

**Implementation Plan: Healthy, Hunger-Free Kids Act of 2010 (PL 111-296)**  
**Special Supplemental Nutrition Program for Women, Infants and Children**  
**(WIC)**

Provisions/Sections of Law	Statutory Deadlines for Actions	Actions and Estimated Timeframes
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<p><b>Nondiscretionary WIC Provisions (sec. 131, 231, 305, 351, 352, 361)</b></p> <ul style="list-style-type: none"> <li>• WIC certification periods, providing WIC State agencies the option to certify participant children for up to one year.</li> <li>• Data collection, requiring annual compilation and publication of the number of fully and partially breast-fed infants at the State and local levels.</li> <li>• Breastfeeding Promotion and Support, expanding nutrition education references to explicitly include breastfeeding promotion and support.</li> <li>• Sharing materials, permitting WIC State agencies to allow local agencies/clinics to share nutrition education materials developed by the WIC Program with the Child and Adult Care Food Programs at no cost, through written agreements.</li> <li>• Program management, requiring WIC rebate payments to be recorded in the month received and establishing new bid solicitation requirements when seeking rebates for infant formula and other foods.</li> <li>• Program evaluation, requiring State and local</li> </ul>	<p align="center">October 1, 2011</p>	<ul style="list-style-type: none"> <li>• Implementation Memo - WIC Policy Memo 2011-2, Issued March 11, 2011</li> <li>• Final Rule published in <u>Federal Register</u> September 28, 2011 (76 FR 59885)</li> <li>• Expanded Guidance Issued August 29, 2011 – via Partner Web</li> <li>• Provide State agencies with Excel chart to use for data collection (Issued July 6, 2011 – via PartnerWeb)</li> <li>• Expanded Rebate Reporting Guidance Issued May 9, 2011 – via Partner Web</li> </ul>
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<p>cooperation in USDA studies.</p> <ul style="list-style-type: none"> <li>• Use of Federal funds, requiring inclusion of a provision in the Federal/State agreement supporting full use of Federal funds, and excluding such funds from State budget restrictions or limitations including hiring freezes, work furloughs, and travel restrictions.</li> </ul>		<ul style="list-style-type: none"> <li>• Implementation Memo - WIC Policy Memo Issued February 18, 2011; Additional Guidance Memos issued March 30, 2011, and May 12, 2011</li> <li>• Final Rule Published June 29, 2011 (76 FR 37979)</li> </ul>
<p><b>WIC EBT Provisions (sec. 352)</b></p> <ul style="list-style-type: none"> <li>• Sets forth the definition of EBT.</li> <li>• Requires all WIC State agencies to implement EBT statewide by October 1, 2020; outlines allowable circumstances for exemption to mandate.</li> <li>• Requires State agencies to submit annual status reports demonstrating their progress toward statewide EBT implementation.</li> <li>• Provides technical changes to WIC EBT requirements, including the establishment of national technical standards and operating rules, minimum lane coverage requirements and</li> </ul>	<p align="center">October 1, 2020</p>	<ul style="list-style-type: none"> <li>• Implementation Memo - WIC Policy Memo 2011-3, Issued March 22, 2011</li> <li>• Proposed Rule (Fall 2011)</li> <li>• Final Rule (TBD)</li> </ul>

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<ul style="list-style-type: none"> <li>• limitations on the imposition of costs on vendors.</li> <li>• Requires that EBT technical standards and operating rules be adhered to by State agencies.</li> <li>• Requires all State agencies carrying out EBT to use the national Universal Product Code database; funds database and requires completion by FNS in 2 years.</li> </ul>		
<p><b>Support for breastfeeding in WIC Recognition Program (sec. 231)</b></p> <ul style="list-style-type: none"> <li>• Requires a program to recognize exemplary breastfeeding practices at local agencies or clinics.</li> <li>• Authorizes the expenditure from appropriated funds, such sums as necessary.</li> </ul>		<ul style="list-style-type: none"> <li>• RFI published (June 29, 2011 – 76 FR 38108)</li> <li>• Comment Period closed August 29, 2011 – 42 comments received</li> <li>• Implementation Plan developed (Fall 2012)</li> </ul>
<p><b>Performance Bonuses (sec. 231)</b></p> <ul style="list-style-type: none"> <li>• Provides performance bonuses to not more than 15 State agencies with highest and most improved breast feeding rates. USDA is directed to provide the first bonuses not later than 1 year after enactment.</li> </ul>		<ul style="list-style-type: none"> <li>• Establish award criteria (Summer 2011)</li> <li>• FY 2011 Bonuses Awarded September 8, 2011</li> </ul>

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<ul style="list-style-type: none"> <li>Increases the authorization and funding for breastfeeding peer counseling program from \$20 million to \$90 million, of which not more than \$10 million provided in excess of \$50 million, is for performance bonuses.</li> </ul>		
<p><b>Review of available supplemental foods (sec. 232)</b></p> <ul style="list-style-type: none"> <li>Requires WIC food package review every 10 years</li> </ul>		<ul style="list-style-type: none"> <li>Work with ORA</li> </ul>
<p><b>WIC program management (sec. 352)</b></p> <ul style="list-style-type: none"> <li>Increases authorization of WIC research funding from \$5 million to \$15m</li> </ul>		<ul style="list-style-type: none"> <li>Work with ORA</li> </ul>
<p><b>Special Supplemental Nutrition Program for Women, Infants, and Children (sec. 423)</b></p> <ul style="list-style-type: none"> <li>Extends the WIC Program through 2015</li> </ul>		<ul style="list-style-type: none"> <li>Letter to Commissioner and letter to State Directors (December 2010)</li> </ul>
<p><b>WIC Farmers Market Nutrition Program (sec. 424)</b></p> <ul style="list-style-type: none"> <li>Extends the WIC FMNP through 2015</li> </ul>		<ul style="list-style-type: none"> <li>Letter to State Directors (February 2011)</li> </ul>

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