**Outreach Report - LA Plan**

**FY 2025**

**Local Agency Name:** Click or tap here to enter text.

**WIC Director:** Click or tap here to enter text.

**Person writing the outreach plan:** Click or tap here to enter text.

**Plan Period:** FY 2025 (October 1, 2024- September 30, 2025);

Looking back on the past fiscal year, FY 2023 (October 1, 2023- September 30, 2024)

**Instructions (please read)**

The purpose of this outreach report is to provide an update to the State WIC Office on what is currently happening at your agency for outreach and retention and to make plans for future improvements for the next year. By completing this assessment each year, we will better focus our time and resources on WIC outreach and retention requirements and best practices.

Make sure to use this report as you are completing your local agency’s **Recruitment Retention Outreach Action Plan FY 2025** (**Strategy 1** and **3)** located in a separate sheet on the Business Partners site). When completing your local agency **Recruitment Retention Outreach Action Plan FY 2025,** remember to update your progress for 2024 and make sure to put plans for this upcoming year. The assessment in this report may help you to make any necessary adjustments to past action steps or to make new action steps for the upcoming year.

**Local Agency Outreach & Retention Assessment**

Please complete the below assessment. Select the box for yes (Y) or no (N) for each item. Consider each question seriously, as this assessment will help you develop your action steps for this next fiscal year. For some questions, it may be beneficial to talk to other local agency staff to see what is happening.

**Strategy 1: Increase WIC program participation and retention.**

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| **Y** | **N** | **General** |
|  |  | Your local agency has WIC staff participating in the NE WIC Outreach and Retention Committee meetings offered by the state every other month. |
|  |  | Your local agency has leaders identified for outreach and retention. |
|  |  | Your local agency completed the [Public Notification](https://dhhs.ne.gov/WIC%20Procedure%20Manuals/Public%20Notification.pdf) requirement this past year |
|  |  | Your local agency included the nondiscrimination statement on all required outreach materials. See [Use of Nondiscrimination Statements](https://dhhs.ne.gov/WIC%20Procedure%20Manuals/Use%20of%20Nondiscrimination%20Statements.pdf). |
|  |  | In the past year, your local agency completed a community needs assessment. This could include assessing your community composition and identifying underserved populations.  **Helpful tips**   1. Use local data like county facts sheets to see what the composition of your community really is.    * <https://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml>    * <https://www.census.gov/quickfacts/fact/table/US/PST045218>    * <http://www.city-data.com/>    * <https://www.diversitydatakids.org/> 2. Brainstorm with WIC staff to identify the strengths in your community and also the needs in the community. 3. Compare your local agency demographics and your community demographics. Are there populations not receiving WIC benefits?    * Identify underserved populations in your community. Ideas could include: racially and ethnically diverse communities, non-English speaking populations, working parents, rural families, teen parents, specific socioeconomic groups, Medicaid recipients, migrant farm worker communities, immigrants/refugees, Head Start families. 4. Target priority populations. Make sure your outreach is culturally-specific to these groups. |
|  |  | In the past year, you had a meeting with all your WIC staff to review your local agency’s outreach and retention plan and make updates. |

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| **How does your agency involve all local agency (and contract agency) staff in outreach and retention projects?** (please select all that apply) | |
|  | Reviewing caseload regularly at meetings to gain local agency/contract agency staff buy-in. |
|  | Reviewing outreach and retention action steps regularly at meetings to gain local agency/contract agency staff buy-in. |
|  | Having a local agency outreach committee. Including contract agency staff where appropriate. |
|  | Identifying outreach and retention action steps with input from all local agency and contract agency staff. |
|  | Dividing out outreach projects among local agency/contract agency staff to gain buy-in from local agency staff and also use WIC staff’s different backgrounds to help build partnerships. |

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| **Y** | **N** | **Leadership** |
|  |  | Improving the quality of the WIC experience for all of our participants is a priority for your organization. |
|  |  | Your agency is very aware of the balance between caseload and retention and has strong strategies for both. |
|  |  | All staff are aware of your caseload target and work to meet this goal. |
|  |  | Leadership examines retention data regularly and shares it with your staff in order to strategize solutions. |
|  |  | Staff at every level understand that only with retention will WIC achieve strong health outcomes; enrollment is just the beginning of the process. |

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| **Y** | **N** | **Clinic Systems** |
|  |  | Flexible policies are in place to assist with walk-in appointments and same-day appointments. |
|  |  | Evening and weekend hours are available to facilitate access to WIC services. |
|  |  | Your local agency has a strong system in place to remind participants of scheduled appointments. |
|  |  | Current wait times to get an appointment are reasonable. |
|  |  | Participant-centered nutrition education is promoted at every step of the WIC visit. |
|  |  | Participants can call and talk to a WIC staff member **right away** during business hours (without leaving a message). |
|  |  | In the past year, a survey was conducted of participants and WIC staff to assess scheduling, appointments and staffing. Changes and adjustments were made, as needed. |
|  |  | A participation & services team has been created to identify simple strategies to improve services. |

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| **Y** | **N** | **Participant-Centered Nutrition Education** |
|  |  | The nutrition benefits of the WIC program are promoted consistently by all staff. |
|  |  | Outreach and recruitment of WIC participants promote the nutritional benefits. |
|  |  | CPAs talk about the long-term impact of the WIC program with participants to promote retention. |
|  |  | Staff understands that the cornerstone of retention is participant-centered services that truly build rapport. |
|  |  | Services are being provided in a client-centered and culturally competent way. (Help clients to see the value of WIC with good customer service and nutrition education.) |

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| **Y** | **N** | **Grocery Store Experience** |
|  |  | Your local agency has a strong method/strategy for preparing WIC participants for the grocery store experience. |
|  |  | WIC staff “check in” with new participants soon after their first appointment to see what happened during their shopping experience and provide additional guidance if needed. (for example, a phone call a week after an initial certification visit) |
|  |  | Your local agency has provided additional training to staff to sensitize them to the complexity of the grocery store experience in order to build buy-in for how important this component is to retention. |

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| **Y** | **N** | **Outreach** |
|  |  | Your local agency has a comprehensive outreach plan. |
|  |  | Your local agency has tried at least one new strategy (something they have not done before) for outreach in the past year. |
|  |  | Outreach is planned in a manner to engage the most vulnerable women and families in your community. |
|  |  | Your local agency has strong relationships with the key medical providers in your community to build your referral process. |
|  |  | Your local agency regularly reviews data that informs you as to the outreach strategies that are the most effective in building your caseload. |
|  |  | In the past year, your local agency has collected and shared WIC testimonials to demonstrate the value of WIC to families (on social media, letters, displayed in the WIC office, outreach materials etc.) |
|  |  | In the past year, your local agency has tried to address gaps, myths, and barriers about WIC (on social media, letters, displays in the WIC office, outreach materials etc.) |
|  |  | Your local agency has a social media page. |
|  |  | In the past year, your local agency has had community partners share posts about WIC on the community partner’s social media page. |
|  |  | Your local agency maintains followers on your social media page by regularly creating interesting and engaging posts. (For example, having a variety of messages about nutrition, breastfeeding, and outreach for the WIC program). |
|  |  | Your agency regularly markets program benefits with the local media- TV, radio stations. (Note: some of these may be free) |

**Strategy 3: Increase collaborative efforts with organizations to communicate the value of the WIC program.**

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| **Y** | **N** | **Partnership development** |
|  |  | A list of key contacts in your community has been developed.  **Helpful tips:**   * Consider what places in the community would be a good place to get referrals * Consider who also works with your target audiences * Work with local partners like other public health programs, health care facilities, and community groups |
|  |  | A “WIC champion” has been identified at each facility.  **Helpful tip:**   * Identify ways to help your WIC champion at each facility   + Example: helping them to understand the WIC website to get information they need   + Example: explaining services that could be provided to their clients by coming to WIC |
|  |  | Your local agency has a plan for regular contacts with partners (for example quarterly or semiannually depending on the type of contact or partner).  **Helpful tip:**   * Update community partners on program changes during these contacts |

**Include in this section a list all the outreach activities and list or picture of the material and incentives of outreach that you will plan to provide FY 2025.**