

**OUTREACH SERVICES DIVISION  
GOALS AND OBJECTIVES  
SPFY 2020**

<b>GOAL 1: To increase program participation rates in order to serve a larger number of participants in all applicable categories.</b>			
<b>OBJECTIVE: To increase program enrollment through the development of a WIC services awareness campaign.</b>			
<b>SPECIFIC ACTIVITY OR TASK</b>	<b>RESPONSIBLE STAFF</b>	<b>STARTING-ENDING DATE MONTH/YEAR</b>	<b>COMMENTS</b>
a. Educate parents and children on the importance of healthy eating habits and orientate them on the program benefits and eligibility criteria; through the distribution of information and educational materials in communities, schools, churches, businesses, health fairs and government agencies, among others.	Outreach Services Division  Nutrition Services Division	October 2019 - September 2020	

<p>b. Continue with the campaign “Yo también soy WIC” (I am also WIC).</p>	<p>Outreach Services Division</p>	<p>October - December 2019 (second stage)</p>	<p>This digital initiative includes family members of active participants of the WIC Program as protagonists of the campaign titled “I am also WIC.” The digital campaign began in June 2019 and will run until December 2019. In it, fathers and other family members such as aunts and/or grandmothers are presented with the aim of including them as part of those persons who take care of the health and nutrition of the participant.</p>
<p>c. Continue with the advertising campaign “Yo soy WIC” (I am WIC) aimed at women who do not know about the services of the WIC Program, as well as to those women who believe they do not qualify for said services.</p>	<p>Outreach Services Division</p>	<p>October - December 2019 (third stage)</p>	<p>The advertising campaign features five WIC participants as protagonists, with the aim that other women can identify themselves with some of them and their testimonies, so that they can be motivated to request WIC services. The campaign includes radio, print media, television, social networks and a billboard.</p>

**GOAL 2: To achieve the provision of program services to at least 1% of all eligible children from 0 to 5 years from the population identified in each municipality.**

**OBJECTIVE: To establish, through the Regional Committee of Recruitment and Retention, a work plan that includes the municipalities of each region, in order to identify and refer at least 5% of children from 0 to 5 years to the program.**

SPECIFIC ACTIVITY OR TASK	RESPONSIBLE STAFF	STARTING-ENDING DATE MONTH/YEAR	COMMENTS
Create strategic alliances; as well as maintain and/or expand collaborative agreements with other entities.	Outreach Services Division  Nutrition Services Division	October 2019 - September 2020	These strategic alliances are part of the initiatives developed by the “Comité de Esfuerzo de Retención e Incremento de Matrícula ERIM” (Retention and Enrollment Increase Effort Committee) of the PR WIC. The collaborative agreements have been established and will continue to be established with organizations, groups, institutions and government agencies that are related to the services and the ages of the population we serve such as: Early Head Start, Head Start, Housing Department, Department of the Family, and community-based organizations, among others.

**GOAL 3: To ensure accessibility of services to eligible populations in areas with limited transportation, as well as to members of working families and families facing emergency situations.**

**OBJECTIVE: To acquire mobile units to serve as clinics in order to increase access to services in areas with limited transportation for participants, as well as to provide services in extended service hours in different locations.**

SPECIFIC ACTIVITY OR TASK	RESPONSIBLE STAFF	STARTING-ENDING DATE MONTH/YEAR	COMMENTS
a. Acquire transportation units that will serve as mobile units.	Financial Management Services Division (WIC)  Fiscal Division and General Services Division (DOH)  General Services Administration	October 2019 - September 2020	
b. Select and assign staff from regular clinics to work in mobile units.	Administration Services Divisions  Human Resources Services Division	October 2019 - September 2020	
c. Develop a new service schedule for mobile clinics.	Supervisor of Mobile Units  Outreach Services Division	October 2019 - September 2020	
d. Develop and publish announcements to inform citizens on the routes to the towns to be visited by mobile units.	Outreach Services Division	October 2019 - September 2020	

**GOAL 4: To expand and strengthen outreach services on an island wide basis.**

**OBJECTIVE: To develop new promotional efforts to support the outreach services.**

SPECIFIC ACTIVITY OR TASK	RESPONSIBLE STAFF	STARTING-ENDING DATE MONTH/YEAR	COMMENTS
a. Develop new promotional materials through videos and educational capsules aimed at participants while they wait in clinics.	Outreach Services Division Nutrition Services Division	October 2019 - September 2020	
b. Promote educational activities and social events in clinics.	Outreach Services Division Nutrition Services Division	October 2019 - September 2020	
c. Participate in the efforts to create better ambience in clinics.	Outreach Services Division Infrastructure Division	October 2019 - September 2020	
d. Coordinate and carry out the calendar of activities for the year.	Outreach Services Division Nutrition Services Division Other Divisions (as necessary)	October 2019 - September 2020	
e. Continue to increase our efforts through social networks in order to provide updated information on Program services.	Outreach Services Division	October 2019 - September 2020	