



## WIC Outreach

### What is considered WIC Outreach?

WIC outreach refers to activities and strategies designed to inform and engage eligible individuals and families about the WIC program, encourage participation, and increase access to WIC services.

The goal is to reach potential participants who may benefit from the program but are not yet enrolled. Effective outreach ensures that those who are eligible—pregnant women, new mothers, infants, and children under five—receive the nutrition education, health services, and food benefits that WIC provides. WIC outreach is a critical component of the program that helps ensure that eligible families are aware of and able to take advantage of the resources available to them.

### Key components of WIC outreach include:

#### 1. Public Awareness Campaigns:

- Advertising and promoting WIC through media channels (e.g., radio, TV, social media, print materials).
- Providing information in multiple languages to reach diverse communities.
- Distributing flyers, posters, and brochures in places frequented by eligible populations (e.g., clinics, community centers, schools, grocery stores).

#### 2. Community Engagement:

- Partnering with local organizations, schools, health care providers, and community groups to spread the word about WIC services.
- Conducting presentations at community events, health fairs, or parent meetings to raise awareness.
- Engaging local leaders or influencers to advocate for the program.

#### 3. Screening and Referrals:

- Actively screening potential participants through phone calls, in-person visits, or online tools to identify those who may be eligible.
- Establishing referral systems with health care providers, social services, and other community-based organizations to help individuals connect with WIC.

#### 4. Targeting Vulnerable Populations:

- Focusing on groups that may be underserved, including rural populations, non-English speakers, or those with limited access to health care.
- Using culturally appropriate materials and outreach strategies to ensure the message resonates with different demographic groups.

#### 5. Follow-up Activities:

- Ensuring that interested individuals complete the enrollment process by following up on initial contacts.
- Providing reminders for re-certification or benefits renewal to keep families enrolled.

#### 6. Utilizing Technology:

- Leveraging social media platforms, websites, and apps to reach potential participants, provide program information, and encourage enrollment.



- Using text messages, emails, or automated calls to remind eligible families to apply or renew their participation.
- 7. **Collaborating with Health Care Providers:**
  - Working with doctors, pediatricians, and clinics to share information about WIC and encourage referrals during patient visits.
  - Providing materials to health care providers that they can distribute to families during prenatal, well-child, and other health check-ups.

### What is the purpose of outreach in WIC?

- Increase awareness of WIC benefits and eligibility.
- Improve access to services for eligible individuals.
- Ensure that families receive nutrition education, healthy food, and referrals to other services they may need.

### How can an organization request local WIC participation in school and health fair events for partnerships?

In Pennsylvania, organizations can request local WIC participation in school and health fair events by contacting the appropriate WIC Local Agency (LA) or WIC clinic in their area. The process generally involves reaching out to the local WIC office to discuss partnership opportunities, event participation, and how to collaborate on outreach efforts to increase WIC enrollment.

Each county or region in Pennsylvania has a designated WIC Local Agency responsible for administering the program at the local level. You'll need to determine which LA serves the community where your event is taking place. You can find contact information for local WIC offices on the Pennsylvania Department of Health's WIC webpage or by contacting the **Pennsylvania WIC Program**: go to [www.pawic.com](http://www.pawic.com)

Reach out to the local WIC office in the area where the event will take place. This can typically be done by phone or email. When contacting the office, be sure to provide the following information:

- The event details (location, date, time, and type of event).
- The purpose of the event (e.g., to promote WIC and encourage enrollment).
- Any specific partnership opportunities or roles the WIC program could take at the event (e.g., providing information booths, health screenings, or presentations).

Once you've made contact, discuss how the WIC program can be involved in your event. WIC offices may be able to:

- Set up an informational booth or table to distribute WIC materials, such as brochures or flyers.
- Have WIC staff available to answer questions and help eligible attendees sign up.
- Provide health education on nutrition and other WIC-related services.
- Help with publicizing the event to eligible families.

WIC agencies may also work with other local partners to ensure that the event aligns with broader health and wellness goals.



If the event is at a school or health fair, coordinate with the administrators or organizers to ensure that WIC is included in the event's schedule or partnership list. Schools and health care providers often work closely with local WIC agencies to refer eligible families.

In addition to asking for WIC participation, request any available materials such as:

- WIC brochures, flyers, and posters for distribution.
- Informational packets about WIC eligibility and benefits.
- Contact details for local WIC offices or staff who can assist with follow-up.

Some local WIC offices may also be able to provide staffing or volunteers to assist at the event.

Be prepared to provide additional documentation if requested, such as:

- Event flyers or promotional materials.
- A description of the target audience (e.g., expecting mothers, young children).
- Information on how WIC participation will be highlighted during the event.

PA WIC is funded by the USDA. This institution is an equal opportunity provider.