

ACTION MEMO #16-01

MEMORANDUM

TO: District Nutrition Services Directors

FROM: Angela Hammond-Damon, IBCLC 
Deputy Director, Operations and Nutrition Services
Georgia WIC Program

DATE: October 2, 2015

RE: Gerber® Good Start® Label Transition Tear Pads: Usage Guidelines

As part of a portfolio renovation, the Gerber® Good Start® Infant Formulas will undergo a label graphics change on a flow-through basis starting in November 2015. The label transition will include the Georgia WIC contract formulas Gerber® Good Start® Gentle, Gerber® Good Start® Soy, and Gerber® Good Start® Soothe, in both, the powder and concentrate forms.

To facilitate this change and minimize the possibility for participant confusion, each district will receive a shipment of educational tear pads to illustrate the November 2015, graphics changes (Attachment A). These tear pads will ship directly from the Gerber® manufacturer, Nestlé Nutrition, and are expected to arrive at the district offices by October 30, 2015.

While our goal is to assist our participants with this transition, Georgia WIC promotes and supports human milk as the preferred source of infant nutrition. For this reason, the State WIC Office has created the following guidelines to limit and restrict the visibility of formula products in the WIC clinic and associated service areas. Adherence to these guidelines will be evaluated during Program Reviews and impromptu compliance site visits.

Gerber® Good Start® Transition Tear Pad Usage Guidelines

- The Gerber label transition tear pads should only be issued to participants during:
 - CPA education contacts for participants who are receiving Gerber® Good Start® Gentle, Gerber® Good Start® Soy, or Gerber® Good Start® Soothe
 - Nutrition Assistant's secondary education contacts for participants who are receiving either Gerber® Good Start® Gentle, Gerber® Good Start® Soy, or Gerber® Good Start® Soothe
 - CPA education for a food package change to Gerber® Good Start® Gentle, Gerber® Good Start® Soy, or Gerber® Good Start® Soothe
 - Voucher issuance for participants who are currently receiving Gerber® Good Start® Gentle, Gerber® Good Start® Soy, or Gerber® Good Start® Soothe



- Tear pads are not to be used for table displays or to be left out for “take one” access.
- Sheets from the tear pads discovered left in waiting areas or around the clinic are to be picked up and discarded.
- Reproduction of the Gerber® Good Start® Label Transition tear pads is prohibited.

Action Steps

1. Send a copy of the packing slip to the Nutrition Unit to confirm receipt of the tear pads by November 1, 2015.
2. Discontinue tear pad distribution on Friday, January 29, 2016.
3. Destroy any remaining tear pad stock by Monday, February 1, 2016.
4. Complete the Confirmation of Removal and Inventory Depletion (Attachment B) for each clinic and send a copy to the Nutrition Unit by Tuesday, February 2, 2016.
5. Email the completed forms to Denice.Vance@dph.ga.gov, or you may fax to 404-657-2886, Attn: Denice Vance.

If you have any questions, please contact Denice Vance at (404) 656-9868.

Attachments:

Gerber® Good Start® Label Transition Tear Pad Sample (Attachment A)
Confirmation of Removal and Inventory Depletion (Attachment B)

- c: Debra L. Keyes, MA, RD, Director, Georgia WIC Program
Todd Stormant, RD, LD, Nutrition Operations Manager
Sonia Jackson, Program Delivery & Review Manager
District Health Directors
District Program Managers
WIC Deputy Directors
WIC Managers

1
Nacimiento
a 12 meses



Nuevo diseño a partir de noviembre de 2015

Los diseños de ambos envases se pueden canjear a través de WIC



Fórmula en polvo Gerber® Good Start® Gentle con probióticos y vitamina D recomendada por expertos



1
Birth-12
months



New Design, Beginning November 2015

Both package designs are redeemable through WIC



Gerber® Good Start® Gentle powder formula with probiotics and expert-recommended Vitamin D





Attachment B

**Gerber® Good Start® Transition Tear Pads:
Confirmation of Removal and Inventory Depletion**

All Districts are **required** to complete this form for each clinic no later than February 1, 2016. Please email completed forms to Denice.Vance@dph.ga.gov. You may also fax to 404-657-2886, Attn: Denice Vance.

District:	
Clinic Name:	Clinic Number:

I, _____, confirm that all Gerber® Good Start® Transition Tear Pads have been removed from *all* clinic and counseling areas and are no longer being distributed to WIC participants.

Signature and Title: _____ Date: _____

