

Division of Community Nutrition

<i>Subject:</i> Marketing and Media Outreach		<i>Policy:</i> ADM 08.1
<i>Reference:</i> §C.F.R. 246.2	<i>Effective:</i> March 1, 2017	<i>Supersedes:</i> August 12, 2013

I. Policy:

Local agency personnel shall provide communication and outreach materials to physician offices, hospitals, homeless shelters, businesses, non profits, agencies, migrant farms and other sources that serve the same population as WIC.

II. Procedure(s):

- A. Local agency personnel shall provide referrals to applicants and participants to other appropriate programs such as social service, non profits, food pantries, homeless shelters, etc. A listing should be provided that allows easy access to the information (phone number, address, e mail), with this information recorded in the Crossroads listing of referrals. The listing should be kept up to date, and provided to applicants and participants when there is need or upon request.
- B. Local agencies shall ensure compliance with USDA and VDH media protocol for generation of communication and outreach materials, to include: press releases, social media avenues, advertising and publications.
- C. All publications must be submitted for review and approval to the SWO Outreach Coordinator prior to implementation and adhere to guidance in policy PRR 4.1.
- D. Publications produced for public view must have the nondiscrimination statement, obtained through <http://www.fns.usda.gov/cr/and-justice-all-posters>. All publications must be submitted for review and approval to the SWO Outreach Coordinator prior to implementation.