

SECTION: Outreach**SUBJECT: Coordination of Services-Referrals to the WIC Program**

Federal Regulations: §246.4 (a) (8)

Nutrition Services Standards: Standard 15

POLICY

Local agencies shall encourage referrals to the WIC Program.

Distribute updated written information on the program at least twice a year to the following:

- Hospitals
- Private physicians
- Local clinics
- Community Action agencies
- Social agencies
- Faith based organizations
- Neighborhood centers
- Welfare agencies
- Unemployment offices
- Farm worker organizations
- Homeless facilities

Include any other organizations in the service area that serve potential WIC clients.

Annually communicate with area health providers and resources in the service area, with special emphasis on reaching women early in pregnancy and un-served infants and children in foster care or protective services, or child welfare authorities including infants exposed to drugs prenatally, and migrants.

When possible, encourage hospitals, inpatient or outpatient prenatal maternity or postpartum clinics/programs, or pediatrician offices to give potentially eligible individuals the opportunity to be certified for WIC benefits within these service areas.