

Local Collaboration: CO-LOCATION



Co-locating WIC and Head Start services is an effective strategy for recruiting and retaining Head Start participants for WIC. Establishing a WIC Satellite office at your local Head Start provides families with “one-stop” shopping and addresses time and transportation barriers to WIC participation.



IS CO-LOCATION RIGHT FOR YOU?

Some factors to consider when deciding if co-location will be a good use of time and resources are:

- Do you have the staff time and resources to operate a satellite site?
- Is there adequate space at the Head Start location to operate a satellite site?
- Is there an opportunity to provide services year round?



CHOOSE A HEAD START LOCATION AND TIME FOR CO-LOCATION

The most successful co-located sites are at Head Start sites that:

- Serve a large number of families
- Serve children over the age of 2
- Are not located within walking distance of the nearest WIC office

Choose a consistent day of the week for co-location and a time of the day that corresponds with parent drop-off or pick-up times.

TIP

Consider starting co-location during the most weather permitting months to avoid piloting a satellite site during times of inclement weather.

TIP

If WIC shares the satellite appointment list on the day of co-location, Head Start staff can help remind parents.

PROMOTE THE WIC SATELLITE SITE

SPREAD THE WORD! Use flyers, posters, and the Head Start menus and newsletters to advertise that WIC will be offering services at Head Start.

Health and Nutrition Staff and Family Services Staff can help promote the site to their families.

You can find sample promotional materials in the WIC and Head Start Better Together Toolkit.

ENROLL FAMILIES IN THE WIC SATELLITE

The Nutritionist, Health Manager, and Family Services staff at Head Start can assist with:

- Recruiting families to enroll or re-enroll in WIC

- Signing-up families to attend their WIC appointments at Head Start

WIC may also consider visiting parent meetings or hosting a special WIC information session at Head Start to enroll families in the WIC Satellite.

MAKE YOUR WIC SATELLITE SITE VISIBLE TO HEAD START FAMILIES ON APPOINTMENT DAYS

GOOD VISIBILITY CAN HELP:

- Remind participants of their WIC appointment and help reduce no-shows.

- Encourage new or returning participants to sign-up for the satellite site or walk-in for a visit.

- Using signs, balloons, and posters with bright colors, and the Better Together logo will attract participants' attention and interest.

- Sample signage can be found in the Better Together Toolkit.



For more information and resources visit the Better Together Toolkit at www.WICHeadStartBetterTogether.org