Project Overview

AHEAD 2.0: Strengthening and Diversifying the WIC Workforce for Competent Paraprofessional Authorities (CPPA) Subgrant Funding

Request for Proposals: Jun. 29, 2023
Proposals Due: Jul. 28, 2023
Final Decision: Aug. 4, 2023
Organization: National WIC Association (NWA)
NWA Contact: Darlena Birch, dbirch@nwica.org
AHEAD 2.0: Strengthening and Diversifying the WIC Workforce for Competent Paraprofessional Authorities (CPPA) Subgrant Funding

Project Background & Overview

NWA Overview
The National WIC Association (NWA) is the nonprofit voice of WIC, the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC). WIC is a government program that provides nutrition education, breastfeeding support, referrals to health care and social services, and nutritious foods for qualifying parents, pregnant people, and young children. Through our work, we support more than 12,000 WIC agencies and the 6.3 million mothers, babies, and young children enrolled in the program. NWA provides education and support to WIC staff and drives program innovation and advocacy.

Project Background
The strength of WIC depends on the strength and diversity of its workforce. The workforce includes Registered Dietitians (RDs), International Board Certified Lactation Consultants (IBCLCs), Breastfeeding Peer Counselors, Competent Professional Authorities (CPAs), and Competent Paraprofessionals Authorities (CPPAs).

NWA aims to strengthen the WIC program's network of nutrition professionals and IBCLCs for the purpose of not solely training individuals to provide vital nutrition and breastfeeding education and support, but to ensure WIC professionals are diverse and reflective of the communities they serve.

Eligibility
The goal of this opportunity is for NWA to provide subgrant opportunities to State or Local WIC Agencies. The State and Local WIC Agencies will utilize the subgrants to fund scholarships for their staff to complete the requirements needed to apply into a Nutrition and Dietetics Technician Registered (NTDR) program. State and Local Agencies are eligible to apply for the AHEAD 2.0: Strengthening and Diversifying the WIC Workforce (CPPA) subgrant if WIC staff members in their Agency:

- Identify as a member of an underserved, underrepresented, marginalized community (e.g., neurodivergent, reside and serve a rural or urban community, identify as LGBTQ+, male, or Black, Indigenous, Person of Color, or disabled, etc.).
- Will fully meet the requirements to apply into a Nutrition and Dietetics Technician Registered (NTDR) program in 2023 or 2024.
Priority will be given to applicants who assist WIC participants with limited access to nutrition services provided by dietitians. State and Local Agencies can request funding between $1,000 and $10,000 per eligible WIC staff member. The number of WIC staff members supported will be determined by the availability of funds.

The AHEAD 2.0: Strengthening and Diversifying the WIC Workforce for CPPAs subgrant application is to be submitted via email. For more information, please contact Darlena Birch, Senior Manager of Public Health Nutrition at dbirch@nwica.org.

Requirements

State and Local Agencies are eligible to apply for the AHEAD 2.0: Strengthening and Diversifying the WIC Workforce for CPPAs if:

- WIC staff member(s) identify as a member of an underserved, underrepresented, marginalized community.
- Will fully meet the requirements to apply into a Nutrition and Dietetics Technician Registered (NTDR) program in 2023 or 2024.

Priority will be given to applicants who assist WIC participants with limited access to nutrition services provided by dietitians. State and Local Agencies can request funding between $1,000 and $10,000 per eligible WIC staff member. The number of WIC staff members supported will be determined by the availability of funds.

The AHEAD 2.0: Strengthening and Diversifying the WIC Workforce for the CPPAs subgrant application is to be submitted via email. For more information, please contact Darlena Birch, Senior Manager of Public Health Nutrition at dbirch@nwica.org.

Proposal Requirements

Proposals must be submitted in PDF format by July 28, 2023 by 5:00 pm ET, and should be no longer than 12 pages. Submit your proposal and questions to the Senior Manager of Public Health Nutrition, Darlena Birch, dbirch@nwica.org. Your proposal should include the following:

Agency Profile
Please provide the following information:
- Name of the individual completing the proposal along with title and contact information (e.g., work address, phone number, and email address)
- Agency name and location (city and state)
- Brief description of community (i.e., rural, urban, suburban)
- Length of time to process, approve and execute contracts

Statement of Interest and Need
The statement of interest and need should describe in detail the following:

1. Describe how diversifying NTDRs at your State or Local WIC Agency would positively impact the community served. Draw on any available demographic data to demonstrate how diversifying the nutrition workforce is important in your community.
2. The staff members which the State or Local Agency intends to support. Please include a short biography of each staff member.
3. The level of funding you are requesting and how you anticipate this funding will be used. Examples of support include, costs of college course fees, nutrition-specific education credits, conferences, textbooks, professional memberships to the Academy of Nutrition and Dietetics, licensure fees for the Commission on Dietetic Registration or any state or local nutrition or academy association, and/or NTDR examination fees. (Note: This information should also be included in the budget.)

Proposal
Provide a description of the organization and any other relevant information which speaks to the demographics of WIC staff and participants. Describe the plans for how each subgrant recipient will utilize the funds to obtain their NTDR credential.

Please be sure to include the following information:

- Name of each subgrant recipient, length of employment with your WIC Agency and current title
- Detailed approach to obtaining the credential for each eligible subgrant recipient, including programs the recipient plans on enrolling in and any other support needed, estimated date of enrollment into a NTDR program.

Proposals are due on Friday, July 28, 2023, by 5:00 pm ET. All questions must be submitted via email to Darlena Birch, dbirch@nwica.org. The deadline for question submissions is Friday, July 14, 2023. An electronic copy of the proposal shall be emailed to Darlena Birch as well.

Timeline
The subgrant period will commence July 2023 and conclude in November 2024.

Budget
Provide a detailed, comprehensive budget narrative, including the level of funding being requested and detailed expenses. Examples of allowable expenses include: costs of college course fees, nutrition-specific education credits, conferences, textbooks, professional memberships to the Academy of Nutrition and Dietetics, licensure fees for the Commission on Dietetic Registration or any state or local nutrition or academy association, and/or NTDR examination fees.

State and Local Agencies can request funding between $1,000 and $10,000 per eligible WIC staff member. (Note: The number of WIC staff members supported will be determined by the availability of funds.)
Letter of Support
Please include a completed letter of support from your State WIC Director. The letter of support should be on official letterhead and include the following statement, “Agency A is in good management standing with the B State WIC Agency and I support Agency A’s application for NWA’s AHEAD 2.0: Strengthening and Diversifying the WIC Workforce for CPPA subgrant project.”

If the letter of support is not available by the July 28, 2023, deadline, please include an anticipated date of receipt with your proposal.

Selection Criteria & Process
Successful proposals will demonstrate not only a need for support, but describe in detail how diversifying NTDRs at your State or Local WIC Agency would positively impact the community served, and increase participant enrollment of the Agency.

We are seeking Agencies with limited nutrition resources whose Agency and community would benefit from the additional credentialed nutrition care. Priority will be given to applicants who assist families with limited access to the services of a dietitian.

The request for proposals was released on Thursday, June 29, 2023. Those interested in applying can request a 30-minute meeting with the Senior Manager of Public Health and program lead, Darlena Birch, by emailing her at dbirch@nwica.org. Questions will be accepted between Tuesday, June 29 and Friday, July 14, 2023.

Applications are due on July 28, 2023, by 5:00 pm ET. NWA will review all submitted proposals that fulfill the requirements.

Key Points

- An AHEAD 2.0: Strengthening and Diversifying the WIC Workforce (CPPA) application or award cannot be deferred to a future program or exam. Staff members must enroll in a NTDR program in 2023 or 2024.
- An unfunded applicant may choose to proceed with the exam application at his/her/their own expense or wait and apply again at a later date.
- Recipients of the AHEAD 2.0: Strengthening and Diversifying the WIC Workforce subgrants may be asked to complete a survey about his/her/their experience to become a NTDR for two (2) years following the receipt of exam results. Application for a subgrant award constitutes agreement to complete such a survey.
- Those awarded subgrants will be able to use the funds toward the costs of college course fees, nutrition-specific education credits, conferences, textbooks, professional memberships to the Academy of Nutrition and Dietetics, licensure fees for the Commission on Dietetic Registration or any state or local nutrition or academy association, and/or NTDR examination fees only. (Note: Subgrant funds cannot be utilized for salary.)
- State and Local WIC Agencies with limited nutrition resources will be given preference.
- State and Local WIC Agencies who apply will be notified via email upon receipt of the application and after determination of their result.
Timeline

- RFP Available: June 29, 2023
- Question Period: June 29-July 14, 2023
- Proposals Due: July 28, 2023, 5:00 PM ET
- Subgrant Award Announcements: August 14, 2023

Important Information

- Accreditation Council for Education in Nutrition and Dietetics
- Nutrition and Dietetics Technician Registered Factsheet

Resources

- Academy of Nutrition and Dietetics
- Commision on Dietetic Registration
- ACEND Accredited Programs