# Section 6. Outreach Strategies (up to 2 pages)

# · Describe your current outreach strategies to increase WIC enrollment, as well as any prior experience with outreach following data matching. Describe lessons learned or challenges.

* Describe outreach strategies to reach participants identified by your data matching activities (refer to Attachment 2: Technology Tools for Outreach Checklist). Describe your need for TA with outreach, including testing or strategies. Explain the rationale for your chosen outreach strategies, including strengths and potential challenges.

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# · Describe the plan for formation of an advisory council specific to your project goals, membership, inclusion of individuals with lived WIC experience, how you will ensure equitable access to the council.

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# · Describe how the planned activities build on your current outreach strategies for enrollment and/or retention.