

**Indiana WIC Program
Indiana State Department of Health**

Publicity and Outreach

Policy

The local agency will develop an annual Publicity and Outreach Plan to promote the WIC Program and its services to the public.

Authority

7 CFR Part 246.4(a)(7)

Procedure

- I. The Publicity and Outreach Plan, submitted at the beginning of the fiscal year, must include monthly activities for the entire fiscal year.
- II. The activities:
 - A. may include participation in local health fairs, and presentations/mailings to social service agencies or physicians, in the community.
 - B. must target high priority participants residing in the areas/counties served, as well as special populations such as minorities, migrant farm workers, the homeless and persons with disabilities.
 - C. must be entered on a log with the date of completion and name of persons completing the activity.