**Increase inter-Divisional referrals by 15%**

Training protocol does not cover?

BF intervention is intense but short

Don’t know if they qualify and don’t want to annoy clients who don’t qualify

Some **MCH** clients not referred to **OPC**

Some **MCH** clients not referred to **WIC**

Modify training protocol to include examples and yearly review for all staff

Change Blue sheet to request permission to text or email. Send info on OPC/IZ electronically .

Staff process for obtaining IZ records

No system, process

Instructions on form

Change Blue sheet to request permission to text or email. Send info on WIC electronically .

WIC calls all Blue Sheets using an approach that stresses the universality of the outreach

Modify training protocol to require MCH new hire staff to orient to WIC before first HV and yearly review for all staff

Written referral if no response to first (verbal) attempt and WIC does outreach

Staff not getting IZ record

No updated records (to base referral on)

No Blue sheets referred

NO OPC staff time to do outreach

Too much info to leave on VM

Not timely (no IZs due)

Clients think they are UTD but are not

Training protocol does not cover?

Need training/refreshers

No Understanding Dr vs OPC

New staff not aware of WIC

Don’t think they qualify

No instructions on form

Ref. is Verbal not written

WIC can’t do outreach

Too much info to leave on VM

Some Blue sheets not referred

Referral form confusing

WIC not doing outreach with non-WIC

**Why? Why? Why? Solution**