

## **NEW HAMPSHIRE WIC OUTREACH PLAN**

### **FFY2024**

Outreach consists of maximizing the visibility of the WIC Program in both the public and network communities in order to identify and serve individuals who are eligible for program benefits. Outreach is an ongoing activity performed by the State Agency and Local Agency, although the focus of activities shifts dependent on caseload, resources and FNS target areas in order to attract eligible families and participants. Referrals are a major component of outreach to and from WIC. They consist 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. There are five focus areas for NH WIC Outreach:

#### **1. Targeted outreach to pregnant women in the first trimester.**

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. Local agency contractors schedule annual in-services with community healthcare providers, district offices and social service agencies to keep them updated on WIC Program benefits and coordinator efforts. The NWA Outreach Campaign continues to emphasize reaching pregnant women and new infants. This is also done through providing regular updates and partnerships with the New Hampshire Breastfeeding Task Force.

#### **2. Participation in the NWA National Outreach Campaign**

NH continues to participate in the NWA Outreach Campaign. The NH WIC Program has an active Facebook page for public awareness and social engagement with families and professionals. Local agencies are also encouraged to use social media to publicize WIC availability and benefits to their community. All outreach items are branded with the NH WIC logo created through the campaign.

#### **3. Coordinated WIC Program enrollment with NH SNAP and Medicaid**

NH WIC, NH Supplemental Nutrition Assistance Program (SNAP) and NH Medicaid Program have a Memorandum of Agreement for data sharing and expedited enrollment. Families receiving SNAP and/or Medicaid are automatically eligible for the WIC program and receive follow up from a WIC staff person serving their community. WIC staff contact eligible families to set up WIC certification appointments; weekly reports are shared with local agencies.

#### **4. Partnership with NH Hunger Solution**

NH WIC has partnered with NH Hunger Solutions to provide WIC training and resources so that local food access coalitions can be ambassadors of the WIC Program. Having trained coordinators at the community level to assist with WIC enrollment (through the online pre-application) as well as in-services at healthcare facilities and community organizations, allows eligible families to have direct access to enrollment in the WIC Program beyond the reach of the State and Local WIC offices.

#### **5. Retention of all participants on the WIC Program.**

Retention strategies for children has been an ongoing focus, 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, as well as offering engaging and convenient nutrition education follow ups. Campaign materials and incentive items are available to local agencies to help with retaining all participant categories. NH WIC seeks to retain WIC participants so that they are actively engaged in WIC services and receive the full benefit and positive health outcomes associated with WIC.

**6. Utilize technology to improve access to the NH WIC Program services.**

The WIC population are avid users of technology requiring the NH WIC Program to explore new and innovative approaches to reaching the next generation of eligible families. Aim to implement relevant and affordable technology that increases access to program benefits and will limiting the financial burden to the program. NH WIC seeks to continue to enhance its available online application, certification, nutrition and breastfeeding services tools for use by WIC staff and participants through WIC Technology funds.

**7. Modernization of the WIC program to increases access and the client experience.**

The New Hampshire WIC program is working to modernize the program and meeting families where they are. To do this NH WIC has applied and received several grants focusing on different areas of the program to include but not limited to improvement of the WIC shopping experience, system updates to streamline appointments, and online participant portals.