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 **GRETCHEN SWANSON
CENTER FOR
NUTRITION**

A close-up photograph of a woman with long dark hair, smiling warmly as she holds a baby. The baby is looking up at her. The image is partially obscured by a dark teal overlay at the bottom.

WE WILL BEGIN SHORTLY


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, click **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](#)

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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 into 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.



**WIC Community Innovation and Outreach Project:
Round 1 Subgrants Request for Application
Webinar | February 1, 2023**

WELCOME

USDA, Food and Nutrition Service



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WIC CIAO Project Team



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AGENDA

WIC Community Innovation and Outreach Project: Round 1 Subgrants Request for Application

- **Overview of the WIC CIAO Subgrant**
Sally Mancini, WIC CIAO Project Manager, FRAC
- **WIC CIAO Subgrant Project Design**
Allison Lacko, Research Scientist, FRAC
- **Participation in Evaluation of WIC CIAO**
Betsy Anderson Steeves, Senior Research Scientist
- **Application Submission & Selection**
Katie Jacobs, Program Manager, Early Childhood Nutrition Programs & Food Systems, FRAC
- **Technical Assistance**
Sonia Ruiz-Bolaños, Health Consultant, UnidosUS
- **Questions and Answers**

Overview of the WIC CIAO Subgrant

- Purpose
- Eligibility
- Expectations
- Key Funding Details & Dates

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.

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 1, 2023 | *Webinar: Overview of the WIC CIAO RFA |
| February 8, 2023 | *Webinar: Subgrant Project Design & Work Plan |
| February 9, 2023 | Letter of Intent due by 11:59 p.m. ET (<i>highly encouraged, but not required to submit full application</i>) |
| February 15, 2023 | *Webinar: Budget & Personnel |
| March 1, 2023 | *Office hours #1 |
| March 8, 2023 | *Office hours #2 |
| March 15, 2023 | *Office hours #3 |
| March 23, 2023 | Applications due by 11:59 p.m. ET |
| April 28, 2023 | Subgrants awarded |

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

Overview of the WIC CIAO Subgrant

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 February 9, 2023.

This document 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 March 23, 2023.

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

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

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:

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

WIC CIAO Subgrant Project Design

- Community Assessment
- Goals, Strategies, & Priority Areas
- Evaluation

WIC CIAO Subgrant Project Design

Overview

Key components of proposals:



Local needs, resources, and disparities



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



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.

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.

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

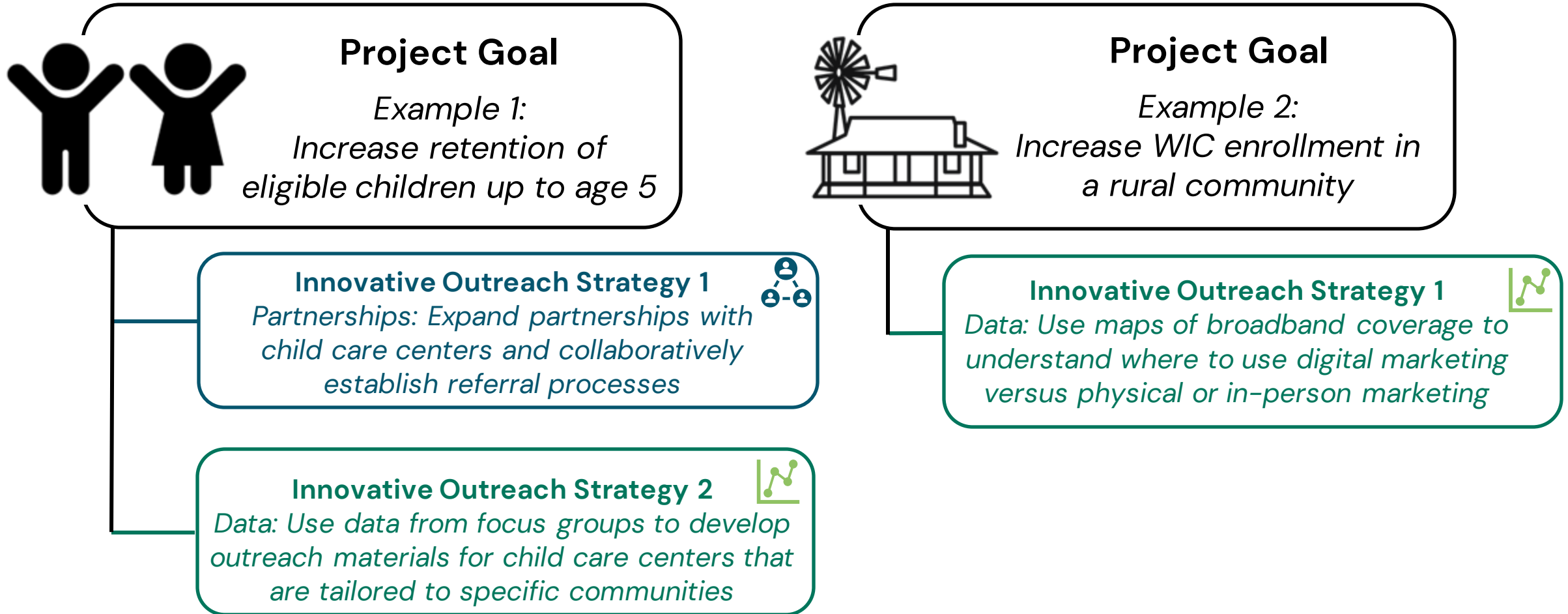
Priority Area: *Conduct Outreach Using Community-Level Data*

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

- Use data to identify underserved populations and target outreach and enrollment efforts.
- Use administrative data to engage enrolled but inactive participants to participate in the WIC Program (e.g., through redeeming benefits).
- 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



Participation in Evaluation of WIC CIAO Overview

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

Evaluation Roles and Responsibilities

The Project Team will conduct the majority of the activities for the evaluation, and applicants have options for their level of involvement in evaluation activities.

Option 1

The Project Team will lead the evaluation for the subgrant.

Applicants will provide the Project Team support for evaluation activities.

Option 2

Applicant Team will take a lead role in the evaluation for the subgrant.

Applicants will work with the Project Team to design the evaluation and provide the Project Team support for evaluation activities.

Option 3

Applicant Team will contract with external partner to lead the evaluation of the subgrant.

Both the Applicant team and the evaluation contractor will work with the Project Team to design evaluation and provide Project Team support for evaluation activities.

Evaluation Questions

The evaluation of subgrants will focus on key questions developed by the Project Team with feedback from the subgrantees.

Evaluations will include questions that are tailored to each subgrant project + core questions that will be asked of all projects.



Process Questions

Questions that assess how the subgrant projects are implemented and carried out



Outcome Questions

Questions that assess if the project made progress towards its goal(s)

Applicants will be encouraged to think about the evaluation *questions* they want answered by their project, or what they want to learn from their project.

Sample Outcome Evaluation Questions

Example process and outcome questions are available in the RFA Section 3.C.

There are a few key outcome questions that WIC CIAO subgrants will focus on. Each subgrantee is required to include at least one of the following questions:



Did this project affect
WIC participation?



Did this project
affect *WIC enrollment?*



Did this project affect
WIC engagement?



Did the project affect
WIC awareness?



Did this project affect
WIC retention?

Data collection

The Project Team will collect data to answer the evaluation questions.

All subgrantees will be expected to collaborate with the Project Team to support evaluation efforts. This may include:

Staff/partner key informant interviews, focus groups, or surveys

Priority population interviews, focus groups, or surveys

Project implementation data

Select aggregate data already being collected by the subgrantee

WIC administrative data

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/frac_wic-ciao, [RFA Application Template](#)).
- Work plan (template provided in RFA Appendix).
- Budget (template provided in RFA Appendix).
- Budget narrative (template provided in RFA Appendix).
- 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).
- Letters of support from project partners (required if multiple partners are applying as part of a team) and other organizations (not required) (template provided in RFA Appendix).
- 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 2021 and 2022.

Application Selection

Review Process

- 1. Screening process:** Project Team staff will confirm an applicant organization's eligibility.
 - Disqualifications may occur due to one of two reasons: (1) failure to prove eligible entity status or (2) failure to submit by the closing deadline.
- 2. Application Scoring:** Project Team staff and select external reviewers will independently score proposals using the **Selection Criteria** (RFA Section VI-E). 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.

A note on debriefing: Upon request, the Project Team will provide a brief written response of proposals that are not accepted for funding.

Technical Assistance

Technical Assistance for Applicants

Webinars & Office Hours

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](#).

- February 1, 2023: Overview of the WIC CIAO Subgrant RFA (English & Spanish)
- [February 8, 2023: Project Design & Work Plan \(English & Spanish\) Registration](#)
- [February 15, 2023: Budget & Personnel \(English & Spanish\) Registration](#)

Optional **office hours** (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](#)

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

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.

Technical Assistance to 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 the WIC CIAO Project Manager, one Evaluation lead from GSCN, and one WIC Programmatic lead from FRAC or UnidosUS. For subgrantees from Native communities, the technical assistance team will also include one mentor from NAAF.
- Subgrantees will have regular meetings with their WIC CIAO Mentor Team who will tailor technical assistance to subgrantees' specific goals and desires. Technical assistance efforts will be collaborative and will ensure interventions can be sustained beyond the grant period and can be adapted by other organizations and WIC agencies.
- See RFA Section IV for more information.

Key Takeaways

Successful project proposals will have the following features:

- Include applicants that serve and/or are from historically and currently marginalized populations.
- Prioritize serving populations with disparities in access to WIC and other maternal and child health resources.
- Propose outreach strategies that are innovative.
- Propose at least one innovative outreach strategy from a minimum of one priority area:
1) Expand Partnerships or 2) Conduct Outreach Using Community-Level Data.
- Can be sustained beyond the period of funding and technical assistance.
- 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.

Next Steps & Key Dates

Next Steps:

- **Contact your State Agency as soon as possible for a letter of support**
- Sign up for additional webinars & office hours
- 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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