SAMPLE LETTER—FORMULA/WIC FOOD SALE ADS

(LA Letterhead)

Authorized Representative Name

Mailing Address

Town, ME Zip

Dear Participant Name,

Social media and sale websites are monitored for the sale of WIC foods and formula to maintain program integrity. It has been brought to our attention that you have posted an advertisement on social media site for specific WIC formula or food item listed. As a WIC participant, you agreed to the WIC program rules at enrollment in the program. Selling, trading or giving away WIC foods and formula is considered fraud and a violation of WIC program rules.

We ask that you remove your advertisement posted on social media site immediately. A staff member from our office has been unsuccessful at reaching you by phone to discuss this sale. . This does **not** mean you or your child or children will be removed from being eligible for the WIC Program. Please call me at 207-xxx-xxxx number if you have any questions or to discuss further.

Sincerely,

Staff member name

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1. Mail: U.S. Department of Agriculture   
   Office of the Assistant Secretary for Civil Rights   
   1400 Independence Avenue, SW   
   Washington, D.C. 20250-9410;
2. Fax: (202) 690-7442 or
3. Email: [program.intake@usda.gov](mailto:program.intake@usda.gov)

This institution is an equal opportunity provider.

Sample script—Formula/WIC Food Sale Ads

* When you enrolled with the WIC Program, we informed you of your rights and responsibilities as a participant
* Your signature was obtained at certification, which indicated you agreed to abide by the rights and responsibilities outlined in your participant handbook (open handbook to R&R page)
* Your responsibility as a WIC participant includes agreement not to sell, trade, or give away any of the benefits you receive from WIC, including formula or food
* It has been brought to our attention that you have posted an ad to sell (the same kind of formula) (specific WIC food item) that you have received from your WIC benefits
* Any (formula) (WIC food) not used must be returned to our office

If you are told that the formula was purchased by them or received as a gift:

* Thank you for letting me know that the (formula) (WIC food item) was (purchased with your own money) (given to you as a gift)
* We are contacted on a regular basis by people who see (formula) (WIC food item) ads online and want to make sure that WIC participants are not defrauding the program
* We also have staff members who follow up on such ads when they are seen online
* It is my responsibility to make sure you understand that the sale of any (WIC formula) or (WIC food items) is a violation of program participation

If the participant states that she/he did post the ad and sold the formula or food item:

* I appreciate your honesty about this situation
* Because the sale of (WIC formula) (WIC foods) is a violation of program participation, it is my responsibility to follow up with our state office about this.
* If our state office determines that you must repay the program, a staff member from their office will contact you.

**Procedure Guidance WIC Staff: Formula/WIC Food Advertised for Sale**

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| --- | --- | --- | --- |
| Local Agency is informed of WIC formula, and/or food item(s)  advertised by WIC participant/authorized representative/proxy | | | |
| Call the WIC participant/authorized representative within 2 business days of notification | | | |
| Did you reach participant/authorized representative via phone call? | | | |
| **IF YES** | | **IF NO** | |
|  | | If no answer, leave voicemail asking for return call as soon as possible regarding food benefits | |
| Discuss situation, utilizing script | | If unable to leave a voicemail or no return phone call with 2 business days, send letter using template | |
| Does Participant/authorized representative admits to placing advertisement to sell WIC provided formula, food item(s) ? | | Record **Household Alert** in participant record (if one does not already exist) | |
| **IF YES** | **IF NO** | Follow up at next appointment utilizing script | |
| * Request advertisement be removed * Request formula/food item be returned to WIC office as soon as possible * Review Rights & Responsibilities * Document contact in participant record | * Review Rights & Responsibilities * Document contact in participant record | At next appointment, does Participant/Authorized Rep admit to placing advertisement to sell WIC provided formula, food item(s)? | |
| Email State Agency staff concerning outcome | Email State Agency staff concerning outcome | **IF YES** | **IF NO** |
|  |  | * Request advertisement be removed immediately and return of formula/food item(s) as soon as possible * Review Rights & Responsibilities * Document contact in participant record | * Review Rights & Responsibilities * Document contact in participant record |
|  |  | Email State Agency staff concerning outcome |  |