

Head Start/Early Head Start (HS/EHS) Outreach Plan

The Head Start/Early Head Start (HS/EHS) Outreach Plan below was developed after surveys were completed by WIC Coordinators, HS/EHS staff (family advocate workers, teachers, nurses), and HS/EHS families who are not on WIC. The following information will provide ideas on how to connect with HS/EHS families.

1. Be present to provide WIC information during HS/EHS enrollment days.
 - a. Complete certification or precertification appointments if at all possible. Families will need heights, weights, and hemoglobin's for Head Start/Early Head Start, if you can provide this for them and get them on WIC right then you can provide them with a great service at a huge convenience for the family.
 - b. Agencies may consider bringing/discussing the following information to HS/EHS enrollment days:
 - i. Food samples using WIC foods
 - ii. Pictures of what participants can get on WIC (i.e. food package pictures)
 - iii. Displays showing the average monetary value of a WIC food package
 - iv. WIC approved food fliers
 - v. Farmers Market information in the spring
 - vi. Recipes using WIC foods with WIC contact information
 - vii. Incentive items
 - viii. Schedules of where clinics are located and when
 - ix. General WIC brochures
 - x. WIC Income guidelines
 - xi. Information on how often families will need to come to WIC, how families can do their nutrition education online through wichealth.org now or possibly through Head Start.
 - c. Schedule WIC appointments.

2. Be present to provide WIC information during parent meetings, conferences, or any other HS/EHS events.
 - a. Agencies may consider bringing/discussing the following information to HS/EHS events:
 - i. Food samples using WIC foods
 - ii. Pictures of what participants can get on WIC (i.e. food package pictures)
 - iii. Displays showing the average monetary value of a WIC food package
 - iv. WIC approved food fliers
 - v. Farmers Market information in the spring
 - vi. Recipes using WIC foods with WIC contact information
 - vii. Incentive items
 - viii. Schedules of where clinics are located and when
 - ix. General WIC brochures
 - x. WIC Income guidelines
 - xi. Information on how often families will need to come to WIC, how families can do their nutrition education online through wichelath.org now or possibly through Head Start.
 - b. Schedule WIC appointments.
 - c. Complete precertification or certification appointments, at the event if possible.

3. Provide WIC information to HS/EHS staff. Face-to-face meetings or trainings would be recommended as this allows HS/EHS staff to ask more questions. There are two approaches to consider- 1) conveying the benefits and value of WIC for the families so staff can accurately inform families about WIC and 2) make sure staff understand how valuable getting families on WIC is for HS/EHS staff (healthier families/kids, better eaters, reinforcement of the information they are also providing, access to health care, heights, weights, hemoglobin's, etc.) Information that should be discussed or provided with staff include the following:
 - a. Who qualifies for WIC
 - b. WIC Income guidelines including adjunctive eligibility and how often income guidelines are updated
 - c. What participants must bring to a certification appointment
 - i. Identification
 - ii. Address
 - iii. Income
 - iv. Their child
 - d. WIC benefits
 - i. What supplemental foods are offered
 - ii. Farmer's Market program in the summer
 - iii. Health and nutrition education
 - iv. Referrals (provide examples)
 - e. How to apply for the WIC program
 - f. How long participants qualify
 - g. How often participants need to come to WIC (nutrition education vs. certifications, options for online nutrition education)
 - h. How long appointments typically are
 - i. How food benefits are provided (checks, updates on eWIC)
 - j. Where clinics are located and when the clinic takes place
 - k. How WIC is funded
 - l. Contact information for questions HS/EHS may have about WIC
4. Develop a brochure/flier that incorporates information listed in #3 for families.