

Subject: Requirements

Item: Overview

PURPOSE:

To describe the purpose and scope of outreach and referrals requirements.

POLICY:

- I. The local agency (LA) must coordinate intake procedures, outreach activities and referral services with other community programs to enable WIC participants and potentially eligible persons to benefit from services that meet their individual health and nutrition needs. The LA coordination of referrals, health linkages and integration, and outreach provide one of the core benefits of the WIC Program.

PROCEDURES:

- I. Designate one or more staff as an Outreach Coordinator to be responsible for ensuring all LA outreach activities, coordination with local health programs and services, and Annual Public Outreach Announcement (APOA) requirements are followed. The LA staff is required to:
 - A. Make available appropriate health care services to applicants/participants and inform them of the health care services which are available.
 - B. Plan for continued efforts to make health services available through written agreements with other health programs and medical care providers to lend administrative efficiency and participant convenience to the certification process.
 - C. Arrange and maintain cooperative written agreements with any hospital providing care to applicants/participants.
- II. The WIC Program is supplementary to other food distribution programs, and public assistance programs. The LA staff is required to:
 - A. Inform applicants/participants of the availability of food distribution programs, and/or public assistance programs for participation and make necessary referrals to such programs.

OUTREACH AND REFERRALS

WPPM #700-01

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AUTHORITY:

[7 CFR §246.6\(b\)\(3\) and \(5\)](#)

[7 CFR §246.6\(f\)](#)

[7 CFR §246.7\(a\)](#)

[7 CFR §246.7\(b\)](#)

[22 CCR §40681\(c\) Notification of Participant Rights and Responsibilities](#)

[WIC Nutrition Services Standards](#), Standards 3, 15, and 16

CROSS-REFERENCE:

[WPPM 700-07 Coordination with Local Health Program Services](#)

[WPPM 700-08 Outreach Activities Requirements](#)