

FY2015 OUTREACH PLAN

Outreach consists of maximizing the visibility of the WIC Program in both the public and professional communities in order to identify and serve those individuals most in need of Program benefits. Outreach is an ongoing activity, although the focus of activities shifts dependent on caseload in order to attract high-risk individuals. Referral is a component of outreach and consists of directing applicants and participants to social, health, and educational services for which specific needs are identified. Together, outreach and referral comprise a network of services, which maximize the resources available to individuals in need. Effective outreach requires ongoing activities at the State and local levels as well as coordination between the two for purposes of:

1. Targeted outreach to high-risk pregnant women in the first trimester, pregnant adolescents, and parents/caregivers of infants.

In order to increase the early pregnancy intervention of the WIC Program for pregnant women, outreach activities focus on informing health, educational, and social service providers of Program benefits and eligibility. Letters from the Department of Health and Human Services are sent annually to all obstetricians, family practice physicians, pediatricians, nurse practitioners, childbirth educators, and nurse midwives encouraging referrals of pregnant and postpartum women to the Program. Additional groups receiving annual notices are listed at the end of this section. Specific outreach brochures for health, medical, and education professionals that emphasize the preventive aspects of the WIC Program are developed and distributed by both the State and local agencies. Outreach to pregnant adolescents is achieved through letters and WIC materials sent to high school nurses, family planning and prenatal agencies, primary care centers, and crisis pregnancy centers.

2. Routine outreach to publicize the availability of the WIC Program.

Periodically, depending on caseload, the State Agency with the Department's Public Information Office issues press releases, which describe WIC Program services. Local agencies are also encouraged to use the media to publicize WIC availability and benefits.

The State Agency distributes outreach brochures to:

- Local agencies for distribution to locally identified sources of WIC referrals;
- District Offices (TANF, Food Stamp Program, and Medicaid application sites);
- Maternal and Child Health Section for distribution at Primary Care Centers, Family Planning, Child Health, Home Visiting, and Prenatal Programs;
- Other Department of Health and Human Services programs which serve the WIC-eligible population.

Participant surveys indicate that a majority of participants learn of the WIC Program from other participants, particularly friends and relatives. Therefore, Local agency staff encourage participants to inform others about WIC Program availability and benefits.

Local agencies display outreach posters at public places frequented by potential WIC participants, such as community health centers, primary care centers, family planning clinics, prenatal clinics, and Division of Family Assistance district offices. Posters are also displayed at other public places, such as day care centers and laundromats.

3. Regular communication with New Hampshire organizations in an established outreach network.

The WIC Program maintains contact with appropriate New Hampshire health and social service organizations. Efforts are continually made to contact new groups, and provide existing organizations with updated eligibility information. Organizations include:

The NH Department of Health and Human Services:

Division of Public Health Services (Maternal and Child Health Section)

Division of Family Assistance (TANF, CHAP, Medicaid, and Food Stamp Programs)

Bureau of Drug and Alcohol Services

UNH Cooperative Extension Service (Nutrition Connections Program, Food Stamp Nutrition Education Program, and County CES offices)

New Hampshire Childbirth Educators Association

New Hampshire Coalition Against Domestic and Sexual Violence

Early Intervention Network of New Hampshire

La Leche League and Lactation Consultants

Employment Security Offices

New Hampshire School Nurses

New Hampshire Foster Parents Association

Planned Parenthood of Northern New England

New Hampshire Job Training Council

Crisis Pregnancy Centers

Fuel Assistance Programs

Family Support Programs

Soup Kitchens and Food Pantries

NH Food Bank

Hospitals

HELPLINE Information and Referral Hotlines

Homeless Shelters and Primary Care Services for Homeless Populations

Head Start Agencies

New Hampshire Municipal Association

Child Care Providers

Child Development Program Network

New Hampshire Nurse Practitioners

New Hampshire Housing Authority

New Hampshire Legal Assistance

Medicaid Managed Care Organizations

Community Health Centers

Resource and referral directories have been compiled by State and local agencies, and are updated annually. Each year, information about the WIC Program is provided to appropriate organizations. In-service education for Local Agency nutrition staff includes presentations by representatives of agencies in the network.

4. Retention of child participants on the WIC Program.

Retention strategies for children are developed and aimed at the retention of older children, as participation levels drop dramatically after children turn one year old. The major goal is to retain children on the program until their fifth birthday through encouragement to parents on the importance of WIC nutrition services in promoting healthy growth and development of children. Campaign materials called "Did You Know" are displayed at WIC clinic sites.