



MEMORANDUM

INFORMATION MEMO #16-12

TO: District Nutrition Services Directors

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

DATE: June 27, 2016

RE: Loving Support Award of Excellence

The Loving Support Award of Excellence is an initiative by the United States Department of Agriculture (USDA) that recognizes local agencies for critical breastfeeding support that they provide. The award recognizes local agencies that provide exemplary breastfeeding promotion and support activities to WIC participants. The award seeks to highlight unique breastfeeding programs in WIC local agencies and provide models that strengthen breastfeeding promotion and support.

In November, all districts were encouraged to complete the Loving Support Award of Excellence application. The information from the application provided the State WIC Office with valuable breastfeeding insight about individual districts across Georgia. From this information, many districts were encouraged to complete and submit their applications for further state review. The state reviewers then verified the information; and recommended an award level for USDA consideration.

The award levels were:

- Gold
- Gold Premiere (Mid-Level)
- Gold Elite (Highest Level)

The state of Georgia had seven (7) completed applications recommended for Gold Awards to USDA. On August 17, 2016, USDA will host a Loving Support Award of Excellence Ceremony in Atlanta, Georgia to recognize those local agencies who applied.

We would like to take the time to recognize and congratulate the following districts for participating in the Loving Support Award of Excellence application process: Clayton, Cobb, Columbus, Dalton, Dublin, Macon, and Waycross.



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USDA has extended an invitation to attend the award ceremony to one representative per above mentioned districts. The same representative is also invited to attend the *Loving Support™* Peer Counselor Management Train-the-Trainer training on August 18, 2016, in Atlanta, Georgia. Please email Shlonda Smith at Shlonda.smith@dph.ga.gov to RSVP your attendance and for receipt of further event details.

We would like to thank everyone for their continued hard work and dedication displayed to improve breastfeeding in the state of Georgia.

c: Debra L. Keyes, MA, RD, Director, Georgia WIC Program
District Health Directors
District Program Managers
District Breastfeeding Coordinators
WIC Deputy Directors
WIC Managers