

WIC Outreach Plan and Log

Outreach goal, objectives, and activities for the local agency WIC Outreach Plan can be identified for the local agency, following the example provided and utilize the blank log. Objectives should identify General and Enhanced outreach and activities should be specific to each objective.

Agencies are encouraged to enter their Outreach Plan and completed activities into the WIC MIS (I-WIC). Note fields with (*) are required and refer to the I-WIC User Manual Admin for details.

Page one is an example.

*Local Agency (LA) Name: XYZ		*Fiscal Year: FY23	
*Goal:	Conduct outreach to eligible WIC applicants to increase caseload.		
*Objective		Person Responsible	Projected Completion Date
<i>General:</i> Meet with business managers covering 6 Dr. offices. Provide WIC information, income guidelines and formulary.		Marcy, WIC Coordinator	12/30/2022
*Activity: Doctor office visit	*Where: Dr. Works Office <i>Note: Only populates in IWIC if added to Admin- Ref/Out Cat Mgmt. screen</i>	Cynthia, CPA	<input type="checkbox"/> Completed Date: 12/15/22
*Objective		Person Responsible	Projected Completion Date
<i>Enhanced Pregnant:</i> Bring WIC outreach flyers, PC contact cards Nutrition During PG and BF handouts to ABC Pregnancy Testing Center.		Lynn, BF Coordinator	3/30/2023 <input type="checkbox"/> Completed Date:
*Objective		Person Responsible	Projected Completion Date
<i>Enhanced Migrant:</i> Distribute WIC outreach flyers to migrant head start.		Karen, Frontline	5/31/2023 <input type="checkbox"/> Completed Date:
*Objective		Person Responsible	Projected Completion Date
<i>Enhanced Migrant:</i> Distribute WIC outreach flyers to migrant head start.		Karen, Frontline	5/31/2023 <input type="checkbox"/> Completed Date:

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Copy/add additional pages for each objective (required: general, enhanced-pregnant and enhanced-migrant per IL WIC PM AD 8.1).

*Local Agency Name:		*Fiscal Year:		
*Goal:				
*Objective <i>(Identify as General or Enhanced Outreach)</i>		Person Responsible	Projected Completion Date	*Evaluation Method
			Date: <input type="checkbox"/> Completed Date:	
*Activity:	*Where:		Date:	Notes:
*Activity:	*Where:		Date:	Notes:
*Activity:	*Where:		Date:	Notes:
*Activity:	*Where:		Date:	Notes:
*Activity:	*Where:		Date:	Notes:
Activity:	*Where:		Date:	Notes: