

7.02

Publicizing WIC

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**POLICY:**

The Local Agency will publicize the availability of WIC Program benefits and the location of WIC clinics.

**PROCEDURE:**

**A. Local Agency Outreach Coordinator**

1. Local Agency Outreach Coordinator will be designated for the Local Agency.
2. The Local Agency Outreach Coordinator will be responsible for the following:
  - < Publicizing the availability of WIC Program benefits and location of all Local Agency WIC clinics;
  - < Communicating and coordinating outreach efforts for the purpose of initiating and improving outreach activities at the State and local level including channeling all Local Agency outreach material orders and reviewing all Local Agency produced materials and news releases prior to submission to the State Agency;
  - < Meeting with the State Outreach Coordinator biannually to plan outreach strategy;
  - < Spending a **minimum** of eight (8) hours per week engaging in outreach activities when the Local Agency must increase caseload as specified by the State Agency;
  - < Targeting outreach activities toward “high risk” applicants and participants and the maintenance of caseload when the Local Agency is at a maximum caseload.
  - < The Outreach Coordinator will be responsible for contacting agencies or organizations in the Local Agency geographic area which specifically serve racial/ethnic groups or other protected groups underrepresented in the general population (**see Civil Rights Policy 1.08**).
    - a) such agencies or organizations will be added to the Community Network Agencies list (**see Attachment #1, 7.03**) to ensure that equal efforts are made to inform underrepresented populations of WIC services and benefits

**Example:** *Instead of distributing WIC flyers community-wide, flyers should be distributed only to resources serving pregnant women, such as obstetrician offices and childbirth classes.*

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B. Local Agency Produced Outreach Materials

State Agency approval of all outreach materials, including but not limited to, flyers, posters, brochures, promotional item messages, press releases, and advertisement copy is required prior to distribution. The Local Agency Outreach Coordinator is responsible for obtaining approval from the State Agency Outreach Coordinator.

1. The copy sent to the State Agency for approval should be the same form, quality, color, etc. that will be distributed, if possible.
2. The State Outreach Coordinator will send written approval or disapproval of all material submitted within ten (10) days upon receipt.
3. Disapproved materials must be revised and resubmitted for approval.
4. Outreach material may be faxed to the State Outreach Coordinator for immediate approval when there is insufficient time for advance planning for outreach needs.
5. The Local Agency Outreach Coordinator must provide the State Agency Outreach Coordinator with eleven (11) additional copies of materials in the final form.
  - < One (1) copy of the material will be distributed to each Local Agency Outreach Coordinator to be maintained in a resource file; and
  - < One (1) copies will be maintained in a resource file at the State Agency.

C. Publicizing the WIC Program

1. Media-related activities (**see Attachment #1 7.02 and #2 7.02**) may include:
  - < News releases (**see Attachment #3 7.02**);
  - < Newspaper feature stories;
  - < Public service announcements; and
  - < Distribution of flyers, pamphlets and posters.
2. A **Release Form** (**see Attachment #4 7.02**) must be signed by the WIC payee/parent/guardian prior to the use of identifying information, written or recorded comments and/or photograph of the participant in a media-related activity.
3. The Local Agency will publicize WIC a **minimum** of two (2) times per year and include:
  - < A description of the WIC Program;

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- < Participant eligibility criteria;
- < Name, location, clinic hours and phone numbers of Local Agency WIC clinics;  
and
- < The FNS-approved nondiscrimination statement (see **Civil Rights Policy 1.08**)

**REFERENCES:**

1. SFP 96-009, Use of the USDA's Nondiscrimination Statement
2. SFP 97-136, USDA's Nondiscrimination Statement
3. DR 4300-3, 1999 Equal Opportunity Public Notification Policy

**ATTACHMENTS:**

1. Suggestions for Developing Successful Media Relations
2. Public Relations Handbook
3. Sample printed Media Press Release
4. Release Form