

## 2025 Outreach Grant Projects

FEBRUARY 2026

The Minnesota WIC program submitted an operational funding grant proposal to USDA Food and Nutrition Services for \$50,000 to support local agencies with WIC promotion and outreach efforts.

Twenty-two local agencies completed projects with this funding, spending all the funds to fulfill their local agency outreach needs and increase WIC program awareness and participation.

### Anoka



- Anoka purchased children's books to distribute at the WIC clinic. The children were offered the chance to pick a book while at clinic to read and then take home with them.
- All the books were nutrition and/or fruit and vegetable themed.

## 2025 OUTREACH GRANT PROJECTS

- Purchased 847 books, each in either English or Spanish. Choose MyPlate Little Book, Farmer's Little Book, Choose Us! Little Book, Fruit and Veggie 123 Little Book, I Love Fruits and Veggies! Little Book, and What Color are You Eating Little Book.

### Isanti County



- Purchased educational materials and promotional items to enhance wic program recruitment and retention.
- Goal was to increase in-office appointments, encourage participation in nutrition education, and create a more welcoming and engaging experience for families.
- The selected items included sippy cups, spoon/fork combo, nutrition coloring books with crayons, along with bright, colorful nutrition education handouts.
- The materials served both as incentives and as tools to foster excitement, interaction, and ongoing engagement with WIC services.

## Itasca County

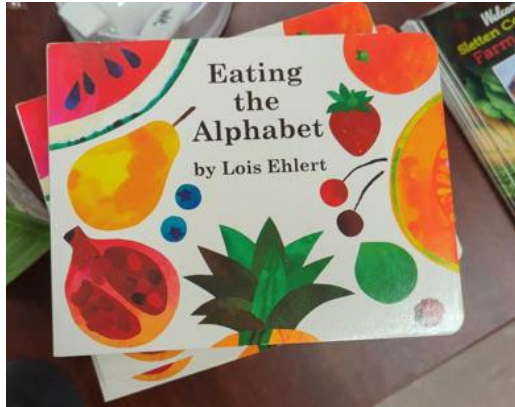


- Purchased items for prenatal/postpartum (fully/mostly breastfeeding), infants mostly/fully breastfeeding up to 1 year of age and WIC staff. WIC had a drawing for kids ages 2-5 for a MyPlate placemat, fork/spoon set.
- **Items purchased:** two chairs for breastfeeding tent, changing table for breastfeeding tent, lactation t-shirts, WIC tablecloth, two flange sizing tools, two breast models, WIC onesies,

## 2025 OUTREACH GRANT PROJECTS

plate/fork/spoon/cup, nursing cover, breastmilk cooler, water bottle, heat/ice gel pack, Haakaa milk collector, prenatal book, breastmilk storage bags, fork and spoon set, and MyPlate placemat.

### Polk-Norman-Mahnomen County



- Outreach items given out at WIC clinics to promote participant retention and community events to promote the Polk Norman-Mahnomen WIC Program.
- Additional items purchased to pair with 2024 grant items were indoor sail sign bases and a round water ballast for scissor bases for stability were also purchased

## LeSueur County



- Le Sueur County Public Health attended three community events in the summer and fall of 2025.
- The events were the Le Sueur County Fair, a back-to-school resource fair and a daycare provider appreciation event.
- At these events, apple slicers, and reusable snack bags, both printed with WIC branding, and educational nutrition books were provided to those in attendance to help recruit and retain WIC participants in LeSueur County.

## St. Joseph's WIC



- For outreach, they ordered different coloring books and crayons to distribute at the Hubbard County Fair on Kid's Day.
- A table advertising CHI St. Joseph's Community Health and WIC was staffed by the WIC coordinator.
- On the table there were coloring books, crayons, WIC handouts, WIC pens and magnets, agency's contact information, as well as other resources available at St. Joseph's Community Health and WIC available for people to take.
- Aiming at retention, they ordered English/Spanish MyPlate's to give out to children at mid-certification and certification appointments.
- Along with the plate, WIC educational materials of Choose a Healthy Plate, A Child's Appetite, I am Thirsty, Easy Toddler Meals, and Mealtime Routines were included.

## Waseca County



- Waseca team engaged with their community at the Waseca County Fair, weekly at the Waseca Farmers Market, and Waseca National Night Out in the summer.
- At each event, they shared the many benefits of WIC participation—emphasizing healthy pregnancies, chest/breastfeeding, balanced nutrition, and active living.
- The incentives distributed included a WIC brochure and/or Waseca County Public Health WIC contact information.

## Cass County



- This grant allowed Cass County to focus on WIC outreach and retention.
- Items purchased included color books and crayons for 1–2-year-olds, water bottles and frisbees for 3–4-year-olds, pens for adults, and a retractable banner for outreach events.
- Items were given out at subsequent certification appointments, five-year graduation appointments, and outreach events throughout the entire county such as early childhood screenings, community days, fairs, school events, immunization clinics, and farmers' markets.

## Red Lake



- Utilized grant dollars to develop three signs for their Red Lake clinic and a portable sail sign for their Ponemah clinic.
- One of the signs is located next to the parking lot entrance, another sign is attached above our porch entrance and the third sign is attached to the side of their building.
- The sail sign is put out each day they are at the satellite clinic in Ponemah.
- Three of the signs for the Red Lake WIC program came from community member, Clem May.

## Kandiyohi County



- Spoons given to encourage and educate on spoon feeding of infant cereal, fruits, and vegetables starting at 6 months of age.
  - Infant spoons are given out at six-month education appointments. Used to discuss introduction to solids, including starting cereal, introduction baby foods, and starting the cup.
- MyPlate to show kid size portions and healthy food options.
  - MyPlate purchased to give out to five-year-olds and to educate higher risk kids on appropriate portion sizes and healthy food options.

## Horizon WIC



- Horizon WIC used funds to utilize staff time to provide outreach for the WIC program. Developed and purchased stand-up WIC banners, printed and digital outreach materials.
  - Attended multiple community events throughout their large geographical area of the five counties served.
  - Flyer developed and shared with social services offices from all represented counties and local medical providers to post throughout their clinics and hospitals to promote WIC services.
  - The WIC banners will be used at future outreach events that Horizon staff may attend, even if WIC staff not present and includes a QR code that provides clients the opportunity to “apply now.”

## Todd County



- Goal with the funding was to provide a comfortable and private area for moms to breastfeed during community events in Todd County.
  - Included in space were breastfeeding resources, promotional information for WIC, and contact cards. They made a bright banner for outside the tent and a table cover for good brand recognition.
  - Raffle of nutritional items.
  - They wanted engaging breastfeeding posters/artwork but were unable to find these so opted for portable bulletin boards that can be used with lactation station and also in the offices for educational or outreach.

## Quin County



- Used funds to improve signage and create a welcoming environment for participants.
- Quin WIC clinics are solely in satellite clinics, often located in churches and community centers. Portable signage is necessary for identifying WIC locations.
  - Several portable signs created using the new Quin brand and WIC logo to identify satellite clinics. A-frame signs for parking lots and retractable signs for indoor use. Retractable sign created for breastfeeding “Milk Bar” group as well.
- Tablecloth purchased with new Quin brand and WIC logo for outreach events

## Morrison County



- Funds used for promotion of August National Breastfeeding month with WIC services and educational items at outreach events and within WIC clinic.
  - Purchased silicone colostrum collector kits to give expecting mothers close to their due date and when advised by medical providers. This provided for hands on teaching with moms.
  - Purchased Medulla brand manual breast pumps with flex shields harmony single.

## Freeborn County



- **Items purchased**
  - **WIC Banner:** to utilize during outreach events.
  - **WIC tablecloth:** to be shared with public health for outreach events. 50% of cost was covered by public health.
  - **WIC healthy snack boxes/food storage containers.** WIC logo along with phone number printed on them. To be used at outreach events.
  - **My plate** – divided plates to be distributed at two-year recertification to help with retention.

## Crow Wing County



- Outreach and promotional items were provided during WIC certification, re-certification and mid-certification appointments as well as at several community events summer 2025.
- **Items included:**
  - WIC onesie.
  - Reflo cup for helping children transition to using an open cup.
  - Re-usable shopping bag for any families to use for their WIC shopping.
- Items given out at various outreach/community events within Crow Wing County to promote the WIC program, including at a farmers' market, Family Fun Day, Brainerd Night Out, and Baxter Night Out.
- Plan to bring promotion/outreach items to future events such as Halloween or other fall community events and will continue to distribute these items at community events and WIC appointments until they are gone.

## St. Paul-Ramsey County



- The primary goal of this outreach project was to increase the number of children that were recertified after their first birthday.
- St. Paul- Ramsey County has an annual performance measure related with a goal of 80% recertified. MDH created an Infoview report to assist with tracking this figure. St. Paul- Ramsey County typically recertifies between 76-78.5% of children after they turn one.
- The outreach strategy centered on making phone calls to families when their child had not been recertified.
  - Staff asked questions to identify trends around why families had not come to their appointment and tried to address those concerns so an appointment could be scheduled.
- Unfortunately, due to limited staff capacity, they were unable to conduct calls at the scale originally planned.

## Kanabec County



- Kanabec County WIC created and purchased materials for families to engage with and to catch the attention of families who may be able to benefit from the supports WIC has to offer. The hope was that the tools would open doors for communication in an approachable manner.
  - Materials were used at the local county fair, in the main building lobby, in the WIC office, and they will be used at future events.
- Purchased color changing cups, water bottles, sunglasses and keychains to use as outreach material at community events as well as engagement tools for families in our office.

## 2025 OUTREACH GRANT PROJECTS

- Increase awareness of WIC staff members in the community and within the office. Purchased t-shirts with the MN WIC logo, information on our agency, and the phone number to our direct WIC line. Staff will wear these at any community events they attend, and within the office when desired.
- Funding used to purchase new WIC banners. The hope was to draw attention to WIC services. We have used the banner at our local county fair and recently hung one of the banners up in our main building lobby. There is a QR code to the MN WIC website to further apply for WIC. We hope this makes it easy and discrete to apply for WIC.

### Sherburne County



- Funds used to purchase a custom canopy, tablecloth and two sail signs (used to identify the WIC program at community events and their new satellite location), variety of nutrition books for outreach events and after WIC appointments, reusable grocery bags and they

created recipe cards given out with produce that was grown in our garden to promote vegetable intake after appointments.

- Two events this summer where sail signs and tablecloth were used
  - Public health family celebration event.
  - Ice cream social held for World Breastfeeding Week in St. Cloud at their new satellite location.

## Wright County



- Their project was in three parts:
  - Purchase a colorful feather sign with the MN WIC logo to increase visibility at a site used one week per month
  - Purchase flying discs with WCCA WIC contact info to give out to current participants and at community events
  - Purchase apple-shaped magnetic clips, vegetable brush/peelers and “Eat the Rainbow” shopping totes to encourage increased consumption of fruits and vegetables with current WIC households and to give away at community events. All imprinted with WCCA WIC contact information. Storage tips, buying guides, recipes, and ways to incorporate more fruit and vegetables for better health were also included.
- MN WIC logo feather sign will be used at WIC clinic site in Buffalo where clinic is open one week per month.
- Over 300 flying discs with WCCA WIC contact info were given out at the Wright County Fair and WCCA 60<sup>th</sup> Anniversary celebration.
- WIC staff have given the flying discs to WIC families with 3–5-year-old children, using it to talk about summer physical activity. Kids have been excited to get them.

## Beltrami County



- Beltrami used the funding to purchase outreach items to help bring community awareness to the services WIC provides and to purchase promotional materials to encourage participants to continue utilizing WIC services.
- Data indicated a decrease in WIC participants in Beltrami County over the past two years.

## 2025 OUTREACH GRANT PROJECTS

- With the grant funds they purchased four feather flags to bring attention to outreach booths and three banners to advertise their programs.
- In addition, brochure holders of various sizes were purchased to display information about their programs and services.
- Finally, two table covers purchased to make their outreach booths attractive and inviting. They participated in 15 local area outreach events throughout the summer.

Minnesota Department of Health - WIC Program, 625 Robert St. N, PO BOX 64975, ST PAUL MN 55164-0975; 1-800-657-3942, [health.wic@state.mn.us](mailto:health.wic@state.mn.us), [www.health.state.mn.us](http://www.health.state.mn.us); to obtain this information in a different format, call: 1-800-657-3942.

This institution is an equal opportunity provider.