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**Office of International Research Ethics**

**HUMAN SUBJECT RESEARCH DETERMINATION**

DATE: January 24, 2024  
TO: Rebecca Ledsky  
PROJECT #: 2153822-1  
TITLE: WIC Market Research - FGs re Campaign Logo & Platform Concepts  
DETERMINATION: NOT RESEARCH

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Thank you for submitting the project entitled WIC Market Research - FGs re Campaign Logo & Platform Concepts for review by the Office of International Research Ethics (OIRE). The proposed project, as presented in your submission, has been reviewed.

The OIRE determined this project is NOT RESEARCH. Per U.S. regulations, under 45 CFR (Code of Federal Regulations) 46.102(e)(1), NOT RESEARCH projects do not meet the regulatory definition of human subject research and do not need to be regulated.

Based on this determination an exemption by the Office of International Research Ethics or approval by the Protection of Human Subjects Committee (PHSC) is not required.

This determination is effective on January 24, 2024.

If any more than minor changes are made (i.e., involving the purpose or intended use of the findings) these must be submitted to OIRE for review **prior** to implementation to confirm the changes do not have an impact on this determination.

This determination does not affect any local laws, regulations, or other requirements that may otherwise be applicable to this research's review.

*This letter has been electronically signed in accordance with all applicable regulations, and a copy is retained within FHI 360 records.*