

MEMORANDUM

INFORMATION MEMO # 13-01

TO: District Health Directors
District Program Managers
District Administrators
District Nutrition Services Directors

FROM: Seema Csukas, MD, PhD 
Director
Maternal and Child Health Section

DATE: October 8, 2012

RE: Outreach Information

Pursuant to your request, please find attached the answers to the questions that were mentioned during the District Nutrition Services Directors meeting in Macon pertaining to outreach.

A copy of the PowerPoint presentation is attached in reference to this memorandum.

If you have any questions, please contact Lynn Flen at (404) 463-6263.

lf/kpa

Attachment

c: Lynn A. Flen, WIC Program Deputy Director, Policy



OUTREACH INFORMATION

1. What can the outreach funds given to the districts be used for?

Answer:

Hire Outreach workers to conduct outreach in the community and help increase WIC caseload.

2. Can you give examples of the type of outreach the Outreach Worker is expected to conduct?

Answer:

Below are examples of some outreach efforts that can be conducted by an Outreach Worker:

- Make phone calls to non-participants and other organizations
- Review the Thirty (30) Day and other files to make phone calls because the participants failed to come back to the clinic
- Send letters and postcards out to WIC applicants/participants
- Conduct or work at Health Fairs
- Pass out flyers in different locations (Examples - Daycare Centers, Outlets, schools, colleges, shelters, Thrift Stores, Salvation Army and community events)
- Call participants to remind them of their appointments
- Visits churches to make announcements about the program

Note: An Outreach Worker can be used to do everything on the Outreach PowerPoint presentation sent to the local agency on September 20, 2012. **Please find another copy of the presentation.**

3. Can a district hire a part-time nutritionist rather than an Outreach Worker to conduct outreach?

Answer:

Yes, as long your district documents how this nutritionist is contributing to the increase in caseload and this nutritionist is paid the same salary as an Outreach worker. Please explain the use of the nutritionist in your quarterly report sent to the state WIC Office.



OUTREACH COMMITTEE UPDATE

Presentation to: **District and State WIC Staff**
Presented by: **Lynn A. Flen, Deputy Director**
Date: **September 19, 2012**



We Protect Lives.

Vision:

A Healthy and Safe Georgia

Mission:

The mission of the Georgia Department of Public Health is to prevent disease, injury, and disability; promote health and well being; and prepare for and respond to disasters.

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PURPOSE

The purpose of the Outreach Committee is to:

- Develop strategies for increasing WIC caseload statewide
- Develop and implement ideas for outreach



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CASELOAD

Current Caseload is 300,000
Target Goal is 309,792

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OUTREACH STRATEGIES

- Short Term
 - No associated cost
 - Associated cost
- Long term

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**SHORT TERM
NO ASSOCIATED COST**

- Attend orientation on Military bases and give out outreach information
- Place flyers in laundromats, finance offices and check cashing locations
- Go through the Thirty Day files located in the clinics. Contact participants to invite them to come back to the clinic
- Pass out flyers at the childcare centers after 4:00 PM when parents pick up their children

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SHORT TERM NO ASSOCIATED COST

- Begin to send the Medicaid report out again
- Work with Head Start to determine if we can integrate in any way
- Work with churches
 - announcements in their Sunday bulletin
 - income guidelines for their bulletin boards

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SHORT TERM ASSOCIATED COST

- Face Book Advertisement
- Bill Boards
- Autodials and Text messages
- Non-Participant Surveys

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LONG TERM

- Work with Food Stamps to develop a report just like the Medicaid report
- Complete WIC application on-line
- Send flyers to unemployment offices statewide and/or ask if we can put an announcement about the WIC program on their pay check or stub



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TIMELINES

- Short Term – No Associated Cost
Deadline 12/12
- Short Term – Associated Cost
Deadline 2/13
- Long Term – Deadline 3/13



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Questions

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