

**MEMORANDUM**

**ACTION MEMO #16-22**

**TO:** District Nutrition Services Directors

**FROM:** Shameyrae Miller, MPA  
Deputy Director, Program Integrity & Strategy  
Georgia WIC Program

**DATE:** April 28, 2016 

**RE:** Annual Outreach Plan

The purpose of this memo is to provide guidance on the preparation of an annual outreach plan. Per the FY2017 Procedures Manual, an annual outreach plan is required to be submitted to the State WIC Communication and Outreach Liaison, by June 30 of each year for implementation on October 1 Outreach Section 1 (OR1).

Attached, you will find the following documents:

- Steps to Developing Your Outreach Plan Guidance
- Sample Outreach Plan

**Action Steps**

1. Review the attached guidance plan and submit plan based on the guidance provided.
2. E-mail the completed templates to Sheena Haynes, at [sheena.haynes@dph.ga.gov](mailto:sheena.haynes@dph.ga.gov), by June 30, 2016.

If you have any questions, please contact Sheena Haynes at 404-657-2891 or via e-mail at [sheena.haynes@dph.ga.gov](mailto:sheena.haynes@dph.ga.gov) .

c: Debra L. Keyes, MA, RD, Director, Georgia WIC Program  
District Health Directors  
District Program Managers  
WIC Deputy Directors  
WIC Managers



# Outreach Plan (Planning Guide Part 1)

<p><b>1. Needs and Resources Available</b> Do we have Georgia WIC approved:</p> <ul style="list-style-type: none"> <li>• Swag</li> <li>• Brochures</li> <li>• Flyers</li> </ul>	<p>List the in house resources you will use at each event in the section below. Also make note of resources you may need to request from the State office. Remember to base the amount of materials you will need on the number of participants expected at the event and make the necessary adjustments.</p>
<p><b>2. Target Audience(s)</b> (Asians, Whites, Blacks, Hispanics, Teens, Moms, etc.)</p>	<p>Decide who you are targeting and place the audience information here.</p>
<p><b>3. Goals &amp; Objectives</b> Is our goal to:</p> <ul style="list-style-type: none"> <li>• Increase enrollment by one percent by the end of the year.</li> </ul> <p>Is our objective to:</p> <ul style="list-style-type: none"> <li>• Raise awareness?</li> <li>• Motivate them to enroll in WIC?</li> </ul>	<p>Write your SMART goal and your objectives here.</p>
<p><b>4. Outreach Strategies/Tactics</b></p> <ul style="list-style-type: none"> <li>• Will we attend health fairs?</li> <li>• Will we launch a social media campaign?</li> </ul>	<p>List your outreach strategies and or tactics here.</p>
<p><b>5. Staff</b></p> <ul style="list-style-type: none"> <li>• How many do you need?</li> <li>• Who do you need?</li> <li>• What will they do?</li> </ul>	<p>Think of the number of staff, their abilities, and the role you'll need them to play at each event and place the information here.</p>
<p><b>6. Evaluation</b> Will we number the brochures and track the number we disseminate?</p>	<p>Place a two or three sentence evaluation plan here.</p>

## Outreach Plan (Planning Guide Part 2)

Fill the table below with the information from the questions above.

<b>Goal:</b>				
<b>Audience</b>	<b>Strategy/Tactics</b>	<b>Where</b>	<b>By When</b>	<b>Evaluation</b>

# IMA SAMPLE WIC 2016-2017 OUTREACH PLAN



# IMA SAMPLE WIC 2016-2017 Outreach Plan

<b>1. Needs and Resources Available</b>	<ul style="list-style-type: none"> <li>• Swag: 500 Georgia WIC Cubes</li> <li>• Brochures: 300 Yummy Brochures</li> <li>• Flyers: 300 Yummy Flyers</li> </ul>
<b>2. Target Audience(s)</b>	<ul style="list-style-type: none"> <li>• “Millennial Moms,” those born between 1981 and 1994</li> <li>• Mothers/Grandmothers/Caregivers (Gen X and Baby Boomers)</li> <li>• Fathers (Millennials and Gen X)</li> </ul>
<b>3. Goals &amp; Objectives</b>	<p>The ultimate goal of this campaign is to increase the number of mothers in the state who are aware of the Georgia WIC program by adding 1000 new participants by the end of 2017.</p>
<b>4. Outreach Strategies/Tactics</b>	<p>Our outreach strategies/tactics for this year will include:</p> <ul style="list-style-type: none"> <li>• Attending ten health fairs</li> <li>• Strengthen relationships with community partners</li> <li>• Work with DPH WIC to develop and launch social media campaign</li> </ul>
<b>5. Staff</b>	<p>We will need four people to work at each four hour health fair to include:</p> <ul style="list-style-type: none"> <li>• One Bilingual person</li> <li>• Two people to assist those using the online applications</li> <li>• One person to talk to those who visit the booth</li> </ul>
<b>6. Evaluation</b>	<p>To evaluate each event, we will track the number of brochures distributed to track the number of people we touched. Additionally, we will also track the number of requests for appointments and online applications completed for each event.</p>

## IMA SAMPLE WIC 2016-2017 Outreach Plan

<p><b>Goal:</b> To increase the number of mothers in the state who are aware of the Georgia WIC program by adding 1000 new participants by the end of 2017.</p>				
Audience	Strategy/Tactics	Where	By When	Evaluation
Millennial Moms	Work with DPH WIC to develop and launch social media campaign	District social media sites	By June 2017	Track number of hits on the page, likes, followers, and shares
ALL	Attending ten health fairs	Baker County (1) Early County (2) Dougherty County (4) Mitchell County (2) Miller County (1)	By June 2017	Track the number of brochures distributed.  Track the number online applications completed for each event.
ALL	Strengthen community partnerships	Across the district	By December 2017	Number of referrals received.  Number of new partnerships established.