

# Maine Center for Disease Control and Prevention

## WIC Nutrition Program

Effective: October 1, 2011

Policy No. FM-10

Revised: June 28, 2021

### Nutrition Education Costs

#### Authority

7 CFR §246.4(a)(9) and §246.14(c)

#### Policy

1. The State Agency shall expend and require Local Agencies to expend at least seventeen percent (17%) of their NSA funding for nutrition education purposes (excluding breastfeeding).
2. Nutrition education expenditures must be reasonable and necessary for the provision of nutrition education.
3. The State and Local Agencies shall document its nutrition education and breastfeeding promotion expenditure requirements via online time studies.

#### Procedures

1. Allowable nutrition education expenditures include but are not limited to the following:
  - 1.1 Salaries and other costs of nutrition education activities including:
    - 1.1.1 Preparation
    - 1.1.2 Evaluation
    - 1.1.3 Supervision
    - 1.1.4 Training
    - 1.1.5 Group nutrition education
    - 1.1.6 Individual counseling
    - 1.1.7 Conducting other nutrition education activities.
  - 1.2 Costs associated with training and orientation for nutrition education staff, including but not limited to:
    - 1.2.1 Prorated travel to local training sites

- 1.2.2 Professional meetings
- 1.2.3 Training sessions
- 1.2.4 Monthly nutritionist meetings
- 1.3 Costs of producing or providing nutritional education materials, including:
  - 1.3.1 Translating nutrition education materials.
  - 1.3.2 Printing or reproducing nutrition education materials.
  - 1.3.3 Coordinating local nutrition education materials (inventory, ordering, distribution to clinics, etc.).
  - 1.3.4 Purchasing and/or developing nutrition education materials such as posters, pamphlets, handouts, books, newsletters, audiovisuals, etc.
- 1.4 Costs arising in conjunction with providing nutrition education
  - 1.4.1 Food, cooking utensils, and teaching aids used to conduct food demonstrations;
  - 1.4.2 Staff teaching aids.
  - 1.4.3 Nutrition education teaching aids when used in conjunction with nutrition education. These items shall be distributed to specific audiences for which the items were designed, be of reasonable cost per item and include but are not limited to:
    - 1.4.3.1 Magnets with nutrition messages
    - 1.4.3.2 Calendars with nutrition messages
    - 1.4.3.3 Infant cups/spoons
    - 1.4.3.4 Oral health aids
    - 1.4.3.5 Recipe books
    - 1.4.3.6 Reading books with nutrition information or messages
- 1.5 Costs associated with nutrition education sessions that promote or reinforce physical activity as part of a joint physical activity and nutrition message
- 1.6 Indirect and allocated costs associated/identified with nutrition education activities.
- 1.7 Costs for items that have no educational message are not allowable.
- 1.8 Local Agencies must maintain records that document food purchases made for nutrition education purposes. Please refer to Appendix FM-10-A for a sample of the log. These food items are considered administration costs.
- 1.9 Local Agencies shall report nutrition education and breastfeeding promotion and support costs when they report routine NSA costs through the reimbursement process referred to in FM-7, State and Local Agency Access to Funds.