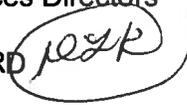


**MEMORANDUM**

**ACTION MEMO #15-08**

**TO:** District Nutrition Services Directors

**FROM:** Debra L. Keyes, MA, RD   
Director  
Georgia WIC Program

**DATE:** June 15, 2015

**RE:** Nutrition, Breastfeeding and WIC Administrative Education Materials/Outreach Materials Transition Plan

Per the 2015 Georgia WIC Procedures Manual, local agencies are approved to maintain a Local Approved Nutrition and Breastfeeding Education Materials list, and select appropriate outreach materials as long as the current year's non-discrimination statement is used. As part of our Management Evaluation response to U.S. Department of Agriculture (USDA), effective July 1, 2015, all purchases of nutrition education\* and outreach materials require state approval. To effectively manage this requirement, Georgia WIC will be moving to a State Approved Education Materials list. This list will include nutrition education\* and outreach materials.

This action memo:

- Provides direction for both use and purchasing of nutrition education\* and outreach materials.
- Assures transition to a state approved list with minimal impact on participant education and applicant outreach, and
- Assures timely approval responsiveness and fiscal responsibility.

**INTERIM USE APPROVAL:**

All materials on hand, as of September 30, 2015, that have met the requirements of the 2015 Procedures Manual related to Nutrition Education\* Materials (NE-11) are approved for use until September 30, 2016. Since the 2015 Procedures Manual delegates the approval authority to the local agency for nutrition education\* materials with specific guidance, this is a good time for you and your team to review material for evidenced based nutrition and breastfeeding guidance. Additionally, materials that have previously been denied by Georgia WIC Nutrition Unit are not covered under this use description.

All educational materials on hand, as of September 30, 2015, related to outreach are approved for use until September 30, 2016. Since the 2015 Procedures Manual does not have specific guidance about outreach educational materials, please review the materials for accuracy to Georgia WIC Procedures prior to use with your Georgia WIC outreach event.



**INTERIM PURCHASE APPROVAL (June 16, 2015-September 30, 2015):**

This interim purchase approval only covers purchased nutrition education\* materials that support Georgia WIC Nutrition Education\* and purchased outreach education materials that support Georgia WIC Outreach. This interim approval does not cover locally developed nutrition education\* materials, or story books that support nutrition education\* objectives. The following describe the necessary steps to comply with this interim purchase approval.

- 1.) You may order no more than a one year supply under the following conditions:
  - a.) The material is frequently used in the local agency.
  - b.) You do not have an alternate nutrition education\* or outreach material that could meet the same need already in stock.
  - c.) The purchase of the nutrition education\* or outreach material must be encumbered by September 30, 2015, and liquidated by December 31, 2015.
  - d.) You must follow current Georgia WIC and Georgia DPH guidance related to purchasing.
- 2.) This interim purchase approval covers nutrition education\* and outreach materials that you have printed locally from WIC Works, Loving Support, USDA, HHS, CDC or the Academy of Nutrition and Dietetics Nutrition Care Manuals that also meet the above purchase requirements.
- 3.) The following materials **may not** be purchased by local agencies or used to support Georgia WIC Nutrition Education\*:
  - Infant Obesity (Channing Bete) - not approved
  - Iron and zinc in your diet (Channing Bete) - under review
  - Handling common stomach problems (Channing Bete) - under review
  - Ten Tips on Eating Right while you are Pregnant (Noodle Soup) - under review

**INFORMATION ON THE TRANSITION PLAN:**

We will be developing a Nutrition Education\* and Outreach Materials Committee with local agency participation to develop the Georgia WIC approved list of education materials. More information will be provided at the July Nutrition Services Director's Meeting. It is our goal to assure that Georgia WIC participants have nutrition education\* and outreach materials that will support the services to participants and applicants that the local agency provides, and we will work together to accomplish this. A minimal, best practices, Nutrition Education\* Materials list will be available effective October 1, 2015, for purchases starting FFY 2016.

Attached you will find a question and answer sheet that will address some of the questions that have come up.

\*breastfeeding and WIC administration education materials are considered a nutrition education material

**June 15, 2015**  
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If you have any questions, please contact Barbara Stahnke at (404) 656-9869 via email at [barbara.stahnke@dph.ga.gov](mailto:barbara.stahnke@dph.ga.gov) or Sheena Haynes at (404) 657-2891 via email at [sheena.haynes@dph.ga.gov](mailto:sheena.haynes@dph.ga.gov).

**Attachment**

- c: Angela Hammond-Damon, IBCLC - Deputy Director, Operations and Nutrition Services
- Barbara Stahnke, MEd, RD, LD - Nutrition Program Specialist
- District Health Directors
- District Administrators
- District Program Managers
- WIC Deputy Directors
- WIC Managers

\*breastfeeding and WIC administration education materials are considered a nutrition education material

## QUESTIONS AND ANSWERS

**1. Can I purchase materials from Nutrition Matters if it is on my approved list?**

If you have verified that you do not have an adequate supply for the coming year, and you have no other material that meets the supportive need for this material, yes, you could purchase this material.

**2. Can I have the Loving Support Materials from USDA printed for my Peer Counselor program?**

If you have verified that you do not have an adequate supply for the coming year, yes, you could have this material printed.

**3. I have developed my breastfeeding peer counselor resource material, I have submitted this to the Nutrition Unit, and I have not received an approval for the material. Can I have a small supply printed until I receive my written approval?**

No, at this time, we are working on our guidance document for locally developed resources. We do not have an approval process in place. You may continue to print this material on demand as each participant needs the resource until you receive written approval.

**4. Can I purchase Story Books that will support my physical activity class scheduled for August?**

No, this would require a prior approval from the State Office. Although we have received some guidance from USDA for book purchases, a formal approval process is still in development. Please contact the Nutrition Unit, if you have questions regarding any book purchases.

**5. I have a local group that is willing to purchase breastfeeding support materials from Amy Spangler for our pregnant participants. Can I take advantage of this offer?**

If the material is on your approved materials list, yes, you can take advantage of this offer.

**6. Can I have outreach materials from WIC WORKS printed to use for my outreach events scheduled in August?**

Yes, as long as the material meets 2015 Georgia WIC procedures and has the current USDA non-discrimination statement.

