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## 120.10

### Outreach

### Overview

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**Introduction** Outreach includes goals and objectives to coordinate activities with other programs serving women, infants and children.

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## Outreach Plan for FFY2016

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### Goals

The goals for outreach activities are to:

- Increase caseload,
  - Increase awareness of the WIC Program among potentially eligible families, and
  - Coordinate WIC services with other programs serving potentially eligible families to improve quality of services, eliminate undesirable duplication of services, and increase access to services.
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### Outreach objectives

The outreach plan includes the following objective:

By June 1, 2017, WIC outreach information will be developed and incorporated into newsletters that are distributed to families participating in the Iowa School Grant Program.

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### In this section

This section contains the following detailed action plans.

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## Action Plan 1 - Outreach to Elementary Schools through the Iowa School Grant Program

Objective	By June 1, 2017, WIC outreach information will be developed and incorporated into newsletters that are distributed to families participating in the Iowa School Grant Program.
Purpose statement	In order for schools to participate in the Iowa School Grant Program, at least sixty percent of the children must be eligible for Free and Reduced Priced Lunches. Many of the children attending these schools would be eligible for WIC. Increasing the Iowa School Grant Program families' knowledge about the WIC Program will help them understand how the WIC Program can benefit their family (including age eligible siblings and eligible mothers). This will have a positive impact on participation rates. These families will benefit with the additional services WIC can provide.
Action	<ul style="list-style-type: none"> <li>● By October 31, 2016, develop the content for the Iowa School Grant Program and determine which newsletters will include WIC information.</li> <li>● By November 30, 2016, finalize and approve the content for the Iowa School Grant newsletters with the Iowa School Grant Program Coordinator.</li> <li>● By May 31, 2016, all newsletters will be distributed with WIC outreach information.</li> </ul>
Lead Staff	Kimberly Stanek, RD, LD and Nicole Newman, RD, LD
Evaluation	<p>Completion of this action step will be evaluated in the following ways:</p> <ul style="list-style-type: none"> <li>● Determination of the number of newsletters distributed by county.</li> </ul>
Resources Required	The resources required include staff time to complete the action plan.

## Status Report on Outreach Plan for FFY2016

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### Action Plan 1

Provide an informational webinar about the WIC Program to the Food Bank of Iowa and its partnering agencies to increase the number of WIC referrals food pantries provide to increase WIC participation levels.

- By December 1, 2015, contact information for the Food Bank of Iowa was determined. Staff learned, after speaking with the Food Bank of Iowa contact person, that the Food Bank of Iowa was providing a conference for all of their employees on May 12, 2016. It was decided to present WIC information at the conference to reach more food bank employees at one time instead of providing a webinar.
  - The presentation content and survey was developed by May 1, 2016. The presentation was presented and evaluations were distributed at the conference on May 12, 2016.
  - 79% of the expected attendees attended the WIC session at the conference.
  - 78% of the surveys distributed were completed.
  - Survey results showed that attendees felt the presentation was helpful and informative. Attendees were able to name one thing that they learned about WIC that they did not know before. All attendees completing the survey stated that they felt more confident in referring food pantry users to the WIC Program.
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