

**WIC Outreach Campaign:
WIC State and Local Agency Needs Assessment
Email Invitation**

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 current program participants, as well as those individuals who are eligible but do not participate. This collection does not request any personally identifiable information under the Privacy Act of 1974. According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0584-0611. The time required to complete this information collection is estimated at 30 minutes per response, including the time for reviewing instructions, the Privacy Act Statement, Consent Form, 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 584-0611). Do not return the completed form to this address.

From: [NAME]
Sent: [DATE]
To: [WIC State or Local Agency Director]
Subject: WIC State and Local Agencies: Your Voice Matters for the WIC Outreach Campaign!

Dear [WIC State or Local Agency Director]

As a WIC State or local agency, your input is critical to the successful development and implementation of the WIC Outreach Campaign. This national effort by the U.S. Department of Agriculture (USDA) Food and Nutrition Service (FNS) aims to support the invaluable work you are doing to reach individuals and families about the benefits and support that WIC provides.

The WIC Outreach Campaign will include materials, trainings, and other tools to help agencies build on their existing efforts. To better understand your agency's current communication and outreach activities and needs, **this needs assessment should be completed by the individual who is most knowledgeable about these areas.**

Only one needs assessment can be submitted on behalf of your agency. The needs assessment survey will allow you to save your progress as you reach out to appropriate individual(s) for needed information, and then come back and answer the question(s).

The "About the WIC Outreach Campaign" document attached to this email has additional information you may find helpful. For additional questions, please contact WIC Outreach Campaign Technical Assistance at WICCampaignTA@fhi360.org.

If you are the person designated to complete this needs assessment on behalf of your agency, click "Start Survey" below.

Start Survey

Thank you so much for your time and continued commitment to serving WIC families!

You can also access the needs assessment survey using the following link: [SURVEY URL]