



North Carolina Department of Health and Human Services  
Division of Public Health – Women’s & Children’s Health Section

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State Health Director

May 23, 2012

**MEMORANDUM**

**TO:** Local Health Directors

**FROM:** Beth Rowe-West, RN, BSN *BRW*  
Head, Immunization Branch

**SUBJECT:** *Urgent:* Prohibition on the Purchase of Promotional Items

The purpose of this memo is to notify local health directors of new policy guidance from the Centers for Disease Control and Prevention (CDC) national immunization program regarding the prohibition on purchasing promotional items with federal immunization funds. This information applies to all funds local health departments receive from the North Carolina Immunization Program (NCIP).

Some key points from the CDC’s guidance:

- Promotional items include, but are not limited to: plaques, clothing and commemorative items such as pens, mugs/cups, folders/folios, lanyards, and conference bags. In general, such items or tokens to be given to individuals are considered personal gifts for which appropriated funds may not be expended, even when these items contain educational or promotional information.
- It is the policy of the CDC’s immunization program that the use of appropriated funds, including gift funds, to purchase promotional items is prohibited unless they are a necessary expense to support the agency’s mission.
- Request for exceptions must be submitted in writing to the NCIP. Based on additional information from the CDC, it is expected that exceptions will be granted only in *rare* situations.

Although immunization Aid-to-County funding cannot be used for the purchase of promotional items, these funds may be used for the printing of immunization educational materials. However, these materials may not be printed on a gift item, as described above without prior CDC authorization.

Thank you for your cooperation with this policy. Any questions should be addressed to Rick Carney, CDC Advisor, NCIP, 919-707-5554.

Cc:	SMT	Field Staff Central	Office Staff	Vaccine Manufacturers
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