Agency Name

Local Agency Retention and Outreach Plan

FFY

**Assessment of Caseload**

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| **Trends in Overall Participation** |
| Participation 24-months ago |  |
| Participation 12-months ago |  |
| Participation 6-months ago |  |
| Current Participation |  |
| % of Base Caseload Currently Serving |  |
| % of Population At-Risk Currently Serving |  |

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| **Trends in Participation by Category** |
|  | Pregnant Women | Fully Breastfeeding Women | Partially Breastfeeding Women | Postpartum Women |
| 24-months ago |  |  |  |  |
| 12-months ago |  |  |  |  |
| 6-months ago |  |  |  |  |
| Current |  |  |  |  |
|  | Fully Breastfed Infants | Partially Breastfed Infants | Fully Formula-Fed Infants | Children |
| 24-months ago |  |  |  |  |
| 12-months ago |  |  |  |  |
| 6-months ago |  |  |  |  |
| Current |  |  |  |  |

Note any factors that may have contributed to the trends seen in participation:

**Strategic Retention and Outreach Plan**

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| Goal: Target WIC Services to highest priority groups.  |
| Target Audience | Staff Responsible | Method(s) | Where | Timeline | Evaluation |
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| Goal:  |
| Target Audience | Staff Responsible | Method(s) | Where | Timeline | Evaluation |
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| Target Audience | Staff Responsible | Method(s) | Where | Timeline | Evaluation |
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| Goal:  |
| Target Audience | Staff Responsible | Method(s) | Where | Timeline | Evaluation |
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| Target Audience | Staff Responsible | Method(s) | Where | Timeline | Evaluation |
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