

MEMORANDUM

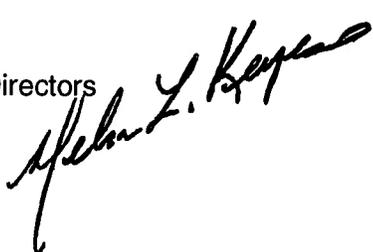
ACTION MEMO #14-03

TO: District Health Directors
District Administrators
District Program Managers
District Nutrition Services Directors

FROM: Debra L. Keyes, MA, RD
Director
Georgia WIC Program

DATE: November 22, 2013

RE: FFY 2014 USDA FNS General Infrastructure and Operational Adjustment Funding



The purpose of this memorandum is to provide guidelines for Federal Fiscal Year (FFY) 2014 General Infrastructure and Operational Adjustment (OA) Grants. Infrastructure and OA Grants provide funding to State Agencies to implement projects or activities that will improve the critical services provided by the Special Supplemental Nutrition Program for Women, Infants and Children (WIC).

The grant period for General Infrastructure Grants is October 1, 2013, through September 30, 2015, and the grant period for the Operational Adjustment Grants is October 1, 2013, through September 30, 2014. Funds for both grants will be made available to State Agencies once USDA/Southeast Regional Office (SERO) has an approved budget.

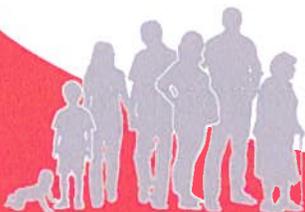
If your district is interested in submitting a request for the General Infrastructure or OA Grants, please submit your request to the attention of Anthony McGaughey, Deputy Director, Program Administration, by close of business December 3, 2013.

General Requirements

No more than two requests may be submitted per district. Districts should also prioritize these requests. Routine maintenance proposals such as waiting room furniture, filing cabinets and other routine requests will not be considered.

General Infrastructure Grant applications must contain:

- (1) a narrative description of the purpose of the project, including justification,
- (2) a detailed budget for the two (2) year grant period
- (3) a timeline for completing the project with an outline of major activities
- (4) a detailed description of past performance on similar grants or projects



Operational Adjustment Grant applications must contain:

- (1) a narrative description of the purpose of the project, including justification,
- (2) a detailed budget for the one (1) year grant period
- (3) a timeline for completing the project outlining major activities, and
- (4) a detailed description of past performances on similar grants or projects

Applications will be evaluated by the Deputy Director for Program Administration and/or his delegates and approved by the WIC Director.

Reporting requirements for these grants will occur in the third quarter of the fiscal year. Districts whose requests are funded must provide a status of expended/obligated funds and projected final year-end expenditures by close of business May 15, 2014. Any funding projected to lapse in this report will be subject to redistribution by USDA. Districts must be able to provide a final report of utilization of this funding by close of business December 5, 2014.

Finally, Georgia WIC will not be able to submit every District request. Georgia WIC will prioritize these requests by importance, completion schedule and availability of funding. Requests not submitted will be maintained for possible future consideration.

Possible Projects

1. Facility Renovation and Purchases. Projects which support the acquisition of new or improved space that enable expansion and provide quality service, such as one-stop shops, which provide health care services in addition to the Women, Infants and Children (WIC) Program. This could also include mobile clinics, which will deliver service to target populations not effectively served through fixed site locations.

2. Service Integration, Coordination and Co-location. Projects that involve WIC State Agency efforts to improve access and referral to other health care and nutrition services and service integration, coordination and co-location with Community and Migrant Health Clinics and Indian Health Clinics, the Immunization Program, Housing and Urban Development Programs, health programs in the Department of Health and Human Services, and other Federal programs promoting health and well-being of the maternal and child population are such projects.

3. Management Technologies and Improvement of Access to Services. Projects which use equipment and technology that reduce clinic staff time and improve access and service to WIC participants may be requested. Such technologies may include, but are not limited to:

- a. Automated reminder systems to encourage participants to keep appointments or use of such equipment to contact potential participants as an outreach strategy.
- b. Geographic Information Systems to locate target populations and assist in making service and benefit delivery decisions.
- c. Interactive equipment such as videos or touch screen devices which inform and educate participants.
- d. Automated recording system enhancements such as voicemail to direct participants to services.

4. Nutrition Services, Breastfeeding Promotion and Support, Nutrition Education (NE), and Value Enhanced Nutrition Assessment (VENA). Projects that include helping participants make healthy food choices, revitalizing quality nutrition services, and increasing breastfeeding initiation and duration among WIC participants are such projects. Also included are efforts directed at improved staff training and competencies, incorporating the WIC Nutrition Services Standards into agency operations, incorporating the Dietary Guidelines for Americans in nutrition, education materials and messages, and other efforts that support VENA and breastfeeding education and support.

5. WIC Electronic Benefits Transfer (EBT) planning. Projects to assist with EBT implementation may be requested. This would include development of feasibility studies, cost/benefit analyses, and other planning documents. Activities may include assessment of the State Agency's current paper costs for benefit delivery, assessments of retailer and State and local agency capabilities, and assessment of card technology. Funds may be used to secure contractor assistance to develop and recommend a 2 to 5-year plan for EBT implementation within the State Agency. Funds may also be used to develop a State Universal Product Code (UPC) database that will interface with the National UPC database.

6. Improve Breastfeeding Rates. Projects include those to assist breastfeeding coordinators and other staff to shadow, observe, and share with other State Agency staff regarding their breastfeeding programs. This will allow innovative and creative ideas on breastfeeding promotion and support to be shared. Peer counseling strategies can be included.

7. Participant/Vendor Investigations. Projects include those that would develop vendor investigative techniques/systems to locate participants and vendors selling WIC foods on the internet through Craig's List, E-Bay or similar websites. Projects working with law enforcement and/or private investigators to develop systems that can detect this type of abuse and obtain clear evidence for prosecution may be requested.

8. Cost Containment. Projects include the implementation and oversight of cost containment initiatives that serve to reduce food costs.

If you have any questions or concerns, please contact Hugh P. Warren, Jr. at 404-657-2916.

c: Anthony McGaughey - Deputy Director, Program Administration
Hugh P. Warren, Jr., MPA, CPA - Deputy Director, Finance
WIC Deputy Directors
WIC Managers