



**6 CASELOAD MANAGEMENT**

*Effective: 4/1/96*

**6.6 Outreach**

*Revised: 1/4/10*

**Changes in bold**

**POLICY:** Annual outreach activities are required of local WIC Projects regardless of participating caseload. Emphasis must be placed on reaching and enrolling women in the early months of pregnancy and migrants. Serving priority 1 and 2 women and infants are a high priority for Wisconsin and for every local project. One consistent outreach message will be used statewide, provided to local WIC Projects by the Wisconsin WIC Program. **Wisconsin general outreach brochures include required information about the purpose of the WIC Program and other important features about WIC.**

**BACKGROUND:** Massachusetts outreach materials have been modified for Wisconsin use and focus on working families. The following materials are provided in English, Spanish, and Hmong languages: brochures, posters (8 ½" x 11"), tear off pads with MCH Hotline telephone number, camera copy of tear off pad for local project printing, and design elements of the clown and "Healthy Kids, Strong Parents, WIC Works Wonders."

**PROCEDURE:**

**A. OUTREACH MATERIALS**

1. Only posters and brochures developed by the State WIC Program may be used in outreach efforts; WIC projects may not develop materials which would duplicate State developed materials.
2. Project-developed materials to meet local needs and populations, such as grocery bag stuffers, church bulletins, newspaper ads, small flyers, book marks, pay check stuffers, **displays**, and websites may be developed but must meet the following specifications:
  - a) Allowed designs elements: "Healthy Kids, Strong Parents, WIC Works Wonders," the clown figure, triangles or circles, and the design element of the three people developed by the national WIC Program.
  - b) Ink colors: Pantone 266C Purple, Pantone 327C Green, Pantone 145C Gold, or similar colors; or black.
  - c) Paper colors: purple (grape, orchid), teal (aqua), gold (goldenrod, pumpkin), beige/ivory or white.
3. Tear Off Pad Specifications for posters for project printing:
  - a) Use camera copy message provided by the Wisconsin WIC Program.



- b) Add project telephone number(s) below "To Find Out More Call"
- c) Alternative message: Project may choose to add the MCH Hotline telephone number (1-800-722-2295) along with project telephone number(s).
- d) Paper Color: Ivory or white
- e) Ink: black
- f) Recommendations:
  - (1) Paper: Sulfite Bond
  - (2) Weight: 20#
  - (3) Size: The camera ready art has 6 originals per page (six-up), so the final size is 4" by 3" when cut.
  - (4) Pads should include 50 sheets with cardboard backing. Project staff should attach the pad to the back of the poster with tape or staple.
- 4. Agencies may promote the WIC project in a general outreach brochure of the agency.
- 5. Currently available materials:
  - a) Brochures: General Outreach Brochures, in English (P-44784), in Spanish (P-44784S), in Hmong (P-44784H) and Professional Outreach Brochure (P-44257).
  - b) General Outreach Posters (8 ½" x 11"), in English (P-44785), in Spanish (P-44785S), and in Hmong (P-44785H).
  - c) General Outreach Tear Off Pads with MCH Hotline telephone number, in English (P-44785A), in Spanish (P-44785C), and in Hmong (P-44785E) and camera copy of tear off pad for local project printing.
  - d) Design elements of the clown and "Healthy Kids, Strong Parents, WIC Works Wonders," on paper (P-44801) or **in an electronic file** may be ordered on DMT-25, <http://dhs.wisconsin.gov/publications/DPHnum.asp> or call State WIC Office.
  - e) Other materials: Tell Your Friends About WIC [Project Telephone Number] (P-44553), and Tell Your Friends About WIC [1-800 Telephone Number] (P-44543).



6. Contact the Regional Office Nutrition Consultant for assistance in designing or developing outreach ideas and strategies, or for ideas that were successful with other projects.

#### **B. NONDISCRIMINATION STATEMENT**

Nondiscrimination Statement is required for all outreach materials and in the same type size as the surrounding text. See policy 10.51 for Spanish and Hmong translations.

1. "In accordance with Federal law and U.S. Department of Agriculture policy, this institution is prohibited from discriminating on the basis of race, color, national origin, sex, age, or disability. To file a complaint of discrimination, write **USDA, Director, Office of Civil Rights, 1400 Independence Avenue, SW, Washington, D.C. 20250-9410** or call **(800) 795-3272** or **(202) 720-6382 (TTY)**. USDA is an equal opportunity provider and employer."
2. Exception: For radio and television ads, or small items, such as church bulletins or newspaper ads, the statement "This institution is an equal opportunity provider" is sufficient instead of the entire statement. Refer to Chapter 10 ADMINISTRATION, 10.51 Civil Rights: Nondiscrimination/Equal Opportunity for other exceptions.

#### **C. OUTREACH MESSAGES**

1. Positive messages recommended for working families:
  - a) Messages geared toward nutrition and health screening and education and health care benefits.
  - b) WIC is for working families; WIC serves many two income families.
  - c) WIC serves many self employed and farm families
  - d) Moderate income requirements
2. Messages which may be perceived as negative by working families:
  - a) Low or limited income
  - b) Working poor

#### **D. OUTREACH RESOURCES AND STRATEGIES**

1. Resource materials include the Wisconsin Outreach Manual, WIC Toolbox, Project Director Orientation Manual and monthly WIC Administrative Updates - Outreach Ideas.



2. Outreach materials and ideas may be shared among local WIC projects and regions.
3. Using the WIC Program Accessibility Worksheet, determine populations of greatest need to target outreach for each county in the service area. Resources to assist with this worksheet include, “Estimates of Persons Income Eligible for the Special Supplemental Food Program for Women, Infants and Children (WIC) – County Tables (Census),” and “Estimates of Income Eligible WIC Population & Percent Served” and WIC Reports. Fiscal Year 1999 WIC Program Accessibility Worksheet is available upon request to WIC Program Operations Coordinator.
4. It is recommended to collaborate with other agencies that serve the same population, such as Head Start, Day Care Centers, Medicaid, Healthy Start, BadgerCare Plus, FoodShare Program and Immunization Program. See policy 5.6 Other Local Initiatives/Collaboration

#### **E. WHEN TO CONDUCT OUTREACH**

1. Outreach must be conducted annually with emphasis on reaching and enrolling women in the early months of pregnancy, and migrants (if applicable to the service area).
2. When participation reaches contracted levels, maintain an ongoing outreach program targeted to pregnant women and infants to maintain or increase caseload.
3. When participation is at or below 100 percent of contracted, outreach should be extended to the general WIC population.

#### **F. DOCUMENTATION**

1. It is recommended that the outreach activities conducted during the year be documented in the form of a log or activity record. Include the date of the contact, the name, address and telephone number of the contact, the type of contact (telephone, visit, correspondence), the purpose of the contact (request referrals, provide information, etc.), the specific population that you were trying to reach, completed activities, the staff person completing the activity, and materials provided, etc. This information will be requested during the WIC monitoring visit.
2. It is recommended that an annual outreach plan be written.