



Protecting, maintaining and improving the health of all Minnesotans

Memo

To: WIC Coordinators
From: State WIC Staff
Date: May 30, 2012
Subject: **Outreach – Unique Ideas from Stearns County**

Local Agencies in the **Spotlight**

Last year Stearns County WIC Staff became concerned that they may not be reaching all potential WIC-eligible families. So they began a concerted effort to reach out to families and health care providers. These activities have increased the awareness of WIC in the Stearns County medical community. Plus it has had a positive effect on their participation rates! Here is a synopsis of their outreach activities:

- The entire staff **met with dietitians from CentraCare Clinic** to share WIC program information and outreach materials. CentraCare dietitians work in the Neonatal Intensive Care Unit, the Birthing Unit and Family Center, along with providing outpatient follow up - so they have lots of contact with families. They also interact with physicians and nursing staff at the St. Cloud Hospital, and are a great outreach resource for WIC. This meeting gave WIC staff an opportunity to learn about the role of the dietitians and to discuss the WIC Medical Formula approval process.
- WIC staff met with physical therapy, occupational therapy and speech therapy staff at CentraCare clinic **to learn about their feeding clinic**. Stearns County WIC shared what WIC can offer families and requested WIC referrals.
- The WIC Coordinator has presented WIC information to 15 medical clinics this year. Clinic staff were given a variety of WIC outreach materials such as magnets for exam rooms and nurse work areas, WIC brochures, the WIC handbook and shopping guide, and resource list for Stearns County. The WIC Coordinator is getting requests to return to speak to hospital staff who missed the first visits!
- The Stearns County Website was updated to feature the WIC program and now includes an **on-line WIC application**. People started using the application in the

first week. Check it out: [Stearns County WIC](#). The County issued a press release with information about WIC and the new on-line application.

- Next up – the program plans future outreach to community partners such as the area food shelves and other organizations that serve families.

If you would like to learn more about the Stearns County WIC outreach activities, contact Sherry O'Brien at sherry.o'brien@co.stearns.mn.us or (320) 203-6942.

Thanks to Stearns County WIC Program for sharing their innovative ideas for reaching participants!

How are you promoting your program? We would love to hear about your outreach activities and share them with other programs. Write up your creative or innovative idea and submit it by email to sandy.sather@state.mn.us or fax to Sandy at (651)215-8951.