

Promotion/Incentive Items
74.02**Policy No. CM-**

Effective Date: October 1, 2019

No. of Pages: 2

Policy

Outreach incentive items must provide the program a benefit commensurate with the cost incurred, have a proven positive impact, be reasonable and necessary, align with the purposes of increasing the number of participants at a local agency, and reach a group of potential participants who are unaware of the WIC program or unsure how to access it.

Purpose

To provide guidance on the purchase of outreach incentive items for usage by the WIC Program.

Procedures

- I. Before purchasing, submit outreach incentive items purchase plans to the Department of Health Promotions Office of Fiscal Operations for approval, using the "[District Request to Purchase Form](#)".
- II. Submit a detailed plan for using the item with the request to purchase including the following information:
 - a. how the item will be used
 - b. who will use the item
 - c. who will receive the item
 - d. when will the item be distributed including dates(s) of any specific events
- III. Submit a detailed evaluation plan for determining how the incentive items will provide the program a benefit commensurate with the cost incurred.
- IV. Ensure program incentive items for outreach meet the following guidelines:
 - a. contain a WIC-specific message that targets the potentially eligible population
 - b. would normally be seen in public (i.e. pen, cup, mug)
 - c. Where practicable include the appropriate Georgia WIC nondiscrimination statement ([Non-Discrimination Policy](#))
 - a. have value as outreach device that equals or outweighs other uses (for example, a promotion and support message would outweigh the value of a pen)
 - d. Include Georgia WIC contact information for state or local agency name, address, phone number (as appropriate)
- V. Ensure program incentive items for nutrition education:
 - a. are targeted to participants
 - b. Where practicable include the appropriate Georgia WIC nondiscrimination statement ([Non-Discrimination Policy](#)) have a clear and useful connection to specific WIC nutrition education message and either convey enough in to be

Promotion/Incentive Items
74.02**Policy No. CM-**

Effective Date: October 1, 2019

No. of Pages: 2

- considered educational or be utilized by participants to reinforce nutrition education contacts
 - c. have value as nutrition education aids that equal or outweigh other uses
 - d. be distributed to the audience for which the items were designed
- VI. Ensure program incentive items for breastfeeding promotion and support:
- b. Where practicable include the appropriate Georgia WIC nondiscrimination statement ([Non-Discrimination Policy](#))
 - c. have a clear and useful connection to promoting and supporting breastfeeding in general
 - d. have value as breastfeeding promotion and support items that equal or outweigh other uses (for example, a promotion and support message would outweigh the value of a pen)
 - e. be distributed to the audience for which the items were designed

Authority

7 CFR 246.14(c)(1)

7 CFR 246.11

2 CFR 200.403

Policy Memo 95-5

WIC BF Policy & Guidance

7 CFR 246.14(a)(1)