

## Documenting Outreach in I-WIC

This guidance is intended to assist WIC staff with Program Coordinator role in the I-WIC Admin Module in creating an annual outreach plan and completing outreach activity logs per IL WIC PM AD 8. Step-by-step instructions for completing these tasks in I-WIC can also be found by clicking on the Help icon (question mark) in the top right corner of the corresponding I-WIC screen. The overall concepts outlined in this guidance should also be used to document outreach on paper.

1. Add Community Resources:
  - a. Enter information about each of your local agency's community partners, resource/referral organizations, etc. as a Community Resource in the Admin Module of I-WIC on the Resource Management screen.

The screenshot shows the I-WIC Admin Module interface. The top navigation bar includes: File, Scheduler, User Setup, Agency / Clinic Setup, Breast Pumps, Data Maint., Reports, Help, and the date Mon 3/9/2026. The left sidebar contains a menu with categories like Scheduling Tasks, User Setup, Agency/Clinic Setup, Resource Management (highlighted), Outreach/NSP Management, Closing Clinic Transfer, Breast Pumps, Data Maintenance, and Logoff. The main content area is titled 'Community Resource' and shows a form for 'Breastfeeding Resource Center'. The form includes fields for Address (Street Line 1: 7800 N Sommer St, Street Line 2, Zip Code: 61615, City/County/State: PEORIA, PEORIA, IL), Contact Information (Last, MI, First, Title), and Notes (Lactation Consultants, Latch assessments). A 'Categories' table is visible on the right, listing various services with checkboxes. The 'Non-WIC Breastfeeding Support (LC, LLL, BF USA,...)' category is checked. Below the categories is a 'Phones' table with one entry: Phone, (309) 683-6672. At the bottom, there are buttons for 'Resource By Category', 'New', 'Delete', 'Save', 'Cancel', and 'Close'.

Categories		Description
<input type="checkbox"/>		Immunization Services
<input type="checkbox"/>		Lead Prevention/Screening
<input type="checkbox"/>		Legal Services
<input type="checkbox"/>		Libraries
<input type="checkbox"/>		Medical Supply Company (Breastpumps)
<input type="checkbox"/>		Mental Health Services
<input checked="" type="checkbox"/>		Non-WIC Breastfeeding Support (LC, LLL, BF USA,...)
<input type="checkbox"/>		Pregnancy Resources
<input type="checkbox"/>		References for Family Services
<input type="checkbox"/>		Smoking Cessation
<input type="checkbox"/>		SNAP
<input type="checkbox"/>		Substance Abuse Program
<input type="checkbox"/>		TANF
<input type="checkbox"/>		Transportation Resources

* Phone Type	* Phone Number	Ext.
Phone	(309) 683-6672	

2. Create your annual Outreach Plan in the Admin Module of I-WIC by adding a Goal and Objectives on the Outreach/NSP Management screen. Use the following guidance when creating your annual Outreach Plan:
  - a. **Goal:** "Increase caseload from [previous FY Caseload Achieved %] to [Caseload Goal %] by [end of current FY]."
    - i. If your LA achieved caseload is >90%, you may enter a different goal. The goal should be measurable and broad.

- b. **Objectives** should be specific, but broad enough to allow a variety of activities to be documented on the Activity Log (see Step 3) for each objective. Objectives must identify General and Enhanced outreach, and activities logged should be relevant to the objective. Required objectives include outreach to General, Enhanced-Pregnant, and Enhanced-Migrant (if applicable) populations per IL WIC PM AD 8.
- c. **Evaluation method** for each objective should be measurable.
- d. An example is shown below for Early Head Start/Head Start outreach objectives. (Note: EHS/HS outreach may include Enhanced-Pregnant and Enhanced-Migrant populations depending on the local program(s) available and their populations served.)

\* Fiscal Year: 2025 Go

**Goal:** Increase [LA] caseload from [FY24 Caseload Achieved %] to [Caseload Goal %] by August 31, 2025.

* Objective	Person Responsible	Projected Completion Date	* Eval Method
General: Outreach to local Head Start.	WIC Coordinator	12/31/2024	Number of applicants who "Heard Abo...
Enhanced Pregnant: Outreach to local Early He...	WIC Coordinator	03/31/2025	Change in pregnant caseload.
Enhanced Migrant: Outreach to local Head Start.	WIC Coordinator	12/31/2024	Change in migrant caseload.

* Eval Method
Number of applicants who "Heard Abo...
Number of applicants who "Heard About WIC" from Head Start.

*Note: Frontline staff document "How Heard About WIC" on the Precertification screen in the Clinic module of I-WIC at the time of WIC application/enrollment, as shown below. The Clinic Report NUT 6.5 - Participant Referral Report can be used to determine the number of households referred to WIC by each Community Resource category.*

The screenshot shows the I-WIC Precertification form. The 'How Heard About WIC' dropdown menu is highlighted with a red box and set to 'Early Head Start/Head Start'. Other fields include Household ID (9411177), Head of Household Last Name, First Name, MI, Birth Date, Clinic (142143001 PEORIA CITY/CI), Street Address, Mailing Address, Zip Code, and City/County/State. There are also checkboxes for 'Housing', 'Migrant', and 'Homeless', and a checkbox for 'Same as Street Address'.

- 3. As outreach activities are completed throughout the fiscal year, they should be documented on the Activity Log of the corresponding objective.

- Click on the objective row in the grid that corresponds to the outreach activity you want to log.
- Click on the green Activity Log button in the bottom right corner of the I-WIC screen; the Activity Log pop-up will appear.
- Click the blue Add button on the Activity Log pop-up.
- In the Activity Code column, choose an item from the dropdown list that corresponds to the type of outreach activity completed.
- In the Where Referral column, choose the Community Resource from the dropdown list that was engaged in the outreach activity.
- The remaining columns – Planned Activity Date, Actual Activity Date, Who Provided, and Post Activity Notes – are optional, but highly encouraged to be completed. The Post Activity Notes field is a good place to report measurable outcomes from the outreach activity, such as number of brochures provided, or number of potential applicants engaged with.

* Activity Code	* Where Referral	Planned Activity Date	Actual Activity Date	Who Provided	Post Activity Notes
Health Fair	PCCEO Head Start		05/29/2024		

Buttons: Add, Remove, Print Letter, Print Labels, Save, Cancel, Close

Background Buttons: Activity Log, Save, Cancel, Close

- Save and Close the Activity Log pop-up, or add additional activities as needed.
- Repeat for additional objectives in the grid as needed.