

SECTION: Outreach**SUBJECT: Materials Development and Tracking of Outreach Activities**

Federal Regulations: §246.8(a) (1) & (c) [FNS Instruction 113-1](#), Departmental Regulation 4300-003, Equal Opportunity Public Notification Policy-June 2, 2015

USDA 2015 Nondiscrimination Statement revision, WIC 104-01 Civil Right Nondiscrimination Statement

POLICY

All WIC outreach materials shall meet the following criteria:

- Be targeted to potentially eligible individuals.
- Reflect ethnic and cultural groups in the community.
- Be available in the appropriate language (s) when a substantial number of persons in the service area speak that language.
- Promote the WIC program as a community nutrition program, which operates as an adjunct to health care.

Contain the required nondiscrimination clause:

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, sex, religious creed, disability, age, political beliefs, or reprisal or retaliation for prior civil rights activity in any program or activity conducted or funded by USDA.

Persons with disabilities who require alternative means of communication for program information (e.g. Braille, large print, audiotape, American Sign Language, etc.), should contact the Agency (State or local) where they applied for benefits. Individuals who are deaf, hard of hearing or have speech disabilities may contact USDA through the Federal Relay Service at (800) 877-8339.

Additionally, program information may be made available in languages other than English.

This institution is an equal opportunity provider.

Spanish translation:

En conformidad con la Ley Federal de Derechos Civiles y los reglamentos y políticas de derechos civiles del Departamento de Agricultura de los EE. UU. (USDA, por sus siglas en inglés), se prohíbe que el USDA, sus agencias, oficinas, empleados e instituciones que participan o administran programas del USDA discriminen sobre la base de raza, color, nacionalidad, sexo, credo religioso, discapacidad, edad, creencias políticas, o en represalia o venganza por actividades previas de derechos civiles en algún programa o actividad realizados o financiados por el USDA.

Las personas con discapacidades que necesiten medios alternativos para la comunicación de la información del programa (por ejemplo, sistema Braille, letras grandes, cintas de audio, lenguaje de señas americano, etc.), deben ponerse en contacto con la agencia (estatal o local) en la que solicitaron los beneficios. Las personas sordas, con dificultades de audición o con discapacidades del habla pueden comunicarse con el USDA por medio del Federal Relay Service [Servicio Federal de Retransmisión] llamando al (800) 877-8339.

Además, la información del programa se puede proporcionar en otros idiomas.

Para presentar una denuncia de discriminación, complete [el Formulario de Denuncia de Discriminación del Programa del USDA](#), (AD-3027) que está disponible en línea en: http://www.ascr.usda.gov/complaint_filing_cust.html y en cualquier oficina del USDA, o bien escriba una carta dirigida al USDA e incluya en la carta toda la información solicitada en el formulario.

Esta institución es un proveedor que ofrece igualdad de oportunidades.

- Contain information that is in conformance with both current State and Federal requirements.

Tracking and Evaluation of Outreach

Maintain records/entries of all local outreach activities. Document all activities on the "Outreach Activities Log" in the Local agency Plan.

The local agency plan and Outreach Log should be made available upon request during monitoring reviews.

An evaluation of the effectiveness of each of the outreach activities carried out should be incorporated in the annual Local agency Plan.

All material describing the WIC Program MUST be reviewed and approved by the State agency WIC Program Monitor prior to their dissemination. When submitting the annual plan, attach copies of all outreach materials currently in use or planned to be used.