

My Small County WIC Program
WIC Program Outreach Activity Log
FFY 2019-2020

| Date | Staff Responsible | Type of Contact | Organization Contact Information | Result(s) |
|-----------------|--|---|---|--|
| 10/1/19 | All Support Staff | Cold called missed appointments and reschedule or provide services over the phone. | NA | Used spreadsheet to document calls made, reasons participants did not pick up and the action taken. Issued to an average of 30% of missed appointments in first 6 months. Will continue to work in to our daily work flow. |
| 10/21/19 | Chiara Tanase, Nutritionist Ashely Phillips, WIC Outreach Coordinator Vivian Clark, BFPC | Set up information table and comfortable breastfeeding area at Fall Fun Festival to promote WIC and Breastfeeding | Cara Apple, Fall Fest Organizer (919) 234-6577 www.mycountyfallfest.com carapple@email.com | Talked to ~ 25 potential participants about WIC program benefits, provided a comfortable space to feed infant for 5 breastfeeding mothers. Contacted interested families and certified 5 new families. |
| 11/21/19 | Ashely Phillips, WIC Outreach Coordinator | Presentation at My County's DSS Staff Meeting | Tonya Parmar, CPS Director myemail@email.com (919)999-9999 | CPS and Foster Care workers educated on WIC Program and how to refer. Started discussion regarding new WIC Clinic at DSS. |
| 12/1/19-5/31/20 | Kimberly Rivera, Lead Support Staff | Mailing birthday cards to enrolled children | NA | Mailed birthday cards to enrolled participants, but ~20% were returned in the mail and few people said they received them. Did not seem effective so we have stopped. |

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| 3/25/20 | Bernadette Pugh, Nutritionist | Meeting with NC Farmworker's Project | Katie Hoy, Farmworker Health Operations Specialist Katiehoy@email.com (292) 545-5432 | Provided outreach materials targeted to migrants and discussed how to refer. |
| 1/1/20 | All | Wichealth.org | NA | Started to promote wichealth.org available for low risk participants. Participant usage has been low but continues to increase. |
| 1/21/20 | Sara Pardington, WIC Director | My County's Health Department Staff Meeting | Katherine Moss, Nursing Supervisor | Presented information about WIC; Reviewed referral process and provided updated WIC outreach materials. |
| 5/30/20 | Ashely Phillips, WIC Outreach Coordinator | My Small County's WIC Program Facebook page | NA | County does not allow WIC to have our own page but will allow us to submit posts on the health department's Facebook page. Outreach coordinator submits weekly posts once a month. |
| 9/30/20 | Sara Pardington, WIC Director | Head Start Partnership | Susie Collins, Director of My Small County's Head Start SusieHeadstart@email.com | Although connection was attempted but staff turnover at the Head Start Program has made partnership difficult. Will continue to reach out to new staff and educate about WIC. |