

**Connecticut WIC Program Manual
Federal Fiscal Year 2018**

Section: Outreach

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SECTION: Outreach**SUBJECT: Publicity**

Federal Regulations: §246.4(a) (7)

POLICY

Local agencies shall publicize annually in newspapers serving that agencies area the availability of WIC benefits including eligibility criteria and the location of local agency offices.

Submit at least annually a news release to newspapers in the service area including minority press and press serving the non-English speaking client populations of the local agency.

Keep copies of any newspaper articles. This information must be available during management reviews.

SECTION: Outreach**SUBJECT: Media Contacts****POLICY**

Local agencies shall inform the State agency of any planned radio television or newspaper features on WIC prior to the event for approval.

Contact the State WIC Director providing the following information regarding the event:

- Name of radio or television station or newspaper
- Date and time of event
- Name of media contact
- Nature of the event, e.g.; 15 minute radio interview
- Name and job title of local agency staff involved
- Any other pertinent comments

Report any unplanned or spontaneous media events to the State WIC Director as soon as possible but no later than, one (1) working day including all information cited above.

Include all media event information in the Outreach component of the Local Agency Program Plan report due on September 30th of each fiscal year to the State agency.

SECTION: Outreach**SUBJECT: Legislative Inquiries****POLICY**

All Federal and State legislative inquiries (US Senate, Congress and/or State legislature) must be reported to the State WIC Director.

Include the following information in outreach reports:

- Date of contact
- Name and affiliation of the contract person
- Nature of local agency staff involvement
- Reason for contact or related background information

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.

SECTION: Outreach

SUBJECT: Coordination of Services-Referral of Participants to Other Programs

POLICY

See Certification Section WIC Policy 200-14, 200-27 and 200-28 for details.

 Danbury WIC Program 80 Main St. Danbury, CT 203-797-4629		 Danbury WIC Program 80 Main St. Danbury, CT 203-797-4629	
Clothing	Phone #	Info Lines	Phone #
Salvation Army Thrift Shop 129 Main Street Thrift Mart of New Milford 146 Danbury Road	203-792-9799 860-350-2153	City of Danbury Info line	311 211
Food Resources	Phone #	Housing	Phone #
CACD Neighborhood Services Daily Bread (St. James) Food Pantry 25 West Street Dorothy Day Hospitality House 11 Spring Street Food Stamps (Social Services) 342 Main Street, Danbury Salvation Army 15 Foster St. WIC Program 80 Main St.	203-744-4700 203-748-3561 203-743-7988 203-207-8900 203-792-7505 203-797-4629	ARC 325 Main Street CACD Housing Services Catholic Charities 30 Main St, Danbury CT Dept of Social Services 342 Main St. City Homeless Shelter 254 Main St. Danbury Housing Authority 98A Elm Street & 2 Mill Ridge Rd Domestic Violence Shelter 2 West St. Harmony House 5 Harmony St. Housing Mediation Housing Resource Center 8 West St. Suite 202 Salvation Army Jumpstart Threshold (Amos House) 34 Rocky Glen Rd	203-792-9450 203-744-4700 203-743-4412 203-207-8900 203-796-1661 203-744-2500 203-731-5206 203-743-3843 203-748-4941 x107 203-798-6527 203-791-0012 203-791-9277
Health	Phone #	Income Assistance	Phone #
HUSKY Health Insurance Americares Free Clinic of Danbury 76 West St. CIFC Comm. Health Center of Greater Danbury. 57 North Street, Danbury Community Health Center 8 Delay Street, Danbury Dental Clinic of Danbury Public Schools Danbury Hospital Dental Services 70 Main St, Danbury Kevin's Comm. Ctr Free Medical Clinic 153 S. Main St, Newtown New Milford VNA 68 Park Lane Road (Rte 202) Pediatric Health Center 70 Main St. Regional Hospice Samaritan Center 13 Rose Street, Danbury Urgent Care, Danbury Hospital Urgent Care, New Milford Hospital Danbury VNA..WOW Van	211 or 203-207-8900 203-748-6188 203-743-0100 203-797-8330 203-790-2812 203-791-5010 203-426-0496 860-354-2216 203-791-5020 203-702-7400 203-791-2794 203-739-7100 860-210-5200 203-792-4120	CACD Energy Asst. CT Dept of Social Services 342 Main St. City of Town Services: <ul style="list-style-type: none"> Bethel Brookfield Danbury Kent Ridgefield Newtown New Fairfield Redding Sherman New Milford 	203-748-5422 203-207-8900 203-794-8536 203-775-7312 203-797-4569 860-927-1586 203-431-2777 203-270-4330 203-312-5669 203-938-3580 860-354-2414 203-355-6079
		Mental Health	Phone #
		Newtown Youth & Family Srv. 17 Church Hill Rd. Family Children's Aid 75 West St. KIDHELP Crisis Hotline Women's Center 2 West St.	203-426-8103 203-748-5689 203-327-5437 203-731-5200

 Danbury WIC Program  80 Main St. Danbury, CT 203-797-4629	 Danbury WIC Program  80 Main St. Danbury, CT 203-797-4629		
New Milford Services	Phone #	Parent Support	Phone #
Nurturing Families New Milford VNA 68 Park Lane Road (Route 202) Our Daily Bread, United Methodist Church 68 Danbury Rd, New Milford New Milford Social Services (Food Bank) Litchfield County Head Start 355 Goshen Rd, Litchfield Loaves & Fishes Hospitality House 40 Main St, Richmond Center Richmond Center, Social Service 40 Main St	860-354-5962 860-354-2216 860-354-4596 203-355-6079 860-567-0863 Ext.145 860-350-6612 860-355-6079	Danbury Area Autism Spectrum 211 Main St, Bethel Danbury Children First, Inc 83 West St. Danbury Regional Child Advocacy Ctr....268 Main St. Families Network of Western CT.....5 Library Place Family & Children's Aide WeCAHR Parent Support Grp Child support Resource center	203-870-5641 203-797-8088 203-748-4542 203-791-8773 203-748-5689 203-792-3540 800-842-1508
Preschool	Phone #	Pregnancy Resources	Phone #
Action Early Learning Center 75 Balmforth Ave, Danbury Birth to Three Program Danbury School Readiness Danbury Public School Educational Ctr ESL Reception Center Fairfield County Head Start 7 Old Sherman Turnpike, Suite 201, Danbury Interfaith Early Learning Center 119 Osborne St, Danbury The Right Place The Salvation Army 15 Foster St, Danbury YMCA, Brookfield 2 Huckleberry Hill Rd YMCA, Bethel 57 Grassy Plain St	203-743-3785 800-505-7000 203-791-1904 203-797-4832 203-790-2849 203-743-3993 203-744-6619 203-794-1472 203-775-4444 203-744-4890	Birthright Hopeline Medical Options Planned Parenthood Women's Health Center	203-744-3737 203-207-4673 203-743-5024 203-743-2446 203-791-5000
		 Breastfeeding Resources	Phone #
		Danbury Hospital Center for Lactation	203-739-7777
		La Leche League of Greater Danbury Leaders www.lll.usa.org/ct/webgreaterdanburyct.html	
 Other	Phone #	 Other	Phone #
Ability Beyond Disability AIDs Project of Greater Danbury American Red Cross Association of Religious Communities Careline (DCF Hotline) CT Legal Services Domestic Violence Hotline National Domestic Violence Hotline Evenstart Interlude Midwestern CT Council on Alcoholis	888-832-8247 203-778-2437 203-792-8200 203-792-9450 800-842-2288 800-453-3320 203-731-5206 800-799-7233 203-501-4167 203-797-1210 203-792-4515	Centro Hispano Families Network of Western CT Housatonic Valley Coalition.. Against Substance Abuse Hispanic Center of Danbury YMCA of Brookfield CT YMCA of Danbury CT School-based Health Center Care – 4 – Kids CACD- Diaper Program Quit Line	203-798-2855 203-791-8773 203-743-7741 203-798-2855 203-775-4444 203-744-1000 203-790-2886 1-888-214-5437 203-744-4700 Ext. 106 1-800-784-8669

**DEPARTMENT of
SOCIAL SERVICES
CHILD SUPPORT SERVICES**

HOW CAN CHILD SUPPORT SERVICES HELP ME?

Service areas include:

- Locating non-custodial parent
- Identifying the legal father
- Modifying & enforcing a support order
- Getting or enforcing medical support
- Handling support payments

If you are already receiving child support services, but need the order enforced or changed, call:

1-888-233-7223

If you are on TFA, Medicaid or Foster Care Assistance, you automatically receive all child support services.

If not, you can apply at one of the DSS offices listed below.

Bureau of Child Support Enforcement

DSS—Regional Offices

Bridgeport	(203) 551-2703
Bristol	(860) 314-6500
Danbury	(203) 207-8986
Hartford	(860) 723-1002
Manchester	(860) 647-1441
Meriden	(203) 630-6068
Middletown	(860) 704-3126
New Britain	(860) 612-3465
New Haven	(203) 974-8248
Norwalk	(203) 855-2776
Norwich	(860) 823-3325
Stamford	(203) 251-9417
Torrington	(860) 496-6944
Waterbury	(203) 597-4171
Willimantic	(860) 465-3500

**NATIONAL CHILD SUPPORT HELPLINE
1-800-228-KIDS**



Expanded Food and Nutrition Education Program

Helping low-income families with children acquire the knowledge and skills needed to improve their diets and health.

WHAT IS EFNEP?

The Expanded Food and Nutrition Education Program (EFNEP) can teach you how to eat better and how to save on your food bills by shopping smart.

The things you will learn about diet and nutrition can help keep you and your family in good health. If you don't have much money for food or if your Food Stamps run short at the end of the month, EFNEP can help!

HOW CAN EFNEP HELP?

You will learn

- How to save money at the grocery store
- How to handle and store food
- How to plan healthy, low-cost meals
- How to cook meals that taste great

HOW CAN I FIND OUT MORE ABOUT EFNEP?

Call the EFNEP Office nearest you:

Norwich	(860) 887-1608
Hartford Area	(860) 570-9010
New Haven Area	(203) 407-3169
Storrs Area	(860) 486-1783
Brooklyn	(860) 774-9600



**Connecticut
WIC PROGRAM**



***Selected
Referrals***

***Other Programs
that can help you...***

Call: 1-800-741-2142



What is HUSKY?

HUSKY, Healthy Start, is a free insurance for pregnant women and children.

What does HUSKY Cover?

Prenatal and postpartum care, doctor's visits, hospital care, dental care and check-ups, family planning services, mental health and substance abuse and much more.

How do I apply for HUSKY?

It's simple, to complete an application, just call **1-800-656-6684**. You can request an application to be mailed to you or you can start an application over the phone. You may also access an application at www.huskyhealth.com

If you live in Connecticut, are pregnant, have a child (under 19), or are a parent or caretaker of a child, you may qualify for HUSKY.

For more information about HUSKY please call:

1-877-CT-HUSKY

Option 1



If you are pregnant, you can go or call the Healthy Start Program*

Bridgeport Dept. of Social Services	(203) 576-8181
	576-7458
Bristol Community Organization	(860) 584-2725 x23
Hartford: Health & Human Services Dept.	(860) 543-8834
Hispanic Health Council	(860) 527-0856
Middletown: Community Health Center	(860) 347-6971
New Haven Health Department, Yale	(203) 946-8187
New Haven & St. Raphael Hospitals	
New London:	(860) 442-0711 x2486
Lawrence & Memorial Hospital	
Norwalk: Family & Children Agency	(203) 604-1230 x313
Norwich:	(860) 892-7042 x319
United Community Family Services	
Putnam: Day Kimball Hospital	(860) 928-6541 x2595
Seymour: Naugatuck Valley Health Dist.	(203) 881-3255
Stamford: Optimus Health Center	(203) 621-3835
Torrington: Family Strides	(860) 482-3236
Waterbury: Staywell Health Center	(203) 756-8021 x3001
Willimantic:	(860) 456-7471 x124
Generations Family Health Center	

*Healthy Start services may include:

Health education, information about community resources, links to prenatal care & a medical home, and home visits to help pregnant women have healthy families.



SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM (SNAP)

WHAT IS THE SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM?

The Supplemental Nutrition Assistance Program helps people buy food. The Federal government created the program to help people with low incomes eat well to stay healthy. If you are eligible, we put your benefits in an electronic bank account. We will give you a plastic Electronic Benefits Transfer "EBT" card to use to buy food at stores that take Food Stamps.

ARE YOU ELIGIBLE?

Your eligibility for Food Stamps and the amount of your Food Stamp benefit depends on:

How many people you live with, (which we call your household), how much income your household has each month, what assets your household has, and how much your household has to pay each month for things like rent or mortgage, utilities and child care.

WHERE DO I APPLY? Contact DSS at 1-800-842-1508 to get an application mailed to you or get one through the Internet at www.ct.gov/dss.



2-1-1 OR 1-800-203-1234

*Free, confidential referral & crisis intervention service. Information on other programs is available 24/7
Visit www.211infoline.org.*

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 2013 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:

Spanish translation:

El Departamento de Agricultura de los Estados Unidos (por sus siglas en inglés "USDA") prohíbe la discriminación contra sus clientes, empleados y solicitantes de empleo por raza, color, origen nacional, edad, discapacidad, sexo, identidad de género, religión, represalias y, según corresponda, convicciones políticas, estado civil, estado familiar o paternal, orientación sexual, o si los ingresos de una persona provienen en su totalidad o en parte de un programa de asistencia pública, o información genética protegida de empleo o de cualquier programa o actividad realizada o financiada por el Departamento. (No todos los criterios prohibidos se aplicarán a todos los programas y/o actividades laborales).

Si desea presentar una queja por discriminación del programa de Derechos Civiles, complete el [USDA Program Discrimination Complaint Form](#) (formulario de quejas por discriminación del programa del USDA), que puede encontrar en internet en http://www.ascr.usda.gov/complaint_filing_cust.html, o en cualquier oficina del USDA, o llame al (866) 632-9992 para solicitar el formulario. También puede escribir una carta con toda la información solicitada en el formulario. Envíenos su formulario de queja completo o carta por correo postal a U.S. Department of Agriculture, Director, Office of Adjudication, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410, por fax al (202) 690-7442 o por correo electrónico a program.intake@usda.gov.

Las personas sordas, con dificultades auditivas, o con discapacidad del habla pueden contactar al USDA por medio del Federal Relay Service (Servicio federal de transmisión) al (800) 877-8339 o (800) 845-6136 (en español).

El USDA es un proveedor y empleador 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.

SECTION: Outreach**SUBJECT: Use of Text Messaging and Social Media in WIC local agencies****Federal Regulations:****Background**

The Webster¹ definition of **text messaging**, or **texting**, is a short message that is sent electronically to a cell phone or other device. The term originally referred to messages sent using the [Short Message Service](#) (SMS); it has grown to include messages containing image, video, and sound content (known as [MMS](#) messages). Text messaging in the health care and more specifically in the WIC Program is becoming increasingly popular as more people have access to cell phones with texting plans and prefer the use text messaging for its convenience.

While advances in technology can improve provision of WIC Nutrition Services, the nature of texting and the ability to have content of texted information saved on mobile devices indefinitely can pose risks to client confidentiality including theft, loss and/or viewing of the confidential information by unauthorized persons.

Policy**Text Messaging**

Through the statewide appointment reminder system, One Call, the State agency authorizes the use of text messages for WIC appointment reminders, contacting participants about missed appointments and/or reminders for expiring benefits. **Use of text messaging for nutrition education is not authorized at this time.** For use of texting applications in the WIC Peer Counseling Program, please refer to the program protocols.

If participants provide us with a cell phone number, and they are automatically, added to the texting protocol. They have the option of opting out, at any time. (See opt-in message on next page.) Participants will be able to receive appointment reminders via text messages. Participants who have provided phone numbers for landlines will continue to receive voice message reminders. At this time messages can be received in English and Spanish only.

¹ Merriam-Webster's online dictionary. *Text messaging*. Retrieved February 21, 2017, from <https://www.merriam-webster.com/dictionary/text%20messaging>

Opt in Message for One Call:

Great News!

*We will start sending you text messages for your WIC appointment reminders. If you do **NOT** want to get text messages for WIC text the word **STOP** to 22300 from your cell phone now.*

If you change phone number, do it again from your new phone. Remember, messages sent to you count toward your text plan. Thank you

¡Buenas Noticias!

*Nosotros comenzaremos a enviarle mensajes de textos recordándole sus citas. Si usted **NO** desea recibir estos mensajes de textos de WIC escriba la palabra **STOP** al 22300 desde su celular ahora.*

Si cambia los números de teléfono, hágalo otra vez desde su nuevo teléfono. Recuerde, los mensajes que usted reciba se deducirán de su plan de textos.

Guidance on Use of Social Media and WIC

Social media applications such as Facebook, Twitter, YouTube, Instagram, Snapchat and Pinterest are popular communication mediums for society, in particular, the millennial generation. While these new communication methods can enhance personal and professional communications, staff must follow WIC Program policies and procedures, in particular WIC confidentiality requirements, when communicating with participants and other allied health professionals. Staff are responsible for any content they e-mail, text, or post to social media sites. It is the Program Coordinators' responsibility to be aware of staff's online activity and/or electronic communications to program appropriate guidance and oversight. The State agency requires that local agency management staff monitor all staff social media activities to ensure appropriate documentation and that participant confidentiality is protected.

If a local agency is interested in using social media to outreach or enhance WIC nutrition education for participants a plan should be developed and submitted to the State agency for review and approval.

When developing a plan use the following process:

Begin by researching your sponsoring agency's guidance and policy on social media.

Consider your overall local agency communication plan and your objectives. Determine the local agency's outcome for using social media and if it is in line with the local agency's overall plan and objectives. Would traditional communication methods suffice? Consider available staff resources to develop, monitor and update a social media site.

If there is a need for using social media, determine which type would best help your agency meet the targeted outcome and how participants would benefit.

For example, if interested in a local agency Facebook page, do research on successful sites for women, breastfeeding, nutrition and or other topics relevant to the WIC community to determine what new information your proposed site would provide, what gaps need filling, and/or are current sites sufficient?

Additional References

NYS DOH WIC Program. (2011). *Toolkit: Building the Framework for a Sustainable Breastfeeding Peer Counselor Program*. Albany, NY: NYS DOH WIC Program.

Terry, K. (2012, October 31). Text Messaging Between Clinicians Increasing in Hospitals . *Information Week* . <http://www.informationweek.com/mobile/text-messaging-between-clinicians-increasing-in-hospitals/d/d-id/1107145>

Resources and Toolkits

- WIC Works Social Media Guidance: <https://wicworks.fns.usda.gov/topics-z/social-media-guidance>
- Social Media Toolkit accessed at: http://www.cdc.gov/healthcommunication/ToolsTemplates/SocialMediaToolkit_BM.pdf
- Guide to Writing for Social Media accessed at: <http://www.cdc.gov/socialmedia/Tools/guidelines/pdf/GuidetoWritingforSocialMedia.pdf> .
- U.S. Department of Agriculture, Food and Nutrition Service 2006. [WIC Nutrition Education Guidance, Appendix A.](#)
- Social Marketing Campaign (Massachusetts): https://wicworks.fns.usda.gov/wicworks/Sharing_Center/gallery/socialmarketin_gcamp.htm