WIC BASIC TRAINING:
OUTREACH AND COMMUNITY ENGAGEMENT
MODULE 9

SESSION OBJECTIVES
- Importance of caseload and participation
- Caseload management strategies
- The purpose of outreach
- The importance of retention
- The importance of Customer service
- Strategies to eliminate barriers to participation
- Review WIC program policy

WIC Program Manual: Chapter 10

CASELOAD AND PARTICIPATION

- Caseload = number of participants that your agency is funded to serve
- Budget = Estimate based on caseload
- Participation = Issuance

Goal: ≥ 97%
EVALUATING PARTICIPATION TRENDS

- Monthly Participation Reports
- Participant to Enrollment Report
- Trends in Participation
- Changes in Participant Characteristics
- Crossroads Reports
PURPOSE OF OUTREACH

Inform  
Recruit  
Engage

INFORM
- Potentially eligible families
- Reminding WIC families of services or program changes

WIC AND SOCIAL MEDIA
TARGETED OUTREACH

- Pregnant women (emphasis on enrolling eligible women in the early months of pregnancy)
- Breastfeeding women
- Infants and Children in Foster Care, CPS or Child Welfare
- Migrant families
- Homeless families

COMMUNITY ENGAGEMENT

“The process of working collaboratively with and through groups of people affiliated by geographic proximity, special interest, or similar situations to address issues affecting the well-being of those people.” ~CDC

WIC PARTNERSHIPS
## Caseload Management

## Outreach

## Retention

### IDENTIFYING BARRIERS

- Family Assessment Questions
- Identifying Factors that Interfere with Participation Excel Spreadsheet

### BARRIERS TO PARTICIPATION

1. I can never get to the clinic when they're open.
2. My car broke down on the way to my appointment.
3. No hablo inglés.
4. The staff were so rude.
5. I wish I could see my Dr. and the WIC nutritionist on the same day.

6. Describe any problems you have using your WIC at the store.
7. Where did you hear about WIC?
8. What are your biggest obstacles coming to WIC?
   - Transportation (parking, car, walk, commute)
   - Work hours conflict with WIC clinic hours
   - Lack of child care
   - Limited accessibility (parking, location, stairs)
   - Other
   - Don’t know
9. Would you refer a friend to WIC?
**ELIMINATING BARRIERS TO PARTICIPATION**

- Extended Clinic Hours
- Appointment Reminders
- Alternate Nutrition Education
- Parent/Guardian, Caretaker, Proxy
- Coordination of Care

**ELIMINATING BARRIERS TO PARTICIPATION**

- Establish Satellite Sites
- Recruit Bilingual Staff
- Display Familiar Materials
- Child-friendly Clinic

**WIC CUSTOMER SERVICE**

“Participants come to WIC because they need help, they stay because they are taken care of.”

~ Katharine Clarke
WIC cares
❤
WIC is here to help
❤
You are important to us
❤
We want to serve you
❤
We know you care about your family
❤
You have choices
❤
Let's work together
❤
We believe in you

WIC CUSTOMER SERVICE

WIC SERVICES TOOLKIT

LOCAL AGENCY OUTREACH AND COMMUNITY ENGAGEMENT RESOURCES

nutritionnc.com/wic/outreach-resources.htm
NWA's National Recruitment and Retention Campaign
Printed Outreach Materials
Tools and Resources
OUTREACH: PRINTED MATERIALS

- Happy 1st Birthday from WIC!

TOOLS AND RESOURCES

- Customer Service
- Templates
- Media
- Partnerships and Community Engagement

WIC PROGRAM REQUIREMENTS

- Local Agency Retention and Outreach Plan
- Targeted Outreach
- Documentation
- Annual Media Release
LOCAL AGENCY RETENTION & OUTREACH PLAN

- Required annually
- Includes goals related to retention and outreach
- Involves all staff

ANNUAL MEDIA RELEASE

Requirements:
- WIC eligibility criteria
- Program benefits
- Physical address
- USDA Nondiscrimination statement

WHAT IS WIC?
The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) program is a federal program that provides low-income, nutritionally at-risk women, infants, and children with healthy foods, breastfeeding support, and referrals to health care.

WHAT DOES WIC PROVIDE?
- Healthy foods
- Breastfeeding support
- Referrals to health care

WHO IS WIC FOR?
Eligibility criteria:
- Women who are pregnant, breastfeeding, or postpartum within 6 months
- Infants and children up to age 5
- Income and nutritionally at-risk

USDA Nondiscrimination Statement

Print Online Broadcast
DOCUMENTING OUTREACH ACTIVITIES

SUMMARY

- Growing and sustaining caseload is a priority for every agency
- Caseload management = monitoring participation + outreach + retention + all staff
- Providing excellent customer service is key
- Review tools and resources available
- WIC program policy requirements

QUESTIONS?