

My Small County WIC Program  
WIC Program Retention and Outreach Plan

FFY 19-20

**Assessment of Caseload**

Trends in Overall Participation	
Participation 24 months ago	280 (8/17)
Participation 12 months ago	255 (8/18)
Participation 6 months ago	232 (2/19)
Current Participation	202 (8/19)
% of Base Caseload Currently Serving	78.58%
% of Population at Risk Currently Serving	61%

Trends in Participation by Category				
	Pregnant Women	Fully Breastfeeding Women	Partially Breastfeeding Women	Postpartum Women
24-months ago	24	9	8	28
12-months ago	25	15	5	16
6-months ago	28	13	6	11
Current	22	14	5	16
	Fully Breastfed Infants	Partially Breastfed Infants	Fully Formula-Fed Infants	Children
24-months ago	9	12	49	141
12-months ago	15	5	34	140
6-months ago	13	7	35	119
Current	13	6	34	92

Note any factors that may have contributed to the trends seen in participation: Decreased overall participation related to decreasing number of walk-ins and decreasing hours open at satellite site due to being short staffed February-September 2019.

## **Strategic Retention and Outreach Plan**

Goal: <u>Target WIC Services to highest priority groups.</u>					
Target Audience	Staff Responsible	Method(s)	Where	Timeline	Evaluation
Pregnant/Postpartum women/Infants/Migrants	WIC Director	Establish walk-in clinic; Promote WIC walk-in clinic by posting flyers in the community Establish policy and procedures for health department referrals	My Small County Health Department	Starting January 2020 Tuesdays 1-5pm	Number of walk-ins
Migrant Farm Workers	WIC Outreach Coordinator and Bilingual Staff	Partner with NC Farmworker's Project; Present to staff; providing up to date WIC outreach materials	At NC Farmworker project office	By June 2020	Number of referrals
Pregnant and Postpartum women	WIC Outreach Coordinator	Contact OBGYN XYZ to establish relationship for referrals	Carolina OBGYN The Women's Center Women's Health Services	By March 2020	Number of referrals

Goal: <u>To increase awareness of My County WIC program using social media.</u>					
Target Audience	Staff Responsible	Method(s)	Where	Timeline	Evaluation
Millennial Moms	WIC Director and WIC Outreach Coordinator	Launch a Facebook page for My Small County WIC Program;	Facebook	By June 2020; Weekly posts	Track number of hits, likes, followers, shares

Goal: To increase the number of children participating in My County's WIC Program by 5%.

Target Audience	Staff Responsible	Method(s)	Where	Timeline	Evaluation
Parents and caregivers of children aged 1-4	WIC Outreach Coordinator	Outreach to Foster Care providers	My County's DSS	By September 2020	Number of referrals
Parents and caregivers of enrolled children aged 1-4	Support Staff	Birthday Cards	All sites	Starting November 2019	Track child participation
Parents and caregivers of	WIC Director	Establish relationship with	My Small	By June 2020	WIC program

Goal: Increase retention of all participants.

Target Audience	Staff Responsible	Method(s)	Where	Timeline	Evaluation
All participants that fail to pick up benefits	Support Staff	Follow up with participants listed on the Failure to Pick up Benefits; complete nutrition education contact over the phone	All sites	Starting November 2019 Weekly	Staff will document who was reached, nutrition education provided and issued to on report.
Low-risk participants	All	Offer wichealth.org as an option for low risk participants.	All sites	Start 12/1/19	Review statistics in wichealth.org