

Section 1.6: Public Notification and Outreach

4/2021

References: 7CFR 246.4 (a)(7)

Policy: Local Agencies must regularly inform potential participants of the availability of WIC services and benefits.

Purpose: To ensure that eligible families have the information, encouragement, and access they need to apply for WIC services.

Procedures

At least annually:

- The State Agency will publicize the availability of program benefits and of the eligibility criteria for participation.
- The Local Agency will publicize information about the local WIC agency and clinics and conduct other outreach.
- The Local Agency will maintain adequate documentation of outreach efforts to be reviewed at their biennial Management Evaluation. See Guidance below.

Guidance

- Disseminate program information to potentially eligible families using strategies such as social media, local agency or county websites, public or community displays, leaflets, brochures, bulletins, toll free phone number, newspapers, speakers for community organizations, and/or radio and television announcements.
- Convey the message of equal opportunity by using photographs or other graphics to show participants of different races, ethnicities, and abilities.
- Provide these materials in multiple languages, in addition to English, as needed.
- Follow Civil Rights Policy, [Section 1.10: Civil Rights](#).
 - Include the appropriate version of the Nondiscrimination Statement on outreach materials. If the short statement is used, the font size must be in the same font size as the rest of the text (or the majority of the text) used.

SECTION 1.6: PUBLIC NOTIFICATION AND OUTREACH

- Post both the “And Justice for All” poster and the state-provided Interpreter/ Accommodations poster in WIC clinic/office spaces.
- Inform participants, and potential participants, of any significant program changes, such as changes in eligibility standards, clinic hours, or location.
- Target outreach efforts to:
 - Enroll pregnant women early in pregnancy
 - Reach and enroll migrant farm families
 - Encourage child participation until 5 years of age
- Distribute this information to offices and organizations that also serve or work with potentially eligible persons, particularly in low-income areas, such as:
 - Health and medical organizations
 - Hospital and clinics
 - Employment offices
 - Social service agencies
 - Farm worker organizations
 - Indian tribal organizations
 - Organizations and agencies serving homeless individuals
 - Religious and community organizations
 - Child care providers
 - Local businesses hiring low-income employees
- Document local outreach activities such as organized events and use of media. Include the date, name and/or brief description of the activity and name of staff. The outreach log below is an example showing adequate documentation.

Outreach Log - example

Date	Outreach Activity	Staff Responsible

- Maintain documentation for review at the next Management Evaluation.

Reference – Complete Listing of Hyperlinks

Section 1.10: Civil Rights

(https://www.health.state.mn.us/docs/people/wic/localagency/program/mom/chsctns/ch1/sctn1_10.pdf)

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This institution is an equal opportunity provider.