



**Funding Opportunity:**

# Funding Opportunity: WIC Innovation

This funding opportunity will support local agencies administering the Supplemental Nutrition Assistance Program for Women, Infants and Children (WIC program) to implement proven or community-developed practices to improve participation through enrollment and/or retention in the program.

The Foundation supports the lifelong health and well-being of all Coloradans so that we can realize the vision of Colorado becoming the healthiest state in the nation. To achieve this, we work to promote a healthy start in life for Colorado's children, including the vital role of achieving sound and appropriate nutrition for pregnant women and young children.

Foundation grant funds will support costs associated with project planning or implementation for up to two years with an anticipated grant range of \$25,000 to \$450,000. In addition, a learning community will be developed among grantees to share strategies, problem solve and discuss emerging lessons.

*Applications for this funding opportunity are accepted by invite only.*

**Grant Deadline:** Not accepting applications. This work is in progress.

# Criteria

**To be considered for funding, applicants must demonstrate within the online grant application that they meet the following criteria:**

Colorado's 39 local WIC agencies will be eligible to apply for this opportunity. Priority will be given to projects that:

- Identify clear target populations to increase participation (e.g. Spanish-speaking families, WIC participants with children over one-year old, families in a focused geographic area, newly pregnant women, etc.). Priority will be given to agencies with the greatest gaps between eligibility and participation.
- Clearly define the proven or community-developed practices to be implemented and provide a strong rationale for the selected practices
- Demonstrate community collaboration with health care partners and/or other organizations engaged with WIC-eligible families
- Commit to engaging WIC participants or eligible families in developing and interpreting the success of strategies
- Plan to use available data to drive strategies and monitor progress
- Engage in a learning community and evaluation with other grant-funded agencies (The learning community will be defined by selected grantees. It is anticipated it will include joint calls at regular intervals as well as annual convenings.)

**The following are example projects, but should not limit types of approaches:**

- Efforts could include targeted marketing and communications approaches to raise awareness and address myths (e.g. engagement of promotoras, participating in outreach events)

- Building community collaboration to strengthen referral networks (e.g. use of enrollment technology, building relationships with existing coalitions, OB/GYNs, pediatricians, child care providers, social services and other community-based nonprofits)
- Adapting operational practices to be more accessible (e.g. co-location, extended hours, new clinic locations, telehealth technology)

## Associated Measurable Results

Increase the number of children and adults who have convenient access to affordable fruits and vegetables.

*We often partner with third-party evaluators, contractors and other organizations over the course of our work with applicants and grantees. Your application and its attachments may be shared with these individuals or entities during the review process and grant cycle. All third-party organizations partnering with the Foundation have signed a confidentiality agreement and will not use or share the information for purposes outside of the scope of work specific to the grant application or grant award. If you have any concerns or would like additional information, please email [grants@coloradohealth.org](mailto:grants@coloradohealth.org) or call our senior director of Grantmaking Operations at 303-953-3600.*

## Resources

- [WIC Innovation Funding Opportunity Webinar](#)  
(Recorded Monday, Jan. 23, 2017)  
[Download presentation slides \(pdf\)](#)

- Children’s HealthWatchPolicy Action Brief: *Building on Strength: Keeping Young Children Connected to WIC*.
- Available upon request from the [program officer](#): *Promising Practices in Outreach and Enrollment: Lessons Learned from Colorado’s Outreach and Enrollment Learning Collaborative*. Colorado Covering Kids and Families. September 2016.
- [Information on Census data, participant satisfaction surveys and other CDPHE reports](#).
- CDPHE has developed a new WIC data dashboard including monthly data for clinic, local agency and state totals dating back to January 2016.

Indicators include:

- Initial enrollment by trimester (Number of pregnant women enrolling in WIC during their first, second, and third trimester)
- Enrolled but not issued (Number of individuals enrolled in WIC but have not been issued food benefits)
- Newly Enrolled Participants (Number of participants enrolling in WIC)
- Terminated Participants (Number of WIC participants terminated by category)
- Vouchered Participants (Number of WIC participants receiving vouchers, by caseload)

To request this data by any of the above parameters please contact, Alexis Sannoh at [Alexis.Sannoh@state.co.us](mailto:Alexis.Sannoh@state.co.us).

## We're here to help

Have questions? Contact your Program Officer for more information.

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