

Division of Community Nutrition

Subject: Coordination and Communication (Declared Emergencies)		Policy: EP 1.0
Reference: C.F.R. § 246.x (reference in federal regs., if applicable) Memo 2024-3	Effective: 4/1/2025	Supersedes: N/A

I. Policy:

In response to a declared emergency, Virginia WIC shall temporarily operate under Emergency Procedures. Virginia State WIC Office (SWO) shall make alterations to the coordination and communication procedures to ensure the quality and continuity of WIC services remains throughout the declared disaster or emergency. These temporary provisions will be in place until WIC services can safely return to normal operations as declared by the Virginia State WIC Office (SWO) and/or the United States Department of Agriculture (USDA).

II. Procedure(s):

A. Designated Emergency Contacts:

1. During a declared emergency, designated emergency contacts are as follows:
 - i. Primary Emergency Contact: Virginia State WIC Director
 - ii. Secondary Emergency Contact: Virginia WIC Program Manager
 - iii. Tertiary Emergency Contact: Virginia Local Agency Technical Support Supervisor
2. Contact information is available on the Virginia Department of Health and Food and Nutrition Services (FNS) websites.
3. The emergency contacts for participants with documented qualifying conditions that require Food Package III are as follows:
 - i. Primary Emergency Contact: Virginia WIC Program Manager
 - ii. Secondary Emergency Contact: Virginia State WIC Office Nutrition Liaison (Subject Matter Expert: Special Formula)

B. Relief Agency Coordination:

1. During a declared emergency, Virginia WIC shall participate and coordinate relief efforts with the:
 - i. Virginia State Feeding Task Force
 - ii. Access and Functional Needs Committee (AFNAC)

C. Communication Plans:

1. During declared emergencies, supplemental food recalls and/or supply chain disruptions, Virginia WIC shall enact communication plans to keep FNS, State and Local Agency Staff, Authorized WIC Vendors, WIC Participants and the Public as follows:
 - i. FNS Communication: The Virginia State WIC Director (and/or designee) will communicate with FNS during emergencies. When emergency

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procedures are instituted, the Virginia State WIC Director will notify FNS and request any potential waivers, as needed.

- ii. State and Local Agency Staff Communication: The Virginia WIC Program Manager (and/or designee) will communicate with the state and local agency staff during emergencies.
- iii. Authorized WIC Vendors: The Virginia WIC Vendor Manager will communicate with authorized vendors during emergencies through electronic means.
- iv. WIC Participants: Virginia State WIC Office will provide talking points to local agency staff to communicate with WIC participants and will provide updates via the Virginia WIC webpages. Additional contact methods may include email and/or text messages to participants, as needed.
- v. General Public: Virginia State WIC Office in coordination with the VDH Office of Communication will publish official statements concerning the relief efforts and/or any pertinent information applicable to the emergency.