



Memorandum

#14-125

TO: WIC Regional Directors
WIC Local Agency Directors

FROM: Amanda Hovis, Director
Nutrition Education/Clinic Services Unit
Nutrition Services Section

DATE: October 31, 2014

SUBJECT: Loving Support Award of Excellence Application

USDA recently announced the Loving Support Award of Excellence which was developed to recognize and celebrate local WIC agencies that provide exemplary breastfeeding programs and support services. Local WIC agencies that have operated a peer counseling program for at least one year are eligible to apply.

Recognition will be given at 3 levels of performance:

- Gold Award
- Gold Premiere Award (midlevel)
- Gold Elite Award (highest level award)

Local WIC agencies may apply for any award level and will receive the highest eligible award based on the criteria as noted in the application instructions. These are recognition, not monetary rewards.

The 2014 application period is now open and closes on December 5, 2014. The state office will be part of the initial review; however, the final selection and awards will be determined by USDA. We encourage all agencies to apply to receive recognition for your work to develop strong peer counseling programs.

The Loving Support Award of Excellence application is available online at WIC Works <http://wicworks.nal.usda.gov/breastfeeding/excellence-award-application>. The website lists in-depth instructions and a list of frequently asked questions. A webcast should be added to the website soon with additional information.

If you have any questions or need additional information, please contact Kristina Arrieta at Kristina.Arrieta@DSHS.state.tx.us or (512)341-4593.