

WIC Breastfeeding Award of Excellence - Frequently Asked Questions 2025

1. Will small agencies have the same probability of receiving an award as large agencies?

Yes. The evaluation criteria of the awards are based on the quality of services provided and is not based on the size of the local agency.

2. Do I have to complete the application all in one sitting?

No, after creating a login you can save and restart your application. However, the application period closes after 60 days. It is suggested that you submit as early as possible in the 60-day period.

3. Where can I find important dates, applications, and instructions?

You can find important dates, applications and instructions on [WIC Works](#) website.

4. What software do I need to complete the application?

Applicants will need internet connection and an internet browser to start, upload, and submit the application. FNS will consider requests for a PDF application submission on a case-by-case basis.

5. Can State or Federal policies be used for documentation?

Local agencies are highly encouraged to highlight their local policies. Local agencies should only submit sections of State and Federal policies that pertain to the question. Do not submit entire manuals. As stated in the documentation section of the Application Instructions, "Supportive documentation refers to documents that already exist. The preferred source of documentation are locally developed policies, procedures, MOU's, etc.; however, State and Federal documentation is also acceptable."

6. How do I submit supportive documentation?

Many of these files are preexisting and can be uploaded under each question that has a supportive documentation option. It is important to note that files should not be attached until the application is ready to be submitted. When all questions have been answered, simply click 'Choose File' and select your file(s) for upload once you are ready to submit the application. Common file types like PDF, word, and excel documents are some of many files that are accepted.

7. Can I send additional attachments after my completed application is submitted?

Yes, log in, select your application, and complete changes up until the application deadline. Screenshots and directions are included in the "Application Assistance for Local Agencies 2025" PowerPoint PDF that is sent to States.

8. Who can I contact if I need technical assistance with submitting the completed application and supporting documents?

Your State Agency can answer questions about the application question and interpretation. Prior to making inquiries, please review all question Instructions, and the PowerPoint PDF

“Application Assistance for Local WIC Agencies 2025” which was sent via email by your State Agency. The State Agency should be included on emails between local agencies and the [WIC National Office](#) for further clarification and technical assistance.

9. When will the awardees be announced?

The awards are expected to be announced during Breastfeeding Month in August.

10. If I apply for the Elite (highest level) award but do not qualify, what happens to my application?

You would be evaluated on the highest-level award that you are eligible. If you apply for an Elite award and it is determined that your application is not eligible for the Elite award based on your answers or documentation, your application would then be evaluated for eligibility for the other award levels, the Premiere or Gold award.

11. Which areas of the application do applicants have the most difficulty?

The most common errors that disqualify applicants:

- a. Attaching documentation (policies and procedures) that does not meet all criteria for a particular question. Make sure you follow the Instructions to ensure you are addressing all criteria and be thorough on narratives.
- b. Breastfeeding performance data lower than required (for the Premiere and Elite). Please confirm your breastfeeding rates meet the requirements via the [WIC Breastfeeding Data Local Agency Report](#) prior to starting an application.