George, Amy R (HSS)
RE: WIC Update January 31, 2014

From: Wayne, Kathleen A (HSS)
Sent: Friday, January 31, 2014 3:56 PM
To: HSS DPA WIC Coordinators; O'Gara, Kathy (HSS Sponsored); 'Donn Bennice'; Welch, Scooter (HSS Sponsored)
Cc: HSS DPA WIC Juneau; HSS DPA WIC Anchorage; Khmelev, Erin N (HSS); Olejasz, Aimee M (HSS); 'Danielle Rybicki'
Subject: WIC Update January 31

Hi Everyone,

Please check out DPA's presentation to the Alaska State Legislature this week http://w3.legis.state.ak.us/media/media.php. Ron Kreher, DPA director, did a fabulous job in describing the health benefits of WIC and other FMP services. He is a marvelous champion!

Tell us how your agency promotes WIC. Please share ideas and examples of how you or your administration promotes WIC to your community partners. This is a big part of our statewide effort to increase awareness of WIC services and increase caseload. Share your ideas with Dana.Kent@alaska.gov.

Take care,
Kathleen

1. Logic Model Training-- A Logic Model is like a road map. It shows the logical relationships among the resources that are invested, the activities that take place, and the benefits or changes that result. It's an important tool for planning. In the FY15 continuation grant year, each local agency will be required to submit a new logic model. We'll have a training on Wednesday February 19, 2014 from 8:30 AM to 10:30 AM. The first draft of the logic model will then be due on February 26. We'll have check-in meetings to follow up and continue working in smaller groups on March 4 at 8:30 AM. Please mark your calendars. Contact Jennifer Johnson with any comments or questions- or if you are scheduled to be away on these dates.

2. **Infant foods for children**: Just a quick reminder that USDA needs to approve infant foods for children on a case by case basis. Please collect the ENPR and any other supporting documentation (including other medical information) and email them to Jennifer Johnson at jennifer.johnson@alaska.gov. I'll submit them to the USDA for approval.

3. Items to Share---AFS has 6 MICR cartridges and drums for the old printers, Source Technologies ST9620 Series MICR Printer. If anyone has a need for the old toners, let Susan Pougher from AFS know. Her contact information is 746-4080 or susanp@akafs.org.

3. March of Dimes----Please find attached (and in a link below) the RFP for 2014 March of Dimes grants. The areas of focus are: smoking cessation programs, quality improvement activities, centering pregnancy and programs that promote equity in birth outcomes. March of Dimes will be allocating $10,000 in 2014. Grant applications are due February 15. The March of Dimes is a national voluntary health agency whose mission is to improve the health of babies by preventing birth defects, premature birth and infant mortality.

4**. Similac Change information**: Similac Advance is also making some minor changes to its formulation. Instead of reading "Earlyshield", the label will read "Optigrow". The blend of DHA/ARA oils, lutein and prebiotics has changed slightly. These nutrients are all present in breastmilk. Thank you for working on transitioning infants receiving Similac Sensitive to one of the two primary formulas- Similac Advance or Enfamil Prosobee. Children who will turn one before April 1 are exempt from needing to change formulas. Other states are also following this transition plan. Attached is guidance from Arizona. (AZ was allowing Sensitive, Spit –Up and Total Comfort, and is transitioning off all three). Please contact Jennifer.Johnson@alaska.gov with comments or questions.

5. Vendor Update

- Erin Khmelev's Farmers' Market Nutrition Program (FMNP) annual survey report is attached. We received responses from one-fifth of the market managers and farmers surveyed, and their comments and recommendations are included in the report.

- The weather is mild in Southeast, so our thoughts are turning to the new season – vendor monitoring season. Please check in with Gina Roust prior to conducting a monitoring visit; we may have particular issues to address with a vendor.

- If an LA receives a complaint about a vendor, you may refer the complaint to the Vendor Unit to research and resolve. If you resolve the complaint, please send a complaint form to the Vendor Unit so we can track complaints and resolutions and detect any recurring violations or issues. We log complaints in SPIRIT so the data can be provided to USDA in our annual reporting.

- We noticed an increase in the number of tracking requests for MOV packages during December and January. Some delays were caused by SPIRIT; however, we learned this week that there have been significant delays for bypass mail deliveries in parts of the state, and the mail system is the likely reason why many MOV packages continue to arrive behind schedule.

6.

SPIRIT Information: The SPIRIT Utilities web site hosts Reports and Batch Issuance: https://wicspiritprod1.dhss.alaska.gov/WICSPIRITPROD1/SpiritUtilities/.

The Similac Sensitive Participant and Medicaid Outreach reports are available now.
(Log-in with your SPIRIT username and password).

SPIRIT Tips and Reminders:

The status of an MOV package can be seen under Benefit Management. Highlight the order in question and click on "Show Details." At the top left of the screen the "Status" will change from "Issued" to "Paid" when a packing list has been printed by AIRSA, the mail order vendor. If the status is still listed as "Issued" you can void an MOV order. After it changes to "Paid" the order is processed and cannot be voided.

Clinics reported that the return addresses used with the MOV Food Boxes were wrong. The error was found and corrected last week. Unfortunately, the orders that went out before that will have the wrong return address. MOV orders that shipped this week or in the future will have the correct return address.
Don't forget to "Clear On-Site List" after running Batch for Mailed FIs or MOV.

There's some confusion about SPIRIT's Breastfeeding amounts, particularly the difference between "Mostly" and "Some". (I hope I can get it right!!!) "Mostly" breastfeeding is often referred to as "Partially" breastfeeding. "Some" breastfeeding can be as little as one time a night; the mother is encouraged to continue or increase the amount of breastfeeding.

The maximum amount of formula allowed for a "Some" BF baby is the same as that allowed for a Non BF baby. But when you bring up a Default Food Package prescription for a "Some" BF baby, the amount that first appears is the minimum, which can be tailored according to the Mom and baby's needs. The prescription starts with a minimal amount because we want to encourage and support the Mom's breastfeeding.

The Mom's food package amounts are the same as for a Non BF Mom and ends when the baby is 6 mos. Old.

SPIRIT Help Desk Info:

As always send all questions, issues and errors to the WIC SPIRIT Helpdesk at wicpsirithelpdesk@alaska.gov or phone them at 907-334-4900.

Important to Know:
Parabens in Baby Lotion/Shampoos---http://well.blogs.nytimes.com/2014/01/31/ask-well-parabens-in-our-lotions-and-shampoos/?_php=true&_type=blogs&ref=health&_r=0

2013 Alaska WIC Farmers' Market Nutritional Program Survey

Prepared by Erin Khmelev
FMNP Coordinator
January 24, 2014

Alaska Department of Health and Social Services
Division of Public Assistance
Women, Infants & Children (WIC) Program
Farmers' Market Nutrition Program
130 Seward Street, Room 508
Juneau, AK 99801
Phone: (907) 465-3100
Email: wic@alaska.gov

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Executive Summary

Although there are a couple issues that frequently come up the overall consensus is positive. Most farmers' markets, farmers and farm stands appreciate the extra business and enjoy supporting healthy eating habits in their communities. However, the most often suggestions we hear are to advertise more, educate WIC participants more about the availability and benefits of the program and to relax the rules and guidelines regarding purchasable food items.

Methodology

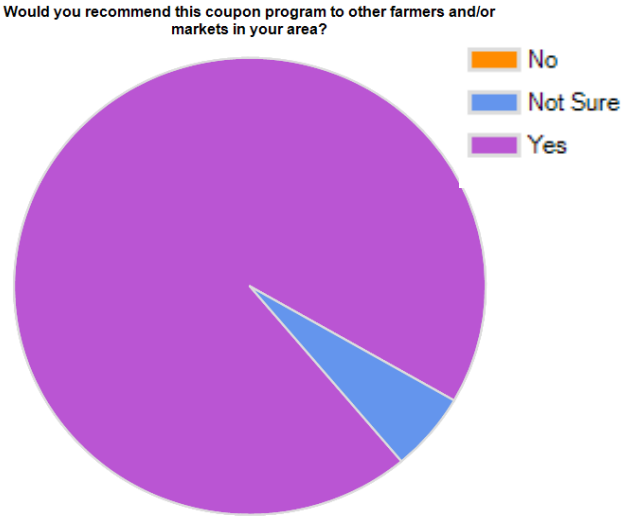
Our Farmers' Market Nutritional Survey was presented to farmers' market managers, farmers and farmstands via emailed invitation letter. Market managers, farmers and farmstands who did not have an email address on file with the State WIC Vendor Unit did not receive an invitation. Included with the invitation letter were two options for completing our survey; a PDF version which could be printed and mailed, faxed or emailed and a web link to SurveyMonkey.com. Survey questions were duplicated from prior season surveys as well as new questions developed based on recent changes to the program. For example, the decreased issuance in 2013 compared to 2012. Questions were randomized on SurveyMonkey.com but not on the physical survey form which was provided via email. The invitation letter was emailed on Friday, January 3, 2014 and provided invitees two weeks to complete the survey, which was due on Friday, January 17, 2014. Out of 95 invitations sent we received 18 completed surveys by the provided deadline. Seven were returned undelivered and one was returned since the farmer did not participate in the 2013 program. The total participation was 18.9%.

Findings

Question 1: Would you recommend this coupon program to other farmers and/or markets in your area?

Results: Overall, our program is recommendable. Out of 18 responses, there were no respondents who stated they would not recommend our program and only one who was not sure.

Would you recommend this coupon program to other farmers and/or markets in your area?	Response Percent	Response Count
No	0.0%	0
Not Sure	5.6%	1
Yes	94.4%	17
answered question		18
skipped question		0



Question 2: Why do you think fewer FMNP coupons were used in 2013 compared to 2012?

Results: Respondents believe the program needs more advertising in market areas and education at the agency level for participants to utilize the program more frequently.

Why do you think fewer FMNP coupons were used in 2013 compared to 2012?	
	Response Count
	18
answered question	18
skipped question	0

Q1. Why do you think fewer FMNP coupons were used in 2013 compared to 2012?		
1	Travel too expensive to access produce.	Jan 10, 2014 12:48 PM
2	Because we don't advertise area and statewide.	Jan 9, 2014 2:01 PM
3	I personally wasn't taking the coupons because I was not selling at the farmers market.	Jan 8, 2014 5:19 PM
4	No idea.	Jan 6, 2014 2:57 PM
5	2013 was my first year doing the program, so I really can't say what the differences were. Perhaps there were new people that were unaware of the program or they thought the paperwork was too much hassle. I really don't know.	Jan 6, 2014 12:58 PM
6	Lack of information provided to participants	Jan 5, 2014 3:04 PM
7	didn't know that was the case, except possibly the contract with the state was an issue for some recipients	Jan 5, 2014 1:26 PM
8	I took more, but I sold in more locations	Jan 4, 2014 5:44 PM
9	I don't know. Lots were used in my area	Jan 4, 2014 1:55 PM
10	A lack of advertising by the State and not directing recipients of locations of farmers markets as well as showing that the coupons do not work at stores.	Jan 4, 2014 11:00 AM
11	At the Willow market only one of our two main growers participated in the coupon program. I have encouraged the other grower to participate also.	Jan 4, 2014 9:49 AM
12	Yes we saw very few.	Jan 4, 2014 8:39 AM
13	We had more. But overall 2013 was a bad year for most of the farmers. Cold, wet spring and a late start with produce and a wet fall.	Jan 3, 2014 4:14 PM
14	This was our 1st year using them, so I don't know.	Jan 3, 2014 4:12 PM
15	yes	Jan 3, 2014 3:53 PM
16	i didnt have a farm stand in 2012	Jan 3, 2014 1:40 PM
17	We didn't get nearly as many. Only 2 in fact. I don't know why	Jan 3, 2014 12:33 PM
18	I think there needs to be better advertising and education about this program. It would be nice to be able to get contact info for local WIC moms in order to reach out more effectively.	Jan 3, 2014 12:28 PM

Question 3: What do you think the Alaska WIC Program could do to encourage more participation?

Results: Several respondents recommend more advertising, participant education about the program and locations of participating farmers markets, farmers and farm stands.

What do you think the Alaska WIC Program could do to encourage more participation?	
	Response Count
	17
answered question	17
skipped question	1

Q1. What do you think the Alaska WIC Program could do to encourage more participation?		
1	Let them know that healthy produce is available to them and where they can find it.	Jan 10, 2014 12:48 PM
2	A statewide or area list of vendors distributed to WIC participants	Jan 9, 2014 2:01 PM
3	allow people to use their coupons toward CSA membership, or allow them to use them outside of the farmers markets, as payment directly to the farmer.	Jan 8, 2014 5:19 PM
4	Make the rules simpler.	Jan 6, 2014 2:57 PM
5	Perhaps advertise and let people know it is available. I know several families that could use the help. I know some people are confused by what programs they are eligible for and what programs they can use in conjunction with other programs.	Jan 6, 2014 12:58 PM
6	Stress the value of fresh, local produce	Jan 5, 2014 3:04 PM
7	increase the amounts of the coupons, but don't think that is viable.	Jan 5, 2014 1:26 PM
8	I don't know	Jan 4, 2014 5:44 PM
9	get the coupons out when produce is in (late June & July & August). Customers came to me in May wanting to use them. I think they then put them away, lost them, etc by the time produce is in.	Jan 4, 2014 1:55 PM
10	More advertising.	Jan 4, 2014 11:00 AM
11	?	Jan 4, 2014 9:49 AM
12	Give out more coupons	Jan 4, 2014 8:39 AM
13	Let more people know if possible about the program. And hope for a good year for the farmers.	Jan 3, 2014 4:14 PM
14	Advertise on Local TV and give the locations where they can be used. Advertise on Ft. Wainwright and Eielson AFB. Support locally-grown food programs in the schools.	Jan 3, 2014 3:53 PM
15	more adverstisement	Jan 3, 2014 1:40 PM
16	Don't know	Jan 3, 2014 12:33 PM
17	Let farmers and farmers market managers reach out to local participants.	Jan 3, 2014 12:28 PM

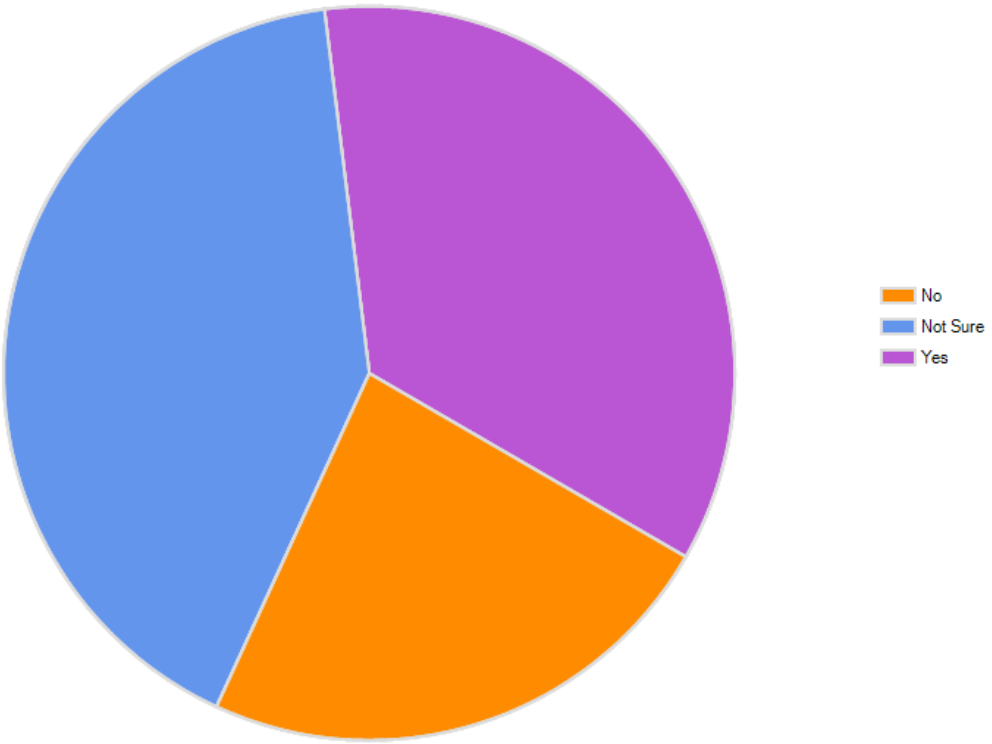
Question 4: Do coupon customers continue to shop at your market or food stand, even without the coupons?

Results: Our WIC participants are not required to identify themselves when shopping at farmers' markets or farm stands which we assume makes this question difficult to answer. However, we were more interested in seeing the amount of "Yes" answers since a few of our farmers' markets, farmers and farm stands become familiar with repeat shoppers. The survey does not give us a clear indication of a positive or negative answer and therefore we will use this as a benchmark for next year's survey.

Do coupon customers continue to shop at your market or food stand, even without the coupons?

	Response Percent	Response Count
No	23.5%	4
Not Sure	**41.2%**	**7**
Yes	35.3%	6
	answered question	**17**
	skipped question	**1**

Do coupon customers continue to shop at your market or food stand, even without the coupons?



Question 5: Please give us suggestions on how the Alaska WIC Program can better support farmers and farmers' markets.

Results: We received great responses from this question. Some respondents, again, suggest more advertising of the program, the locations of participating vendors and education on the benefits of the program to its participants. Others suggest that rules and guidelines be relaxed to allow more approved food items. An unexpected suggestion was also mentioned, to revise coupon values to smaller amounts so participants can visit more individual vendors to purchase different products.

Please give us suggestions on how the Alaska WIC Program can better support farmers and farmers' markets.

	Response Count
	16
answered question	16
skipped question	2

Q1. Please give us suggestions on how the Alaska WIC Program can better support farmers and farmers' markets.

1	By informing the WIC customers about the availability and locations of local farmers markets. And continuing to educate the WIC clients on the health benefits of eating fruits and vegetables.	Jan 10, 2014 12:48 PM
2	There should be at lest $20/week per family, using all the uncashed WIC coupon money from the previous 5 years. Likewise, the Senior program should be more per week. The several hundred dollars worth of coupons will not pay for advertising, but I would be willing to meet with participants and find out what produce they want.	Jan 9, 2014 2:01 PM
3	figure out how to offset the cost of CSA shares for those who qualify for WIC	Jan 8, 2014 5:19 PM
4	Make the rules simpler. It's confusing to have so many different coupons with different rules for each.	Jan 6, 2014 2:57 PM
5	You could change some of the restrictions as to what people could use their coupons for. As an example, I had a customer who wished to buy fresh eggs, and I couldn't sell them to her because your rules did not allow that. Also, some of the preserves and other products that are sold at market can't be purchased with coupons. just lighten the restrictions. most things sold at market are either grown locally or prepared by garden products, so if it is food, it doesn't make sense to restrict what type of food can be purchased with the coupons. If you lift the restrictions a little, you will have more participation.	Jan 6, 2014 12:58 PM
6	Give more coupons to folks!	Jan 5, 2014 3:04 PM
7	no suggestions at this time	Jan 5, 2014 1:26 PM
8	What you presently do seems okay	Jan 4, 2014 5:44 PM
9	we get competition from another venue that has an arrangement that allows client to carry coupon remainders to another stand. This may help client but not vendor. I usually give the client an additional item to fill coupon.	Jan 4, 2014 1:55 PM
10	Advertising.	Jan 4, 2014 11:00 AM
11	I feel that the Ak WIC program already supports farmers markets quite well.	Jan 4, 2014 9:49 AM
12	Let more people know where and when various products are available.	Jan 3, 2014 4:14 PM
13	Advertise on TV and give the location of the Farmer's Markets.	Jan 3, 2014 3:53 PM
14	i wonder if smaller amounts of money on the coupons would be more effective- it seems that many people get upset than you can't offer them change and if they buy 4 dollars of produce. and I always give them a 2 dollar or 3 dollar item in addition (i dont have any 1 dollar items) and they seem upset if they want a 4 or 5 dollar item instead- starting out as a small self employed farmer, i am not in the position to do that as of yet	Jan 3, 2014 1:40 PM
15	Advertise/educate to recipients	Jan 3, 2014 12:33 PM
16	Find an acceptable way for us to reach out (mailing list, email list) to local WIC moms to keep them up to date on how to spend their WIC coupons. I think it's more effective when they here about it from people they know or are familiar with, not just from some office in some far away place.	Jan 3, 2014 12:28 PM

Question 6: Did you encounter any problems with the program?

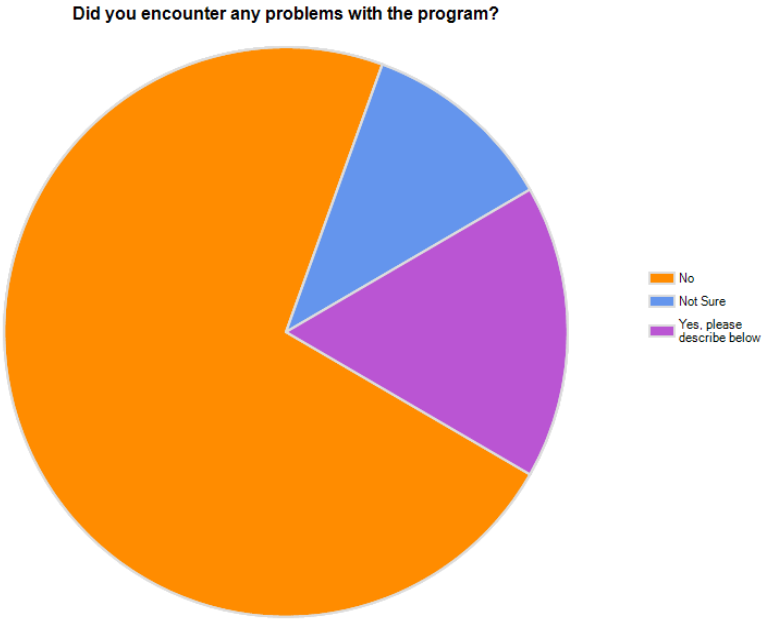
Results: The majority of farmers' markets, farmers and farm stands stated they did not have any problems with the program. However, two farmers reported problems. One problem included time it took to replace a vendor stamp (the program was without a stamp supplier during July 2013). Another farmer turned away SFMNP business because a participant wanted to purchase ineligible items.

Did you encounter any problems with the program?

	Response Percent	Response Count
No	**72.2%**	**13**
Not Sure	11.1%	2
Yes, please describe below	16.7%	3
answered question		**18**
skipped question		**0**

Q1. Did you encounter any problems with the program?

1	It took 2 months to get me a replacement stamp.	Jan 9, 2014 2:01 PM
2	I don't remember which coupon it was, but I think it was the senior coupons (five $5 coupons). Once again, a gentleman insisted that these coupons can be used to buy strawberry plants. It probably should be possible to use the coupons to buy food-producing plants, but it currently isn't. Would it be possilbe to print information like this on the coupons?	Jan 6, 2014 2:57 PM
3	Yes, as I said previously, I could not sell some of my products because your rules did not allow it and I had to turn away some customers.	Jan 6, 2014 12:58 PM



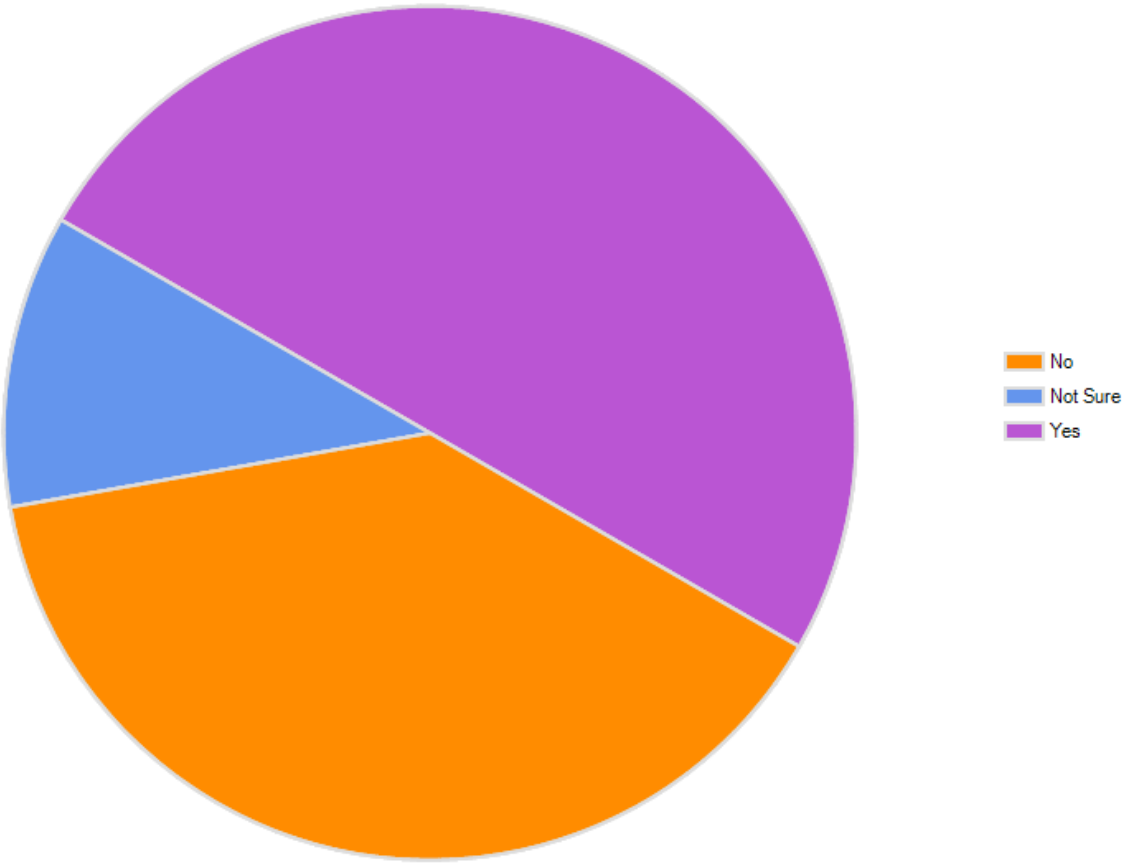
Question 7: Are you familiar with our website which includes program information?

Results: The responses to this question demonstrate that we need to encourage more visitation to our website to access program materials and links to relevant information for our farmers' markets, farmers and farm stands. Half of those who responded to our survey are not familiar with the website; this includes the respondents who stated "Not Sure". Improving vendors' familiarity with our website will reduce confusion about the program's FMNP, regulations, policies and procedures.

Are you familiar with our website which include program information?

	Response Percent	Response Count
No	38.9%	7
Not Sure	11.1%	2
Yes	**50.0%**	**9**
	answered question	**18**
	skipped question	**0**

Are you familiar with our website which include program information?



Question 8: If you would like to include any additional comments or suggestions please include them here.

Results: We received a variety of comments from eight respondents which summarize the comments to previous questions. Program improvements that were suggested include standardizing the three coupon types and relaxing rules and regulations for easier processing and increased redemptions. Other comments suggested more training of participants regarding the participation, availability and benefits of the program. Another comment was to issue more benefits to participants to encourage more participation and profits for the vendors.

If you would like to include any additional comments or suggestions please include them here.

	Response Count
	8
answered question	8
skipped question	10

Q1. If you would like to include any additional comments or suggestions please include them here.

1	We appreciate the the business and the opportunity to provide healthy produce to women, infants and children.	Jan 10, 2014 12:48 PM
2	If there must be three or four different coupons, could they at least be standardized so that information about who is eligible and what they can be used for, dates, etc. are all in the same place on each coupon (and each one is a different color).	Jan 6, 2014 2:57 PM
3	The biggest thing I can say is to work on the restrictions. That is the biggest problem that I see with the program. As I said in the earlier questions, this was my first year doing the program so I had a lot to learn. I got it figured out which coupons got turned into the bank and which got turned in at the office, but, the biggest problem I had was keeping track of what items I could sell to WIC customers.	Jan 6, 2014 12:58 PM
4	I thought the program worked fine.	Jan 5, 2014 1:26 PM
5	A lack of information to recipients leads to less shopping at farmers markets.	Jan 4, 2014 11:00 AM
6	Lets hope our somewhat disfunctional congress doesn't further "eat" away programs that help the poor.	Jan 4, 2014 9:49 AM
7	Increase the total amount available. It is not keeping up with inflation	Jan 3, 2014 4:14 PM
8	Once again, I think it would really help if the farmers and farmers market managers had a way of directly contacting the moms that receive coupons. It would also help to know how much the moms are receiving on average and how much total was sent to our town. Just to know how much potential spending power is there. Thank you, we love this program and think it is very important!	Jan 3, 2014 12:28 PM

Question 9: If you would like to be contacted in regards to your survey responses please indicate your Farm/Market name, your name, phone number and email address.

Results: We will be contacting the five respondents who included contact information per their request no later than April 1, 2014.

If you would like to be contacted in regards to your survey responses please indicate your Farm/Market name, your name, phone number and email address.

	Response Count
	6
answered question	6
skipped question	12

Q1. If you would like to be contacted in regards to your survey responses please indicate your Farm/Market name, your name, phone number and email address.

1	Grandma's Gardens Patricia Griswold 907-895-6248 emaalaska@yahoo.com	Jan 6, 2014 12:58 PM
2	YES!	Jan 5, 2014 3:04 PM
3	Bushes Bunches Stand 2605 North Robin Lane Palmer, AK 99645 'jbbush@mtaonline.net	Jan 5, 2014 1:26 PM
4	Palmer Produce. Inc. produce@alaska.net Paul A. Huppert 907-232-8253	Jan 3, 2014 4:14 PM
5	Tanana Valley Farmers Market-- Tracy Pulido--907-488-1612 info@chenalakesfarm.com	Jan 3, 2014 3:53 PM
6	Marja Smets Farragut Farm The Market, Petersburg 715-210-5383 farragutfarm@gmail.com	Jan 3, 2014 12:28 PM

Survey Conclusions

Approximately one-fifth of our farmers and farmers' market managers responded to the survey. In general, the respondents are satisfied with the program and they provided useful feedback and recommendations for program improvements.

The main suggestions were to increase advertising, including the locations of farmers' markets, allow more items to be eligible to be purchased with the FMNP and SFMNP benefits, and to make handling of WIC FMNP, Sr. FMNP and FVVs easier by standardizing the design and look of the checks.

Recommendations

To fully address the issues, comments, and suggestions received from this survey we will reach out to our Local Agencies to encourage FMNP and Sr. FMNP promotion and education to our participants. To help facilitate the promotion of the program we will improve the design of our FMNP and Sr. FMNP location brochure which will be distributed to FMNP recipients by the Local Agencies. Regarding eligible food items, we will enhance our training for farmers' market managers and farmers so to improve their understanding of the programs' purpose and intentions; to encourage participants to include more fresh vegetables as part of a healthy diet.

Although a small number of respondents recommended standardizing the design of FMNP coupons, FVVs (Fruit and Vegetable Vouchers), and SFMNP coupons, we do not agree that this is a feasible or desirable change as each coupon and voucher type is processed differently. Our WIC FVVs are generated out of the SPIRIT system, along with regular WIC checks. FMNP coupons cannot be issued out of SPIRIT. Starting in 2014, the FMNP coupons will be pre-printed. Since FMNP coupons have a five-month date range, as opposed to an FVV's 30-day date range, it is important for farmer-vendors to distinguish between the two. SFMNP coupons are not provided to WIC participants, and they are reimbursed through a SFMNP grantee agency rather than through the banking system.

ATTACHMENT 1: Survey Invitation Email

Alaska WIC FMNP Survey - Message (HTML)

File | Message | McAfee E-mail Scan

Ignore | Junk | Delete | Reply | Reply All | Forward | MOV | To Manager | Team E-mail | Move | Mark Unread | Categorize | Follow Up | Translate | Zoom

From: Khmelev, Erin N (HSS) Sent: Fri 1/3/2014 12:04 PM

To:

Cc: Harbanuk, Sandra L (HSS)

Bcc: Beans@alaska.com; bill@anchoragemarkets.com; amkeyes@mtaonline.net; tvfmarket@gmail.com; clayton@alaska.net; harold@visitkenai.com; lawilson87@hotmail.com; ninadean@mtaonline.net; spenardfarmersmarket@gmail.com; svalleyfarm@alaska.net; manager@homerfarmersmarket.org; info@downtownfairbanks.com

Subject: Alaska WIC FMNP Survey

Message | Survey Letter.docx (772 KB) | Farmer_survey_2013.pdf (85 KB)

Good afternoon!!

Please see the attach invitation to our survey regarding the 2013 Farmers' Market Nutritional Program season. The survey is 9 questions and should not take more than 10 minutes of your time. Your responses will be greatly appreciated! You may submit your responses online by Friday, January 17th by visiting the link below or you may print out the attached survey form and mail it postmarked by Monday, January 13th to DHSS Division of Public Assistance, Nutrition Services, PO Box 110612, Juneau, AK 99811-0612. Your survey can be kept anonymous.

https://www.research.net/s/fmnpsurvey

If you have questions please do not hesitate to contact our office at (907) 465-3100.

Erin Khmelev
Division of Public Assistance
Farmers Market Nutrition Program Assistant Coordinator
P.O. Box 110612
Juneau, Alaska 99811-0612
907.465.8630

See more about: Khmelev, Erin N (HSS).

ATTACHMENT 2: Survey Invitation Letter

THE STATE of ALASKA
GOVERNOR SEAN PARNELL

Department of Health and Social Services
DIVISION OF PUBLIC ASSISTANCE
Family Nutrition Programs
130 Seward Street, Suite 508
P.O. Box 110612
Juneau, Alaska 99811-0612
Main: 907.465.3100
Fax: 907.465.3416

January 3, 2014

Dear Farmer and Farmers' Market Managers:

Happy New Year! As your new Farmers Market Nutritional Program (FMNP) Assistant Coordinator I would like to ask for your feedback. Attached you will find a survey which should only take five to ten minutes of your time. I encourage you to participate in this survey as each of your responses will be read and considered in an effort to improve our program for the upcoming season set to begin June 1, 2014.

For your convenience, we have made this survey available online via Survey Monkey. Survey Monkey is an online survey resource which allows the results to be kept anonymous. An invitation to the online survey has been sent to email addresses we have on file. If you have not received an invitation via email and would like one sent please call us or type the following web address into your internet browser:

https://www.research.net/s/FMNPSurvey

Please respond by:

If submitted via Survey Monkey..... Friday, January 17, 2014
If submitted via mail..... postmark by Monday, January 13, 2014

I would also like to take this time to remind each of you that each farmer, farmers' market and food stand will need to be re-authorized for the 2014-2015 seasons. Applications will be mailed by March 1st and will also be posted on our website for your convenience.

I sincerely appreciate your participation in the Alaska WIC FMNP and welcome your calls. Please feel free to contact our office at any time with questions. You can contact me at erin.khmelev@alaska.gov, or Sandra Harbanuk, at sandra.harbanuk@alaska.gov, or call (907) 465-3100.

Sincerely,

Erin Khmelev
FMNP Assistant Coordinator

ATTACHMENT 3: Survey form for submission

2013 Alaska WIC Farmers Market Nutrition Program (FMNP) Questionnaire

Please complete this questionnaire after you have participated in the Alaska WIC Farmers Market Nutrition Program for the year 2013.
Please return the questionnaire by email or postmark by Monday, January 13, 2014.

1. **Why do you think fewer FMNP coupons were used in 2013 compared to 2012?**

   Answer: _____

   _____

2. **What do you think the Alaska WIC Program could do to encourage more participation?**

   Answer: _____

   _____

3. **Do coupon customers continue to shop at your market or food stand, even without the coupons?** ☐ Yes ☐ No ☐ Not sure

4. **Please give us suggestions on how the Alaska WIC Program can better support farmers and farmers' markets.**

   Answer: _____

   _____

5. **Would you recommend this coupon program to other farmers and/or markets in your area?**
   ☐ Yes ☐ No ☐ Not sure

6. **Did you encounter any problems with the program?**
   ☐ Yes ☐ No ☐ Not sure

   Please describe: _____

   _____

7. **Are you familiar with program information on our web site:** ☐ Yes ☐ No
   http://www.hss.state.ak.us/dpa/programs/nutri/FMNP

8. **If you would like to include additional comments or suggestions please attach additional pages.**

This survey can be anonymous. However, if you would like us to contact you in regards to your responses please complete the following information:

Farm / Market Name: _____

Your Name: _____

Contact Phone Number: _____

Contact Email Address: _____

ATTACHMENT 4: Recipient Lists

Markets

Name of Market	City
Anchorage Farmers Market	Palmer
Anchorage Market & Festival	Anchorage
South Anchorage Market	Palmer
Tanana Valley Farmers' Market	Fairbanks
Central Kenai Peninsula Farmers' Market	Soldotna
Kenai Saturday Market (Visitor's Ctr)	Kenai
Sitka Farmers Market	Sitka
Willow Farmers Market	Willow
Spenard Farmers Market	Anchorage
Community Farmers Market	Delta Junction
Homer Farmers Mkt	Homer
Fairbanks Downtown Mkt	Fairbanks

Farmers

Farm Name	City
Meyers Farm	Bethel
Grass Roots	Palmer
Coba's Plant Care LCC	Wasilla
Calypso Farm & Ecology Center	Ester
Ann's Greenhouses	Fairbanks
Arctic Organics	Palmer
Mat-Valley Potato Grower/Boyd's Pot	Palmer
Pyrah's Pioneer Peak Farm	Palmer
Warehouse Mountain Farm	Dillingham
Dale Cocklin	Kasilof
Hillhouse Garden	Soldotna
O'Brien Garden & Trees	Kenai
Valley's Bounty Produce	Soldotna
Alaska Berries	Soldotna
Northern Lights Mushrooms	Kenai
Grazing Moose	Seward
Luba's Garden	Nikolaevsk
Will Grow	Anchor Point
Mudophile Produce	Homer
Palmer Produce	Palmer
Alaskan Naturally Grown	Anchor Point
Twitter Creek Gardens	Homer
Snowshoe Hollow	Homer
Vanderweele Farms, LLC	Palmer
Country Health Foods	Palmer
Stockwell Farm	Palmer
Three Bears Farm	Wasilla
Dinkel's Veggies	Wasilla
L & R Greenhouses	Palmer
Root Tundra Farms	Soldotna
Fresh International Gardens	Anchorage
Babbling Brook	Wasilla
Basically Basil & Pearl Creek Farm	Fairbanks
Wilcox Farm	Delta Junction
Jenny M. Farms	Two Rivers
LilyVale Farm	North Pole
Dragonfly Farm	Two Rivers
McLean Homestead Farms	Delta Junction
Midnight Sun Gardening	Delta Junction
Big M Farm	Nenana
Feedback Farm	Fairbanks
Dave's Greenhouse	North Pole
Unicorn Gardens	Dillingham
Sundew Acres	Wasilla
Rempel Family Farm	Palmer
Don Thompson	Kenai
Shayne Herr	Palmer
P & M Garden Services, Inc.	Eagle River
Badger Bend	Fairbanks
Copper River Red Spud Co.	Copper Center
Garden Specialties	Soldotna
Chapman's Garden	Soldotna
Spring Creek Farm	Anchorage

Tima's Garden	Delta Junction
20 Mile Farm	Two Rivers
Ed Zegzdryn	Palmer
Bold Raven Farm	Willow
Seaview Gardens	Sitka
Bender Mountain Farm	Fairbanks
Abundant Blessings	Kenai
St. Peters Fellowship Farm	Sitka
Filler Garden	Sitka
Ana Cara Family Garden	Sitka
Glacier Valley Farm	Palmer
Travis Farm	Fairbanks
Soldotna Creek Farms	Soldotna
Chena Lakes Farm	North Pole
S Valley Farms	Delta Junction

Dart-AM Farms	North Pole
Willow Branch Farm	Wasilla
Pioneer Produce of North Pole, LLC	North Pole
Bushes Bunches	Palmer
Farragut Farm	Petersburg
Bergey Family Farm	Palmer
Golden Heart Gardens	Fairbanks
Earthworks Farm	Palmer
Susan's Berry Patch	Anchorage
Swift Creek Canyon Produce	Fritz Creek
Vang Family Garden	Anchorage
Heavy Horse Farm	Fairbanks
Farms at EKECCS	Fairbanks
Grandma's Gardens	Delta Junction
Brown Dog Farm	Palmer
Dandelion Acres	Kenai

FOR WIC STAFF ONLY
WIC FORMULA CHANGES:
QUESTIONS AND ANSWERS

Breastmilk is the best nutrition for babies. Breastfeeding is recommended for at least 12 months or as long as desired by both baby and mom. Breastmilk is the best food especially during this time of transition.	
1. Why is WIC no longer offering certain formulas?	▪ The formulation of Similac Sensitive, Similac for Spit Up, and Similac Total Comfort are changing from 20 calories/ounce to 19 calories/ounce so will no longer meet the USDA and FDA definitions of infant formulas and can no longer be offered by WIC. ▪ Similac Advance and Enfamil ProSobee are still the contract routine infant formulas available. ▪ All formulas given by WIC are approved for infant feeding and are very similar to one another so most babies will do well on them.
2. My baby is doing well on Similac Sensitive, Similac for Spit-Up, or Similac Total Comfort. Do I have to change formulas?	▪ Yes. In general, most babies will do well on any routine infant formula such as Similac Advance or Enfamil ProSobee. ▪ Some other formulas may be available with a prescription from your doctor if there is a medical reason. Please ask the WIC staff or nutritionist for guidance about getting the medical documentation form for your doctor to complete.
3. Will my baby get the same amount of formula?	▪ Yes, the amount of formula provided will remain the same.
4. Can my baby stay on his/her current formula (Similac Sensitive, Similac for Spit-Up, or Similac Total Comfort) if I obtain a prescription for my doctor?	▪ No. These formulas are no longer WIC eligible. Other similar alternative formulas are available with a prescription if there is a medical reason.
5. My baby did not tolerate Similac Advance and/or ProSobee at 1 month of age, will my baby have problems now?	▪ Most doctors expect your baby to mature and grow out of any formula problems he/she may have had as a young baby (1-3 months). ▪ Your baby is continuing to develop and will be able to tolerate new formulas and new foods as he/she gets older because their stomachs continue to mature.

FOR WIC STAFF ONLY
WIC FORMULA CHANGES:
QUESTIONS AND ANSWERS

6. When I change my baby's formula, what should I expect?	▪ A little fussiness or spitting up is normal. When changing to a different formula, your baby **may have** some minor symptoms such as: ○ Increased burping, spitting up, or gas ○ Change in stool color ○ Change in stool firmness, such as loose or hard ○ Reaction to a new taste. ○ These minor symptoms stated above are normal and temporary. ▪ Most babies will adjust to the new taste easily. You can simply offer the new formula when they are hungry. ▪ Ask your WIC staff or nutritionist for tips on how to introduce the new formula. See flyer: *Transitioning Formulas*
7. Why does my baby's stool look different?	▪ Slight changes in the color and texture are normal and depend on the type of formula and what solid foods your baby eats. ▪ If your baby has frequent watery stools that burn his/her skin, contact your baby's Dr. ▪ If your baby gets hard stools, check with the WIC staff if you are properly mixing the formula. You do not need to give your baby extra water. It is best to ask your doctor about appropriate times to give your infant additional water.
8. What if my baby doesn't do well on Similac Advance or Enfamil ProSobee?	**Pregnant and new moms** ▪ WIC knows breastmilk is the best nutrition for babies. Breastfeeding your baby is the best way to avoid any reactions to what they are eating because we know that breastmilk is the easiest food for infants to digest. **Moms who partially breastfeed** ▪ WIC knows breastmilk is the best nutrition for babies. Given that there will be some changes in the formula soon, exclusively breastfeeding can eliminate the need to transition to a new formula. In addition, breastmilk is protective so introducing a new formula while the infant is also receiving breastmilk can ease the transition.

FOR WIC STAFF ONLY
WIC FORMULA CHANGES:
QUESTIONS AND ANSWERS

	Moms with infants on formula ▪ If your baby doesn't do well on Similac Advanced or Enfamil ProSobee, please discuss alternative options with your WIC Nutritionist or dietitian that may be available with a doctor's prescription.
9. I tried the new formula, and my baby got a rash.	▪ If you have concerns about your baby's rash, contact your baby's doctor or nurse.
10. I have tried the new formula, but my baby keeps throwing up. I'm scared that he/she might not get enough food to grow. Is this a serious problem?	**The WIC CNW/Nutritionist should complete a full assessment including uncovering:** ▪ how often and how often and how much baby is throwing up, to assess whether he/she is vomiting or having more normal spitting up. ▪ baby's feedings throughout the day to assess for overfeeding which can lead to spitting up ▪ if there is weight gain or loss which can indicate over or under feeding Based on what is uncovered during the assessment you can offer appropriate messages about normal spit up, formula transition, and growth pattern Refer to their doctor if vomiting is an issue to see if the infant has needs that would warrant a special formula Always encourage participants to check in with their doctor if they are concerned

March of Dimes
Chapter Community Grants Program

2014 Request for Proposals
Application Guidelines

March of Dimes
Alaska Chapter
3209 Denali Street, Suite 200
Anchorage, AK 99503
jodgers@marchofdimes.com

PURPOSE

The March of Dimes is a national voluntary health agency whose mission is to improve the health of babies by preventing birth defects, premature birth and infant mortality. Founded in 1938, the March of Dimes funds programs of research, community services, education and advocacy to save babies.

Premature birth is the leading cause of newborn death worldwide. Even babies born just a few weeks too soon can face serious health challenges and are at risk of lifelong disabilities. In 2003, the Prematurity Campaign was launched to address the crisis and help families have healthy, full-term babies. The campaign funds research to find the causes of premature birth, and to identify and test promising interventions; educates health care providers and women about risk-reduction strategies; advocates to expand access to health care coverage to improve maternity care and infant health outcomes; provides information and emotional support to families affected by prematurity; and generates concern and action around the problem.

As part of this effort, the Alaska Chapter community grants program is designed to invest in priority projects that further the March of Dimes mission, support campaign objectives, and further our strategic goal of promoting equity in birth outcomes.

The applicant must provide services in Alaska. The chapter community grants fund for 2014 is approximately $10,000. It is anticipated that 1-2 projects will be funded, with awards ranging from $5,000-$10,000 each.

ELIGIBILITY

In order to be eligible to receive a March of Dimes chapter grant, an organization must be an incorporated not-for-profit 501(c)(3) or for profit organization or government agency. **The March of Dimes does not award grants to individuals.** Applicants must disclose any conflict of interest due to representation by their organization on the chapter's Program Services Committee or the Chapter or Division Board of Directors.

*2013 grantees may not apply for the same program as was awarded in 2013 but may apply for other programs within their organization.

2014 GRANT SCHEDULE

Applications due	February 15, 2014
Notification of awards	March 15, 2014
Grant period	April 2014-March 2015

Please Note:
March of Dimes chapter community grants do not fund scientific research projects. For information about research grants funded by the March of Dimes national office, please go to marchofdimes.com/research.

FUNDING PERIOD

All chapter community grants are approved for one year only. Consideration of continued support in subsequent years requires resubmission of a proposal or planned activities for the next year, and is based on review of progress and expenditure exports, and the availability of funding. Grants may be renewed only twice for a total project time span of three years.

FUNDING PRIORITY AREAS

All grant proposals must address the March of Dimes mission of improving the health of babies by preventing birth defects, premature birth and infant mortality. Priority will be given to projects that meet one or more of the following criteria: a) are evidence-based; b) include measurable outcomes; c) promote equity in birth outcomes. Projects may focus on *consumers* and/or *health care providers*. The March of Dimes does not fund billable health care provider services.

1. Providing or enhancing premature birth **risk reduction** education and/or services. Risk reduction projects include, but are not limited to:
   - **Providing smoking cessation** education and/or services to pregnant women. Preference should be given to prenatal health education and information/referral services that utilize the "5 A's" counseling approach. For more information, go to the American Congress of Obstetrician and Gynecology website and read the following article: http://www.acog.org/Resources_And_Publications/Committee_Opinions/Committee_on_Health_Care_for_Underserved_Women/Smoking_Cessation_During_Pregnancy.
   - Implementing community programs that aim to **promote equity** in birth outcomes. This may include March of Dimes programs like Stork's Nest®, Project Alpha, *Becoming a Mom/Comenzando bien*®, and The Coming of the Blessing®.

2. Enhancing care through the group prenatal care model (e.g. **CenteringPregnancy**®). For more information,
   visit: http://dimension.marchofdimes.com/Interact/Pages/Content/Document.aspx?id=5449.

3. Supporting a **quality improvement program** related to premature birth prevention with the goal of catalyzing systems change. An example of a QI program is reducing the number of elective deliveries that occur before 39 weeks gestation. For more information on this topic, please go to www.marchofdimes.com/39weeks

OUTCOMES

Reporting outcomes for your grant funded project does not have to be complicated. Outcomes are benefits to clients from participation in the program. Outcomes for March of Dimes projects are usually in terms of changes in knowledge, behavior or birth outcomes. Outcomes are often mistaken with program outputs or units of services such as the number of clients who went through a program. To measure outcomes, baseline data is needed for comparison with data collected during and after project implementation. **Proposals are expected to include at least one objective that seeks to change knowledge, behavior or birth outcomes. Proposals that meet this expectation will score higher in the review process.**

Information found on this website may help you identify an outcome objective for your project: http://www.managementhelp.org/evaluatn/fnl_eval.htm. Here are some sample objectives to give you ideas for content and wording. Please notice the references to baseline data.

- *Intent to Change Behavior* - By December 2014, 80% of participants will agree to make at least one positive behavior change as a result of attending the prenatal classes as measured by client interviews. (Baseline will come from intake interviews.)

- *Behavior Change* - By December 2014, at least 50% of participants enrolled in the program will have improved eating habits by reporting increased intake of fruits/vegetables and water consumption as measured by client surveys. (Baseline will come from intake interviews.)

- *Behavior Change* - By December 2014, the number of women accessing adequate perinatal care (at least 13 prenatal visits beginning in the first trimester of pregnancy) at XYZ Health Center will increase from 125/year (baseline) to 150/year through the services of a Patient Navigator as measured by a review of client records.

- *Change in Birth Outcome* - By December 2014, decrease the percentage of preterm births among women enrolled in the project from 18% (baseline) to 16.5% as measured medical records review.

- *Behavior Change* - By December 2014, increase the percentage of pregnant women enrolled in the project who have a prenatal visit in the first trimester of pregnancy from 40% (baseline) to 50% as measured by medical records review.

- *Behavior Change* - By December 2014, 50% of program participants will demonstrate a decrease in stress as measured by pre/post-tests. (Baseline will come from pre-test results.)

- *Knowledge Change* - By December 2014, 60% of program participants will demonstrate an increase in the perinatal knowledge test as measured by pre/post-tests. (Baseline will come from pre-test results.)

APPLICATION INSTRUCTIONS

Organizations interested in submitting an application that meets at least one of the listed funding priorities may apply for a grant between $5,000 and $10,000. Funds may be applied to support new or existing projects.

- Applications must be no longer than 8 double-spaced pages (excluding attachments.)
- Font size must be at least 12 point and margins must be at least 1 inch.
- All applications must include a Cover Sheet, Narrative (including Abstract), Budget Form and Objectives/Activities/Outcomes Form. The Narrative section must include the five required components, addressing each lettered bullet listed. Attachments may be included; however, all information requested under each of the required components must be provided within the proposal narrative, observing page limitations.
- Applications for CenteringPregnancy® funding must include a completed Site Readiness Form from the Centering Healthcare Institute. The use of March of Dimes process evaluation forms for reporting outcomes is required.
- An original application must be received by the deadline date.
- Applications may not be faxed.
- Applications that exceed the maximum page limitation will not be reviewed.

Applications must be received by 4:00PM on February 15, 2014. Late applications will not be accepted. Proposals should be sent by email to: jodgers@marchofdimes.com

If you have questions regarding the March of Dimes Alaska Chapter community grants application or need additional application forms, please contact Marianne Keuhn, Regional Program Director at 214-414-3520 or email at mkeuhn@marchofdimes.com.

Review and Announcement Information

The Chapter's multi-disciplinary Program Services Committee will review the applications, and applicants will be notified in writing of their application's status in March 2014.

GRANTEE REQUIREMENTS

In order to receive grant funds, all grantees must sign the March of Dimes chapter grant agreement. The inclusion of this agreement is non-binding, and intended only to highlight for potential grantees the basic terms and conditions under which they will be expected to operate should they be awarded a grant. Responsibilities include submission of two written progress and expenditure reports to the March of Dimes Alaska Chapter office. Grantees must also get written approval for any changes in project design or implementation, variance from the submitted budget or changes in staff overseeing the project.

APPLICATION FORMAT

I. COVER SHEET

Completely fill out attached Cover Sheet

II. PROJECT NARRATIVE

A. Project Abstract - one (1) page max
Provide a one-page summary of the project

B. Description - suggested length 2-3 pages
Please include the following information/address the following questions in your description:

Which of the funding priorities is the project addressing? *Do not alter wording of the priority area.*

Of the target population in your area, what needs are you addressing in this initiative? How will the project have an impact on these needs?

What is the capacity of the applicant to carry out the project (include agency's mission, key staff, clientele, and experience working with the target population group)? What planning activities will take place before project startup?

What are the staff responsibilities? What is the role of collaborating organizations (if applicable)?

C. Project Objectives, Activities & Outcomes
Please completely fill out the Methods, Activities & Outcomes form including information on baseline data, evaluation method and staff responsible.

For continuation funding, note progress made towards meeting objectives.

D. Evaluation Plan - suggested length 1 page
Please consider the following questions when describing your evaluation plan:

What is the measurable objective(s) the proposed project aims to achieve?
For example:

> *One measurable objective of this project is to increase the percentage of pregnant women enrolled who have a prenatal visit in the first trimester of pregnancy from 40% (baseline) to 50% as measured by medical records review, or*
> *One measurable objective of this project is to decrease the percentage of preterm births among women enrolled in the project from 18% (baseline) to 16.5% as measured medical records review.*

How will you measure whether this objective was achieved?
What data or information will be needed to measure this?
How will this information be gathered? What tools will be used?
Who will be responsible for gathering this data?

Please include any evaluation tools (i.e. surveys, attendance sheets, summary health information) you will use to capture participant information, evaluate progress, etc.

F. Budget
Please complete the attached budget form, and provide a one-page written budget justification to detail each item on the budget form. Please include the calculation(s) used to estimate costs. The attached budget form is not acceptable without a written budget justification.

Allowable Costs Include:

- Salary - grant funds may be used to cover salaries for project-related employees, but **cannot be used** to pay salary costs for employees who are **already** employed full time. Exceptions may be made in circumstances where a specified position is supported primarily by grant funds and the applicant can demonstrate that the requested funds would replace existing grant funds.
- Consultant fees
- Materials and supplies (e.g. office supplies, health-related materials, refreshments)
- Printing and travel that are reasonable and necessary for project implementation. March of Dimes funds will not pay for first class travel.

Not Allowable Costs Include:

These items should not be included in the grant budget request:

- Salary costs for staff who are already employed full-time by their organization (see exceptions above)
- Construction, alteration, maintenance of buildings or building space
- Dues for organizational membership in professional societies
- Tuition, conference fees or awards for individuals
- Billable services provided by physicians or other providers
- Permanent equipment (e.g. computers, video monitors, software printers, furniture) unless **essential** to project implementation and not available from other sources
- Educational materials from non-March of Dimes sources if comparable materials are available from the March of Dimes
- Indirect costs for grants under $25,000
- Advertising materials and purchase of media time/space: Budget costs relating to these items may not be allowable depending on project specifics. Please consult with the chapter contact listed in this application regarding whether proposed items are allowable.

Please see the March of Dimes Policy on Child Care (February 2007) for recommendations regarding the provision of child care services for participants at trainings and/or workshops funded by chapter community grants.

III. ATTACHMENTS - No Page Limit

APPLICATION SUBMISSION CHECKLIST

Please refer to the following checklist to ensure that your application submission is complete.

☐ Narrative Application is not longer than 8 pages

☐ Font size is at least 12 point and margins are at least 1 inch.

☐ Project narrative (including one page abstract) includes all required components and addresses all questions.

☐ Priority area is clearly marked on the Cover Sheet and project objectives and activities are tightly focused on the selected priority area.

☐ Proposal includes at least one outcome objective that seeks to change knowledge, behavior or birth outcome.

☐ Grant amount requested falls within the allowable range, and requested line items fall within allowable cost items.

☐ Budget totals have been checked for accuracy.

☐ Application includes all required attachments

- Completed and signed Cover Sheet (ATTACHMENT A)
- Completed and signed Budget Form (ATTACHMENT B)
- Completed Objectives, Activities & Outcomes Form (ATTACHMENT C)
- Documentation of IRB submission as deemed appropriate

☐ Application includes optional attachments as deemed relevant to the application.

☐ Submission includes 1 copy plus attachments and has been sent by email to: Janie Odgers at jodgers@marchofdimes.com

Applications must be received by 4:00PM on February 15, 2014.
Late applications will not be accepted.

2014 Chapter Community Grants Program
APPLICATION COVER SHEET

*** ALL SECTIONS MUST BE COMPLETED for proposal to be considered ***

Applicant Organization _____

Project Title _____

Address _____

Contact Name _____

Phone/Fax _____

E-mail _____

Please provide a brief synopsis of your project (2 sentences are sufficient):

_____
_____
_____
_____

Approximately how many unduplicated individuals will be served during the grant year? _____

List the race/ethnicity of the *majority* of individuals served (if applicable): _____

Please indicate the positive impact that the project will measure and report on:
[ ] Increase in knowledge [ ] Behavior change [ ] Improved birth outcomes
[ ] Other _____

Please list the **one primary** funding priority that the application addresses from the numbered funding priority areas on page 2 of the RFP:

_____

Total amount requested: $_____

Check should be made out to: _____

Is your agency willing to accept partial funding? [ ]Yes [ ]No

Does the budget include funds for a consultant or other subcontract? [ ]Yes [ ]No

_____ ___/___/___ _____
Signature - Primary Staff Person Date Type Name and Title

_____ ___/___/___ _____
Signature - Executive Director Date Type Name and Title

ATTACHMENT B

March of Dimes
Chapter Community Grants Program
BUDGET FORM

Check One: [ ] Application [ ] Progress Report **Grant Period From**: mm/dd/yy **To:** mm/dd/yy
Applicant Name:
Project Title:

BUDGET (see application guidelines for an explanation of allowable/not allowable expenses)	**APPLICATION** Total Budget	**EXPENDED** (Progress Rpts Only)
A. Salaries (include name, position, and FTE) *		
Sub-total A	**$0**	**$0**
B. Expendable Supplies		
Sub-total B	**$0**	**$0**
C. Other Expenses/Fees		
Sub-total C	**$0**	**$0**
D. In-Kind Donations/Revenue		
Sub-total D	**$0**	**$0**
GRAND TOTAL (A+B+C+D)	**$0**	**$0**
TOTAL AMOUNT REQUESTED (A+B+C)	**$0**	**$0**

_____ mm/dd/yy
Signature - Executive Director Date

_____ m/dd/yy
Signature - Director of Operations Date

Please round figures to the nearest dollar and check budget totals.

**** Indication of whether staff position is new, an increase in hours, etc. is required in narrative.***

March of Dimes **ATTACHMENT C**
2014 Chapter Community Grants Program
OBJECTIVES, METHODS/ACTIVITIES & OUTCOMES FORM

Project Title: _____
Applicant: _____ Grant Amount: _____
Contact: _____
TO SUPPLEMENT (check one): ☐ Application ☐ 6 Month Report ☐ Year-End/Final Report

Project Objectives (*please number*)* **Methods/Activities To Achieve Objectives** **Outcome Measures**	**Person/Agency Responsible**	**Start/End Dates**	**Number of Individuals Served/Reached/ Educated** **Goal**	**Actual**
OBJECTIVE # 1		mm/yy - mm/yy		
Baseline: **EVALUATION METHOD:**				
1. Activity				
2. Activity				
3. Activity				
Actual Outcomes for Objective #1 (*change in knowledge, behavior and/or birth outcomes - progress reports only*)**:**				
OBJECTIVE # 2		mm/yy – mm/yy		
Baseline: **EVALUATION METHOD:**				
1. Activity				
2. Activity				
3. Activity				
Actual Outcomes for Objective #2:				

*Please use no more than 3 objectives per grant.

Example Talking Points for Staff when Discussing the Formula Change

Inform about the change	Introduce choices	Empower to make the best choice for infant
Starting in April, the calories in [baby's name] formula is changing Because of this change, WIC is no longer able to provide this formula starting April 1st There are strict guidelines that formulas must follow in order to be approved infant formulas, so they are similar to each other	WIC will continue to offer Similac Advance and Enfamil ProSobee as your choices Similac Advance is a milk based formula, like the other formula you were using. Prosobee is a soy based infant formula Milk based formulas are usually recommended unless there is a milk allergy, lactose intolerance, or a family prefers not to eat dairy In rare cases, babies may have a medical need for other formulas besides Similac Advance and Enfamil ProSobee that may be available with a prescription from your doctor	You ultimately know what's best for your baby I want you to know the options available so that you can make the best choice for your baby Based on what we talked about, what formula would you like to choose to have starting in April?