

MI-WIC POLICY

Service Coordination and Outreach

6.0 Service Coordination and Outreach

Effective Date: 11/02/2016

6.01 Outreach

PURPOSE: To ensure that potentially eligible individuals and especially those at high risk receive information about eligibility for WIC services and the location of local agencies.

A. POLICY:

1. Local Agencies shall publicly announce at least annually:
 - a. Information about eligibility criteria for participation.
 - b. Location of local agencies and phone numbers.
 - c. Institutional criteria (regarding eligibility of individuals residing in group homes, shelter, and other institutions).
2. Local agencies shall distribute outreach information to professional offices, agencies and organizations that provide services for significant numbers of potentially eligible persons, including:
 - a. Health and medical organizations;
 - b. Hospitals and clinics;
 - c. DHS/Michigan Works/employment offices;
 - d. Social Service agencies;
 - e. Farmworker organizations;
 - f. Indian tribal organizations;
 - g. Organizations and agencies serving homeless individuals, victims of domestic violence, and pregnant youth;
 - h. Religious and community organizations in low-income areas;
 - i. Social Security offices.
3. Local agencies shall aim outreach toward high-risk individuals, such as women early in pregnancy, homeless individuals, migrant farmworkers and eligible low-income women not on Medicaid.
4. Local agencies shall coordinate outreach efforts with other programs, including breastfeeding promotion programs, substance abuse programs, health care providers and religious organizations.

5. Local agencies shall use such forms of communication as letters, leaflets, brochures, bulletins, newspapers, radio and television announcements to disseminate program information and applicable civil rights requirements to the general public with emphasis on minorities and minority organizations. Information distributed to the public shall inform participants and applicants, particularly minorities, women and grassroots organizations, of any significant program changes, such as revisions in eligibility standards, benefits and services, and the location of new local agencies or clinics, as well as hours of service.
6. All outreach materials shall include the most recent USDA non-discrimination statement.
7. Local agency outreach goals and activities shall be documented in the MI-WIC system.

B. GUIDANCE:

1. Provide other agencies and organizations with materials describing the WIC Program that includes the locations and phone numbers of local agencies.
2. Local agencies that have reached maximum participation may choose to further inform potential applicants of the waiting lists and the priority system for filling vacant slots as they arise.
3. Local agencies at maximum participation should continue their outreach efforts and target the highest priority and highest risk categories.
4. MDCH Outreach Publications can be ordered by using the E-forms ordering process.

References:

Federal Regulations 246.4(a)
FNS Instruction 113-2
P.L. 101-147

Cross References:

1.09 Civil Rights