

## **NEW HAMPSHIRE WIC OUTREACH PLAN 2020-2022**

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. A component of the NWA Outreach Campaign is focused on reaching pregnant women and new infants with a direct mailing to NH physicians and in-hospital publications. 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 is participating in the NWA Outreach Campaign for FFY22. 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.

### **3. Coordinated efforts with NH SNAP and Medicaid to enroll eligible families onto the WIC Program.**

NH WIC and NH Supplemental Nutrition Assistance Program (SNAP) have a Memorandum of Agreement for data sharing and expedited enrollment. Families receiving SNAP are automatically eligible for the WIC program and receive follow up from a WIC staff person serving their community. State and Local WIC staff have access to NH EASY to view SNAP enrolled families that are also eligible for WIC. The State Agency has a task order in process with CQuest to make the manual NH EASY access automatic through a night batch file. Phase 2 will be to incorporate Medicaid enrolled persons who are also eligible for WIC. The eligible applicants will sit on the WIC Online Application Dashboard for follow up and processing prior to being imported into the NH WIC database for certification. The anticipated timeline for full implementation is September 30, 2022.

### **4. 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. 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.

### **5. 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.