WE WILL BEGIN SHORTLY

Language Channels

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

Notes:
- You must join the meeting audio through your computer audio/VoIP. You can not listen to language interpretation if you use 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. 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**.**

**WIC Community Innovation and Outreach Project:
Round 1 Subgrants Request for Application**
Subgrant Project Design & Work Plan Webinar | February 8, 2023

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 in 2022.

- Impact: WIC leads to healthy outcomes and helps reduce racial disparities in maternal and infant health outcomes.

- Despite this, only about 50 percent of WIC-eligible women, infants, and children participated in the Program in 2020.

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 information in this webinar pertains to the first round of subgrants. A subsequent RFA will be released in advance of the next funding opportunity.

AGENDA

**WIC Community Innovation and Outreach Project:
Round 1 Subgrants Request for Application
Subgrant Project Design & Work Plan Webinar**

- **Overview of the WIC CIAO Subgrant**
  - Sonia Ruiz-Bolaños, Health Consultant, UnidosUS

- **WIC CIAO Subgrant Project Design**
  - Allison Lacko, Research Scientist, FRAC

- **Work Plan**
  - Allison Lacko, Research Scientist, FRAC

- **Technical Assistance & Next Steps**
  - Olu Adeniran, Research and Policy Analyst, FRAC

- **Questions and Answers**

Overview of the WIC CIAO Subgrant

Overview of the WIC CIAO Subgrant
Purpose

The purpose of WIC CIAO is to assist WIC State and local agencies, including Indian Tribal Organizations (ITOs), 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 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

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

Eligibility

Eligible WIC CIAO applicants include the following:

- **WIC agency**: Any WIC State or local agency, including Indian Tribal Organizations (ITOs) that administer the Program.

- **Nonprofit entity**: 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 may apply.

    Examples may include, but are not limited to:

    - Community-based organizations
    - Community health centers
    - Hospitals
    - Public housing sites
    - Indian Health Service facilities

    - Colleges & universities
    - Cooperative extension services
    - Migrant health centers & camps
    - Faith-based organizations
    - Advocacy organizations & coalitions

Overview of the WIC CIAO Subgrant
Eligibility

An organization or agency may apply as a singular Applicant or as part of an Applicant Team.

If applying as an Applicant Team:

- All Applicant Teams must have one primary applicant, which should include 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 support is required from each organization listed on the application (see RFA Section I-C).

Overview of the WIC CIAO Subgrant

Eligibility

Letter of Support from a WIC State Agency

- Applicants will be required to obtain a letter of support from a WIC State agency, including ITOs that administer the Program, demonstrating willingness to support the innovative project. This applies to all applicants except for WIC State agencies themselves.

- A template for this 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 letter of support, as the process may take a few weeks.**

Overview of the WIC CIAO Subgrant
Key Funding Details & Dates

- **Total funding available**: up to $10 million will be available under this RFA.

- **Minimum request amount**: $100,000

- **Maximum request amount**: $1,000,000

  - The amount of funding requested will *not* impact scoring priority; a proposal for a $200,000 project is just as likely to be chosen as a proposal for $800,000. All projects will be scored according to the Selection Criteria.

- **Subgrant length and dates**: 18 months, May 2023–November 2024

Overview of the WIC CIAO Subgrant
Key Funding Details & Dates

Date	Event
January 23, 2023	**RFA released**
February 9, 2023	**Letter of Intent due by 11:59 p.m. ET** (*highly encouraged*, but not required to submit full application)
March 23, 2023	**Applications due by 11:59 p.m. ET**

Overview of the WIC CIAO Subgrant
Key Funding Details & Dates: Letter of Intent

Online application portal (https://webportalapp.com/sp/frac_wic-ciao)
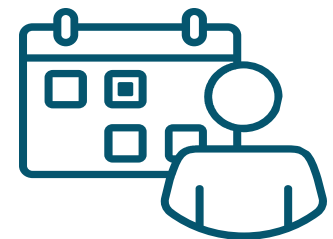
Overview of the WIC CIAO Subgrant

Expectations: Participate in Evaluation

The Project Team will be responsible for the WIC CIAO evaluation, and subgrantees will support the Project Team to develop robust evaluation plans for their subgrants.

The WIC CIAO evaluation will 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 agencies
- Help ensure that all eligible families are aware of and using valuable WIC services

Overview of the WIC CIAO Subgrant
Expectations: Center Equity

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]

Overview of the WIC CIAO Subgrant

Expectations: 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:

- o Engaging and obtaining valuable insight from community organizations and individuals
- o Ensuring that the project does not have unintended negative consequences, like making disparities worse.

WIC CIAO Subgrant Project Design

WIC CIAO Subgrant Project Design
Overview

Key components of proposals:

Community Assessment — *Local needs, resources, and disparities*

Project Goals — *Increase WIC awareness, participation, redemption of benefits, and reducing disparities in program delivery*

Innovative Outreach Strategies

Two types of strategies:
1. *Expand Partnerships*
2. *Conduct Outreach Using Community-Level Data*

WIC CIAO Subgrant Project Design
Community Assessment

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 assessment 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 assessment.

WIC CIAO Subgrant Project Design

Overarching Project Goals

Informed by the community assessment, 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 in a state.

Be specific! **Where (local community)** **Who (priority population)**

WIC CIAO Subgrant Project Design

Innovative Outreach Strategies

Applicants will design **innovative outreach strategies** to work towards their identified project goals.

Innovation

Innovation is defined as at least one of the following:
- A new strategy that has not yet been evaluated for impact on WIC awareness, participation, redemption of benefits, and reducing disparities in program delivery.
- A strategy that will substantially improve upon a known outreach strategy or adapt it for diverse communities and circumstances.

Outreach

A way of conducting businesses 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.

1. National Resource Conservation Service (NRCS), U.S. Department of Agriculture

WIC CIAO Subgrant Project Design
Innovative Outreach Strategies

- Goals and innovative outreach strategies should address *local* context and opportunities for improvement in WIC.

- Multiple outreach strategies can be used to work toward a goal.

- At least one innovative outreach strategy must fall under a WIC CIAO priority area (see RFA Section VI-D):

    Expand Partnerships

    Conduct Outreach Using Community-Level Data

    Proposals incorporating strategies from *both* priority areas will be given scoring priority

WIC CIAO Subgrant Project Design
Priority Area: *Expand Partnerships*

The purpose of this priority area is to **strengthen existing and/or establish new partnerships** between community-based organizations serving the priority population, WIC State and local agencies, and/or other nonprofit entities that serve women, infants, and children.

A few examples of innovative strategy ideas in the Expand Partnerships priority area:

- Expansion of an existing coalition to leverage the coalition's network for WIC outreach.
- Utilization of community health outreach workers/promotores de salud to expand partnerships with new organizations.
- Collaborations with community organizations serving families with young children to advertise WIC services and provide enrollment opportunities.
- Collaborations with organizations working to reduce the maternal and infant mortality rate among Black and Indigenous families to increase awareness of WIC services to eligible nonparticipants and facilitate certification.
- Collaborations with food access -- food sovereignty organizations/coalitions to improve WIC enrollment and retention in underserved areas.

WIC CIAO Subgrant Project Design

Priority Area: *Conduct Outreach Using Community-Level Data*

The purpose of this priority area is to **use existing data sources that could inform WIC messaging, communication strategies, and/or the identification of priority populations** in underserved areas of the community.

Community-level data refers to data that is detailed enough to understand characteristics of the local population, especially a subgrant's identified priority population.

Examples of community-level data may include, but are not limited to:

- Data from community-based organizations on the resources and needs of the priority population (e.g., from the community assessment)
- Focus groups, interviews, listening sessions, Town Hall meetings, surveys, and reports
- WIC State and local agency administrative (MIS) data
- Community Health Needs Assessments conducted by hospitals as part of the Affordable Care Act
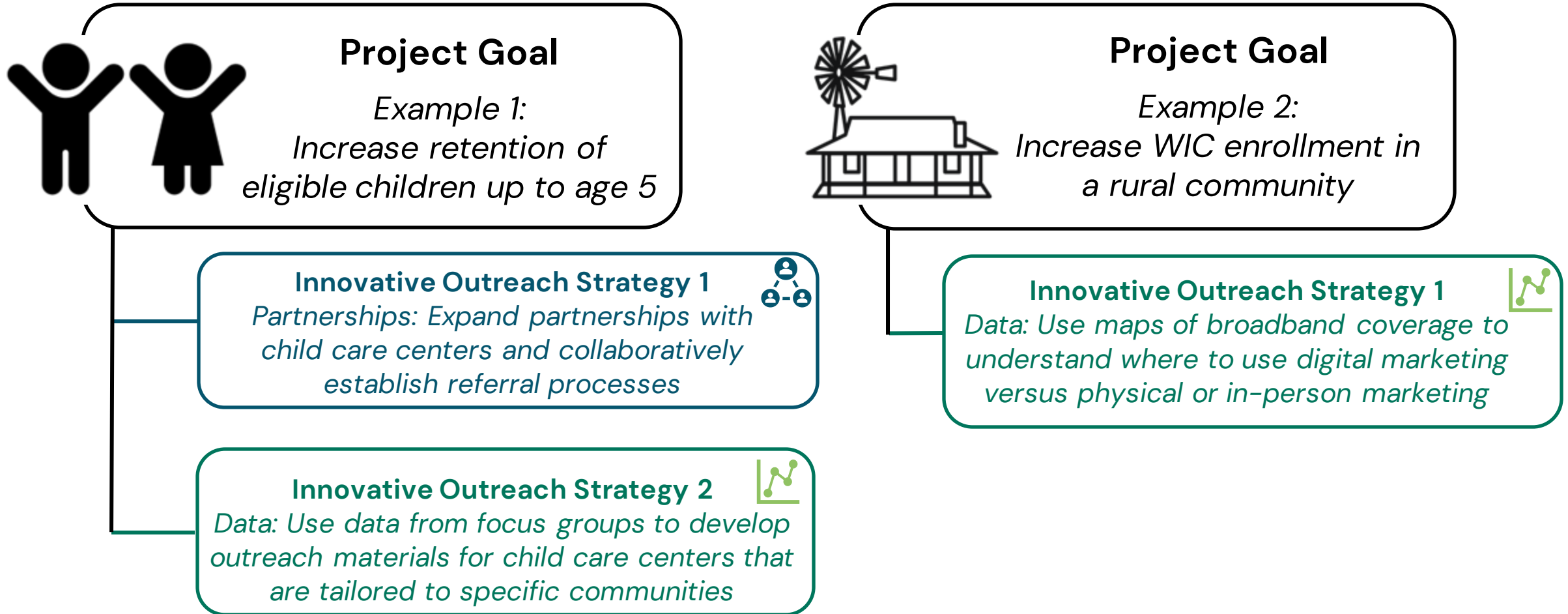
WIC CIAO Subgrant Project Design

Priority Area: *Conduct Outreach Using Community-Level Data*

A few examples of innovative strategy ideas for Conduct Outreach Using Community-Level Data priority area:

- o Use data to identify underserved populations and target outreach and enrollment efforts.

- o Use administrative data to engage enrolled but inactive participants to participate in the WIC Program (e.g., through redeeming benefits).

- o Embed WIC messaging and communications within intake and application materials of relevant social service organizations that are identified as resources in the community assessment – for example, healthcare settings, childcare facilities, Head Start, faith-based organizations, immigrant-serving agencies, etc.

WIC CIAO Subgrant Project Design

Examples of Innovative Outreach Strategies Designed to Meet Project Goals

Project Goal

*Example 1:
Increase retention of
eligible children up to age 5*

Project Goal

*Example 2:
Increase WIC enrollment in
a rural community*

Innovative Outreach Strategy 1
Partnerships: Expand partnerships with child care centers and collaboratively establish referral processes

Innovative Outreach Strategy 1
Data: Use maps of broadband coverage to understand where to use digital marketing versus physical or in-person marketing

Innovative Outreach Strategy 2
Data: Use data from focus groups to develop outreach materials for child care centers that are tailored to specific communities

WIC CIAO Subgrant Project Design

Successful project proposals will have the following features:

- Include applicants that serve and/or are from historically and currently marginalized populations with disparities in access to WIC and other maternal and child health resources.

- Propose outreach strategies that are innovative.

- Include at least one innovative outreach strategy from a minimum of one identified priority area:
  1) Expand Partnerships or 2) Conduct Outreach Using Community-Level Data.

- **Sustainable**: Can be sustained beyond the period of funding and technical assistance. Sustainable projects are those that can carry out their innovative ideas beyond the end of the subgrant period when funding and technical assistance come to an end.

- **Transferable**: 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 context and priority populations.

Work Plan

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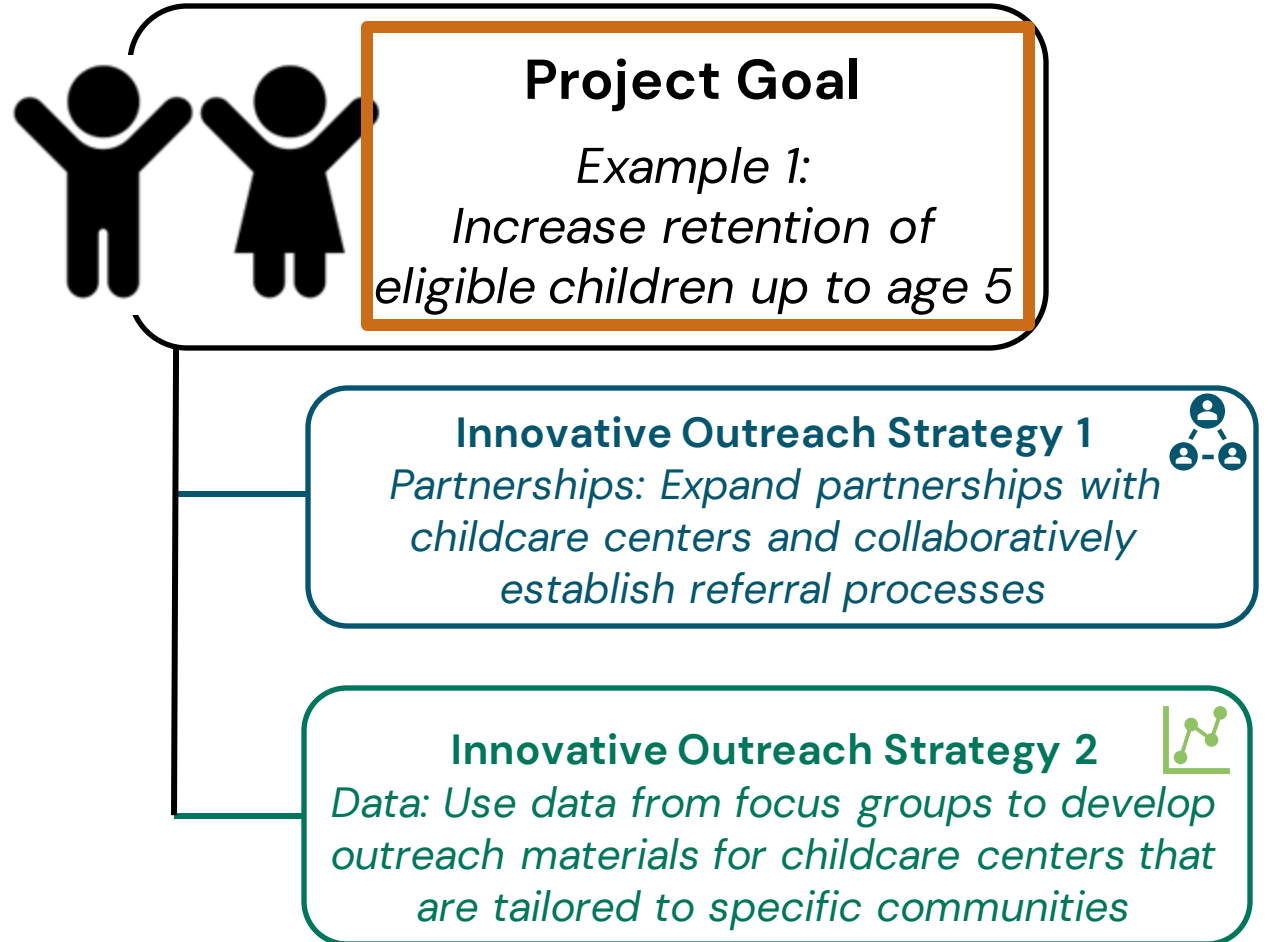
[Work Plan Template](#)
(available in RFA Appendix)

Goal 1: Click or tap here to enter text.

Which priority areas do the strategies for Goal 1 fall under? (check one)
☐ Expand Partnerships
☐ Conduct Outreach Using Community-Level Data
☐ Combination of both

Innovative strategies to expand existing and new partnerships

Expand partnerships strategy 1: Click or tap here to enter text.		
Activities	**Milestone(s)/Indicator(s)**	**Timeline**
1. (insert rows as needed)		
Expand partnerships strategy 2: Click or tap here to enter text.		
Activities	**Milestone(s)/Indicator(s)**	**Timeline**
1. (insert rows as needed)		
Expand partnerships strategy 3: Click or tap here to enter text.		
Activities	**Milestone(s)/Indicator(s)**	**Timeline**
1. (insert rows as needed)		

Innovative strategies to conduct outreach using community-level data

Conduct outreach using community-level data strategy 1: Click or tap here to enter text.		
Activities	**Milestone(s)/Indicator(s)**	**Timeline**
1. (insert rows as needed)		
Conduct outreach using community-level data strategy 2: Click or tap here to enter text.		
Activities	**Milestone(s)/Indicator(s)**	**Timeline**
1. (insert rows as needed)		
Conduct outreach using community-level data strategy 3: Click or tap here to enter text.		
Activities	**Milestone(s)/Indicator(s)**	**Timeline**
1. (insert rows as needed)		

Work Plan

Goal 1: Click or tap here to enter text.

Which priority areas do the strategies for Goal 1 fall under? (check one)

☐ Expand Partnerships

☐ Conduct Outreach Using Community-Level Data

☐ Combination of both

Goals are what your project intends to accomplish. Input the project goal(s) from Question 4 of the application into the Work Plan table.

Project Goal

Example 1:
Increase retention of eligible children up to age 5

Innovative Outreach Strategy 1
Partnerships: Expand partnerships with childcare centers and collaboratively establish referral processes

Innovative Outreach Strategy 2
Data: Use data from focus groups to develop outreach materials for childcare centers that are tailored to specific communities

Work Plan

Goal 1: Click or tap here to enter text.

Which priority areas do the strategies for Goal 1 fall under? (check one)

☐ Expand Partnerships

☐ Conduct Outreach Using Community-Level Data

X Combination of both

- Innovative outreach strategies are what you will you do to meet your goal. Input your innovation strategies from Question 5 of the application into the Work Plan tables.
- One or more outreach strategies can be used to work towards a goal.

Project Goal

*Example 1:
Increase retention of eligible children up to age 5*

Innovative Outreach Strategy 1
Partnerships: Expand partnerships with child care centers and collaboratively establish referral processes

Innovative Outreach Strategy 2
Data: Use data from focus groups to develop outreach materials for child care centers that are tailored to specific communities

Work Plan
Activities

- Activities are the concrete steps you take to complete each outreach strategy.
- For each activity, include the person/entity who will be responsible for completing the activity.

Innovative Outreach Strategy 1
Partnerships: Expand partnerships with child care centers and collaboratively establish referral processes

Expand partnerships strategy 1: **Expand partnerships with child care centers and collaboratively establish referral processes**		
Activities	Milestone(s)/Indicator(s)	Timeline
1. XYZ applicant will identify child care centers serving children up to age 5 in A and B counties.		
Expand partnerships strategy 2: *Click or tap here to enter text.*		
Activities	Milestone(s)/Indicator(s)	Timeline
1. (insert rows as needed)		
Expand partnerships strategy 3: *Click or tap here to enter text.*		
Activities	Milestone(s)/Indicator(s)	Timeline
1. (insert rows as needed)		

Work Plan
Activities

- Activities are the concrete steps you take to complete each outreach strategy.
- For each activity, include the person/entity who will be responsible for completing the activity.

Innovative Outreach Strategy 1
Partnerships: Expand partnerships with child care centers and collaboratively establish referral processes

Expand partnerships strategy 1: **Expand partnerships with child care centers and collaboratively establish referral processes**		
Activities	Milestone(s)/Indicator(s)	Timeline
1. <u>XYZ applicant</u> will identify child care centers serving children up to age 5 in <u>A and B</u> <u>counties</u>.	**Partnerships established with at least 3 child care centers in both counties**	
Expand partnerships strategy 2: *Click or tap here to enter text.*		
Activities	Milestone(s)/Indicator(s)	Timeline
1. (insert rows as needed)		
Expand partnerships strategy 3: *Click or tap here to enter text.*		
Activities	Milestone(s)/Indicator(s)	Timeline
1. (insert rows as needed)		

Work Plan
Activities

- Activities are the concrete steps you take to complete each outreach strategy.
- For each activity, include the person/entity who will be responsible for completing the activity.

Innovative Outreach Strategy 1
Partnerships: Expand partnerships with child care centers and collaboratively establish referral processes

Dates can be expressed by month(s) or quarter

Expand partnerships strategy 1: **Expand partnerships with child care centers and collaboratively establish referral processes**		
Activities	Milestone(s)/Indicator(s)	Timeline
1. XYZ applicant will identify child care centers serving children up to age 5 in A and B counties.	Partnerships established with at least 3 child care centers in both counties	**First quarter**
Expand partnerships strategy 2: *Click or tap here to enter text.*		
Activities	Milestone(s)/Indicator(s)	Timeline
1. (insert rows as needed)		
Expand partnerships strategy 3: *Click or tap here to enter text.*		
Activities	Milestone(s)/Indicator(s)	Timeline
1. (insert rows as needed)		

Work Plan
Activities

- Activities are the concrete steps you take to complete each outreach strategy.
- For each activity, include the person/entity who will be responsible for completing the activity.

Innovative Outreach Strategy 1
Partnerships: Expand partnerships with child care centers and collaboratively establish referral processes

Add more activities as needed by inserting rows

Expand partnerships strategy 1: **Expand partnerships with child care centers and collaboratively establish referral processes**		
Activities	Milestone(s)/Indicator(s)	Timeline
1. XYZ applicant will identify child care centers serving children up to age 5 in A and B counties.	Partnerships established with at least 3 child care centers in both counties	First quarter
2. **Work with each child care center to understand their clients and barriers/opportunities to successful referrals to WIC**	**Successful series of meetings with staff and 1 small focus group with parents at each child care center**	**Second quarter**
3. **Collaborate with each child care center to develop a referral process that is most likely to be successful based on the center's internal resources and the clients they serve**	**Referral system developed at each child care center to refer eligible families to WIC**	**Third and fourth quarters**
Expand partnerships strategy 2: *Click or tap here to enter text.*		
Activities	Milestone(s)/Indicator(s)	Timeline

Work Plan
Activities if **Conducting Your Own Evaluation**

- If you plan to be involved in your project's evaluation, then evaluation-related activities should be included in your Work Plan. This includes qualitative and/or quantitative data collection at different time points, assessing change, and potentially sharing results with stakeholders.

Innovative Outreach Strategy 1
Partnerships: Expand partnerships with child care centers and collaboratively establish referral processes

Expand partnerships strategy 1: **Expand partnerships with child care centers and collaboratively establish referral processes**		
Activities	Milestone(s)/Indicator(s)	Timeline
1. XYZ applicant will identify child care centers serving children up to age 5 in A and B counties.	Partnerships established with at least 3 child care centers in both counties	First quarter
2. **Survey clients to understand participation rate in WIC among eligible families (baseline data)**	**Completed survey of 80% of active clients**	**Second quarter**
3. Work with each child care center to understand their clients and barriers/opportunities to successful referrals to WIC	Successful series of meetings with staff and 1 small focus group with parents at each child care center	Second quarter
4. Collaborate with each child care center to develop a referral process that is most likely to be successful based on the center's internal resources and the families they serve	Referral system developed at each child care center to refer eligible families to WIC	Third and fourth quarters
5. **Track individual referrals and survey clients again to reassess participation rate**	**Accurate tracking system and completed survey, 80% of clients**	**Fifth quarter**

Work Plan
Activities

- Activities are the concrete steps you take to complete each outreach strategy.
- For each activity, include the person/entity who will be responsible for completing the activity.

Innovative Outreach Strategy 2
Data: Use data from focus groups to develop outreach materials for child care centers that are tailored to specific communities

Conduct outreach using community-level data strategy 1: **Use data from focus groups to develop outreach materials for child care centers that are tailored to specific communities**		
Activities	Milestone(s)/Indicator(s)	Timeline
1. **Develop questions for focus groups about WIC messaging that would be most likely to motivate them to enroll or to stay enrolled**		
Conduct outreach using community-level data strategy 2: *Click or tap here to enter text.*		
Activities	Milestone(s)/Indicator(s)	Timeline
1. (insert rows as needed)		
Conduct outreach using community-level data strategy 3: *Click or tap here to enter text.*		
Activities	Milestone(s)/Indicator(s)	Timeline
1. (insert rows as needed)		

Work Plan
Activities

- Activities are the concrete steps you take to complete each outreach strategy.
- For each activity, include the person/entity who will be responsible for completing the activity.

Innovative Outreach Strategy 2
Data: Use data from focus groups to develop outreach materials for child care centers that are tailored to specific communities

Conduct outreach using community-level data strategy 1: **Use data from focus groups to develop outreach materials for child care centers that are tailored to specific communities**		
Activities	Milestone(s)/Indicator(s)	Timeline
1. Develop questions for focus groups about WIC messaging that would be most likely to motivate them to enroll or to stay enrolled	**Questions developed with feedback from staff from child care centers**	**Second quarter**
Conduct outreach using community-level data strategy 2: *Click or tap here to enter text.*		
Activities	Milestone(s)/Indicator(s)	Timeline
1. (insert rows as needed)		
Conduct outreach using community-level data strategy 3: *Click or tap here to enter text.*		
Activities	Milestone(s)/Indicator(s)	Timeline
1. (insert rows as needed)		

Work Plan

Activities

- Activities are the concrete steps you take to complete each outreach strategy.
- For each activity, include the person/entity who will be responsible for completing the activity.

> **Innovative Outreach Strategy 2**
> *Data: Use data from focus groups to develop outreach materials for child care centers that are tailored to specific communities*

Add more activities as needed by inserting rows

Conduct outreach using community-level data strategy 1: **Use data from focus groups to develop outreach materials for child care centers that are tailored to specific communities**		
Activities	Milestone(s)/Indicator(s)	Timeline
1. Develop questions for focus groups about WIC messaging that would be most likely to motivate them to enroll or to stay enrolled	Questions developed with feedback from staff from child care centers	Second quarter
2. **Collaborate with child care centers to recruit parents for focus groups and set other logistics (location, time, child care during focus group, gift cards)**	**6-8 parents recruited for each focus group (1 per child care center), of which at least 5 actually attend**	**Second quarter**
3. **Hold focus groups, co-facilitated with a staff member from the child care center**	**Successful completion of all focus groups with detailed notes**	**Second quarter**
Conduct outreach using community-level data strategy 2: *Click or tap here to enter text.*		
Activities	Milestone(s)/Indicator(s)	Timeline
1. (insert rows as needed)		

Work Plan
Activities

- Activities are the concrete steps you take to complete each outreach strategy.
- For each activity, include the person/entity who will be responsible for completing the activity.

Innovative Outreach Strategy 2
Data: Use data from focus groups to develop outreach materials for child care centers that are tailored to specific communities

Conduct outreach using community-level data strategy 1: **Use data from focus groups to develop outreach materials for child care centers that are tailored to specific communities**		
Activities	Milestone(s)/Indicator(s)	Timeline
1. Develop questions for focus groups about WIC messaging that would be most likely to motivate them to enroll or to stay enrolled	Questions developed with feedback from staff from child care centers	Second quarter
2. Collaborate with child care centers to recruit parents for focus groups and set other logistics (location, time, child care during focus group, gift cards)	6-8 parents recruited for each focus group (1 per child care center), of which at least 5 actually attend	Second quarter
3. Hold focus groups, co-facilitated with a staff member from the child care center	Successful completion of all focus groups with detailed notes	Second quarter
4. **Using input from focus groups, partner with staff to co-design outreach materials tailored to each child care center**	**Development of outreach materials**	**Third quarter**
5. **Distribute/post outreach materials**	**# of materials displayed at centers** **# of items given to/taken by families**	**Fourth quarter and ongoing**

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**.
- You have only included goals, strategies, and activities outlined in Question 4 and 5 of your application form

To submit:

- Upload your completed work plan at the end of your online application:

https://webportalapp.com/sp/frac_wic-ciao

Technical Assistance & Next Steps Slides

Technical Assistance
Webinars & Office Hours

Optional webinars in English and in Spanish to provide details about the WIC CIAO RFA. The webinars will include time for potential applicants to ask questions. The webinars will be recorded and posted on the WIC CIAO website. Upcoming webinar:

- February 15, 2023: Budget & Personnel (English & Spanish) Registration

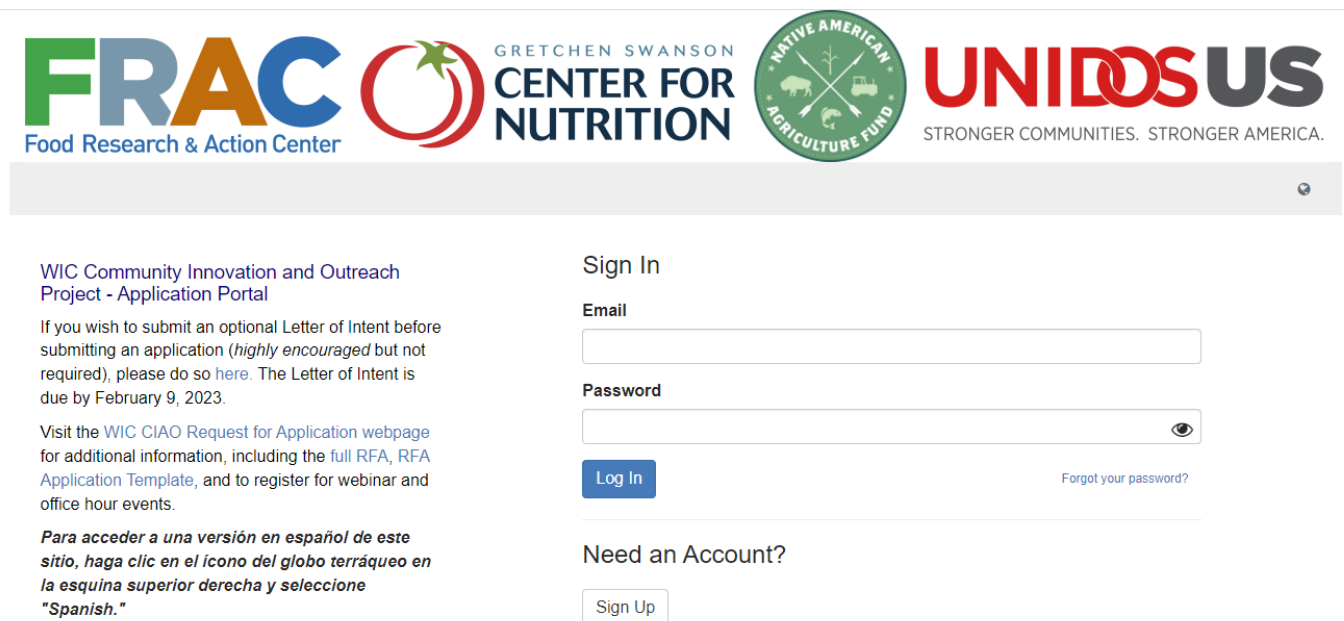Optional office hours will be available on the following days (you may attend more than one):

- March 1, 2023: Office Hours (English & Spanish) Registration
- March 8, 2023: Office Hours (English & Spanish) Registration
- March 15, 2023: Office Hours (English & Spanish) Registration

The questions submitted through webinars, office hours, or email will be collected, summarized, and answered in a regularly updated FAQ list on the WIC CIAO webpage. No identifying information will be shared.

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

Next Steps

- **Contact your State Agency *as soon as possible* for a letter of support**
- Direct questions to wic-ciao@frac.org
- Create an account through the online submission portal for the WIC Community Innovation and Outreach Project (https://webportalapp.com/sp/frac_wic-ciao)

Key Dates

Optional Letter of Intent due February 9, 2023

Applications due March 23, 2023

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 webpage.

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