

7.11 Outreach Incentive Items

POLICY:

Outreach promotional efforts are intended to encourage and increase participation in the WIC Program. These efforts must be consistent with the goals of the Program.

DEFINITIONS:

Outreach: A local or a statewide effort directed at increasing the number of participants or reaching potential participants who are unaware of WIC or unsure how to access it.

Outreach Incentive Items: A class of goods of a nominal value given to applicants, participants, potential participants or persons closely associated with WIC for the purpose of outreach.

PROCEDURE:

A. Requirements of Outreach Incentive Items:

- < Contain a WIC-specific message that targets the potentially eligible population;
- < Normally be seen in public;
- < Contain the FNS-approved nondiscrimination statement on publications or other printed material that also include Program information;
- < Have value as outreach aids that equal or outweigh other uses;
- < Include contact information, such as Local Agency name, address, phone number;
- < Constitute an innovative or proven way of encouraging WIC participation; and
- < Be reasonable and necessary costs.

B. Approval of Outreach Incentive Items

The Local Agency Outreach Coordinator will submit to the State Agency Outreach Coordinator prior to purchase an example of an outreach item to be purchased and justification for its use for approval if it is determined that the above criteria are met.

REFERENCES:

1. WIC Regulations 246.14, Program Costs
2. FNS Instruction 808-1, Financial Management
3. SFP 95-040, Allowability of Costs for Program Incentive Items