

General Volume
Funding Accountability Section

1.04000 Line Item: Nutrition and Breastfeeding Materials

Authority 7 CFR 246.14(c)(1)(i-iv); WIC PM 94-7; 95-5; 95-10; 96-9; 96-30; 2003-07;
46.2; FNS-I 815-1-P

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POLICY: The Local WIC Agency (LA) shall budget and bill all materials and supplies used for direct support of nutrition and breastfeeding education and breastfeeding support aids on the nutrition materials line item. The LA must obtain prior purchase approval from the State Agency (SA).

PROCEDURES:

- A. Materials purchased to support nutrition and breastfeeding education and breastfeeding support aids shall be budgeted and billed on the nutrition materials line item.
 1. The following items are allowable:
 - a. Items for food demonstrations or cooking classes, such as food, pans, cooking utensils, and cleaning supplies.
 - b. Pamphlets, handouts and brochures. Refer to policy [2.06200](#), Guidelines for Nutrition Education: Approved Resources.
 - c. Audio-visual materials, (such as videos, DVDs, PowerPoint presentations). Refer to policy [2.06200](#), Guidelines for Nutrition Education: Approved Resources
 - d. Resource materials, (peer-reviewed, nutrition and breastfeeding books, magazines, journals and newsletters).
 - e. Teaching aids, (such as flip charts, DVD player, projectors, easel, markers, food models, fruit and vegetable sets, educational games, breastfeeding dolls, breast models and other educational props).
 - f. Breastfeeding aids that directly support breastfeeding (such as breast pumps, pumping kits, breast shells, micro steam bags, and nursing pads). Nipple shields and supplemental nursing systems can only be provided after an assessment and continued follow up by an International Board Certified Lactation Consultant (IBCLC).
 2. The following program incentive items for nutrition and breastfeeding education can be provided if enough information is conveyed to be considered educational. Cost must be reasonable and necessary and cannot exceed six dollars. When feasible, a WIC-specific or an educational message should be imprinted on the item.
 - a. Fit WIC activity items, such as jump ropes, hula hoops Frisbees, pedometers, playing or exercise balls, and exercise DVDs.

- b. Kitchen tools, vegetable seeds, digital timers, cookbooks, divided plate, baby spoon, and drinking cups (approved type for children up to 2 years of age.)
 - c. Breast milk storage trays and breast milk storage coolers (for fully and mostly breastfeeding women).
 - d. Cloth bags, refrigerator magnets and promotional buttons
 - e. Nursing cover-ups and infant blankets, hats, bibs, onesies, and shirts (for fully and mostly breastfeeding women).
 - 3. Due to cost, the following may be allowable with special consideration from the SA:
 - a. T-shirts for staff for promotional events such as World Breastfeeding Week and National Nutrition Month.
 - b. Healthy refreshments to encourage attendance to breastfeeding support group or task force meetings.
 - c. Helium tanks and balloons for nutrition and breastfeeding educational and promotion events
 - d. Rugs that are printed with information or graphics that have a clear and useful connection to nutrition or breastfeeding education.
 - e. Nursing bras
 - 4. The following items are not allowable:
 - a. Breastfeeding aids which do not directly support the initiation and continuation of breastfeeding such as infant pillows, nursing blouses, diaper bags, nursing bracelets, breastfeeding pump bustiers, latch assist, Milkies, breastmilk storage bags or nursing slings.)
 - b. Breastfeeding aids used in the treatment of sore nipples, such as lanolin, nipple ointments, hydrogel pads and soothies.
 - c. Bottles and pacifiers.
 - d. Pens, lanyards, wristbands, and jewelry.
- B. The LA shall consult with a member of the SA staff for verification before budgeting or billing other costs that seem to be applicable on this line.
- C. Documentation of costs and expenditures must be retained as follows:
 - 1. Receipts or other source documents.
 - 2. Auditable documentation of payment.
 - 3. Approval from the SA is given either:
 - a. Through the local WIC provider plan (LAP) process; OR
 - b. At another time for a specific request as necessary.

- E. The SA will review this line item throughout the year to verify appropriate usage.
- F. The SA will determine if money in the nutrition materials line item has been spent according to the local WIC provider plan. If it has not been spent as outlined in the plan, the LA will submit alternate requests for using the money.
- G. If the plan of action is not approved in the Online WIC Invoicing Application Budget Adjustment tab, the dollar amount in question may be reallocated, upon request of the LA and approval of the SA. If the reallocation request is not approved, the funds cannot be used for any purpose other than nutrition and breastfeeding education materials.
- H. All costs under this line item are nutrition or breastfeeding education allowable.