



*Billing Code 3410-30

DEPARTMENT OF AGRICULTURE

Submission for OMB Review; Comment Request

September 23, 2020.

The Department of Agriculture has submitted the following information collection requirement(s) to OMB for review and clearance under the Paperwork Reduction Act of 1995, Public Law 104-13. Comments are requested regarding; whether the collection of information is necessary for the proper performance of the functions of the agency, including whether the information will have practical utility; the accuracy of the agency's estimate of burden including the validity of the methodology and assumptions used; ways to enhance the quality, utility and clarity of the information to be collected; and ways to minimize the burden of the collection of information on those who are to respond, including through the use of appropriate automated, electronic, mechanical, or other technological collection techniques or other forms of information technology.

Comments regarding this information collection received by [INSERT DATE 30 DAYS AFTER DATE OF PUBLICATION IN THE FEDERAL REGISTER] will be considered. Written comments and recommendations for the proposed information collection should be submitted within 30 days of the publication of this notice on the following website www.reginfo.gov/public/do/PRAMain. Find this particular information collection by selecting "Currently under 30-day Review - Open for Public Comments" or by using the search function.

An agency may not conduct or sponsor a collection of information unless the collection of information displays a currently valid OMB control number and the agency informs potential persons who are to respond to the collection of information that such persons are not required to respond to the collection of information unless it displays a currently valid OMB control number.

Food and Nutrition Service

TITLE: WIC Breastfeeding Award of Excellence

OMB CONTROL NUMBER: 0584-0591

SUMMARY OF COLLECTION: The Healthy, Hunger-Free Kids Act of 2010 (HHFKA) (Public Law 111-296, Sec 231) requires the U.S. Department of Agriculture (USDA) to implement a program to recognize exemplary breastfeeding support practices at Women, Infants, and Children (WIC) local agencies and clinics. The WIC program, of which the breastfeeding award of excellence is a part, is authorized by the Child Nutrition Act of 1966 (42 U.S.C. 1787). The award program for breastfeeding excellence was originally titled the Loving Support Award of Excellence, consistent with the former WIC breastfeeding campaign, Loving Support Makes Breastfeeding Work. In 2018, the WIC breastfeeding campaign was updated and rebranded as WIC Breastfeeding Support so the name of the award program was changed as well.

NEED AND USE OF THE INFORMATION: While HHFKA mandates that the USDA provide a program to recognize exemplary breastfeeding support practices, it is voluntary for the WIC local agencies and clinics to apply for an award. Information is collected from the WIC local agencies to apply for an award and used by the WIC state agencies to

evaluate the applications. The award application period is open once annually, and has been designed to allow local WIC agencies at different stages of progress in breastfeeding promotion and support program development to apply for an award. The information collection will meet the HHFKA requirement to implement a program to recognize exemplary breastfeeding support practices at WIC local agencies and clinics. The information collected through this program will be used to evaluate components of existing breastfeeding programs and support within WIC local agencies, to recognize local WIC agencies that provide exemplary breastfeeding programs and support services, and to provide examples of model programs to motivate local agencies and clinics to strengthen their breastfeeding promotion and support activities.

DESCRIPTION OF RESPONDENTS: State, Local, or Tribal Government.

NUMBER OF RESPONDENTS: 269.

FREQUENCY OF RESPONSES: Reporting: Annually.

TOTAL BURDEN HOURS: 574.

Ruth Brown,
Departmental Information Collection Clearance Officer.

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