




WE WILL BEGIN SHORTLY


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3. (Opcional) Para escuchar al traductor en el idioma seleccionado solamente, oprima Mute Original Audio.

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Question & Answer : Open the Q&A window, allowing you to ask questions to the host and panelists. We will either reply back to you via text in the Q&A window or answer your question live at the end of the webinar.

To ask a questions:

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

Notes

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

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**WIC Community Innovation and Outreach Project:
Round 2 Subgrants Request for Application
Subgrant Project Tracks & Work plan Webinar | July 24, 2024**

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.



AGENDA

WIC Community Innovation and Outreach Project: Round 2 Subgrants Request for Application Subgrant Project Tracks & Work Plan Webinar

- **Overview of the WIC CIAO Subgrant**
Kelli Case, Senior Staff Attorney, Indigenous Food & Agriculture Initiative
- **WIC CIAO Subgrant Project Tracks**
Sally Mancini, WIC CIAO Project Manager, FRAC
- **Work Plan**
Tommi-Grace Melito Alvaro, WIC CIAO Senior Technical Assistance Mentor, FRAC
- **Technical Assistance & Next Steps**
Sonia Ruiz-Bolaños, Health Consultant, UnidosUS
- **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

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 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

*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)



WIC Community Innovation and Outreach Project - Application Portal

Welcome to the WIC-CIAO Round 2 Application Portal! Please log in to create and edit your organization profile and access your application. We strongly recommend that you use a laptop or desktop when accessing and navigating the Application Portal.

Visit the [WIC CIAO Request for Application webpage](#) for additional information, including the full RFA and Application Template, and to register for webinars.

To access, complete, and submit the optional Letter of Intent, [please click here](#). The Letter of Intent is due by 11:59pm ET on July 25, 2024.

Para acceder a una versión en español de este sitio, haga clic en el ícono del globo terráqueo en la esquina superior derecha y seleccione "Spanish."

Sign In

Email

Password

Log In

[Forgot your password?](#)

Need an Account?

Sign Up

Online application portal
(https://webportalapp.com/sp/login/r2_frac_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 of a Round 1 subgrant (i.e., the proposed project is not 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

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

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 the 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

Expectations of WIC CIAO Subgrant Project Applicants: Center Equity

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.

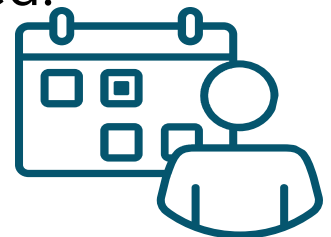
Examples of centering equity include, but are not limited to:

- 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.

Overview of the WIC CIAO Subgrant Project

Expectations of WIC Subgrant Project Applicants: Participate in the Evaluation

- The Project Team will be responsible for the overarching WIC CIAO evaluation, using a standard set of evaluation activities across all subgrant projects. Subgrantees are expected to support the Project Team in data collection activities related to the standard evaluation. Please see Section II-C in the RFA for additional information on standard evaluation activities.
- Subgrantees may also choose to conduct their own additional evaluation activities, above and beyond the standard set, using their internal staff or preferred evaluation partner(s).
- In this instance, the Project Team will be available for evaluation guidance and technical assistance (e.g., evaluation development, implementation, and analysis), if needed.



WIC CIAO Subgrant Project Tracks

WIC CIAO Subgrant Project Design

Overview

Key components:



Local needs, resources, and disparities



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

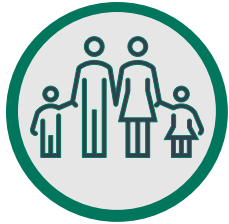


Aligned with the selected Project Track



WIC CIAO Subgrant Project Tracks

Project Tracks and Outreach Strategies



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 Tracks

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 Tracks

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 Tracks

Project Track 1



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.

Purpose: This Project Track focuses on strengthening existing partnerships between WIC State or local agencies and nonprofit entities that facilitate increases in participation, redemption of benefits, and/or improvements to the WIC participant experience.

- Outreach activities in this track should prioritize implementation or improvement of partner service delivery to engage more eligible nonparticipants and/or increase retention and benefits redemption for current WIC participants.

Proposals under this track must:

- Be submitted by an applicant team that includes at least one WIC agency, and one nonprofit entity.
- Have a signed letter of commitment from every applicant team member organization documenting their established relationship and understanding of their roles and responsibilities if funded. Template provided in RFA Appendix A.

See RFA Section III.B pages 16-17 for components to incorporate when developing projects.

WIC CIAO Subgrant Project Tracks

Project Track 1: Data Sharing Considerations

All proposed projects must:

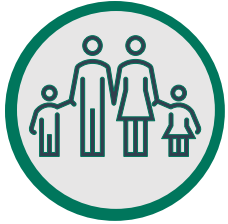
- Comply with all applicable WIC regulations and must be implemented in coordination with WIC State agencies;
- Demonstrate through their application that the proposed project is in compliance with federal regulations including [7 CFR 246](#) and [WIC Policy Memorandum #2023-5](#); and
- Show that required agreements are in place or will be executed prior to the start of the period of performance.

WIC local agency applicants proposing a bi-directional data-sharing project must:

- Demonstrate that their respective WIC State agency is aware and supportive of the project in the WIC State agency letter of support AND in the application narrative; and
- Show that [WIC Policy Memorandum #2023-5](#) and **all** required agreements are in place or will be executed prior to the start of the period of performance.

WIC CIAO Subgrant Project Tracks

Project Track 2



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.

Purpose: This Project Track focuses on applying models that are currently in use to the WIC landscape. In this track, subgrantees may develop policies, procedures, trainings, and/or materials and resources to build capacity among current community champions and/or navigators that work to connect families to similar programs (e.g. SNAP or Medicaid) to begin connecting their communities to WIC.

- Proposals under this track may be submitted by a singular applicant or an applicant team.
- The goal of this track is not to hire new staff to provide these services, but to equip current staff working in a variety of community-based organizations to support WIC outreach and enrollment long-term. The training and other materials that are developed during the project and the partnerships must be sustainable after the grant ends.

See RFA Section III.B pages 17-19 for components to incorporate when developing projects.

WIC CIAO Subgrant Project Tracks

Project Track 3



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.

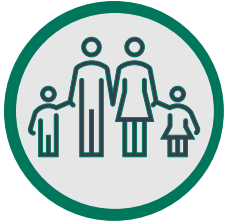
Purpose: This Project Track builds on current collaborative work between **USDA FNS** and **Health and Human Services (HHS) Administration for Children and Families (ACF)** in meeting the common goals of WIC and Head Start [to promote positive health and nutrition status for young families.](#)

- While applicants can also include strategies for WIC Programs to promote Head Start, the focus of the project must be to meet the goals of WIC CIAO.
- Proposals under this track may be submitted by a singular applicant, either a WIC agency or Head Start, or an applicant team comprised of a WIC agency and Head Start.
- Applicants selected under this track will be matched with the National Head Start Association for technical assistance.

See RFA Section III.B pages 19-20 for components to incorporate when developing projects.

WIC CIAO Subgrant Project Tracks

Project Track 4



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.

Purpose: This Project Track is for applicants to propose their own project that is tailored to meet the needs of the priority population. The proposed project could have novel strategies not found in Project Tracks 1-3 or could be a combination of Project Tracks 1-3. Proposals in this track may be submitted by a singular applicant or an applicant team.

For the purpose of the WIC CIAO Subgrant Project, innovation is defined as the following:

- A novel strategy that will improve upon an existing outreach strategy or adapt it for diverse communities and circumstances, or
- A partnership that is unique or uniquely valuable.

See RFA Section III.B page 21 for more information.

Work Plan



Work Plan

Overview

[Work Plan Template](#)
(available in RFA Appendix A)

Directions for submitting your workplan using this template: Please read each section below carefully. Directions for each column, and how to use them to create your proposed project's workplan, are explained below with specific instructions. If you have any questions about completing this piece of the WIC CIAO application, please contact wic-ciao@frac.org.

Workplan Tab

Directions: In the tab titled "Workplan" please draft, in chronological order, the activities you plan to complete to achieve your goal(s) for the proposed project. The workplan is separated by quarter with a total of eight quarters throughout the project period. Please start with the activities you would complete first, if funded, and proceed to build out your workplan by adding the activities to be completed within each quarter. **You only need to add activities ONCE under the quarter in which the activity would start - please do not repeat activities for each quarter.** For example, if an activity will occur in Quarters 3, 4, and 5 - you would add this activity to Quarter 3 only.

See below for additional instructions on how to complete each column. You will also find this information in the workplan tab under each quarter within the gray cells. As a reminder, this is a 24-month grant. The first three months of the grant period will be a start-up period with activities reflecting the start-up of a grant; the next 18 months will be the implementation period with all outreach activities occurring within this period; the final 3 months of the grant period will be for wrap-up and grant close-out activities. Applicants are expected to plan accordingly to achieve project deliverables. Please add your applicant name to Row 1 and select Project Track (Section III - B in the RFA) from the drop down list in Row 2 under Column B.

Column A - Goal

In this section please state the corresponding goal for your project related to each activity in column B. (Note: this should match the goals from Section 2.B in the application) [This is an open text box.]

Column B - Activities

Please use this section to list out the main activities you will use to meet the goal in column A. *What will you need to do to meet your goal?* Please include ONE activity per row. You can add more rows to each quarter, as needed. [This is an open text box.]

Column C - Milestones/Indicators

Milestones or indicators are measures or outcomes that will help you see if you are making progress/have completed each activity. You can list more than one milestone/indicator per activity. [This is an open text box.]

Column D - Priority Population

The population/community that would be the primary audience of each activity. *Who will benefit from each activity?* If the activity is focused on a partner or community organization, please select "Not Applicable" and fill in Column F instead. [Please use the "Reference Lists" tab (list is linked in the cell to the left) to fill in this column and enter all that apply. If you add "other:", please add a description of the population/community to the cell (for example: "Other: Single Fathers")]

[Instructions](#)

[Workplan](#)

[Reference Lists](#)



Work Plan

Completing the Work plan

Applicant Name:

Project Track:

Column A: Goal

In this section: please state the corresponding goal for your project related to each activity in column B. (Note: this should match the goals from Section 2.B in the online application)

Instructions

Workplan

Reference Lists



Work Plan

Completing the Work plan

Column B: Activities

Please use this section to list the main activities you will use to meet the goal in column A. What will you need to do to meet your goal? Please include ONE activity per row. You can add more rows to each quarter, as needed.

[Instructions](#)

[Workplan](#)

[Reference Lists](#)



Work Plan

Completing the Work plan

Column C: Milestones/Indicators

Milestones or indicators are measures or outcomes that will help you see if you are making progress/have completed each activity. You can list more than one milestone/indicator per activity.

Instructions

Workplan

Reference Lists



Work Plan

Completing the Work plan

Column D: Priority Population (list all)

The population/community that would be the primary audience of each activity. Who will benefit from each activity? [Enter all that apply - list is linked in the cell above]

Priority Population List

Latino and/or Hispanic
Communities

Black and African American
Communities

Native American and Alaska
Native Communities

Communities of Color

Haitian Creole Communities

Instructions

Workplan

Reference Lists



Work Plan

Completing the Work plan

Column E: Priority Partner (list all)

The partner or community organizations that would be the primary audience of each activity (if applicable). Who will benefit from each activity?

Priority Partners List

Anti-Hunger Organization

Child Care Organization

Faith based Organization

Food Bank

Food Policy Council

Health Care Sector
Organization

Instructions

Workplan

Reference Lists



Work Plan

Completing the Work plan

Column F: Start Date	Column G: End Date
Anticipated start date of each activity.	Anticipated end date of each activity.

Instructions

Workplan

Reference Lists



Work Plan

Completing the Work plan

Column H KPI's affected

Please select all the KPI's that each activity may affect. Does the activity aim to increase WIC awareness, engagement, enrollment, participation, and/or retention?

KPIs List

Awareness

Engagement

Enrollment

Participation

Retention

Not applicable

Instructions

Workplan

Reference Lists



Work Plan

Completing the Work plan

Column I: Responsible Party

List the applicant or applicant team member(s) and/or project partner(s) who will participate in each activity. Who is/are responsible for completing each activity?

Instructions

Workplan

Reference Lists



Work Plan

Completing the Work plan

Prior to submission ensure:

- The workplan template is complete with all required information.
- The staffing and other resources needed to accomplish your work plan are reflected in your subgrant project budget, and vice versa.

To submit:

- Upload your completed work plan in the online application portal: (https://webportalapp.com/sp/login/r2_frac_wic-ciao)

Technical Assistance & Next Steps

Technical Assistance for Applicants

Upcoming Webinar & 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 webinar:

- [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**
- 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)

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



WIC Community Innovation and Outreach Project - Application Portal

Welcome to the WIC-CIAO Round 2 Application Portal! Please log in to create and edit your organization profile and access your application. We strongly recommend that you use a laptop or desktop when accessing and navigating the Application Portal.

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To access, complete, and submit the optional Letter of Intent, [please click here](#). The Letter of Intent is due by 11:59pm ET on July 25, 2024.

Para acceder a una versión en español de este sitio, haga clic en el ícono del globo terráqueo en la esquina superior derecha y seleccione "Spanish."

Sign In

Email

Password

Log In

[Forgot your password?](#)

Need an Account?

Sign Up



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](#).