

# Increasing Caseload: WIC Outreach Strategy

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# Time in WIC ?

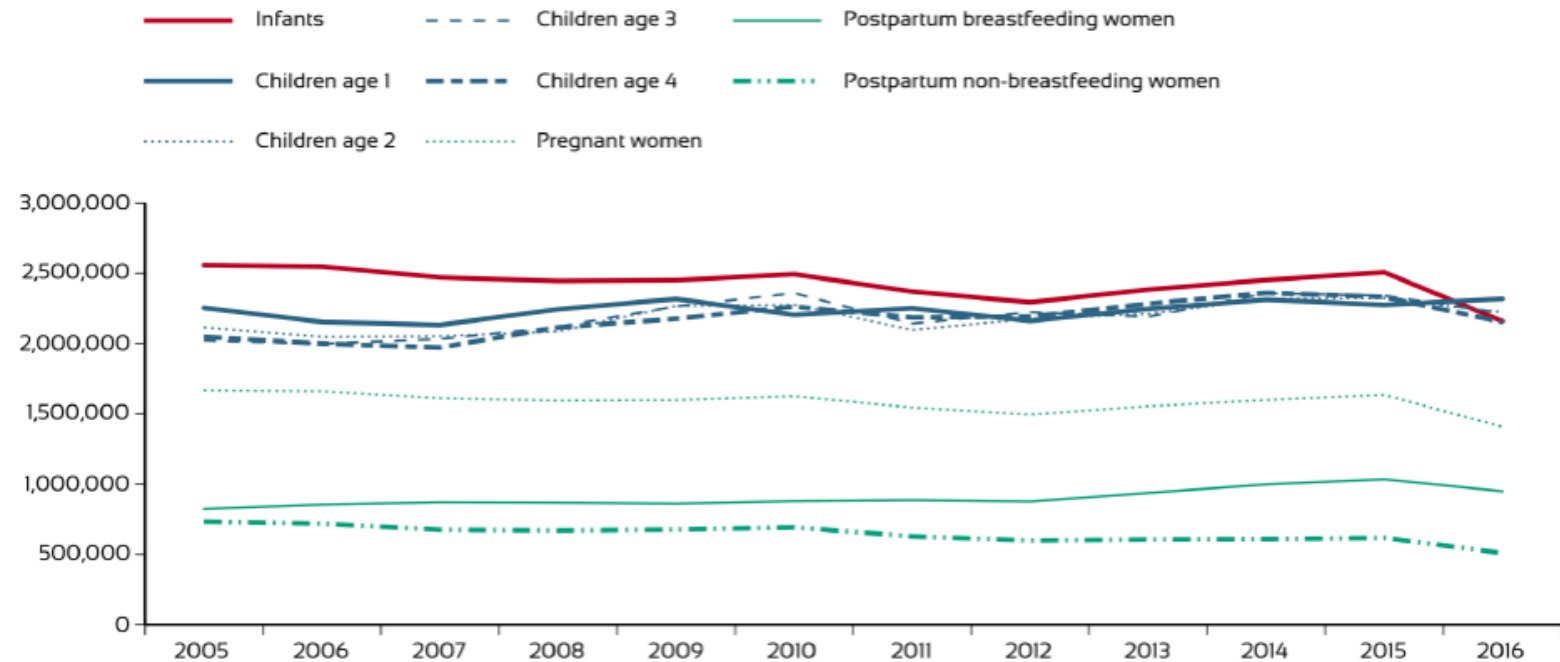
GREEN = less than 2 years

YELLOW = 2 – 10 years

RED = 10 years or more

# Caseload

Figure 3.5. Trends in WIC Eligibility by Participant Category: CY 2005–CY 2016



Sources: IPUMS-USA, n.d.; NBER, n.d.b; U.S. Census Bureau, n.d.d

# What Can We Do?

- Outreach is key.
  - *1.) Understand your community*
  - *2.) Strengthen community partnerships*
  - *3.) Recruit new players*

# “How – To” Idea

- ❑ Assessment
- ❑ Strategic Planning
- ❑ Implement
- ❑ Evaluate

# Assessment

- ❑ Assigned Caseload for FY20
- ❑ Realistic Possibilities
- ❑ Who is missing?
- ❑ Staffing
- ❑ Partnerships



# Strategic Planning

- ❑ Define Goals & Objectives
- ❑ Outreach Methods
- ❑ Who will complete?
- ❑ Timeline and Stick To it!
- ❑ Go!



# Implement

- ❑ Deeper Details
  - ❑ Who - Staff
  - ❑ What – Information
  - ❑ Where – Geographic Area
  - ❑ When – Date (s)





**Together Everyone Achieves More**



# Implement

One-on-One  
Meeting(s)

# Evaluate

- Must do this!
- Know your plan is working.
- Ask ONE simple question.
- Track the answers.



# Outreach Strategies

## DAY TO DAY MARKETING

- Word of mouth
- Tell a friend
- Use your peers
- Inner circles

## FIELD DAY MARKETING

- Adopt a Doc
- Partner with a program
- Medical groups  
(OB/GYN, Peds, Clinics)
- Community meetings
- Business HR
- Church

# Tell a Friend

How can your participants help market your program?

Children's Books

Cookbooks/Recipes

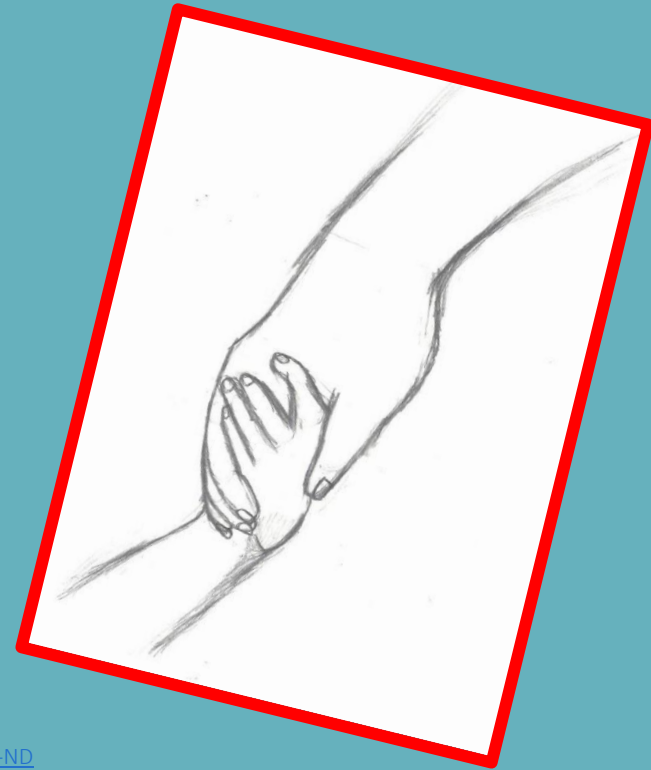
Create a Special Class



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# Adopt A Doc

- OB Doctors
- Pediatricians
- Medical Clinics



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# Partner with Programs

- Head Start or Community Centers
- Well Child Clinics
- YMCA/Park District/Local Groups
- Childcare Services



# Medical Groups

- ❑ Speak with the Office Coordinator/Manager
- ❑ Tell the WIC story. What we do matters.
  - Better birth outcomes
  - Healthy weight gain
  - Breastfeeding support
  - Nutrition Education



# Businesses

- Start with HR
- Provide a reference packet
- Welcome folder
- Post a flyer

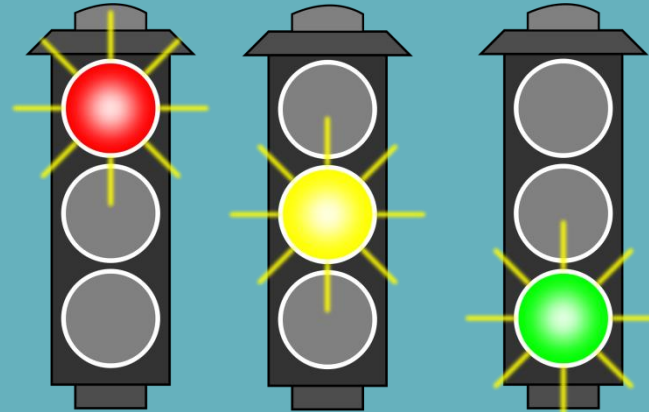


# Let's Practice

RED LIGHT

YELLOW LIGHT

GREEN LIGHT



# RED, YELLOW, GREEN

Local Pediatric Association would like you to do presentation for 75 pediatricians at their quarterly meeting.

# RED, YELLOW, GREEN

Visit to your local businesses, factories or companies. Find out where people work and connect with those places.

# RED, YELLOW, GREEN

Health Fair at Hospital  
Women's Lifestyle Show  
Children's Play Day  
School Event  
Business Wellness Event

# RED, YELLOW, GREEN

Phone a Friend  
Street Shout Outs  
Ask the Audience  
Life Lines



Thank You