



California
Department of
Health Services

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State of California—Health and Human Services Agency
Department of Health Services

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VENDOR ALERT 2007–10



ARNOLD SCHWARZENEGGER
Governor

TO: ALL WIC VENDORS

SUBJECTS: Policies on: Use of the Logo for the Women, Infants, and Children (WIC)
Supplemental Nutrition Program
and
WIC Program Outreach by Vendors

Purpose

I am writing to restate existing policy on use of the U.S. Department of Agriculture's (USDA) acronym and logo (see page 5, right side) for the WIC program and provide new policy on California WIC's revised logo (see page 5, left side). California WIC's new logo includes the program name, acronym, and tagline "Families grow healthy with WIC". This vendor alert supersedes the November 23, 2003 Grocer Alert 2003 -11, entitled The Use of Logos and the Women, Infants, and Children (WIC) Supplemental Nutrition Program Acronym.

I am also writing to provide the new policy on program outreach to participants by vendors.

Background

USDA states, in its June 2, 1992 Food and Nutrition Services Instruction (FNS) 800-2 that, "A WIC food vendor is not permitted, without specific State agency authorization, to use either the acronym 'WIC' or the WIC logo, including close facsimiles thereof, in total or in part, either in the official name in which the vendor is registered or in the name under which it does business, if different. The purpose of this restriction is to avoid giving the impression to participants that the business is owned and operated by the WIC State agency and/or that the business is officially endorsed and preferred by the State. In the event of dispute, determination as to whether a vendor's acronym or logo is impermissibly similar to the WIC acronym or logo shall be made by the WIC State agency, which shall respond in writing to the WIC food vendor as to its finding in the matter." The guidance contained in FNS Instruction 800-2 is still in effect.

Your Vendor Agreement with the WIC program prohibits vendor use of the WIC acronym and logo unless approved by the WIC program.

Summary

WIC Acronym

The acronym “WIC” was first used by USDA in January 1974 and is registered with the U.S. Patent and Trademark Office under register number 1,630,468. The use of the “WIC” acronym is reserved for the official and exclusive use of the WIC program pursuant to Federal regulations. USDA has granted State agencies the discretion to authorize WIC vendors to use the WIC acronym or logo with the restriction that it can be used only in the following manner:

1. To identify a vendor as authorized by the WIC program.
2. To identify authorized supplemental food through the use of “shelf-talkers”.

USDA Logo

The USDA logo is not approved for any use by any WIC vendor. Vendor use of the USDA logo is a violation of the Vendor Agreement and subjects the vendor to termination of its authorization in addition to any action or prosecution initiated by USDA in response to this abuse.

California WIC logo

The WIC program revised the California WIC logo in October 2006. The logo includes a tagline to increase public awareness of WIC. The logo is also intended to enable vendors to identify themselves as authorized by California WIC and assist participants in identifying where they can shop with their food instruments. California WIC allows vendors to display the WIC logo on items produced and distributed by WIC, which include posters, decals, and shelf-talkers. In addition, WIC allows vendors to reproduce the California WIC logo in vendor advertisements as outlined below in the section entitled “Rules for Using the California WIC Logo in Vendor Store Advertisements”.

Note: No alterations may be made to the USDA or California logos and acronym. This includes the creation and use of close facsimiles of the logos.

Policy for Using the California WIC Logo In Vendor Store Advertisements

California WIC reserves the right to limit how the California WIC logo is used by WIC vendors. Vendors not adhering to the specifications below will be in violation of their Vendor Agreement and their authorization will be subject to termination. Vendors must:

- Keep the California WIC logo intact each time it is reproduced. The California WIC logo includes the WIC acronym. The California WIC logo also includes a tagline, “Families grow healthy with WIC”. The vendor shall not use the WIC acronym or the tagline as separate graphic elements.

Policy for Using the California WIC Logo In Vendor Store Advertisements - continued

- Reproduce the California WIC logo only:
 - in dated, general circulation newspaper ads or inserts that advertise the vendor's store, or
 - as contained within a participant outreach message with language provided to the vendor and approved by the WIC Branch for the vendor to publish.
 - Adhere to California WIC logo image specifications as defined in the "Graphics Standards Manual for the California WIC Program's Authorized Vendors".
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Graphics Standards Manual for the California WIC Program's Authorized Vendors

Please refer to the "Graphics Standards Manual for the California WIC Program's Authorized Vendors", which will be available to download from the VWIX website, (vwix.dhs.ca.gov), by early July 2007, for a more detailed explanation of format specifications for using the California WIC logo.

Please note that there is a size limit when reproducing the logo. Adhere to size limitations for reproducing the California WIC logo.

- Minimum size – 3/4 inch.
 - Maximum size - no larger than 1/8th of the total size of the ad.
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Downloading the California WIC Logo Image File

The WIC program will provide a downloadable image of the California WIC logo on the VWIX website. This will be available by early July 2007 as a new option on the VWIX menu. Vendors that want to use the logo in store advertisements will need to download the image from that website.

Policies for Implementing WIC Program Outreach

If vendors would like to make their communities aware of WIC program services through outreach, they may, upon written approval from the WIC Branch, publish or broadcast a WIC program outreach message. WIC program outreach messages may only appear in specific printed materials or may be broadcast in radio advertisements. To prevent vendors from creating either 1) the perception of a vendor's store or ownership being associated with, part of, endorsed, or preferred by the WIC program (in violation of FNS 800-2), or 2) a conflict of interest in violation of your Vendor Agreement, the vendor's participant outreach message can not appear in association with the vendor's store.

The following are the specifics on use of the WIC program's name, acronym and logo in order to conduct program outreach:

Rules for vendor's WIC program outreach messages.

- Vendors may only use outreach messages created and supplied by the WIC program.

**Policies for
Implementing
WIC Program
Outreach
- continued**

- Vendors must receive written permission from the WIC Branch before implementing each WIC program outreach message.
 - The WIC Branch will provide outreach messages to vendors upon request.
 - Program outreach messages can not be altered in any manner.
 - Program outreach messages can not appear or be broadcast outside of the period approved by the WIC program.
 - Program outreach messages must be funded entirely through the vendor's funds.
 - Program outreach messages must only be presented in dated, general circulation newspaper ads or in the newspaper's insert; in magazines; or in radio advertisements.
 - Program outreach messages must not include any reference to the vendor, including store name or address, or authorization number.
 - Program outreach messages must not be included in any publication (e.g. magazine) published by the vendor's store.
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**Process to
Request
Approval to
Publish or
Broadcast WIC
Program
Outreach
Message**

Separate approval will only be given for each broadcast period, magazine, or newspaper publication date for a specific time period. The WIC program reserves the right to deny requests during periods where, due to funding limitations or administrative reasons, outreach must be minimized or halted.

The process to request permission to publish or broadcast WIC program outreach messages is outlined below:

- Vendors must contact the WIC program in writing by using the enclosed form to request a current version of the outreach message(s) prior to implementing outreach. Vendors may request additional copies of the form by contacting the address bellow.
 - If the request is approved, the WIC Branch will send the outreach message(s) to the vendor.
 - If the request is denied, the form will be returned to the vendor stating the reason for denial.
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**Contact
Information for
Requesting
Permission from
the WIC Branch**

As stated above, prior to implementing a participant outreach message, a vendor must first request and receive permission in writing from the WIC Branch. Please address written requests to:

State WIC Program
Attention: Nutrition Education, Marketing and Outreach
Unit
3901 Lennane Drive
Sacramento, CA 95834
FAX (916) 928-0518

**Violations of
Logo and
Acronym
Policies**

Any violation of the acronym and logo policies constitutes a violation of Article III, Rule 10 of the Vendor Agreement which states that vendors shall “not use or display the acronym “WIC” and logo (registered by the U.S. Department of Agriculture (USDA) with the U.S. Patent and Trademark Office) in any manner or on any materials unless approved by the WIC Program for use by vendors.”

Any violation of these policies may result in the vendor’s termination as an authorized vendor, which may be in addition to any action or prosecution pursued by USDA.

**Ordering
Materials**

In addition to using the California WIC logo as specified above, vendors may order official California WIC posters, decals, and shelf talkers that feature the new logo and are produced by the California WIC Branch. To order the materials, vendors may print order form “OSP 508” by going to our website www.wicworks.ca.gov. At the Home page, select “Forms” in the left margin of the page and then select “OSP 508 WIC Vendor Materials (pdf.)”

Questions

If you have questions about use of the California WIC logo, please contact your WIC Vendor Consultant directly or call (916) 928-8705.

If you have questions about requirements for reproducing graphics for the California WIC logo or about implementing a WIC program outreach message, please contact the Nutrition Education, Marketing and Outreach Unit at (916) 928-8604.



David Markell, Chief
Food Management and
Integrity Section
WIC Supplemental Nutrition Program

Enclosure

**REQUEST FOR VENDORS TO ORDER AND IMPLEMENT STATE-APPROVED
WIC PROGRAM OUTREACH MESSAGES BY VENDORS**

Vendor Ownership Name (please print)

Vendor Contract ID Number

For State Use Only	
<input type="checkbox"/> Approve	
<input type="checkbox"/> Deny	
Reason for denial	_____
WIC Staff _____	Date _____

Please send the outreach message(s) I have checked below, to:

(Printed Name) _____

(Address) _____ or FAX () _____

NOTE: Vendor ownership must request and receive approval for each outreach message to appear or be aired in different newspapers or radio stations. WIC will provide one (1) copy of each selected outreach message.

PRINT MESSAGES

Outreach Message for dated general circulation newspaper, newspaper's insert, or magazines - "Families Grow Healthy with WIC!" (69 words) English

1A Date message will appear in: Newspaper Magazine

Newspaper/insert where message will appear _____

Magazine where message will appear _____

Outreach Message for dated general circulation newspaper, newspaper's insert, or magazine - "Families Grow Healthy with WIC!" (46 words) English

1B Date message will appear in: Newspaper Magazine

Newspaper/insert where message will appear _____

Magazine where message will appear _____

Outreach Message (for dated general circulation newspaper, newspaper's insert, or magazine) – "Familias Crecen Sanas con WIC!" (83 words) Spanish

2A Date message will appear in: Newspaper Magazine

Newspaper/insert where message will appear _____

Magazine where message will appear _____

Outreach Message (for dated general circulation newspaper, newspaper's insert, or magazine) - "Familias Crecen Sanas con WIC!" (52 words) Spanish

2B Date message will appear in: Newspaper Magazine

Newspaper/insert where message will appear _____

Magazine where message will appear _____

RADIO MESSAGES

Outreach Message for Radio – Targets Pregnant Women (30 seconds) English
3A Date message will be aired _____
Radio station where message will be aired _____

Outreach Message for Radio - Targets Pregnant Women (30 seconds) Spanish
3B Date message will be aired _____
Radio station where message will be aired _____

Outreach Message for Radio – Targets WIC eligible (30 seconds) English
3C Date message will be aired _____
Radio station where message will be aired _____

Outreach Message for Radio – Targets WIC eligible (30 Seconds) Spanish
3D Date message will be aired _____
Radio station where message will be aired _____

Pursuant to Article III, Rule 10 of the Vendor Agreement which states that vendors shall “not use or display the acronym ‘WIC’ and logo in any manner or on any materials unless approved by the WIC Program for use by vendors.” The vendor recognizes that use of the Women, Infants, and Children, Supplemental Nutrition Program name, acronym, and/or logo is contingent upon the vendor’s strict adherence to program policy regarding this use. Program policy is provided to the vendor in Vendor Alert 2007-10 and the Graphics Standard Manual for Authorized Vendors to Reproduce the California WIC Program Logo. The vendor agrees to abide by all requirements and understands that any violation of this policy may result in termination of their Vendor Agreement. I have read, understand, and agree to follow all the terms of Vendor Alert 2007- 10, entitled Use of the Logo for the Women, Infants, and Children Supplemental Nutrition Program and Program Outreach to Participants by Vendors.

The undersigned certifies that he/she has the authority to contract for this vendor ownership.

Signature _____	Printed Name _____
Title _____	Date _____

Please submit this completed form to:

State WIC Program
Nutrition Education and Marketing Unit
3901 Lennane Drive
Sacramento, CA 95834
FAX (916) 928-0518

cc: FMIS File Room