

Nutrition Services Department of State Health Services

Effective October 1, 2005

Policy No. AC:09.0

Allowable Costs - Outreach and Outreach Incentive Items

Purpose

To allow local agencies (LA) to promote the WIC Program with the use of specific materials, resources, and incentive items.

Authority

7 CFR Part 3016; OMB Circular A-87; OASC-10, USDA Memo 95-WIC-39

Policy

LAs may request reimbursement for the cost of outreach and for the cost of program incentive items as defined in this policy.

Definitions

Outreach is defined as activities undertaken by the LA to encourage and increase participation in the WIC Program and to convey the availability of WIC and WIC services to the community. This includes but is not limited to public service announcements, distribution of WIC informational written material, registration fees for health fairs as well as the cost of booth or construction of display materials, other materials advertising WIC, etc.

Outreach incentive items are primarily intended for use by potential participants to encourage and increase participation in the WIC Program and shall not be distributed to current participants or LA staff (exception in part XI, m).

Procedures

- I. Expenditures for outreach and outreach incentive costs must be reasonable and necessary to encourage and increase participation in the WIC Program in accordance with Policy AC:01.0.

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- II. Outreach and outreach incentive costs shall be billed in accordance with Policy AC:28.0
- III. Outreach cost shall be supported by appropriate documentation and state agency (SA) approval as needed in accordance with Policies: AC:08.0, AC:11.0, AC:14.0, AC:15.0, or any other applicable accounting policy.
- IV. Outreach and outreach incentive expenditures shall be billed as Administration costs.
- V. Outreach items must be a reasonable and necessary cost (see definitions above).
- VI. Outreach items should normally be seen in public.
- VII. Outreach items should have value as outreach devices that equal or outweigh other uses.
- VIII. Outreach items should constitute (or show promise of) an innovative way of encouraging WIC participation.
- IX. Outreach incentive items shall contain a WIC specific outreach message that targets the potentially eligible population and which have a reasonable opportunity for public display. Outreach incentive items shall include WIC contact information such as the SA/LA name, address, or phone number.
- X. Careful consideration should be given to the public perception of program funds spent on incentive items and cost of these items should preclude charges of extravagance.
- XI. The following are the approved allowable outreach incentive items for the Texas WIC Program;
 - a. Pencils, pens
 - b. Magnets
 - c. Balloons
 - d. Stickers, buttons
 - e. Crayons, coloring books
 - f. Infant t-shirts/bibs
 - g. Infant cups/spoons
 - h. Toothbrushes
 - i. Hand-sized bean bags
 - j. Balls
 - k. Water bottles, stadium cups, plastic cups

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- I. Books
- m. T-shirts or other incentive items displaying the information listed in parts IX above, for WIC staff conducting outreach in the community or a public arena. Items whose exposure will likely be limited to the office surroundings of the staff members will generally not be allowed costs.
- XII. Outreach incentive items should include a nondiscrimination statement (CR:02.0), unless the size and configuration of the item make it impractical (e.g. cups, buttons, magnets, pens, etc.).
- XIII. The following are not approved incentive items for conducting outreach for the Texas WIC Program;
 - a. Celebratory items, or items designed primarily as staff morale boosters, generally for the personal use of the staff, with minimal public display
 - b. Item of nominal value which have no outreach message
 - c. Any program incentive item intended for persons who are not potential participants or their parents/guardians, or for persons with no connection to the WIC Program, such as staff and cooperating agency representatives
 - d. Items not of nominal value, such as
 - i. Diaper bags
 - ii. Infant slings
 - iii. Ponchos
- XIV. Outreach incentive items should not be purchased when limited funds means other more pressing needs go unmet.
- XV. Contact the State Agency Outreach coordinator for approval of any incentive item not listed in part XI above.