



**North Carolina Department of Health and Human Services  
Division of Public Health**

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Michael F. Easley, Governor

Dempsey Benton, Secretary

February 27, 2008

**MEMORANDUM**

**TO:** Sponsoring Organizations Participating in Child and Adult Care Food Program

**FROM:** Donna Beard, MS, RD, LDN  
Child Nutrition Program Assistant

**SUBJECT:** Recruitment Guidelines

The Recruitment Guidelines have been revised to incorporate the termination process for providers.

7 C.F.R. 226.6 (b) (1) (xvii) (A) (1) states that "All sponsoring organizations must demonstrate that they will use appropriate practices for recruiting facilities, consistent with paragraph (p) of this section and any State agency requirements". Paragraph (p) refers to the statement that "restrict the transfers to no more frequently than once per year".

In accordance with this description of recruitment, recruitment guidelines developed by the State Agency toward the unserved include:

- Recruitment guidelines will be provided to all staff by each Sponsor.
- Sponsor may not enter into an agreement with a provider who has signed an agreement with another Sponsor.
- Any type of communication initiated by the Sponsor may not mislead new providers about Child and Adult Care Food Program regulations and enforcement of regulations.
- Sponsor asks each prospective provider if he/ she has a current agreement with another Sponsor. If the provider indicates that he/ she has a current agreement with another Sponsor, direct contact/ recruitment of the provider ceases.
- Direct contact/ recruitment is unacceptable and includes, but is not limited to:
  - telemarketing calls to participating providers
  - in-home visits with participating providers prior to a receipt of a Letter of Termination
  - offers of cash or other gift bonuses for changing Sponsors



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## Recruitment Guidelines

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- mailings with content designed to persuade participating providers to terminate from their current Sponsor
  - presentations initiated by the Sponsor specifically designed to persuade and instruct participating providers to terminate from their current Sponsor
  - Any other type of communication initiated by the Sponsor specifically designed to persuade or mislead and instruct participating providers to terminate from their current Sponsors
- Direct contact/ recruitment does not include:
- general promotion and publicity materials such as yellow pages advertising, newspaper and broadcast advertising, public service announcements, televised training, posters, web sites and similar.
  - mass mailings about other child care services provided by the Sponsor, such as resource and referral, business and tax classes, general nutrition training and similar.
  - booths or exhibits and resource materials distributed at conferences, child care fairs, open houses, shopping malls, county fairs, and other places accessible by the public.
  - workshops or training activities at conferences directed toward child care professionals
  - general informational workshops or meetings about the Child and Adult Care Food Program that are not designed for recruitment purposes.
- A Provider Termination Notice Form or a Sponsoring Organization Termination for Convenience Form must be completed by the terminating sponsor according to the guidelines contained in the February 2, 2007 Memorandum *Termination of the CAC 8D-Sponsor Provider Agreement*. A copy of the document should be sent to the State Agency along with a request to terminate that provider.
- Providers may change sponsors only once a year.
- The new Sponsor should request a copy of the Provider Termination Notice Form or Sponsoring Organization Termination for Convenience Form and assure that any communication occurs after the date of release from the CAC 8D Agreement with the terminating Sponsor.

If there are questions, please contact Donna Beard at (919) 707-5773.

cc: SNP Staff  
Auditors

Original Memorandum: August 25, 2003

Revision: May 19, 2006 (regulation citation number revised and telephone contact number revised)

Revision: February 27, 2008 (Termination process for providers included)