeeding assessments, and evaluate local breastfeeding services. This year, the RBLs will create a toolkit (“RBL in a box”), that will provide a collection of lessons learned and tools developed over the past two years. These tools can be used by other local programs to address the gaps in breastfeeding support in their communities.

HCP is comprised of statewide coordination with the American Association of Pediatrics-California Chapters, American Congress of Obstetrics and Gynecology (ACOG), California Academy of Family Physicians (CAFP), and Medi-Cal managed care to:

1. Promote consistent nutrition and health messages;
2. Reduce duplication of nutrition-related efforts and
3. Provide access to seamless care for WIC families.

The CA WIC HCP Liaison provides technical assistance to local agencies on how to create local partnerships with the health care community. These local partnerships are designed to increase physician understanding of the scope of WIC services and to collectively address mutual concerns for optimal health outcomes. An online HCP toolbox was created and will be maintained to support and promote these local agency partnerships by providing resources to train local WIC staff to identify potential health care partners, communicate effectively with the health care sectors, utilize WIC marketing tools with physicians, and sustain on-going collaboration with key stakeholders.

A Health Professionals Webpage was created and designed by the CA WIC HCP Liaison and the AAP leadership for easy access by health care professionals. This page and will be maintained and contains:

1. An online directory of local agency HCP Liaisons
2. WIC forms relevant to physicians
3. Therapeutic formula policies and procedure

Finally, as part of CA WIC’s outreach plan, staff are assessing, via an online survey, the current outreach and marketing needs of all local WIC agencies. The data collected will be used to prioritize and develop effective WIC outreach and marketing tools to support WIC agencies.

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246.4(a)(5): Provide an Affirmative Action Plan which includes a list of all areas and special populations, in priority order based on relative need, within the jurisdiction of the State agency, the State agency's plans to initiate or expand operations under the Program in areas most in need...

Description:

CA WIC will continue to work with the CDPH/MCAH Division of the CDPH to utilize the best evidence-based methodologies for targeting and characterizing WIC eligible populations in California for the purpose of expanding WIC services to these individuals. CA WIC will also use the most recent American Communities Survey to further identify and characterize special eligible populations and locate the areas of highest need in the state. For FFY 2013, CA WIC will use these sources of evidence-based information to support caseload allocation decisions.