



The Colorado Health Foundation™

Together

WIC Innovation: Funding Opportunity Webinar

January 23, 2017



About the Colorado Health Foundation

Our Mission

To improve the health of Coloradans.

Our Vision

Colorado will become the healthiest state in the nation.

How we work

We are singularly focused on helping Coloradans live their healthiest lives by advancing opportunities to pursue good health and achieve health equity, through grantmaking, policy and advocacy, strategic private investments, and convening to drive change.



About the Foundation (continued)

The Colorado Health 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.

WIC Innovation Funding Opportunity

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.

Deadlines: Feb. 15, 2017 and June 15, 2017

WIC Innovation Funding Opportunity

- 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.

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.

Criteria (continued)

- 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.)

What We Will Fund

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)

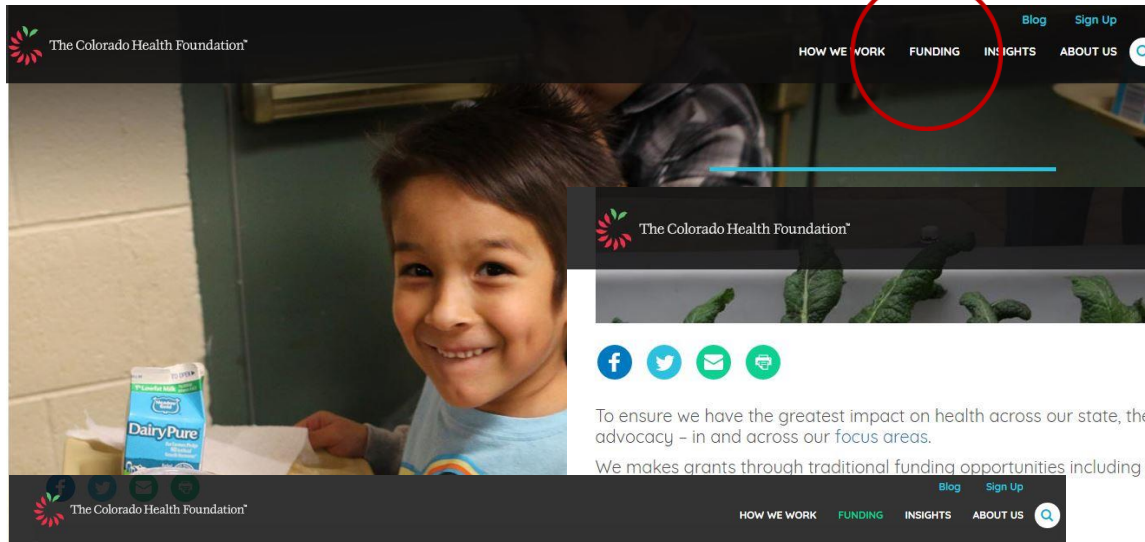
What Will We Measure?

- Associated Measurable Results
 - Increase the number of children and adults who have convenient access to affordable fruits and vegetables.
- Evaluation Questions
 - What are the challenges to WIC participation? Are there general challenges that impact all populations? Are there issues that are more pertinent to some?
 - What will it take to improve WIC participation through enrollment and retention in certain communities?
 - How was the learning community used to raise, learn, and address issues, including policy challenges?

How to Apply

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www.coloradohealth.org



To ensure we have the greatest impact on health across our state, the Foundation funds impactful work – including promising programs, ideas, policy and advocacy – in and across our focus areas.

We makes grants through traditional funding opportunities including rapid response grants and our Special Projects Program.

Funding Overview

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Applications for this funding opportunity are accepted by invite only.

Grant Deadlines

- Feb. 15, 2017
- Jun. 15, 2017

START APPLICATION

ACCESS YOUR APPLICATION

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We're here to help
Have questions? Contact your Program Officer for more information.



Hillary Fulton
303.953.3626
hfulton@coloradohealth.org

grant deadline. View the full funding calendar for more detail.
: criteria, so please read carefully and contact the program officer if you have questions.

- Healthy Living Advocacy: Long-Term Policy Initiatives
- Healthy Living Advocacy: Organizational Capacity Building
- Long-term Services and Supports (LTSS) – Colorado Linkage Lab Program [Invite only]
- Out-of-School Time Physical Activity
- Strengthening Primary Care
- WIC Innovation [Invite only]

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Q & A

Hillary Fulton

Senior Program Officer

The Colorado Health Foundation

303.953.3626

HFulton@coloradohealth.org

Erin Ulric

Nutrition Services Branch Chief and WIC Director

Prevention Services Division, CDPHE

303.692.2454

Erin.Ulric@state.co.us



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Thank You!

Hillary Fulton, Senior Program Officer

303.953.3626; HFulton@ColoradoHealth.org