

National WIC Association Research & Evaluation Consultant Request for Proposals

Background & Overview

The [National WIC Association](#) (NWA) is seeking a Research & Evaluation Consultant to assist with activities related to the grant “Strengthening Information Exchanges between Healthcare and WIC Providers”, funded by the Kaiser Permanente Fund at East Bay Community Foundation.

The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) is the nation’s premier public health nutrition program. Across 88 State, Territory and Indigenous agencies, WIC serves pregnant, breastfeeding, and postpartum women, infants, and children up to their fifth birthday from households with incomes at or below 185% of the federal poverty level and who are at nutritional risk. 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.

Only half of eligible people are enrolled in WIC and healthcare providers play an important role in increasing awareness and making referrals to the program. Additionally, healthcare providers collect clinical data that can be used for WIC certification, including height/length, weight, and hemoglobin. Streamlining referral and data sharing processes between healthcare and WIC agencies can help streamline and increase WIC enrollment, reduce administrative burden on WIC staff, and improve coordination of care for WIC families.

NWA will conduct an environmental scan on WIC-healthcare information exchange best practices, disseminate the findings to member WIC agencies and promote adoption of best practices by providing technical assistance and creating a community of practice for ongoing learning opportunities. The project activities will help equip WIC agencies and healthcare providers with the tools needed to implement streamlined WIC referral, enrollment, and data sharing systems.

The consultant will assist NWA in conducting the environmental scan. Activities will include survey data analysis, conducting and analyzing in-depth interviews, identifying and adapting tools, and writing the final landscape report.

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 & Timeline

The total compensation is not to exceed \$50,000.

The consultant services will commence in **June, 2025**, and conclude in **September 2026**, with the possibility of additional work in the future.

Project Request

NWA is looking for a consultant to support research, analysis, and writing related to the project. Activities include:

- Analyzing data from a national survey of WIC agencies. The survey will be conducted prior to the consultant's start date and will collect information on referral and data-sharing practices between healthcare providers and WIC agencies.
- Identify participants and schedule in-depth interviews based on survey data to gather examples of data sharing and referral system best practices to streamline WIC enrollment by July 31, 2025.
- Develop in-depth interview interview guide, conduct in-depth interviews, and complete qualitative analysis by August 31, 2025.
- Using survey and in-depth interview results, write the final report of findings that describes approaches WIC agencies are using to better coordinate care, share health data, and encourage healthcare providers to refer patients to WIC. The consultant will share drafts with NWA for review and revisions must be finalized by October 31, 2025.
- Identify and adapt existing resources that support referrals and data sharing to support WIC agencies by March 30, 2026. Resources may include implementation tools, sample data sharing agreements, training materials, electronic referral forms, and communications materials.
- Develop new tools and resources to fill gaps and support streamlined WIC referral, enrollment, and data sharing systems by September 30, 2026.

Proposal Requirements

Proposals must be submitted in PDF format by **5:00 PM ET on April 4, 2025**, 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, WIC, 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.

Also include reference information for two former or current clients (within three years) for work similar to the services described.

Proposal

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

Please be sure to include the following information:

- Project team and resumes
- Detailed approach to project requests
- Proposal details and fee
- List of deliverables and expected outcomes

Equity, Diversity, Inclusion, and Belonging (EDIB) Framework

The consultant will need to ensure an EDIB framework is used throughout the proposal, the research design and evaluation, and future deliverables.

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.

NWA seeks to work with a consultant or firm with 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.

Applications are due by 5:00 pm ET on April 4, 2025. All questions must be submitted via email to the Center for Innovative Practices in WIC (CIP-WIC) at cipwic@nwica.org. **The deadline for question submissions is April 1, 2025 at 5:00 pm ET.** Proposals submitted after the deadline will be rejected.

NWA will review all submitted proposals that fulfill the requirements. From that pool, NWA 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 **April 11, 2025**. These presentations will occur between **April 14, 2025, and April 18, 2025**. A final candidate will be chosen by **May 1, 2025**. 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 Overview

- RFP published: March 10, 2025
- Question period: March 10 - April 1, 2025
- Proposals Due: April 4, 2025
- Final Candidates Chosen: April 11, 2025
- Final Presentations: April 14 - 18, 2025
- Final Decision: May 1, 2025