

## Section III: State Agency Procedure Manual

### VII. State Caseload Management

#### A. State Office Outreach

##### Purpose

The State WIC Office is responsible for coordination of statewide outreach activities, including coordination and support of local agency outreach efforts.

##### Policy

The Montana WIC Program will do outreach to potentially eligible Montana residents annually, and ensure local agencies are effectively doing outreach in their respective regions.

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**1. State WIC Office will:**

- The State WIC Office will participate in an annual and/or ongoing outreach activities or campaigns.
- The State WIC Office will use available opportunities to educate health professionals about WIC services and benefits.
- The State WIC Office will provide agencies, organizations, and offices in their network with materials describing WIC services.

**2. WIC program website includes:**

- Names and addresses of the local agencies
- Names and addresses of WIC retailers
- Eligibility criteria and information on program benefits
- The civil rights non-discrimination statement
- The toll-free phone number for the State WIC Office

**3. Promotion of Services**

- Prepare and distribute outreach materials to local programs for use in recruiting new WIC participants, and in providing information to health professionals and allied services in their community.
- Provide local agencies with referral information about allied services such as Medicaid, SNAP, TANF, Healthy Montana Kids (home visiting), immunization programs, Head Start, SNAP-ED and EFNEP, local food banks, etc.

**4. Statewide Meetings and Workshops**

- State WIC Office staff will attend appropriate statewide meetings to share the WIC Program and the services it provides either through presentations or tabling/sponsorships

**5. State WIC Outreach Coordinator**

- The State WIC Office will maintain the role of Outreach Coordinator who will:
  - Complete pre-monitoring evaluation of local activities and annual outreach efforts.
  - Provide local agencies data, support and technical assistance on participation in relation to outreach.
  - Work with contracted marketing company and state print and graphics department on communications, material development and logistics.

- Work closely with stakeholders and partners to coordinate services, projects, and initiatives that are mutually beneficial.
- Implement activities within strategic plan related to recruitment, retention and quality improvement.

## **6. Legislative Queries**

- Provide the Montana Congressional delegation information about WIC upon request.
- Provide the state policy makers with information about WIC's contribution to the health of women, infants, and children upon request.

## **7. Notice to the General Public**

- In June of each year, the Montana WIC Program will publish in the Sunday edition of all major newspapers in the state a public notice requesting comment on the development of the State WIC Plan for the upcoming fiscal year.
- The published notice for WIC comments will include a statement to the effect that copies of existing state plans are available online at [wic.mt.gov](http://wic.mt.gov)
- This notice will allow comments to be received in writing up to the close of business 30 days after publishing.
  - Submission of comments should be addressed to:

WIC Section Supervisor  
Early Childhood & Family Services Division  
Department of Public Health and Human Services  
PO Box 4210  
1625 11<sup>th</sup> Ave., Basement (USF&G)  
Helena, MT 59604-4210

- The WIC Section Supervisor will receive and review each written comment and acknowledge within 10 days of receipt.
  - A record of comments received and acknowledged will be included as an appendix in the final approved State WIC Plan.
- The WIC Section Supervisor will incorporate such comments as appropriate.