

**USDA Funding Opportunity:
Community Outreach and Innovation
(CIAO) Cooperative Agreement**

Wednesday, June 29th

2:00-2:45pm ET



Agenda

- WIC Overview
- Cooperative Agreement Opportunity
- Application and Award Dates
- Eligibility
- Grant Objectives Outlined in RFA
- Partner Matching
- Subgrant Project Examples
- How to Apply
- Reporting Requirements
- Questions?



WIC Program Overview

The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) provides supplemental foods, health care referrals, and nutrition education to low-income pregnant, breastfeeding, and non-breastfeeding postpartum women, and to infants and children up to age five who are found to be at nutritional risk.



WIC Program Overview

Program Administration

- USDA's Food and Nutrition Service (FNS) provides grants to WIC State agencies

Where is WIC

- Administered through 89 State agencies (State health departments and Indian Tribal Organizations or ITOs)
- 1,800 local agencies and about 9,000 Clinics
- Approximately 39,000 authorized retailers



WIC Program Overview

Benefits include:

- Supplemental foods
- Nutrition education
- Breastfeeding promotion and support
- Referrals to health and social services



Investment Strategy

1. **Expand State and community-level outreach and engagement** efforts to reach underserved populations.
2. **Promote WIC** through a multi-faceted national outreach campaign.
3. **Transform WIC business practices** and implement technology tools that improve and streamline the participant experience.
4. **Modernize the WIC shopping experience.**
5. **Expand opportunities to use benefits at farmers' markets.**
6. Support a diverse WIC workforce.



CIAO Cooperative Agreement Opportunity

Purpose

- Support and expand community-level outreach and engagement efforts aimed at increasing WIC participation, especially among underserved populations within a community
- Test the effectiveness of community outreach strategies in increasing WIC participation



CIAO Cooperative Agreement Opportunity

- Opportunity for an academic or nonprofit organization with documented experience in public health and communications to support WIC participation and retention improvement
- One-time \$20 million grant award given in FY2022
- Period of performance not to exceed 5 years



CIAO Cooperative Agreement Opportunity

Of the \$20 million in award funds:

- Approximately \$15 million must be awarded as subgrants through a competitive process to WIC State and local agencies, community organizations, and other nonprofits
- Up to \$5 million may be reserved for the Grantee's direct and indirect administrative costs



Objectives Outlined in RFA

Grantee's High-level Objectives

- Developing and implementing a minimum of two funding opportunities for WIC State and local agencies, community organizations, and other nonprofits
- Managing subgrants and providing technical assistance to subgrantees to ensure projects are successfully implemented
- Applying an implementation science framework that includes a logic model and Key Performance Indicators (KPIs) to be used to assess and report project outcomes
- Developing an evaluation strategy in order to build the evidence-base that informs WIC outreach practices



Objectives Outlined in RFA

- Providing a national summary report
- Developing a WIC outreach framework for WIC agencies and/or partners to use for reaching underserved populations and increasing awareness and access to WIC services
- Creating and providing timely updates to national resources for WIC Program operators and partners based on lessons learned

Partner Matching

- FNS encourages both Grantee and subgrantee applicants to engage with community leaders in project development
- This funding opportunity will include a Grantee-developed partner matching strategy to assist subgrantees with project planning
- Partner matching will pair volunteer WIC State and local agencies, community organizations, and other nonprofits based on alignment of project goals, capabilities, and needs
- The Grantee is responsible for identifying methods to match prospective partners and helping foster a relationship between subgrantees and partners



Subgrant Objectives

The subgrant projects are intended to:

- Increase awareness, among underserved populations, of the WIC benefits and services available within a specified jurisdiction
- Increase program participation and retention, and
- Identify effective communication and outreach methods for increasing participation among those who are eligible for but not utilizing WIC services



Subgrant Objectives

Subgrant emphasis is on supporting projects with at least one of the following overarching goals:

- Use community-level data to test new ways of delivering WIC messaging and conducting outreach designed to increase WIC participation and retention; and
- Expand partnerships with community-based organizations to connect underserved populations with WIC benefits and services.



Subgrant Project Examples

Collaborating to increase awareness of WIC services and facilitate enrollment/certification with:

- Community organizations serving immigrant communities
- Area hospitals, other health service providers including family physicians, gynecologists, obstetricians, pediatricians, and Indian Health Service Hospitals
- Local and community programs (e.g., the Maternal Child Health Bureau Home Visiting Program)
- Local military family support organizations
- Organizations working to reduce the maternal mortality rate among Black, Indigenous, and People of Color
- Community programs serving individuals with disabilities
- Organizations that serve seniors who are responsible for their WIC eligible grandchildren or relatives
- Childcare organizations that cater to WIC eligible populations



Subgrant Project Examples

- Section 508 compliance and enhanced accessibility potential to identify tools that increase usability and engagement
- Formats to expand to new media platforms and/or use new functionalities that generate a visible increase in interactive participation
- Identifying areas for potential translation into additional languages that meet community needs
- New testing opportunities such as built-in metrics, added measurements, and statistical modeling capabilities, including functionality that allows the WIC agency to adjust marketing materials according to real time response tracking



Subgrant Project Examples

- Using innovative communication strategies, tools, and social media platforms to connect community members and potential applicants with WIC
- Using data analytics to identify underserved populations and target outreach and enrollment efforts
- Engaging enrolled but inactive participants to more actively participate in WIC
- Engaging technical resources to communicate and spread WIC information in limited English proficiency populations
- Developing technical resources that help local WIC staff design and implement effective communication strategies
- Developing outreach and engagement strategies to retain infants and children participating in WIC



Eligibility

- An accredited institution of higher education (college/university), nonprofit research entity, or other nonprofit organization
- Documented experience in public health and communications
- Program Specific Requirements and all other requirements outlined in the cooperative agreement

Allowable Costs

- Among other costs, budgets may include expenses related to personnel, contractors, and, whether in-person or virtual, FNS-approved meeting, conference, and training travel expenses.
- Budgets may not include equipment, supplies, or other travel expenses.



Application & Award Dates

- August 1, 2022 at 11:59 PM ET: Applications due
- August 29, 2022: Cooperative Agreement awarded
- October 2022: Release of Round 1 subgrant funding announcement
- May 2024: Release of Round 2 subgrant funding announcement



Application Checklist: 4 Weeks Prior

FNS expects applicants to read the entire RFA prior to submitting applications to ensure compliance with all requirements.

FNS strongly encourages applicants to begin the registration process **at least four weeks prior to submission** (i.e., by July 4, 2022) by completing these steps:

1. Obtain a Unique Entity Identifier (UEI) number;
2. Register the UEI number in the System for Award Management (SAM); and,
3. Register in Grants.gov.



Application Checklist: Application

When preparing your application, ensure:

- Application format and narrative meet the requirements included in Section IV Application and Submission Information – this includes page limits, priorities, and all necessary attachments



Application Checklist: Budget

When **preparing your budget**, ensure the following information is included:

1. All key staff proposed to be paid by this grant.
2. The percentage of time the Project Director will devote to the project in full-time equivalents (FTEs).
3. Your organization's fringe benefit rate and amount, as well as the basis for the computation.
4. The type of fringe benefits to be covered with Federal funds.
5. Itemized travel expenses (including type of travel), travel justifications and basis for lodging estimates.
6. Types of equipment and supplies, justifications, and estimates, ensuring that the budget is in line with the project description.
7. Information for all contracts and justification for any sole-source contracts.
8. Justification, description, and itemized list of all consultant services.
9. Indirect cost information (either a copy of a Negotiated Indirect Cost Rate Agreement (NICRA) or if no agreement exists and the applicant has never been approved for a NICRA, they may charge up to 10% de minimis). If applicant is requesting the de minimis rate or indirect costs are not requested, please indicate this in the budget narrative.



Application Checklist: Submission

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

1. SF-424 (fillable PDF in Grants.gov)
2. SF-424A (fillable PDF in Grants.gov)
3. SF-424B (fillable PDF in Grants.gov)
4. SF-LLL – Disclosure of Lobbying Activities
5. FNS-906 – Grant Program Accounting System & Financial Capability Questionnaire (Appendix)
6. Negotiated Indirect Cost Rate Agreement (PDF - Upload using the “Add Attachments” button under SF-424 item #15)



Application Overview

1. You will need your Unique Entity ID (UEI)
2. Register with System for Award Management (SAM)
3. Create a grants.gov account
4. E-business Point of Contact authorizes grants.gov roles
5. Complete and submit application
6. Verify submission and acceptance (validation)



SAM Registration

- Register at the SAM website: sam.gov/content/home
- Have the following ready:
 - UEI
 - Tax Identification Number (TIN) or EIN
 - E-Business Point of Contact (E-biz POC)
 - Marketing Partner Identification Number (MPIN)
 - Notarized letter stating that you are the authorized entity administrator (to be mailed)



Create a Grants.gov Account

- Navigate to [grants.gov](https://www.grants.gov)
- Select Applicants → Organization Registration
- You will need your UEI
- How-to videos are available on the grants.gov YouTube channel



E-Biz Point of Contact (POC) Authorizes Grants.gov Roles

- During registration, the E-biz POC will designate roles for users in grants.gov
- The Authorized Organization Representative (AOR) is the primary role assignment
- The AOR submits your application to grants.gov on behalf of your agency or organization



Complete and Submit an Application

- Submit an application through [grants.gov](https://www.grants.gov) – no other application method is available
- Applicants can begin an application, save it, and come back later to finish
- The application is stored in [grants.gov](https://www.grants.gov) until submission is complete
- FNS strongly encourages applicants to submit applications to [grants.gov](https://www.grants.gov) at least one week before the deadline to allow time to troubleshoot any issues that arise



Verify Submission and Acceptance (Validation)

Grants.gov will send several emails once an application is submitted

- Acknowledgement – the application is being validated
- Validation – the application is error-free OR
- Rejection – the application contains errors and has been rejected
- Agency retrieval – FNS has received the application
- Agency tracking number



Reporting Requirements

- **Performance Progress Reports (PPRs)**
 - Quarterly
 - Due within 30 days of reporting period's end
 - Must be submitted using FNS-908 Performance Progress Report form

- **Financial Reports**
 - Quarterly
 - Due within 30 days of reporting quarter's end
 - Must be submitted using SF-425 in FPRS



Questions?

RFA Questions:

Patrice Williams

Grant Officer, Grants and Fiscal Policy Division

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THANK YOU!

FY2022 WIC Community Innovation and Outreach
(CIAO) Grant Opportunity:

<https://www.grants.gov/web/grants/view-opportunity.html?oppld=340781>

