

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

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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

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 80 Main St. Danbury, CT
 203-797- 4629

 Clothing	Phone #	 Info Lines	Phone #
Salvation Army Thrift Shop 129 Main Street	203-792-9799	City of Danbury	311
Thrift Mart of New Milford 146 Danbury Road	860-350-2153	Info line	211
 Food Resources	Phone #	 Housing	Phone #
CACD Neighborhood Services	203-744-4700	ARC	
Daily Bread (St. James) Food Pantry 25 West Street	203-748-3561	325 Main Street	203-792-9450
Dorothy Day Hospitality House 11 Spring Street	203-743-7988	CACD Housing Services	203-744-4700
Food Stamps (Social Services) 342 Main Street, Danbury	203-207-8900	Catholic Charities 30 Main St, Danbury	203-743-4412
Salvation Army 15 Foster St.	203-792-7505	CT Dept of Social Services 342 Main St.	203-207-8900
WIC Program 80 Main St.	203-797-4629	City Homeless Shelter 254 Main St.	203-796-1661
		Danbury Housing Authority 98A Elm Street & 2 Mill Ridge Rd	203-744-2500
		Domestic Violence Shelter 2 West St.	203-731-5206
		Harmony House 5 Harmony St.	203-743-3843
		Housing Mediation	203-748-4941 x107
		Housing Resource Center 8 West St. Suite 202	203-798-6527
		Salvation Army Jumpstart Threshold (Amos House) 34 Rocky Glen Rd	203-791-0012 203-791-9277
 Health	Phone #	 Income Assistance	Phone #
HUSKY Health Insurance	211 or 203-207-8900	CACD Energy Asst.	203-748-5422
Americares Free Clinic of Danbury 76 West St.	203-748-6188	CT Dept of Social Services 342 Main St.	203-207-8900
CIFC Comm. Health Center of Greater Danbury. 57 North Street, Danbury	203-743-0100	City of Town Services:	
Community Health Center 8 Delay Street, Danbury	203-797-8330	• Bethel	203-794-8536
Dental Clinic of Danbury Public Schools	203-790-2812	• Brookfield	203-775-7312
Danbury Hospital Dental Services 70 Main St, Danbury	203-791-5010	• Danbury	203-797-4569
Kevin's Comm. Ctr Free Medical Clinic 153 S. Main St, Newtown	203-426-0496	• Kent	860-927-1586
New Milford VNA 68 Park Lane Road (Rte 202)	860-354-2216	• Ridgefield	203-431-2777
Pediatric Health Center 70 Main St.	203-791-5020	• Newtown	203-270-4330
Regional Hospice	203-702-7400	• New Fairfield	203-312-5669
Samaritan Center 13 Rose Street, Danbury	203-791-2794	• Redding	203-938-3580
Urgent Care, Danbury Hospital	203-739-7100	• Sherman	860-354-2414
Urgent Care, New Milford Hospital	860-210-5200	• New Milford	203-355-6079
Danbury VNA..WOW Van	203-792-4120		
		 Mental Health	Phone #
		Newtown Youth & Family Srv. 17 Church Hill Rd.	203-426-8103
		Family Children's Aid 75 West St.	203-748-5689
		KIDHELP Crisis Hotline	203-327-5437
		Women's Center 2 West St.	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		 Parent Support	
Phone #		Phone #	
Nurturing Families	860-354-5962	Danbury Area Autism Spectrum	203-870-5641
New Milford VNA		211 Main St, Bethel	
68 Park Lane Road (Route 202)	860-354-2216	Danbury Children First, Inc	203-797-8088
Our Daily Bread, United Methodist Church		83 West St.	
68 Danbury Rd, New Milford	860-354-4596	Danbury Regional Child	203-748-4542
New Milford Social Services (Food Bank)	203-355-6079	Advocacy Ctr....268 Main St.	203-791-8773
Litchfield County Head Start		Families Network of Western	203-748-5689
355 Goshen Rd, Litchfield	860-567-0863	CT.....5 Library Place	203-792-3540
	Ext.145	Family & Children's Aide	800-842-1508
Loaves & Fishes Hospitality House		WeCAHR Parent Support Grp	
40 Main St, Richmond Center	860-350-6612	Child support Resource center	
Richmond Center, Social Service			
40 Main St	860-355-6079		
 Preschool		 Pregnancy Resources	
Phone #		Phone #	
Action Early Learning Center		Birthright	203-744-3737
75 Balmforth Ave, Danbury	203-743-3785	Hopeline	203-207-4673
Birth to Three Program	800-505-7000	Medical Options	203-743-5024
Danbury School Readiness	203-791-1904	Planned Parenthood	203-743-2446
Danbury Public School Educational Ctr	203-797-4832	Women's Health Center	203-791-5000
ESL Reception Center	203-790-2849		
Fairfield County Head Start		 Breastfeeding Resources	
7 Old Sherman Turnpike,			
Suite 201, Danbury	203-743-3993	Danbury Hospital Center for	
Interfaith Early Learning Center		Lactation	203-739-7777
119 Osborne St, Danbury	203-744-6619		
The Right Place The Salvation Army		La Leche League of Greater	
15 Foster St, Danbury	203-794-1472	Danbury Leaders	
YMCA, Brookfield		www.lll.usa.org/ct/webgreaterdanburyct.html	
2 Huckleberry Hill Rd	203-775-4444		
YMCA, Bethel			
57 Grassy Plain St	203-744-4890		
 Other		 Other	
Phone #		Phone #	
Ability Beyond Disability	888-832-8247	Centro Hispano	203798-2855
AIDs Project of Greater Danbury	203-778-2437	Families Network of Western CT	203-791-8773
American Red Cross	203-792-8200	Housatonic Valley Coalition..	
Association of Religious Communities	203-792-9450	Against Substance Abuse	203-743-7741
Careline (DCF Hotline)	800-842-2288	Hispanic Center of Danbury	203-798-2855
CT Legal Services	800-453-3320	YMCA of Brookfield CT	203-775-4444
Domestic Violence Hotline	203-731-5206	YMCA of Danbury CT	203-744-1000
National Domestic Violence Hotline	800-799-7233	School-based Health Center	203-790-2886
Evenstart	203-501-4167	Care – 4 – Kids	1-888-214-5437
Interlude	203-797-1210	CACD- Diaper Program	203-744-4700
Midwestern CT Council on Alcoholis	203-792-4515		Ext. 106
		Quit Line	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

HUSKY



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.

HUSKY

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 recordándoles 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/socialmarketingcamp.htm