
Purpose

Provide clarification for when a nondiscrimination statement should be used.

When a Statement is Required

A nondiscrimination statement is required if the material:

- describes the eligibility requirements of the WIC program
 - identifies the benefits of WIC participation
 - describes participation requirements for WIC clients
 - provides notice of conditions to continue eligibility, or
 - provides notice of ineligibility or disqualification
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Use of Non-Discrimination Statements

The following are specific items that the non-discrimination statement must appear on:

- Vendor posters which are posted publicly and discuss program eligibility and benefits regardless of the sources of funding, i.e. produced by individual vendor or formula company.
- Notices of adverse action sent to vendors such as warning letters, overcharge claim letters, and letters of notification.
- Notices of adverse action sent to applicants and clients. This includes any cards or letters in which program benefits or eligibility are discussed i.e. notice of ineligibility, disqualification, sanctions, claims, or missed appointments.
- Any materials or letters sent to health care providers, hospitals, social services, schools, or any other referral agencies for the purpose of program outreach.
- WIC newsletters or fact sheets provided to clients that discuss WIC benefits and client requirements.
- Media notices for vendor participation.
- Food lists, client identification folders.
- Letters of invitations sent to individuals to participate in public hearings.
- Press releases.

Use of Non-Discrimination Statements (cont.)

- Letters which accompany TV or radio PSA's.
 - Web pages of state or local programs.
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Non-Discrimination Statement, Not Required

Materials that strictly provide a nutrition message with no mention of the WIC program are not required to contain the nondiscrimination statement.

Examples of materials include:

- Nutrition education
 - Breastfeeding promotion
 - Support materials that strictly provide a nutrition message.
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Outreach Items

Imprinted items used for outreach such as cups, buttons, stickers, magnets, and pens do not need the nondiscrimination statement.