

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

Nutrition Education Incentives

Policy

Local agencies (LA) may request reimbursement for nutrition education 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. Nutrition education incentives include but are not limited to:
 - A. Calendars.
 - B. Cups.
 - C. Books.
 - D. Refrigerator magnets.
- II. Nutrition education incentives must:
 - A. Be distributed to the audience for which the item was designed.
 - B. Have a clear and useful connection to the particular nutrition education message.
 - C. Convey enough information to be considered educational or be utilized by a participant to reinforce a nutrition education contact.
 - D. Have a value as nutrition education devices that equal to or outweigh other uses.
 - E. Constitute a way to promote healthy living.
 - F. Be consistent with the goals of the WIC program.
- III. LA must:
 - A. Submit a written request to the State Agency prior to purchasing incentive items that do not fit into the above categories.

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

Food Purchase

Policy

Local Agencies (LA) may request reimbursement for the cost of food when used only for nutrition education demonstrations that are reasonable, necessary, and directly support the WIC Program.

Procedures

- I. Food purchases must:
 - A. Have a clear and useful connection to the nutrition education message.
 - B. Have a value as a nutrition education message that is equal to or outweighs other uses.
 - C. Constitute a way to promote healthy living.
 - D. Be consistent with the goals of the WIC program.

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II. LA must:

- A. Give careful consideration to:
 - 1. Public perception of program funds spent on food purchases.
 - 2. Perceptions of extravagance.
- B. Claim food purchases under the “nutrition education supplies” line item.