

About the WIC Outreach Campaign: WIC State and Local Agency Needs Assessment

OMB CONTROL NO.: 0584-0611

EXPIRATION DATE: 11/30/2025

OMB BURDEN STATEMENT: This information is being collected to assist the Food and Nutrition Service in developing a National Outreach Campaign to increase awareness of the health and nutrition benefits associated with specific programs. This is a voluntary collection and FNS will use the information to meet the needs and understand the mindsets of State and Local WIC agencies that will help implement the campaign. This collection does not request any personally identifiable information under the Privacy Act of 1974. The valid OMB control number for this information collection is 0584-0611. The time required to complete this information collection is estimated to average 30 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to: U.S. Department of Agriculture, Food and Nutrition Service, Office of Policy Support, 1320 Braddock Place, 5th Floor, Alexandria, VA 22306 ATTN: PRA (0584-0611). Do not return the completed form to this address.

About the WIC Outreach Campaign

The WIC Outreach Campaign (Campaign) is a national effort by the Food and Nutrition Service (FNS) of the U.S. Department of Agriculture (USDA) to increase awareness about the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) among all who are eligible. Throughout the needs assessment, when we refer to the Campaign, we are talking about this FNS-led effort rather than other campaigns that may already be available. This needs assessment is exploratory; the Campaign is still in development and your input is important to its success.

About the Needs Assessment

The purpose of the needs assessment is to gain a better understanding of WIC State and local agency current communication and outreach activities and needs. The needs assessment will also help us learn how the Campaign and its resources, trainings, and tools can help WIC build on existing efforts. The needs assessment is funded by FNS and is administered by their contractor: Porter Novelli Public Services, Inc., and its subcontractor FHI 360.

Needs Assessment Instructions

- Each WIC State and/or Local Agency Director will receive a unique needs assessment link.
- The Director can complete the needs assessment themselves or delegate an appropriate individual within the agency to complete the needs assessment.
- **Only one needs assessment can be submitted on behalf of the agency.** The needs assessment survey will allow the person who fills it out to save their progress, reach out to the appropriate individual(s) for needed information, and then come back and answer the question(s).
- The estimated time to take the needs assessment survey is **less than 30 minutes**.

Needs Assessment Content Overview

- **Section 1: General Information and Current Practices** – Current agency outreach, communication-related experience and practices, and preferences for delivery of resources, trainings, and tools.
- **Section 2: Campaign Adoption/Adaptation/Integration (For WIC State Agencies Only)** – Agency interest in Campaign items available for use (e.g., web page content, social media, digital files for printing) and/or interest in launching new or updated state-level outreach efforts to coincide with national activities.
- **Section 3: Ways to Reach and Engage Audiences** – Agency approaches and how the Campaign can support or enhance current efforts to promote awareness, enrollment, and retention in WIC.
- **Section 4: Outreach to Other Agencies/Organizations** – Agency current formal and informal collaborations to promote WIC and how the Campaign can support or enhance these efforts.
- **Section 5: Additional Sharing of Experiences** – Agency additional experiences and interest in other opportunities to provide input.

Questions about the needs assessment can be sent to: WICCampaignTA@fhi360.org.