

7.10 Outreach/Targeting Plan and Evaluation

POLICY:

The Local Agency will develop, submit and implement a written Outreach/Targeting Plan.

PROCEDURE:

A. The Outreach/Targeting Plan Must Include:

- < Name and title of the person who prepared the plan;
- < Name of the person who will be responsible for implementing outreach/targeting efforts;
- < Date submitted;
- < A list of goals and objectives for outreach/targeting;
- < Objectives which include outreach to migrant, homeless, dislocated workers, minority individuals, and priority I and II women and infants.
- < A time frame for implementation of outreach activities; and
- < A monthly calendar of events.

B. The Outreach/Targeting Plan Must Address:

- < Publicizing WIC Program availability;
- < Outreach networks currently in use or available in the Local Agency service area;
- < Coordination of WIC services with other health, education and social service programs;
- < Special outreach efforts; and
- < Evaluation of outreach/targeting efforts.

C. Evaluation Components Include:

- < A description of activities that specifically target the high-risk population, including migrant, homeless, dislocated workers, minority individuals, and priority I and II women and infants;
- < Whether or not objectives were met (including barriers); and
- < Justification of the decision to continue each objective (the objective must be changed if it cannot be realistically achieved).

D. Submitting the Outreach/Targeting Plan

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The annual Outreach/Targeting Plan must be submitted to the State Agency Outreach Coordinator by October 1 each year.

E. Submitting the Outreach Activity Report

The Outreach Activity Report will be maintained by the Local Agency Outreach Coordinator to document outreach efforts for each fiscal year (October 1 - September 30).

1. The report must be submitted quarterly to the State Agency Outreach Coordinator for review of outreach activities for the preceding three (3) month period.
2. The report is due on the 30th of each month following the close of the quarter.
3. The report will be available for review by Federal and State Agency monitors.