

National WIC Association Evaluation Consultant Request for Proposals

Project Background & Overview

Project Overview

The [National WIC Association](#) (NWA) is seeking an evaluation consultant to assist with activities related to the Increasing Access to Healthy Food through Farmers Markets project, funded through the Elevance Health Foundation's Food as Medicine grant program. These activities include:

- Analyzing survey results
- Conducting and analyzing in-depth interviews
- Identifying promising practices utilizing survey results & in-depth interviews
- Authoring a report based on survey results & in-depth interviews

The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) is not only the nation's premier public health nutrition program but it is also one of the nation's original food-as-medicine programs. Studies show that WIC results in healthcare cost savings; longer, safer pregnancies; fewer premature births and infant deaths; increased breastfeeding initiation; improved dietary outcomes; reduced obesity in toddlers; enhanced maternal health; and improved cognitive development for participating children.

Among the ways in which WIC results in improved health outcomes is through the provision of fruit and vegetable (FV) benefits to program participants which can be redeemed at farmers markets. Participants report positive impacts of using benefits at farmers markets including increased access to, and quality of, FV.

Despite this positive impact, many eligible participants do not redeem these benefits due to barriers including lack of awareness and stigma associated with program participation. Therefore, this project aims to increase access to FV for low-income women and children by reducing barriers and increasing access to, and use of, WIC benefits at farmers markets. NWA is conducting a landscape analysis to identify successful approaches to boosting redemption of WIC benefits at farmers markets, including strengthening, modernizing, and streamlining systems and technology. For example, several states have transitioned from paper to electronic farmers market benefits. Based on this landscape analysis, tools will be identified and developed, and technical assistance provided, to accelerate and facilitate the implementation of solutions.

NWA Overview

NWA is the nonprofit voice of the 12,000 public health nutrition service provider agencies and the over 6.7 million mothers, babies, and young children served by the Special Supplemental Nutrition Program for Women, Infants and Children (WIC). NWA provides education, guidance, and support to WIC staff; and drives innovation and advocacy to strengthen WIC as we work toward a nation of healthier families.

Established in 1984, NWA's mission is to provide its members with tools and leadership to expand and sustain effective nutrition services for mothers and young children.

Budget Range

The budget for this project is not to exceed \$50,000.

Project Request

NWA is looking for a consultant to support research activities related to the project. Outcomes include but are not limited to:

- Analyzing survey results
- Identifying promising practices
- Conducting and analyzing in-depth interviews
- Authoring a report based on survey results
- Helping with the dissemination tools

Proposal Requirements

Proposals must be submitted in PDF format by **5:00 PM ET on May 31, 2024**, and should be no longer than 10 pages. Submit your proposals and questions to the Center for Innovative Practices in WIC (CIP-WIC) at cipwic@nwica.org. The proposal must include:

Statement of Interest and Introduction

The statement of interest should briefly summarize the consultant's qualifications, experience, availability, and possible capacity constraints for the proposed work. If a proposal is submitted on behalf of a firm please include the individual consultant(s) that will be assigned to the category of services.

General Qualifications

Describe relevant research and evaluation experience and qualifications, focusing on nonprofit, public health, maternal child health, public health nutrition, and/or public policy experience. List projects or work similar to the services described that qualify the consultant to provide these services for NWA.

Provide a copy of the resume(s) and professional credential(s) for the consultant(s) and other personnel who will be responsible for, and assigned to work on, the project. Clearly identify the consultant(s) in charge, who will lead and perform key elements of the work, and the roles or services provided by each.

Provide references, with contact information, from at least three recent (within three years) clients for work similar to the services described.

Proposals are due on May 31, 2024, by 5:00 pm ET. All questions must be submitted via email to CIP-WIC at cipwic@nwica.org. **The deadline for question submissions is May 24, 2024, by 5:00 PM ET.** An electronic copy of the proposal shall be emailed to CIP-WIC at cipwic@nwica.org.

Timeline

The consultant services will commence on **June 19, 2024**, and conclude on **March 31, 2025**, with the possibility of additional work in the future.

Budget

Provide a budget for the consultant's fees and expenses associated with providing professional services.

Budgets should be broken down into easy-to-understand sections that list your proposed services, benefits,

and deliverables. If you plan to subcontract any work, please describe that as well. Your quoted price should be all-inclusive and should not exceed \$50,000.

Selection Criteria & Process

Successful proposals will include a data equity framework, creative and innovative thinking, experience in identifying data-driven improvements, and adherence to budget.

We're looking to work with a consultant or firm that has a demonstrated commitment to equity, diversity, inclusion and belonging and proactively shares updates to demonstrate progress. The ideal agency will have experience with WIC, government agencies, nonprofit organizations, and/or public health and be adaptable, strategic, and goal-oriented.

The request for proposals was released on **May 20, 2024**. Those interested in applying can request a 30-minute meeting with the project manager(s) to ask questions about our organization, the WIC program, and the project. CIP-WIC will accept questions between **May 20, 2024, and May 29, 2024**.

Applications are due by 5:00 pm ET on May 31, 2024. NWA will review all submitted proposals that fulfill the requirements. From that pool, CIP-WIC will select up to three final candidates to present their proposals to NWA's senior leadership team via a video call. All applicants will be contacted about this decision on **June 7, 2024**. These presentations will occur between **June 10, 2024, and June 14, 2024**. A final candidate will be chosen by **June 18, 2024**. Applicants will be notified that same day.

Upon selection, NWA will negotiate contract terms, and the project will be awarded upon signing an agreement or contract that outlines the terms, scope, budget, and other necessary terms and conditions.

Timeline

- RFP Available: May 20, 2024
- Question period: May 20, 2024 to May 29, 2024
- Proposals Due: May 31, 2024
- Final Candidates Chosen: June 7, 2024
- Final Presentations: **June 10, 2024 and June 14, 2024**
- Final Decision: **June 18, 2024**