

Outreach Method**Policy No. CM- 740.01**

Effective date: October 1, 2016

No. of pages: 4

Policy

Outreach activities are those promotional efforts designed to encourage and/or increase participation in the Georgia WIC Program. To administer outreach activities, the State agency issues a standard set of outreach materials for use and distribution by local agencies. At a minimum, local agencies must distribute outreach materials about the Georgia WIC Program to organizations, agencies, and other public assistance programs that serve potentially WIC-eligible individuals and families in their service areas.

Purpose

The purpose of outreach is to:

1. Increase program caseload.
2. Increase public awareness of the benefits of the Georgia WIC Program
3. Inform potentially eligible persons in order to encourage and promote their participation in WIC.
4. Inform health and social agencies about WIC eligibility criteria for participation and to encourage referrals.
5. Ensure cooperation and coordination between WIC and other health-related and public assistance programs to benefit WIC applicants and participants
6. Promote a positive image of the Georgia WIC Program.

Procedures**I. Outreach Materials**

- A. Only State created or approved outreach materials may be used by the local agency. Outreach materials will be provided in English and Spanish. The local agencies will be responsible for translating materials into additional languages that reflect the cultural composition of their respective service areas (See Section IV, Program Costs of Outreach Activities).
- B. Outreach materials developed by a local agency must be reviewed and approved by the State Agency.
- C. All outreach materials must include the following information:
 1. USDA non-discrimination statement (see [Non-Discrimination Statement Policy](#));
 2. The toll-free phone number for the Georgia WIC Program, which is 1-800-228-9173; and,
 3. The website address for the Georgia WIC Program, which is <http://dph.georgia.gov/WIC>. These resources are available on printed materials and are provided during radio and television interviews about WIC.

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II. Methods of Outreach: Outreach Activities for Local Agencies

- A. Outreach efforts must be consistent with the goals of the WIC program.
- B. Outreach activities should be aimed directly at potentially eligible individuals, and includes the development of a referral network consisting of programs housed in the local health department, religious organizations, and other organizations and agencies/programs that work with and provide assistance to the WIC-eligible population in a local agency's service area.
- C. **Special Populations.** Local agencies must coordinate their outreach efforts with other agencies and community organizations that serve WIC-eligible individuals and those WIC-eligible individuals who can be classified into a special population (**see Policy CM-730.01, Special Populations**). This includes making service referrals to WIC applicants and participants for other health-related and public assistance programs when appropriate. Service coordination efforts by local agencies should include:
 1. The development of a network of local organizations and persons serving and providing resources to special population groups and coordinate services with those other agencies/organizations/programs;
 2. The implementation of outreach activities in the appropriate language(s) where a substantial number of individuals are non-English speaking through obtaining services through [Translation Interpretive Services](#), the Department's Refugee Health Program, and/or its own local service provider.
 3. The provision of accommodations for those who are hearing impaired through the State Rehabilitation Program [Translation Interpretive Services](#), or its own local service provider.
 4. Coordinate referrals with local health and human service agencies, that serve individuals and families who reside in non-traditional housing, temporary housing, and institutions, including but not limited to Temporary Assistance for Needy Families (TANF) and client assistance services, food pantries and meal programs, local shelters, Supplemental Nutrition Assistance Program (SNAP), and, Legal services.
- D. **Native Americans.** Every effort should be made to locate and enroll all eligible Native Americans residing within a local agency service area, including the provision of on-site WIC services at Indian Health Services facilities.
- E. Local agencies must ensure that nutrition education and breastfeeding materials are available in Spanish as well as in other languages based upon the size and concentration of those populations in the local agencies' respective service areas.

III. Outreach Activities When Operating at Maximum Caseload

Local agencies operating at maximum caseload are not exempt from conducting outreach activities.

Outreach Method**Policy No. CM- 740.01**

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No. of pages: 4

IV. Agencies to Contact for Outreach

Examples of agencies, private and not-for-profit organizations, and citizen participation groups that should be contacted regarding referrals and coordination of services include:

- A. Alcohol/Drug Abuse Counseling and Treatment Centers
- B. Family Planning Programs
- C. Child Abuse Counseling Centers
- D. Physicians, Obstetricians, Pediatricians, Family Practitioners, Nurses and Nurse Practitioners
- E. Health and Medical Organizations, Hospitals, Community Centers and Clinics
- F. Pharmacies
- G. Public Assistance Offices
- H. Unemployment Offices
- I. Social Service Agencies
- J. Religious and Community Organizations
- K. Agencies offering services for Homeless Families and Individuals
- L. Housing Authorities
- M. School-Based Health Clinics
- N. Migrant Health Centers, Migrant Offices, Logging, and Agricultural Communities
- O. Military Bases
- P. Department of Family and Children Services
- Q. Day Care Centers
- R. Charitable Organizations (Goodwill, Salvation Army, etc.)
- S. Head Start Programs
- T. Department of Labor

V. Program Costs for Outreach Activities

Outreach costs are allowable if costs are considered reasonable and necessary to promote the specific program purposes of outreach. The cost of developing outreach materials, including the translation of outreach materials to the appropriate language(s) reflective of a local agency's service area population, are reimbursable to the local agencies.

Authority

- 7 CFR 246.4(a)(6), (7), and (20)
- 7 CFR § 246.7(b)
- 7 CFR 246.8(c)
- 7 CFR 246.11(c)(3)

Subpart A-State Plan-Outreach

Agreements with Local Agency

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Definitions/Supplemental Information

Outreach - Promotional efforts designed to encourage and/or increase participation in the Georgia WIC Program. Outreach materials may include, but are not limited to, informational posters, brochures, displays in public places, and public service advertisements through local newspapers, radio, or television.