


WE WILL BEGIN SHORTLY

**WIC Community Innovation and Outreach Project:
Round 2 Subgrants Request for Application
Webinar | July 16, 2024**


Language Channels

1. In your meeting/webinar controls, click [Interpretation](#) .
2. Click the language that you would like to hear.
3. (Optional) To hear the interpreted language only, Mute Original Audio.

Notes:

- You must join the meeting audio through your computer audio/VoIP. You cannot listen to language interpretation if you use the [dial-in](#) or [call me](#) phone audio features.


Canal de Idiomas

1. En los controles de su reunión en línea (webinar), presione [Interpretación](#). 
2. Presione sobre el idioma que desea escuchar.
3. (Opcional) Para escuchar al traductor en el idioma seleccionado solamente, oprima Mute Original Audio.

Notas:

- Usted tendrá que unirse a la reunión a través del audio VOIP en su computadora. No podrá escuchar la interpretación de idiomas usando las opciones de su teléfono [dial in](#) o [call me](#)

Submit Questions


Question & Answer : Open the Q&A window, allowing you to ask questions to the host and panelists. They can either reply back to you via text in the Q&A window or answer your question live.

To ask a question:

1. Enter your question in the Q&A box, then click **Send**.

Notes:

- Select **Send Anonymously** if you do not want your name attached to your question in the Q&A.



This project has been funded at least in part with Federal funds from the U.S. Department of Agriculture. The contents of this publication do not necessarily reflect the view or policies of the U.S. Department of Agriculture, nor does mention of trade names, commercial products, or organizations imply endorsement by the U.S. Government.



**WIC Community Innovation and Outreach Project:
Round 2 Subgrants Request for Application
Webinar | July 16, 2024**

WELCOME

USDA, Food and Nutrition Service



Julie Skolmowski

Senior Technical Advisor, Office of Innovation
Supplemental Nutrition & Safety Programs

WELCOME

WIC CIAO Project Team



Collaborating partner



Alex Ashbrook

Director of WIC and Root Causes

John VanPool

Associate Director of Policy and Governance

Sonia Ruiz-Bolaños

Health Consultant

Miguel Ángel Lopez, PhD, MPH, RDN

Postdoctoral Fellow, WIC

Tommy Sheridan

Deputy Director

BACKGROUND

- WIC is one of the nation's largest federal nutrition programs, providing healthy foods, nutrition education, breastfeeding counseling and support, and healthcare and social service referrals to more than 6 million women and young children.
- Impact: WIC leads to healthy outcomes and helps reduce racial disparities in maternal and infant health outcomes.
- Despite this, only 51.2 percent of WIC-eligible women, infants, and children participated in the Program in 2021.



BACKGROUND

- In September 2022, FRAC entered into a cooperative agreement with the U.S. Department of Agriculture (USDA) Food and Nutrition Service (FNS) for the WIC Community Innovation and Outreach Project (WIC CIAO).
- The WIC CIAO Project Team includes:



- WIC CIAO will take place from September 2022–September 2027, during which time the Project Team will solicit, review, award, and evaluate subgrantees' innovative WIC outreach projects.
- The first round of subgrants were awarded in May 2023. The information in this webinar pertains to the second round of subgrants.
- Collaborating partner for the second round of subgrants:



AGENDA

WIC Community Innovation and Outreach Project: Round 2 Subgrants Request for Application Webinar

- **Overview of the WIC CIAO Subgrant Project**
Alex Ashbrook, Director of WIC and Root Causes, FRAC
- **WIC CIAO Subgrant Project Design**
Sally Mancini, WIC CIAO Project Manager, FRAC
- **Participation in the WIC CIAO Evaluation**
Miguel Ángel Lopez, PhD, MPH, RDN, Postdoctoral Fellow, WIC,
Center for Health and Nutrition Impact
- **Application Submission & Selection**
Sonia Ruiz-Bolaños, Health Consultant, UnidosUS
- **Technical Assistance & Next Steps**
Tommi-Grace Melito Alvaro, Senior Technical Assistance Mentor, FRAC
- **Questions and Answers**

Overview of the WIC CIAO Subgrant Project

Overview of the WIC CIAO Subgrant Project

Purpose

Eligibility

Key Funding Details
& Design

Expectations

Overview of the WIC CIAO Subgrant Project

Purpose

The purpose of WIC CIAO is to assist WIC State and local agencies, including Indian Tribal Organizations (ITOs) and territories, and nonprofit entities and organizations (including community-based organizations, and nonprofit organizations chartered under the Tribal law of a state or federally recognized Tribe) to **develop, implement, and evaluate innovative outreach strategies to increase WIC awareness, participation, redemption of benefits, and to reduce disparities in program delivery.**

WIC CIAO is an exciting opportunity to expand outreach and engagement between the WIC Program and community partners.

Overview of the WIC CIAO Subgrant Project

Purpose

- WIC CIAO aims to spur **community innovation** in designing outreach strategies to address disparities in WIC participation, health outcomes, and access to nutritious foods.
- Best practices and lessons learned from the innovative outreach efforts of subgrant projects will be synthesized to build a series of National WIC Outreach Toolkits.

Overview of the WIC CIAO Subgrant Project

Project Tracks

Project Track 1: WIC Agency and Nonprofit Organizational Partnerships: Leverage existing partnerships between WIC State and/or local agencies and nonprofit entities to improve the WIC participant experience and meet the goals of WIC CIAO.

Project Track 2: WIC Program Champions and Navigators: Apply community champion and/or navigator models that connect families to similar programs (e.g. SNAP or Medicaid) to meet the goals of WIC CIAO.

Project Track 3: Head Start/Early Head Start Partnerships: Build or improve partnerships between WIC State and/or local agencies and Head Start and/or Early Head Start to improve the WIC participant experience and meet the goals of WIC CIAO.

Project Track 4: Innovative Outreach Project: Implement an innovative project that includes outreach strategies that will be adapted for diverse communities to meet the goals of WIC CIAO.

Overview of the WIC CIAO Subgrant Project

Eligibility

Eligible WIC CIAO applicants include the following:

- **WIC agency (including current WIC CIAO subgrantees):** A WIC State agency, including a geographic state, a territory, or an Indian Tribal Organization (ITO) that administers the Program ([7 CFR 246.2](#)) or a WIC local agency, including Indian Tribal Organizations (ITOs) that administer the Program.
- **Nonprofit entity (including current WIC CIAO subgrantees):** An association, cooperative, or other organization with IRS 501(c)(3) status and nonprofit organizations chartered under the Tribal law of a state or federally recognized Tribes.
- **Head Start entity:** A prenatal - age 3 Early Head Start, ages 3-5 Head Start, Early Head Start-Child Care Partnerships (EHS-CCPs), Migrant Seasonal B-5 Head Start, American Indian Alaska Native Early Head Start and Head Start, State Head Start Associations, and/or any combination of the previously mentioned program(s) or organizations.

Overview of the WIC CIAO Subgrant Project

Additional considerations for Round 1 WIC CIAO subgrantees

- WIC CIAO subgrantees who are granted a no cost extension after July 1, 2024 are ineligible to apply.
- Funding through this RFA will not be considered for renewal/extension of a Round 1 subgrant (i.e., the proposed project is not simply a continuation of the same Round 1 activities).
- While current WIC CIAO subgrantees can apply for funding under any of the Project Tracks, the project must be substantially different from their Round 1 subgrant.
- Current WIC CIAO subgrantees will not be given a preference under this RFA based on their participation in Round 1.

Overview of the WIC CIAO Subgrant Project

Eligibility

An organization or agency may apply as a singular applicant (for Project Tracks 2, 3 and 4) or as part of an applicant team (for all Project Tracks).

If applying as an applicant team:

- All applicant teams must have one primary applicant, to serve as the project lead, primary contact, and budget manager. The primary applicant will receive the project funds.
- Other organizations should be included in the proposal's applicant team if staff members will be serving key roles in the project.
- If applying as an applicant team, then a letter of commitment is required from each organization listed on the application. A template for the letter of commitment is included in the RFA Appendix.

Overview of the WIC CIAO Subgrant Project

Eligibility



Letter of Support (LOS) from a WIC State Agency

- Applicants are required to obtain a LOS from a WIC State agency demonstrating willingness to support the WIC CIAO Subgrant Project by providing WIC administrative data. This applies to all applicants except for WIC State agencies themselves including ITOs or Tribal government entities currently administering the WIC program per ([7 CFR 246.2](#)).
- A template for the letter of support is provided in the RFA Appendix.
- **Interested applicants should reach out to their WIC State agencies *as early as possible* to obtain a signature on their LOS since it may take several weeks.**

Overview of the WIC CIAO Subgrant Project

Eligibility

Letter of Support from a WIC State Agency continued

- A list of WIC State agency contacts is available through the online application portal at https://webportalapp.com/sp/r2_frac_wic-ciao
- Applicants who encounter issues in obtaining a signed LOS should reach out to the WIC CIAO Project Manager at wic-ciao@frac.org for assistance before August 23, 2024.
- The LOS requirement may be modified on a case-by-case basis for Indian Tribal Organizations or other governmental instrumentalities of a federally recognized Indian Tribe not currently administering WIC per [7 CFR 246.2](#).

Overview of the WIC CIAO Subgrant Project

Key Funding Details & Dates

- **Total funding available:** Approximately \$14.8 million is expected to be available under this RFA. The total funding amount is subject to change based on availability of funds.
- **Minimum request amount:** \$100,000
- **Maximum request amount:** \$1,000,000
- **Subgrant length and dates:** 24 months, January 2025 to December 2026.

January 2025--March 2025: Start-up period

April 2025--September 2026: Implementation period

October 2026--December 2026: Close-out period

Applicants must complete all grant requirements within this period.

Overview of the WIC CIAO Subgrant Project

Key Funding Details & Dates

Date	Event
July 8, 2024	RFA released
July 24, 2024	*Webinar: Subgrant Project Tracks & Work Plan
July 25, 2024	Letter of Intent due by 11:59 p.m. ET (<i>highly encouraged</i> , but not required to submit full application)
July 30, 2024	*Webinar: Budget & Personnel
September 6, 2024	Applications due by 11:59 p.m. ET
January 2025	Subgrants awarded

*All webinars are optional and will be provided in English and Spanish.

Overview of the WIC CIAO Subgrant Project

Key Funding Details & Dates

Letter of Intent (LOI)

Applicants are ***highly encouraged***, but not required, to submit a nonbinding LOI by 11:59 PM ET on July 25, 2024.

The LOI will *not* be considered in the review process but provides useful information to the Project Team about (a) RFA dissemination and (b) preparing for subgrant technical assistance.

Applicants who do not submit an LOI by the specified deadline may still submit an application by the due date of September 6, 2024.

Overview of the WIC CIAO Subgrant Project

Key Definitions

The Project Team is committed to centering equity and addressing disparities. These are our definitions and guiding principles:

Equity

Equity exists when everyone has the fair and just opportunity to thrive, regardless of their identity or other social characteristics.

Equity is different from **equality**, where everyone has the same opportunity. In order to achieve equity, resources must be tailored to each person's (or community's) specific circumstances.¹

Disparity

A difference “that is closely linked with social, economic, and/or environmental disadvantage.

[D]isparities adversely affect groups of people who have *systematically* experienced greater obstacles based on their racial or ethnic group; religion; socioeconomic status; gender; age; mental health; cognitive, sensory, or physical disability; sexual orientation or gender identity; geographic location; or other characteristics [historically and/or currently] linked to discrimination or exclusion.”²

1. See figure from the [Robert Wood Johnson Foundation](#) on “equality” compared to “equity”.

2. [Healthy People 2030](#) definition of a health disparity.

Overview of the WIC CIAO Subgrant Project

Expectations of WIC CIAO Subgrant Project Applicants

Center equity throughout the project, including in subgrant goals and innovative outreach strategies.

Centering equity means there is no single checkbox to show applicants are prioritizing equity.

Examples of centering equity include, but are not limited to:

- Engaging and obtaining valuable insight from community organizations and individuals.
- Ensuring that the project does not have unintended negative consequences, like making disparities worse.
- Providing appropriate compensation and/or an incentive for community partners and potential, current, and/or former WIC participants.

WIC CIAO Subgrant Project Design

WIC CIAO Subgrant Project Design

Overview

Key components:



Community Description

Local needs, resources, and disparities



Project Goals

Increase WIC awareness, participation, redemption of benefits, and reducing disparities in program delivery



Outreach Strategies

Aligned with the selected Project Track

WIC CIAO Subgrant Project Design

Community Description

Questions 1–3 in the online application



Applicants should describe their **local context**, including identifying local *community resources* and *barriers* that impact use of the community's WIC Program.

Applicants must identify a **priority population** experiencing disparities in (1) access to or use of WIC and/or (2) maternal and child health/nutrition outcomes that the project intends to serve.

The information for the community description can come from a variety of sources, including, but not limited to:

- The knowledge and experience of the applicant(s),
- Community partners,
- Discussions with eligible families, and/or
- WIC administrative data.

Individuals and groups from the community offer key perspectives on (1) resources and barriers and (2) whether proposed outreach strategies will be effective, equitable, innovative, sustainable, and transferable.

Their perspectives should be a part of the community description.

WIC CIAO Subgrant Project Design

Overarching Project Goals

Questions 4–7 in the online application



Informed by the community description, applicants will develop **goals** to increase awareness, participation, redemption of benefits, and reduce disparities.

- 1 - 3 goals are suggested.
- Goals should reflect what the subgrant intends to accomplish.

Examples of goals include, but are not limited to:

- Improved awareness of WIC benefits and services among a county's immigrant population.
- Increased use of WIC food package benefits among enrolled participants who live in a neighborhood with low access to WIC-authorized vendors.
- Increased retention of children up to age 5 among military families.

WIC CIAO Subgrant Project Design

Outreach Strategies

Questions 4–7 in the online application



Applicants will design **outreach strategies aligned with their chosen Project Track** to work toward their identified project goals.

Outreach

A way of conducting business to ensure that underserved individuals and groups are made aware of, understand, and have a working knowledge of USDA programs and services.¹ Outreach will ensure that these programs and services are equitable and made accessible to all.

Project Track 1	Project Track 2	Project Track 3	Project Track 4
WIC Agency and Nonprofit Organizational Partnerships	WIC Program Champions and Navigators	Head Start/Early Head Start Partnerships	Innovative Outreach Projects

[1. National Resource Conservation Service \(NRCS\), U.S. Department of Agriculture](#)

WIC CIAO Subgrant Project Design

Key Details



Projects that will not be considered for funding include:

- Projects that require data matching agreements at the State level for comparing WIC enrollment data with SNAP and Medicaid data, including projects that intend to conduct targeted outreach stemming from data matching activities.
- Creation of an online application.

See RFA Section III.B for more information.

WIC CIAO Subgrant Project Design

Key Details



Regardless of the chosen Project Track, all projects must focus on activities and strategies that:

- Can be implemented at the start of the subgrant project period.
- Can be completed by the end of the subgrant project period.
- Can be sustained when the subgrant project period ends.
- Adhere to current WIC rules and regulations.
- Incorporate feedback loops to continuously assess and adapt strategies as needed throughout the project.

WIC CIAO Subgrant Project Design

Subgrant Project Management Plan

Questions 13-18 in the online application



Applicants will:

- Describe a plan for how the project manager(s) will ensure that activities are (1) completed on time, (2) within budget, and (3) with desired outcomes to a high-quality standard.
- Describe the feasibility of starting outreach strategies by the end of the first quarter (i.e., start-up period) of the subgrant.
- Describe the feasibility of fully implementing the proposed outreach strategies during the two-year subgrant period.
- List the key staff/positions that will be involved in the project.
- Outline hiring and subcontracting plans, if applicable.

See RFA Table 4: Subgrant Management Activities for complete information.

Participation in Evaluation of WIC CIAO Overview

RFA Section III-C
Pages 21-25

Purpose of the Evaluation

A key goal of the WIC CIAO Subgrant Project is to generate robust evidence of the impact of innovative outreach projects on WIC agencies and participants.

Findings from this evaluation will be shared widely and aim to:

Improve services in
other communities
and at WIC State and
local agencies

Ensure that all eligible
families are aware of
and using valuable
WIC services

Key Performance Indicators (KPIs)

WIC CIAO aims to impact five key performance indicators* (KPIs). Each subgrantee is **required to focus on at least one of the following questions**. You will select this in Section C of your application and in the workplan template provided.



Did this project affect
WIC participation?



Did this project
affect *WIC enrollment*?



Did this project affect
WIC engagement?



Did this project affect
WIC awareness?



Did this project affect
WIC retention?

*Definitions of KPIs (in *italics*) are available in Section III-C of the RFA.

Evaluation Responsibilities

Required:

Standard Evaluation

The Project Team will lead the standard evaluation for all subgrant projects.

Subgrantees will provide the Project Team support for standard evaluation activities.

Optional:

Additional Evaluation*

Subgrantees may take a lead role in additional evaluation using their internal staff or preferred evaluation partner(s).

Subgrantees may work with the Project Team for evaluation guidance and technical assistance.

* Note: Additional evaluation activities are optional and will not impact likelihood of project funding.

Required: Standard Evaluation Activities

For additional information on Project Team and subgrantee responsibilities for the activities listed below, please see Table 3 in the RFA under Section III – C. Remember, the Project Team will lead the following activities with support from subgrantees.

Reach measures for project strategies

Subgrant project staff/partner key informant interviews

KPI priority population/partner surveys

WIC administrative (or aggregate) data

Project implementation data

Optional: Additional Evaluation Activities

The standard evaluation activities include the expected level of effort for the evaluation of the WIC CIAO Subgrant Project.

If your team would like to explore additional evaluation activities outside of the standard set, please:

Plan for additional staff time for evaluation design, data collection and analysis through internal staff or your preferred evaluation partner(s)*.

Include participant incentives for additional evaluation activities, if appropriate*.

Design additional evaluation activities so that they minimize any burden to local and/or State WIC agencies.

*In your budget

Evaluation in the Application

In Section C of the application (Evaluation Questions and Support), you will be asked to:

Select the KPIs that are applicable to your proposal

Indicate if you agree to participate in the standard evaluation activities

Describe additional evaluation questions you plan to pursue, if any, with the support of internal staff or a preferred evaluation partner(s)

Discuss the resources and supports you have in place to support the data collection of the standard evaluation activities

Share any potential challenges you expect may arise in evaluating the proposed project

Application Submission & Selection

Application Submission

Application Checklist

When submitting your application, ensure you have submitted the following:

- Application narrative (available through the application portal at https://webportalapp.com/sp/r2_frac_wic-ciao | [RFA Application Template](#)).
- Work plan (template provided in RFA Appendix A).
- Budget (template provided in RFA Appendix A).
- Budget narrative (template provided in RFA Appendix A).
- Two-page maximum resume or biosketch for each key project staff member.
- Letter of support from a WIC State agency, including ITOs that administer the Program (required for all applicants except WIC State agencies, template provided in RFA Appendix A).

Application Submission

Application Checklist Continued

When submitting your application, ensure you have submitted the following:

- Letter(s) of commitment from applicant team members (required if applying as part of an applicant team) (template provided in RFA Appendix A).
- Governmental information letter from IRS (for WIC State and local agencies) **or** 501c3 letter of determination from IRS (for nonprofit organizations).
- Negotiated Indirect Cost Rate Agreement (NICRA) from a federal agency, if applicable. If an organization/agency does not have a NICRA, the indirect cost rate is capped at 10 percent.
- A copy of your organization's most recent audited financial statements and IRS Form 990.
- A copy of your organization's overall line-item budget for 2023 and 2024.
- A completed [Financial Management Questionnaire](#).

See RFA pages 3-4 for the complete Application Checklist.

Application Selection

Review Process

1. Screening process: All applications will be screened by FRAC staff and Project Team members. Current WIC CIAO subgrantees will undergo an initial review based on their answers to subgrantee-specific application questions.

- Disqualifications may occur due to one of three reasons: (1) failure to prove eligible entity status; or (2) failure to submit by the closing deadline; or (3) failure to pass an initial application and financial screening.
- For details on the initial application and financial screening see RFA Section V-C.

Application Selection

Review Process Continued

2. Application Scoring: Project Team staff and select external reviewers will independently score proposals using the **Selection Criteria** (RFA Section V-C). Scores will be averaged and discussed.

3. FNS Final Selection: FNS will review the recommendations from the reviewers and approve final subgrantee award decisions.

- FNS reserves the right to accept the review panel's recommendations or to select an application for funding out of order to meet agency priorities, program balance, geographical representation, project diversity, and variety of applicant organizations.

Technical Assistance & Next Steps

Technical Assistance for Applicants

Webinars & Questions

Optional **webinars** will provide details about the WIC CIAO RFA and time for Q&A. The webinars will be recorded and posted to the [WIC CIAO website](#). Upcoming webinars:

- [July 24, 2024: WIC CIAO Subgrant Project Tracks & Work Plan \(English and Spanish\)](#)
- [July 30, 2024: WIC CIAO Subgrant Project Budget & Personnel \(English and Spanish\)](#)

All applicants can direct questions at any time to: wic-ciao@frac.org.

The questions submitted through webinars or email will be collected, summarized, and answered in a regularly updated FAQ list on the [WIC CIAO website](#). No identifying information will be shared.

Technical Assistance for Subgrantees

WIC CIAO Mentor Team

- Each selected subgrantee will be assigned a WIC CIAO Mentor Team to provide individualized technical assistance during the subgrant period.
- The WIC CIAO Mentor Team will include:
- Evaluation leads from Center for Nutrition and Health Impact and a WIC programmatic lead from FRAC or UnidosUS.
- For subgrantees from and/or serving Native American communities, a mentor from IFAI. For subgrantees in Project Track 3, a mentor from the National Head Start Association.

See RFA Section II.G for more information.

Key Takeaways

Successful project proposals will have the following features:

- Include applicants that serve and/or have staff from historically and currently marginalized populations.
- Propose innovative outreach strategies that fall into one of the RFA's four Project Tracks.
- Address overarching project goal(s) to increase WIC awareness, participation, and redemption of benefits, and reduce disparities in program delivery.
- Ensure sustainability beyond the period of funding and technical assistance.
- Leverage existing staff positions and minimize hiring new staff to be able to implement the project. Grant funded positions that end when the funding runs out are not sustainable.
- Result in best practices that are transparent so that successful activities can be scaled or easily adapted to other organizations and/or WIC agencies of varying sizes and resources, and that are dealing with different local contexts and priority populations.

Next Steps & Key Dates

Next Steps:

- **Contact your State Agency as soon as possible for a letter of support**

A list of WIC State agency contacts is available through the online application portal.

- Sign up for additional webinars
- Create an account through the online submission portal for the WIC Community Innovation and Outreach Project
(https://webportalapp.com/sp/login/r2_frac_wic-ciao)
- Review the online application template included in RFA Appendix A

Key Dates:

- Optional Letter of Intent due July 25, 2024 by 11:59 p.m. ET
- Applications due September 6, 2024, by 11:59 p.m. ET

Questions & Answers



Questions & Answers

- Please post your question in the Q&A section.
- Questions will be answered by Project Team members.
- All questions submitted during the webinar will be included in the Frequently Asked Question document on the [WIC CIAO website](#).