

## Division of Community Nutrition

<i>Subject:</i> <b>Solicitation Issues</b>		<i>Policy:</i> <b>VEN 04.0</b>
<i>Reference:</i> <b>§C.F.R. 246.12</b>	<i>Effective:</i> <b>August 12, 2013</b>	<i>Supersedes:</i> <b>June 21, 2005</b>

### **I. Policy:**

To identify guidelines and limitations for authorized or applicant stores soliciting WIC participants' business.

### **II. Procedure:**

- A. Local agency personnel shall not give permission to any retail store and / or applicant to distribute flyers, business cards, or any other self-promotional materials to WIC participants on the premise / property.
- B. Local agency personnel shall immediately remove and discard any flyers, pamphlets, business cards, petitions or any other type of promotional materials that promote shopping at a particular WIC authorized store.
- C. Local agency personnel shall not encourage or initiate petitions on behalf of retail store applicants that are seeking WIC Program authorization.
- D. Local agency personnel shall not accept inducements or "freebies" which may give the public and / or WIC participants the impression that a special business relationship exists between the WIC Program and any authorized store or applicant.
- E. Local agency personnel shall not engage in any behavior that directs or encourages participants to shop at a particular WIC authorized store.
- F. Local agency personnel shall provide a list of WIC authorized stores that are available in a desired shopping location to each WIC participant.
- G. Local agency personnel shall advise participants which stores are more likely to stock and have available special formulas which are not normally carried by all authorized stores. In this situation, at least two (2) different store choices must be given to the WIC participant.
- H. Local agency personnel shall not discourage participant's choice to shop at any WIC authorized store location.
- I. Local agency personnel shall encourage participants to report any aggressive marketing efforts that either intimidate or unduly pressure them to shop at particular store.