

**Indiana WIC Program  
Indiana State Department of Health**

**Breastfeeding Incentives**

**Policy**

Local agencies (LA) may request reimbursement for Breastfeeding incentives that are reasonable, necessary, and directly support the WIC Program.

**Authority**

7CFR Part 3016, OMB Circulars A-87, A-102, A-110, A-122, A-133, ASMB C-10

**Procedures**

- I. Breastfeeding incentives include but are not limited to:
  - A. T-shirts.
  - B. Buttons.
  - C. Pens.
  - D. Bibs.
- II. Breastfeeding incentives must:
  - A. Have a clear and useful connection to promoting and supporting breastfeeding.
  - B. Convey information that encourages and supports breastfeeding in general.
  - C. Inform participants about the benefits of breastfeeding.
  - D. Offer support and encouragement to women to initiate and continue breastfeeding.
  - E. Be distributed to the audience for which the item was designed.
  - F. Have a value as breastfeeding items that equal or outweigh other uses.
  - G. Constitute a way to promote breastfeeding.
  - H. Be consistent with the goals of the WIC program.
- III. LA must:
  - A. Submit a written request to the State Agency (SA) prior to purchasing an item that does not fit the above categories.

**Indiana WIC Program  
Indiana State Department of Health**

- B. Submit a Request for Budget Change (RBC) if this is a change from the budget originally approved by the State Agency.
- C. Ensure breastfeeding incentive items that have the WIC name or logo and include a nondiscrimination statement, unless the size and configuration of the item makes it impractical.
- D. Give careful consideration to the public perception of program funds spent on breastfeeding incentive items.
- E. Ensure the cost of these items preclude charges of extravagance.
- F. Not purchase incentive items when limited funds means other more pressing needs go unmet.
- G. Claim breastfeeding incentive items on the "Supplies Breastfeeding Promotion" line item.
- H. Submit receipts with monthly claim voucher.