




5/1/2014

TO: Julie Wise  
OMB Desk Officer

THROUGH: Lynnette Thomas   
Chief, Planning and Regulatory Affairs Office  
Food and Nutrition Service

FROM: Anne Bartholomew  
Chief, Nutrition Services Branch  
Supplemental Food Programs Division  
Food and Nutrition Service

SUBJECT: Request for Approval to Add Grant to OMB Docket #0584-0512

The Uniform Grant Application for Non-Entitlement Discretionary Grants, OMB Number 0584-0512 allows the Food and Nutrition Service to add programs to the list of approved programs that use this generic clearance process periodically, provided that approval is obtained in advance.

The Food and Nutrition Service (FNS) is requesting OMB approval to add the grant information collection: *Special Supplemental Nutrition Program for Women, Infants and Children (WIC) Formative Research and Educational Material Development for Updates to the Loving Support Makes Breastfeeding Work Campaign* to the list of approved grants. FNS intends to award one grant to a non-profit organization, a for-profit organization, or an institution of higher learning with a comprehensive understanding of social marketing principles and extensive experience in developing successful social marketing campaigns in FY 2014. We are requesting to use 484 hours of the remaining 117,519 hours for applicants to respond to the Request for Applications to operate this grant.

	Approved	Currently Available	Requested for use with this IC	Difference (Remaining)
Responses	4,761	4,448	27	4,421
Hours	123,903	117,519	484	117,035

If you have any questions or require any additional information, please give contact Lynnette Thomas at 703.605.4782.