

6.0 Service Coordination and Outreach

Effective Date: 8/10/12

6.05 Maternal Child Outreach and Coordination

PURPOSE: To identify pregnant women and children enrolled in WIC to prenatal/child health outreach services in order to improve prenatal and childhood health and health outcomes.

POLICY:

1. WIC Staff shall identify WIC eligible/applicants who are pregnant women, infants and children who need health insurance, Maternal or Infant Health Program (*MIHP*) or other maternal child health or outreach services.
2. WIC shall make available/refer to resources within the agency/community that can provide or coordinate services needed by WIC clients.
3. WIC enrollees who decline referrals will be provided with written materials explaining public assistance and or Health Insurance enrollment if they are in need, un-insured or under-insured (Healthy Kids/MI Child, MOMS).
4. Staff who provide referrals to the MIHP Program, Medicaid Outreach Services or other maternal/infant programs shall document the referral in the MI-WIC System, on the Referrals screen.
5. Staff may provide client information to the MIHP Program without obtaining a release of information. Refer to MI-WIC Policy 1.03, Confidentiality and the Memorandum of Understanding between the Michigan Department of Community Health (MDCH) WIC Division and the MDCH MIHP (Maternal Infant Health) Program.

GUIDANCE:

1. WIC may provide a copy of the Certification Information Report, or other MI-WIC or agency generated reports, to the Maternal Child Health Program staff identified within the local Health Department to assist in outreach and coordination.
2. If the local WIC Program is administered by an agency other than the local Public Health Department, a signed release form must be obtained prior to sending the Certification Information Report to Medicaid Outreach staff.
3. The WIC client should be informed that the Health Department Outreach Program will be contacting her during her pregnancy to see if they can provide assistance with Health Insurance or Maternal Health Services. When the baby is born, the Medicaid Outreach Program may also assist with Health Insurance (MIChild or Healthy Kids) and with Infant Health Services, Children's Special Health Care Services, Immunizations or Early On Services, as needed.

References:

Federal Regulations: CFR 246.7 (b)(1)

Cross References:

- 6.01 Outreach
- 6.02 Referrals

1.03 Confidentiality
Memorandum of Understanding between MDCH WIC Division and MIHP Program