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**SECTION: REFERRALS, HEALTH LINKAGES AND INTEGRATION, AND OUTREACH**

**SUBJECT: Program Required Outreach**

**ITEM: Community Notification of Program Benefits**

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## **Policy**

The local agency (LA) shall inform eligible persons annually of the availability of program benefits, eligibility criteria and LA 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.

## **Required Procedures**

- I. The LA shall conduct outreach to the following:
  - A. organizations serving low-income pregnant, breastfeeding, and postpartum women, infants or children, especially minorities and homeless individuals living within their service area;
  - B. organizations serving infants and children under the care of foster parents;
  - C. protective services or child welfare authorities, including infants exposed to drugs perinatally; and
  - D. migrant farm workers, especially if the LA is located in an agricultural area.
- II. The print or media used to conduct the outreach shall inform eligible persons of:
  - A. the location and contact information of the LA;
  - B. a description of WIC benefits;
  - C. eligibility criteria for participation; and
  - D. shall include the use of a non-discrimination statement approved by the United States Department of Agriculture (See WPM 510-20).

## **Guidelines**

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

- A. health and medical organizations;
- B. hospitals, clinics, physicians, and pharmacies;
- C. unemployment offices;
- D. food stamp, Medi-Cal, TANF, private and public social service programs;
- E. Native American tribal organizations;
- F. community actions groups;
- G. military bases;
- H. churches and other religious organizations;
- I. schools;
- J. minority organizations;
- K. farm labor unions or farm labor offices;
- L. migrant opportunity program offices;
- M. migrant child education program; and
- N. Head Start.

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

## **Authority**

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

[WIC Nutrition Services Standards, October 2001; Standard 21.](#)