



Special Supplemental Nutrition Program for Women, Infants, and Children (WIC)

SUPPLEMENTAL FOOD PROGRAMS, TO IMPLEMENT WIC BREASTFEEDING SUPPORT CAMPAIGN GRANT PROGRAM – COOPERATIVE AGREEMENT

Fiscal Year 2019 Request for Applications

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Application Due Date: 11:59 PM, Eastern Standard Time (EST), August 30, 2019

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IMPORTANT NOTICE

On December 31, 2017, Grants.gov officially retired the legacy. PDF application package as a method to apply for a Federal grant. This changed the way many Grants.gov users completed and submitted their grant applications.

For information on Workspace application process, visit:

<https://grants.gov/web/grants/applicants/workspace-overview.html>

Application Checklist

This application checklist provides a list of the required documents; however FNS expects that applicants will read the entire Request for Application (RFA) prior to the submission of their application.

In order to apply, **at least four weeks** prior to submission, you must have:

- ☐ Obtained a Dun and Bradstreet Data Universal Numbering System (DUNS) number;
- ☐ Registered the DUNS number into the System for Award Management (SAM); and,
- ☐ Registered in grants.gov.

When **preparing your application**, ensure:

- ☐ Your application format and narrative meet the requirements included in Section II “Federal Award Information,” and Section IV “Application and Submission Information,” including page limits, and all necessary attachments.

When **preparing your budget**, ensure the following information is included:

- ☐ All key staff who are paid by this grant.
- ☐ The percentage of time the project director will devote to the project in full-time equivalents.
- ☐ Your organization’s fringe benefit amount along with the basis for the computation.
- ☐ The type of fringe benefits to be covered with Federal funds.
- ☐ Itemized travel expenses (including type of travel), travel justifications and basis for lodging estimates.
- ☐ Types of equipment and supplies, justifications, and estimates, ensuring that the budget is in line with the project description.
- ☐ Information for all contracts and justification for any sole-source contracts.
- ☐ Justification, description and itemized list of all consultant services.
- ☐ Indirect cost information (either a copy of a Negotiated Indirect Cost Rate Agreement (NICRA) or if no agreement exists, the basis of the indirect costs requested). If none requested, please indicate this in the budget narrative.

When **submitting** your application, ensure you have submitted the following:

- ☐ SF-424 – Application for Federal Assistance (fillable PDF in Grants.gov)
- ☐ SF-424A – Budget Information and Instruction Form (fillable PDF in Grants.gov)
- ☐ SF-424B – Assurances for Non-Construction Programs (fillable PDF in Grants.gov)
- ☐ SF-LLL – Disclosure of Lobbying Activities.
- ☐ FNS-906 – Grant Program Accounting System & Financial Capability Questionnaire (see pp. 38- 39)
- ☐ Negotiated Indirect Cost Rate Agreement (PDF - Upload using the “Add Attachments” button under SF-424 item #15)

When applicable, application packages are required to include the following documents:

- ☐ AD-1047 - Certification Regarding Debarment, Suspension, and Other Responsibility Matters Primary Covered Transactions
- ☐ AD-1048 - Certification Regarding Department, Suspension, Ineligibility and Voluntary Exclusion Lower Tier Covered Transactions
- ☐ AD-1049 - Certification Regarding Drug-Free Workplace Requirements (Grants) Alternative I – For Grantees Other Than Individuals
- ☐ AD-1050 - Certification Regarding Drug-Free Workplace Requirements (Grants) Alternative II – For Grantees Who Are Individuals
- ☐ AD-1052 - Certification Regarding Drug-Free Workplace State and State Agencies, Federal Fiscal Year
- ☐ AD-3030 – Representations Regarding Felony Conviction and Tax Delinquent Status for Corporate Applicants (fillable PDF in Grants.gov).

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I. PROGRAM DESCRIPTION & OBJECTIVES

The United States Department of Agriculture (USDA), Food and Nutrition Service (FNS), through the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) is responsible for providing Federal grants to States for supplemental foods, health care referrals, and nutrition education (including breastfeeding promotion and support). These services are for low-income pregnant, breastfeeding, and non-breastfeeding postpartum women, and to infants and children up to age five who are found to be at nutritional risk.

This is an announcement of the availability of funds for one new cooperative agreement for FY 2019 with an accredited college/university, private or public non-profit or for profit research institution or organizations with experience in implementing and evaluating marketing campaigns.

In this one-time initiative funding, the USDA anticipates awarding up to \$5 million in grant funding to provide technical support for the implementation and evaluation of the updated USDA National Breastfeeding Promotion Campaign WIC Breastfeeding Support, Learn Together. Grow Together., in no more than eight WIC States Agencies. The Grantee shall carry out the sub-award competition to select these SAs where the campaign will be implemented. The overarching goal of the updated Campaign is to increase the knowledge of and to promote behavior change about breastfeeding among WIC staff and participants.

Legislative Authority: The legislative authority for this grant announcement is contained in The Child Nutrition Act of 1966, Public Law 111-296, as amended. 42 U.S.C. 1790 (a) requires the USDA to establish a breastfeeding promotion program to promote breastfeeding as the best method of infant nutrition and foster wider public acceptance of breastfeeding in the United States. Furthermore, 42 U.S.C. 1786 (h)(10)(B)(II) authorizes special projects to promote breastfeeding, including projects to assess the effectiveness of particular breastfeeding promotion strategies to improve the services of the program.

1. KEY OBJECTIVE OF THE PROGRAM

The present solicitation will be supporting the WIC Program as part of its nutrition education objectives.

PROGRAM OBJECTIVE
To provide breastfeeding promotion and support and to build a supportive breastfeeding environment as part of the nutrition education offered to Program participants.

2. BACKGROUND

WIC is a Federal nutrition assistance program that serves low-income pregnant, postpartum, and breastfeeding women, infants, and children up to five years old who are at nutrition risk. WIC provides nutritious foods, nutrition education including breastfeeding promotion and support, and referrals to health and other social services to participants in all 50 states, 34 Indian Tribal

Organizations, American Samoa, the District of Columbia, Guam, the Commonwealth Islands of the Northern Mariana Islands, Puerto Rico, and the U.S. Virgin Islands.

As part of its mission to improve the health of nutritionally at-risk women, infants, and children, WIC provides breastfeeding promotion and support for its participants. To help participant's breastfeed successfully, USDA Food and Nutrition Service (FNS) launched the Loving Support Makes Breastfeeding Work (Loving Support) campaign in 1997. Campaign messages and resources serve as the foundation for breastfeeding education, counseling, and promotion efforts in the WIC Program. Based on a social marketing approach, Loving Support emphasized that the support of family and friends, the health care system, and the community are all essential for a breastfeeding mother to be successful. Loving Support was national in scope and is implemented at the WIC State Agency level.

As the original campaign was launched over 20 years ago, Program cooperators and partners requested the campaign be refreshed to keep it current, accurate, and relevant to provide quality breastfeeding support to WIC participants. In 2010-11, FNS contracted with the Institute of Medicine (IOM) to conduct a public workshop and a focused meeting with experts in the field to obtain input on next steps for the campaign. Experts felt strongly that FNS conduct formative research to effectively update the campaign and focus on social marketing principles.

In 2014, FNS awarded a cooperative agreement to Hager Sharp Inc. to update the campaign for a new generation of mothers participating in WIC. As part of the update, Hager Sharp conducted formative research, including an environmental scan, an audience segmentation exercise, in-depth interviews with WIC staff at the State and local level and key external stakeholders, and a mobile ethnography with mothers participating in WIC. The formative research provided key insights from WIC stakeholders and participants; mothers' knowledge of and attitudes toward breastfeeding; the barriers they face when it comes to duration and exclusivity of breastfeeding; and the role WIC, and State and Federal policies have in providing breastfeeding support. Using that information, FNS developed a social marketing plan that outlines strategies for improving the audience's ability, motivation, and opportunity to breastfeed as much as possible for as long as possible.

A new brand, "WIC Breastfeeding Support," and tagline, "Learn Together. Grow Together." were developed for the updated Campaign (referred from now on as "the Campaign") as well as key messages, photography, posters, educational materials, graphics, digital ads, social media messaging, updated website and a new program offering, titled the Buddy Program. This information can be found at <https://wicbreastfeeding.fns.usda.gov/>.

FNS expects that the updated Campaign resources will support the health of nutritionally at-risk women, infants, and children by increasing awareness, support and promoting behavior change about breastfeeding.

II. FEDERAL AWARD INFORMATION

1. SUMMARY

The Grantee must have practical skills in project management, expertise in public health campaign implementation and social marketing principles that can be applied to breastfeeding promotion and support, expertise in research methodologies, and knowledge of the WIC Program.

The Grantee must develop a proposal to deliver technical support for the implementation and evaluation of the Campaign in no more than eight WIC State Agencies. The selection of WIC States Agencies must be done through an award competition. Therefore, the Grantee's proposal must include an award competition among the 90 WIC State Agencies that operate a WIC program to select State Agencies. The winning State Agencies must implement and evaluate their proposals with the assistance of the Grantee. The States Agencies selected must be geographical diverse, and include at least one Indian Tribal Organization.

WIC State Agencies determine their own nutrition education plans, including breastfeeding promotion and support. Because the WIC Program in each state delivers services based on the needs of their respective populations, the implementation of the Campaign may vary by state. However, the Grantee must provide a standard implementation or basic intervention model detailing the activities of the Campaign implementation and the short, medium, and long-term outcomes, as well as measures of those outcomes that the State Agencies should consider in their proposals. The Grantee should also propose a timeline for the evaluation based on the expected impact of the selected key outcomes.

The process of planning the Campaign implementation and evaluation must be centered on the objectives of the Campaign: increase social support for breastfeeding, both among WIC staff and among WIC participants. It is expected that increased knowledge of breastfeeding among WIC staff will positively affect participant awareness and acceptance of messages, which in turn will promote behavior change as measured by breastfeeding rates (either exclusively or in combination with formula from baseline).

The Grantee must coordinate with the Sub-grantee and provide the technical support necessary to roll out each State Agency proposal. This support must include management of the proposal components for the Campaign implementation, training, and research expertise assistance during the implementation of the Campaign and evaluation. It is the responsibility of the Grantee to ensure that each Sub-grantee has the capabilities and resources necessary to conduct an adequate and effective evaluation of the Campaign's implementation. The Grantee then must oversee the evaluation process of each Sub-grantee during and after the Campaign implementation. The evaluation of the campaign implementation for each State Agency must include: (1) the evaluation of the implementation processes that will provide useful insights on whether the implementation occurred as intended and any barriers that influenced the results, and (2) the outcome evaluation that will provide measures of whether the outcome objectives were met.

The Grantee must put together an individual final report for each participating state. This should contain a summary and evaluation of the implementation process, which will include an analysis

and interpretation of all outcomes measured. In addition, the Grantee must prepare a final summary report including an analysis of the Campaign implementation and evaluation (standard intervention) in all states participating as a whole. Furthermore, the Grantee must prepare a 2-page executive summary for publication on the FNS website and propose other publications in which to disseminate the findings of this project.

2. FUNDING

Funding of this award will be provided through the Grant Award/Letter of Credit process. The award will be made via Cooperative Agreement between FNS and the grantee. The grant will be awarded on a competitive basis, subject to the availability of federal funds. Approximately \$5 million is available for funding to accomplish the goals and deliverables described in this Request for Application (RFA). The award will be on a competitive basis, based on the review of all proposals according to the technical evaluation criteria outlined in this RFA.

FNS has structured this award as a Cooperative Agreement; therefore, the Grantee can expect substantial collaboration, participation, and/or intervention in the management of the project by FNS. This will include, but is not limited to, ongoing technical direction and involvement in implementing and evaluating the WIC Breastfeeding Campaign and other deliverables, reviewing drafts, providing input, and approving revisions.

FNS may elect to fund an organization's application in its entirety; may limit funding to specific items of the proposals contained in an application; and/or may negotiate with proposed applicants to stay within available funding.

The Grantee will be responsible for utilizing their awarded amount to carry out a competition to award sub-grants to WIC State agencies to design and implement, in collaboration with the Grantee, the objective of this project. One criterion by which the proposals in response to this RFA will be judged is the proportion of the award amount that will be passed on to the selected State Agencies.

3. AWARD PERIOD AND PROJECT TIMELINE

All funds must be obligated and all activities under the Cooperative Agreement must be completed by March 31, 2022.

In order to provide guidance for the proposals, FNS makes the following suggestions regarding the proposed timelines. Note that these are not directives: proposals may structure their timelines differently.

- 30 months: total timeline
- 1 month: time for revising the details of the standard implementation proposal
- 9 months: preparing and conducting the award competition, by which no more than eight WIC State Agencies will be selected; training the selected State Agencies to implement the Campaign; and beginning to roll out the specifics of the implementation process of each State Agency's Campaign
- 12 months: implementing the Campaign by State Agencies

- 2 months: finalization of the evaluation of the Campaign implementation
- 6 months: reviewing the final State Agency reports; conducting the clearance process by FNS; completing final FNS review to be done before the delivery of the completed individual and summary reports

4. COOPERATIVE AGREEMENT

This grant will be awarded in the form of a cooperative agreement. This agreement is a legal instrument reflecting a relationship between the Federal government and the Grantee. The roles and responsibilities of both the Grantee and FNS will be stated in the terms and conditions of the cooperative agreement.

FNS' involvement in this cooperative agreement will largely entail providing feedback on proposed deliverables and other sources of dissemination, reviewing and approving materials before implementation and publication, and suggesting better approaches based on Campaign and Program requirements.

5. PURPOSE OF THIS PROJECT -- COOPERATIVE AGREEMENT

This project requires the Grantee to develop a proposal to create a competitive opportunity to implement and evaluate the Breastfeeding Campaign in no more than eight WIC State Agencies, which must include at least one Indian Tribal Organization. The process of planning the Campaign implementation and evaluation must be centered on the objectives of the Campaign. In addition, the Grantee must provide support for the implementation of the Campaign in each State Agency as describe below.

The proposal must provide a standard implementation or basic intervention model detailing the activities of the campaign implementation and the short, medium, and long-term outcomes, and measures of those outcomes that the State Agencies should include in their proposals. The standard intervention must be designed to accomplish the objectives of the Campaign.

The proposal must include planning and developing a strategy to assist and provide technical support to the selected State Agencies to implement and evaluate the Breastfeeding Campaign in their own States. Technical support about the Campaign and social media, as well as monitoring and evaluation, should happen alongside the implementation. The proposal must include, but is not limited to:

- 5.1 Developing a standard implementation or basic intervention model to evaluate the implementation of the campaign.** The Grantee must develop a standard campaign implementation detailing the activities of the implementation and the short, medium, and long-term outcomes that all participant States Agencies should include as part of their campaign implementation proposal. It must include the evaluation process. The evaluation process must consider, but not be limited to the selection of accountable outcomes, analysis and interpretation of data. In addition, the proposal should present a timeline needed for the impact of these outcomes.

- 5.2 Developing an award competition.** The Grantee must develop a competition among the 90 WIC State Agencies and a process for competitively awarding funding for the implementation of the Breastfeeding Campaign in no more than eight States Agencies. In the proposal, the Grantee must specify how they expect to solicit entries for this competitive award. The call for competition must at minimum request that applicants include in their applications (but not be limited to): a research design that includes the standard implementation provided by the Grantee's specification of target audiences; objectives of their proposals, which must be aligned with the objectives of the Campaign; and metrics to evaluate the effects of the Campaign, including those proposed in the standard implementation. This proposal should also include a determination of the adequate sample size for the intended evaluation; qualifications of the parties who will implement the project; and how and when it will be implemented.
- 5.3 Evaluation of WIC State Agencies' applications.** The Grantee must implement the competitive award process and work cooperatively with FNS to evaluate the applicants and determine which are most qualified to implement the Campaign. The selection of the WIC State Agencies must be based on: their creativity in implementing the Campaign, such as by targeting specific audiences or populations, e.g., specific populations with lower rates of breastfeeding, teens, those living in particular areas; the feasibility of their proposals; their use of the social marketing components of the Campaign; and research methods used. FNS will make final selection decisions for the sub-grants.
- 5.4 Funding of the WIC State Agencies selected.** The Grantee, in coordination with FNS, must be responsible for all aspects of determining funding based on the proposals for the selected WIC State Agencies, and all coordination necessary for award nomination.
- 5.5 Training.** Once the WIC State Agencies have been selected, the Grantee must provide them with training about the Campaign objectives and social media components, implementation, and evaluation. The objective of the training is for each WIC State Agency to understand and manage all the components of the Campaign in order to successfully implement its proposed plan. In addition, the Grantee must provide training on other important skills the staff may need to support the Campaign implementation, e.g., communication strategies, such as how to run a successful social media campaign.
- 5.6 Technical assistance.** The purpose of technical assistance is to support the implementation and evaluation of WIC State agencies participating in the project. It must include, but is not limited to: recommendations for rigorous evaluation designs, sample size estimations and sampling frame development, consultation on and construction of validated information collection instruments such as quantitative surveys, qualitative interview and focus group question guides, collection and analysis and interpretation of data, and development of reporting materials. The Grantee must provide technical assistance to the State Agencies throughout the duration of this Contract. The Grantee must at minimum:
- Help the selected State Agencies develop an implementation plan using Campaign components that meet their identified needs.
 - Identify concepts and visual Campaign components, such as graphics and multimedia elements, that will best fulfill each State Agency's plan. Information and resources

developed for the WIC Breastfeeding Support Campaign can be found at <https://wicbreastfeeding.fns.usda.gov/>. See also Section I-2 of this document, "Background."

- Coordinating and implementing campaign activities to include planning meetings, as well as selecting, maintaining, and distributing materials in support of individual campaigns. The Grantee must support each participant State Agency to promote its campaign to maximize target audience participation.
- In collaboration with the Sub-grantees, evaluate the success of the Campaign through performance measures that are consistent with those outlined in the individual State Agency Campaign implementation plan. This must include statistical support for the determination of proper sample size, data analysis, and the evaluation methodology including surveys to evaluate participants, staff and other in-depth interviews among key participants of the Campaign implementation.
- The Grantee must also coordinate and oversee the collection of data by the individual State Agencies.
- Provide research method expertise necessary for the development and submission of the Final Summary Report of the Campaign implementation.

5.7 Evaluation of the Implementation. The evaluation of the campaign implementation for each State Agency must include: (1) the evaluation of the implementation processes that will provide useful insights on whether implementation occurred as intended and (2) the outcome evaluation that will provide measures of whether the outcome objectives were met.

In collaboration with each selected State Agency, the Grantee must oversee the evaluation process in each of the State Agency's implementing the Campaign. This evaluation must include at minimum (1) Collection of data of measurable outcomes in accordance of each State proposal, (2) Analysis of the data, and (3) Interpretation of the results of data analysis.

5.8 Management of the Campaign implementation in no more than eight WIC State Agencies.

For the duration of this project, the Grantee must oversee the Campaign implementation in each State Agency in collaboration with the WIC State Agency staff. The Grantee must develop a management plan for each State Agency and submit to FNS for final approval. This must include a variety of technical assistance, communication strategies, and services to each state.

5.9 Final Deliverables and Publications.

The Grantee must put together an individual final report for each participating State. This report should contain a summary and evaluation of the implementation process, which will include an analysis and interpretation of all outcomes measured. In addition, the Grantee must prepare a final summary report, including an analysis of the Campaign implementation and evaluation (standard implementation) as a whole in all State Agency's participating. Furthermore, the Grantee must prepare a 2-page executive summary for publication on the FNS website and propose other publications in which to disseminate the findings of this project.

The Grantee must present for review and approval by the State Agency and FNS the details of the intended approach, work plan, and project schedule for each effort.

6. PROJECT SPECIFIC REQUIREMENTS

Applicants must demonstrate the following program specific requirements in their proposals:

- Practical skills in project management, experience in social marketing principles that can be applied to breastfeeding promotion, expertise in research methodologies, and knowledge of the WIC Program.
- Knowledge for designing, implementing, and coordinating a competitive Request for Proposals (RFP) process that solicits proposals from State WIC agencies. All applications must clearly articulate an administration plan for awarding competitive sub-grants to State WIC agencies.
- Knowledge conducting high-quality evaluations in partnership with WIC or similar public health agencies, as evidenced by reports, publications, and/or other materials the Grantee will be required to submit a formal evaluation plan to FNS once competitive sub-grants are awarded to State Agencies.
- Description of the expected set of final deliverables that will be submitted and/or published by the Grantee during and at the end of the Cooperative Agreement. All reports or products generated by efforts funded through this Cooperative Agreement are subject to review by FNS before publication. This includes review of manuscripts (with inclusion of the FNS point-of-contact as a co-author where appropriate based on authorship guidelines) before submission to peer-review for scientific journals, communications materials meant for general and WIC audiences about the research, and other items.
- Plan to communicate findings of this project to stakeholders (policy officials, State agencies and their staff) and the academic community. Dissemination plans must meet the requirements as specified later in this RFA. See also Section VI “Federal Award Administration Information.”
- Description of a detailed timeline for carrying out all proposed activities and demonstrate evidence of planning to meet other grant requirements as specified in this RFA.

6.1 Grantee The Grantee is the public or private, academic or nonprofit research institution that will be selected competitively based on the merits of its application to operate the project. The Grantee has overall responsibility for administering the competitive RFP award system, coordinating project implementations, and evaluating project success, providing evaluation-related technical assistance, and reporting.

The Grantee must:

- Select or hire appropriately credentialed personnel to manage and operate project components.
- Provide administrative oversight and monitoring for progress and compliance with WIC program-specific requirements. Working with each WIC State Agency project manager and other key staff, the Grantee must develop an integrated master plan that includes project milestones and deliverables, as well as periodic reporting.

- Conduct appropriate training and provide necessary support for staff and other partners to successfully handle project responsibilities. These responsibilities include, but are not limited to:
 - Providing training to staff about the WIC Campaign as described in Section II-5.5 of this document.
 - Providing data on participating WIC agencies and organizations to FNS.
 - Coordinating site visits to participating sites for FNS if requested.
 - Fulfilling obligations to FNS.
- Providing technical support for the implementation of the Campaign objectives, as described in Section II-5.6 of this document.
- Providing support for internal coordination processes and communication with the selected WIC State Agencies. Each campaign plan must include a timeline/schedule that is coordinated with the State Agency campaign implementation plan, as well as the FNS and Grantee communications calendar. See also Section II of this document.
- Keep FNS informed on critical junctures and checkpoints after award of cooperative agreement, including management plan, budget, administration plan, dissemination plan that are submitted in preliminary form in the application, as well as evaluation plans once developed after award of sub-grants and the management and staffing plans discussed later in this RFA.
- Meet specific obligations and approval points as specified by the cooperative agreement.
- The Grantee, in coordination with the project manager in each WIC State Agency, must plan a list of deliverables for each individual campaign.
- The Grantee must coordinate and host periodically a Progress Review with each WIC State Agency implementing a campaign. The Progress Review must highlight any changes to the schedule since the previous meeting, any tasks that were completed within the last month, any tasks that will be late (or are projected to be late), and a review of all late, completed, and upcoming milestones in the detailed schedule (See also Section II-3, “Award Period and Project Timeline,”)
- Submit timely progress reports, financial reports and annual reports throughout the award period, and submit a final summary report and final financial report. See also Section II-5.8, “Final Deliverables and Publications,” and Section II-7, “Final Deliverables,” of this document.
- Account for project funds separately from federal food and nutrition assistance administrative funds and establish financial and managerial reporting and controls to assure project funds are not commingled or used inappropriately. A separate and distinct audit trail must be established and maintained for the expenditure of project funds that clearly demonstrates that they are used solely for project purposes.
- Provide FNS with any data files created and used to generate reports, presentations, and publications resulting from this grant. Such data must be accompanied with analytic code, output files, and codebooks and other applicable documentation sufficient for FNS to replicate analyses.
- Carry out all activities necessary to fulfill the items as described in Section II, “Purpose of the Project -- Cooperative Agreement.”
- Coordinate other grant-related dissemination activities.

- For internal use and informational purposes, provide FNS with an electronic copy of all manuscripts resulting from this work at the time of submission for publication and in final form when published.

6.1.1 Planning and Reporting

Quarterly conference calls must provide an overview of the activities conducted during the previous quarter, major accomplishments with completion dates and budget, deviations from the proposed plan, difficulties encountered, solutions developed to overcome difficulties, assistance needed from FNS on technical issues, and major planned activities for the next quarter. Should a major issue arise between calls, the Grantee should contact the FNS Grants and program officers immediately. During key stages in the project, conference calls with FNS must occur monthly; i.e. at the start of the agreement, leading up to the release of the RFP and selecting sub-grantees, etc. The Grantee must provide FNS with an agenda 3 business days prior to each call. The Grantee must also prepare minutes for each call and distribute to FNS no later than 5 business days after the call.

6.1.2 Interim Deliverables

Once awarded, the Grantee will provide quarterly progress reports and financial reports to identified FNS contact persons. The Grantee will also produce an annual report (not to exceed 10 pages) to FNS for publishing on the FNS website. Annual reports will include a description of the focus area, the implemented projects by sub-grantees, and status of implementation and evaluation for that year and, in subsequent years, since the last annual reporting.

6.2 Food and Nutrition Services (FNS) To the extent practicable, FNS will provide technical consultation to the Grantee as needed. FNS will comment on major project aspects and issues in advance of their implementation in a manner and timeframe agreed upon between the Grantee and FNS.

At FNS's discretion, FNS involvement with the Grantee may include:

- Providing comments on and having ongoing conversations with the Grantee regarding their plans to meet this RFA's requirements.
- Evaluating WIC State Agency's applications to the competitive solicitation. FNS will make final selection decisions for the sub-grants.
- Reviewing administration, dissemination, and evaluation (once designed) plans associated with research projects performed at State WIC agencies funded by this cooperative agreement.
- Reviewing and co-authoring manuscripts.
- Receiving a courtesy copy of all Grantee-produced documents (e.g. Final report, peer-reviewed publication upon submission) resulting from this cooperative agreement.

7. FINAL DELIVERABLE(S)

The project description must address how the findings will be disseminated to program stakeholders and the academic community. At a minimum, the Grantee must prepare and deliver to FNS:

One final report integrating all the information learned from all work funded by this project in an acceptable format for FNS to publish on their website. See also Section II-5.9, “Final Deliverables and Publications,” of this document.

- Two-page Executive Summary in PDF format for publication.
- Submit at least one peer-reviewed journal article for publication based on research using grant funds.

All materials that will be published on FNS’s website **must be 508-compliant**. Please see <http://www.section508.gov/> for more information. FNS recognizes that the journal article may not be published by the end of the grant period, but a submitted draft is required.

All deliverables must be written in proper English, without grammatical and punctuation errors.

8. DETERMINATION OF AWARD AMOUNTS

If an application is approved for funding, it is appropriately budgeted and has technical merit; the award may be funded at the requested amount. However, FNS reserves the right to:

- Fund applications outside of numerical ranking for the aforesaid reasons;
- Not fund an application based on a lack of merit; and
- Fund an award at less than the total amount requested, if:
 - Federal funding is not sufficient to fund the application(s) that merit(s) award;
 - It is judged that another proposal could be implemented with less funding; or
 - Other factors are considered, e.g., geographic, demographic, or socioeconomic diversity, agency priorities, etc.

Allowable Costs

Among other costs, budgets may include expenses related to personnel, Grantees, equipment and supplies, meeting expenses, travel, and trainings.

- **Equipment and Supplies:** Expenditures for both equipment (i.e., items of personal property having a useful life of more than one year and a cost of \$5,000 or more) and supplies are allowable expenses
- **Food Expenses:** No more than 10 percent of the grant funds may be used for necessary food purchases in the grant budget. Food purchases must be necessary for the purpose of the grant and should be limited to educational purposes, including: sample tables, taste tests, or promotional use. Food costs related to conducting a test run of a new product are also deemed an appropriate use of funds.

III. ELIGIBILITY INFORMATION

1. ELIGIBLE APPLICANTS

This Request for Application (RFA) is open to all accredited college/university, private or public non-profit or for profit research institution or organizations with experience in implementing and evaluating marketing campaigns. FNS will not consider applications from entities that do not fit these eligibility criteria. Non-profit organizations are required to submit a copy of the IRS Determination Letter, form 501(c)(3) or proof of application for exempt status under section

501(c)(3) of the Internal Revenue Code, a list of their Board of Directors if applicable, and their most recent audited financial statements signed by the Treasurer or the Treasurer of the board. Educational entities are also required to submit their most recent financial statements signed by the Treasurer or Treasurer of the board. Applications submitted without these will be considered non-responsive and eliminated from consideration.

2. COST SHARING OR MATCHING CONSIDERATIONS

There are no cost sharing or matching requirements. Any matching or cost sharing (as detailed in 2 CFR 200.306) offered is at the discretion of the Applicant. Any cost sharing or matching may be presented in a percentage amount.

3. OTHER ELIGIBILITY CRITERIA

FNS will accept only one application from each Applicant. Suspended or debarred organizations are ineligible to submit applications in response to this grant solicitation.

4. PRE-APPLICATION SCREENING REQUIREMENTS

In reviewing applications in any discretionary grant competition, Federal Awarding Agencies, in accordance with 2 CFR 200.400, are required, prior to making a Federal award, to review information available through various OMB-designated repositories for eligibility qualification or financial integrity, and to have in place a framework for evaluating the risks posed by applicants before they receive Federal awards. The evaluation of the information obtained from the designated repository systems, the risk assessment may result in the Food, and Nutrition Service Agency (FNS) imposing special conditions that correspond to the degree of risk assessed. The Federal repository systems FNS will review include:

- 1) SAM, the *System for Award Management*, the Official U.S. Government system that consolidated the capabilities of CCR/FedReg, ORCA, and EPLS;
- 2) FAPIIS, the *Federal Awardee Performance and Integrity Information System*, is a database that has been established to track Grantee misconduct and performance;
- 3) Dun and Bradstreet, the system where applicants establish a DUNS number which is used by the Federal government to better identify related organizations that are receiving funding under grants and cooperative agreements, and to provide consistent name and address data for electronic grant application systems. The Federal government requires that all applicants for Federal grants and cooperative agreements with the exception of individuals other than sole proprietors have a DUNS number.
- 4) U.S. Department of Agriculture, AD-3030, *Representations Regarding Felony Conviction and Tax Delinquent Status for Corporate Applicants*.

Applicants must also respond to the pre-application assessment in “Grant Program Accounting System and Financial Capability Questionnaire” at the end of this document (pp. 38- 39,) to allow FNS to evaluate aspects of the applicant’s financial stability, quality of management systems, and history of performance, reports and findings from audits. A questionnaire containing these questions has been provided to facilitate the process. Applicants must answer all the pre-application

questions. While answering “yes” may be an indicator of risk, the consideration and evaluation of these questions is only an indicator of potential risk and may or may not result in an additional oversight requirements or special conditions be placed on an award should an award be made. Decisions regarding additional oversight requirements will take into consideration the total number of risks identified.

5. PUBLICATIONS AND ACKNOWLEDGE USDA SUPPORT

As outlined in 2 CFR 415.2, grant recipients must include acknowledgement of USDA Food and Nutrition Service support on any publications written or published with grant support and, if feasible, on any publication reporting the results of, or describing, a grant-supported activity. Recipients must include acknowledgement of USDA Food and Nutrition Service support on any audiovisual which is produced with grant support and which has a direct production cost of over \$5,000.

When acknowledging USDA support, use the following language: "This material is based upon work that is supported by the Food and Nutrition Service, U.S. Department of Agriculture."

Grantees are asked to follow the **USDA Visual Standards Guide** (<https://www.usda.gov/media/digital/digital-style-guide>) when using the USDA logo.

Grant recipients *may* be asked to host USDA officials for a site visit during the course of their grant award. All costs associated with the site visit will be paid for by USDA and are not expected to be included in grant budgets.

IV. APPLICATION AND SUBMISSION INFORMATION

1. TO REQUEST APPLICATION PACKAGE

Applicants may request paper copy of this solicitation and required forms by contacting the FNS Grants Officer at:

Dawn Addison, Grant Officer
Grants and Fiscal Policy Division
U.S. Department of Agriculture, FNS
3101 Park Center Drive Room 740
Alexandria, VA 22302
E-mail: dawn.addison@usda.gov

2. CONTENT AND FORM OF APPLICATION SUBMISSION

FNS encourages eligible applicants to organize their proposals, including the sections described below.

The Specific Activities section must capture, but should not be limited to, the objectives specified in Section II.5 of this document. Preferably, this section should be described on no more than 10 pages.

The Management Section should include all necessary staff to achieve the objectives of the proposal. Participant staff should add professional resumes. Resumes of proposed staff should highlight experience and previous activities or expertise related to their specific responsibilities assigned to this project.

FNS strongly encourages eligible applicants interested in applying to this program to adhere to the following applicant format. The proposed project plan should be typed on 8 ½" X 11" white paper with at least 1-inch margins on the top and bottom. All pages should be single-spaced, in 12-point font. All pages, excluding the form pages, must be numbered.

All proposed activities must be center in the implementation of the updated USDA Breastfeeding campaign. For more information, refer to Section I-2, "Background," of this document.

Cover Sheet

The cover page should include, at a minimum:

- Applicant's name and mailing address
- Primary contact's name, job title, mailing address, phone number and e-mail address
- Grant program title and subprogram title (if applicable)

Table of Content

Include relevant topic page number.

Application Project Summary

The application should clearly describe the proposed project activities and anticipated outcomes that would result if the proposal is funded.

Project Narrative

The project narrative should clearly identify what the applicant is proposing to accomplish the objectives of this project. FNS suggest describing the proposal following the objectives specified in Section II of this document. The Project Narrative may also discuss the Applicant's experience implementing and evaluating marketing campaigns.

In preparing your Project Narrative, provide the information requested in the order presented below.

- Introduction: Briefly explain the reasons for your interest to apply for this Request for Application (RFA).
- Background: The Background section will provide a summary of the most recent understanding of implementation breastfeeding marketing campaigns and specifically the USDA Breastfeeding Campaign. In addition, explain background support for the methodology(s) to be proposed for the implementation and evaluation of the campaign requested in this RFA (standard research), especially through peer-reviewed published literature, government reports, and previously conducted research.
- Objectives, Activities and Timeline: Clearly state understanding of project objectives; use descriptive statements that specifically discuss what you hope to accomplish, include specific activities you will perform to accomplish the project objectives. All objectives should lead to a clearly stated goal relevant to this RFA (See Section II of this document). Your project timeline should start on the award date and end 30 months later. For planning purposes, use the date of award as planned and include dates for important project milestones and deadlines, and include dates for items described in Section II-5 of this document.
- Specific Activities
 - ✓ Develop a Standard Implementation Process to Evaluate the Implementation of the Campaign: The proposed standard implementation and research methodology selected for the Campaign, should describe the implementation design, specific methodology needs, data analysis for evaluation, and timetables.
 - ✓ Develop an Award Competition: Describe the team's plan to administer a competitive Request for Proposals (RFP) process that includes an overview of the procedures for developing the solicitation, promoting the solicitation among State Agencies, evaluation criteria for received proposals, and funding of the WIC State Agencies selected. Planned items that will be included in the solicitation. The Applicant should also describe plans to manage and collaborate with sub-grant awardees.
 - ✓ Training: Describe the approach to provide training on important skills the staff may need to support the Campaign implementation, e.g., communication strategies, how to run a successful social media campaign etc.
 - ✓ Technical Assistance Plan: The Technical assistance plan should indicate the process, frequency, and mode by which the applicant will interact with sub-grantees to provide implementation and evaluation assistance, including how recipient agencies will be able to request assistance and how requests for assistance will be managed. The plan should describe a process to document and track each technical assistance experience. These technical assistance efforts related to evaluation should

not exceed the efforts devoted to the award's primary objective of evaluating projects and implementing the updated Breastfeeding Campaign.

- ✓ Evaluation of the Implementation: A key component of this work, once awarded, is evaluating the implementation of the campaign in each of the WIC State Agencies participating. The application should demonstrate the Applicant's abilities in evaluating marketing campaigns and applying research methodologies. Please provide details of 2 to 3 major evaluation projects previously performed.
- Management Plan: Provide a clear description of the activities to be undertaken to manage the project to ensure that project activities are completed on time, within budget, and with quality results. Describe organizational structure and identify the staff and/or contractors who will manage the project. Describe roles and responsibilities of these employees or contractors, as well as relevant qualifications and experience, and a level of effort specified for specific staff proposed. Note any relevant experience in managing similar activities. Explain contingency plans for staff turnover. Describe how quality assurance, recordkeeping, and accounting activities will be executed. Provide a clear description of how funds will be administered and distributed.
- Reports: The project description must address how the findings will be reported to FNS.
- Dissemination Plan: Describe specific plans to make project findings accessible to others at various levels: program participants, communities, practitioners, and policy officials. Indicate possible opportunities to present at conferences, participate in working groups, host roundtable discussions, and present webinars. Provide examples of peer-reviewed journals to which the team expects to submit manuscripts.

All reports or products generated by efforts funded through this Cooperative Agreement are subject to review by FNS before publication. This includes review of manuscripts (with inclusion of the FNS point-of-contact as a co-author where appropriate based on authorship guidelines) before submission to peer-review for scientific journals, communications materials meant for general and WIC audiences about the research, and other items. Project timelines should factor in review of reports and products by FNS, with 3 weeks for items 30 pages or less, and 6 weeks for items greater than 30 pages in length.

Activities/Indicators Tracker: FNS has identified one main objective for this project, as well as proposed activity that includes 7 steps, which will accomplish the main objective of this project. The indicator (s) will measure the success of the USDA Campaign implementation by metrics to be determined by the applicants. This/these metric(s) should be described in the Project Narrative (standard intervention) of each applicant's proposal.

Note: Indicators are defined as any metric that will be able to be tracked during the period of performance of the grant, and that can measure the change (increase) of the knowledge and/or behavior change about breastfeeding among WIC staff and participants.

Objective	To provide breastfeeding promotion and support, and to build a supportive breastfeeding environment as part of the nutrition education offered to Program participants.
Proposed Activity	Implementation of the USDA WIC Breastfeeding Campaign: ▪ Develop a standard intervention to evaluate the campaign implementation ▪ Develop an award competition ▪ Evaluation of WIC State Agencies' applications ▪ Funding of the WIC State Agencies selected ▪ Training ▪ Implementation of the Campaign in each State Agency ▪ Evaluation and delivery of final report
Indicator 1	TBD

Application Budget Narrative: The budget narrative should correspond with the proposed project narrative and application budget. The narrative must justify and support the bona fide needs of the budget's direct cost. If the budget includes indirect costs, the applicant must provide a copy of its most recently approved Federal indirect cost rate agreement. All non-profit organizations must include their 501(c)(3) determination letter issued by the Internal Revenue Service (IRS). All funding requests must be in whole dollars.

The budget description must include all implementation and operational costs that are necessary to accomplish the objectives of this project. Specifically, the budget must explain how the Grantee will allocate its awarded amount (1) to carry out a competition to award a maximum of eight sub-grants to WIC State Agencies to implement the Campaign; (2) to provide technical assistance to recipients of the WIC sub-grants to implement their breastfeeding campaigns; and (3) to evaluate the implementation of each breastfeeding campaign by the State Agencies.

Indirect Cost Rate: A current Negotiated Indirect Cost Rate Agreement (NICRA), negotiated with a Federal negotiating agency, is to be used to charge indirect costs. Indirect costs may not exceed the negotiated rate. If a NICRA is used, the percentage and base should be indicated. If the applicant does not have and has never been approved for a NICRA, they may charge up to 10% *de minimis*; in this instance, the applicant must note that this is what they are requesting. An applicant may elect not to charge indirect costs and, instead, use all grant funds for direct costs. If indirect costs are not charged, the phrase "None requested" should be stated in the budget narrative. If there are any questions related to Indirect Cost Rate, please work with the Grant Officer to address (see contact information provided in Section VII, p. 35).

Required Grant Application Forms:

Please refer to the Application Checklist on page 3 for a list of required grant forms.

3. SUBMISSION DUE DATE

Complete grant applications must be uploaded to <https://www.grants.gov/> by 11:59 PM, Eastern Standard Time (EST), on August 30, 2019.

Special Instructions:

- Late or incomplete application submission will not be considered in this competition.
- Applications submitted without the required supporting documents, forms, certification will not be considered.
- Applications not submitted via the Grants.gov portal will not be considered.
- If multiple application packages are submitted through the grants.gov web portal by the same applicant in response to this solicitation, FNS will accept the latest application package successfully submitted. All other packages submitted by the applicant will be removed from this competition.
- FNS reserves the right to use this solicitation and competition to award additional grants in the next fiscal year should additional funds be made available.
- Grant awards are contingent upon the availability of Federal funds.

USDA strongly encourages applicants to begin the process at least **four weeks before** the due date and to submit applications to Grants.gov at least **one week** before the deadline to allow time to troubleshoot any issues, should they arise. The grants.gov system provides several confirmation notices; applicants should ensure receipt of confirmation that the application was accepted. Applicants experiencing difficulty submitting an application to <https://www.grants.gov/> should contact the grant support team listed in Section VII “Federal Awarding Agency Contacts,” p. 35.

When the Food and Nutrition Service successfully retrieves the application from Grants.gov, and acknowledges the download of submissions, Grants.gov will provide an electronic acknowledgment of receipt of the application to the email address of the applicant with the AOR role. The applicant AOR will receive an acknowledgement of receipt and a tracking number from Grants.gov with the successful transmission of their application. Applicant AORs will also receive the official date/time stamp and Grants.gov Tracking number in an email serving as proof of their timely submission. Again, proof of timely submission must be the official date and time that Grants.gov receives your application. Applications received by Grants.gov after the established due date for the program will be considered late and will not be considered for funding by the Food and Nutrition Service.

Applicants using slow internet, such as dial-up connections, should be aware that transmission can take some time before Grants.gov receives your application. Again, Grants.gov will provide either an error or a successfully received transmission in the form of an email sent to the applicant with the AOR role. The Grants.gov Support Center reports that some applicants end the transmission because they think that nothing is occurring during the transmission process. Please be patient and give the system time to process the application.

3.1 Electronic Submission Details

In order to submit an application, the applicant must:

- 1) Obtain a **DUNS** number
 - In order to obtain a DUNS number, if your organization does not have one, or if you are unsure of your organization's number, contact Dun and Bradstreet via the internet at <http://fedgov.dnb.com/webform> or by calling 1-888-814-1435, Monday through Friday, 8am-9pm ET. There is no fee associated with obtaining a DUNS number. **It may take 2-3 business days to obtain a DUNS number.**
- 2) Register in the System for Award Management (**SAM**)
 - SAM combines Federal procurement systems and the Catalog of Federal Domestic Assistance into one new system. For additional information regarding SAM, see the following link:
<https://www.sam.gov/portal/public/SAM/><https://www.sam.gov/portal/public/SAM/>
 - Must have organization's DUNS, entity's Tax ID Number (TIN), and taxpayer name (as it appears on last tax return). **It may take 3-5 business days to register in SAM, however** in some instances the SAM process to complete the migration of permissions and/or the renewal of the entity record will require **5-7 days or more.**
 - All applicants must have current SAM status at the time of application submission and throughout the duration of a Federal Award in accordance with 2 CFR Part 25.
 - We strongly encourage applicants to begin the process **at least 3 weeks** before the due date of the grant solicitation.
- 3) Create a Grants.gov Account: The next step in the registration process is to create an account with Grants.gov. Applicants must know their organization's DUNS number to complete this process. Completing this process automatically triggers an email request for applicant roles to the organization's E-Business Point of Contact (EBiz POC) for review. The EBiz POC is a representative from your organization who is the contact listed for SAM. To apply for grants on behalf of your organization, you will need the Authorized Organizational Representative (AOR) role.

For more detailed instructions about creating a profile on Grants.gov, refer to:
<https://www.grants.gov/web/grants/register.html>
- 4) Authorize Grants.gov Roles: After creating an account on Grants.gov, the EBiz POC receives an email notifying them of your registration and request for roles. The EBiz POC will then log in to Grants.gov and authorize the appropriate roles, which may include the AOR role, thereby giving you permission to complete and submit applications on behalf of the organization. You will be able to submit your application online anytime after you have been approved as an AOR.
- 5) Track Role Status: To track your role request, refer to:
<https://www.grants.gov/web/grants/applicants/registration/track-role-status.html?inheritRedirect=true>

- 6) **Electronic Signature:** When applications are submitted through Grants.gov, the name of the organization's AOR that submitted the application is inserted into the signature line of the application, serving as the electronic signature. The EBiz POC **must** authorize individuals who are able to make legally binding commitments on behalf of the organization as an AOR; **this step is often missed and it is crucial for valid and timely submissions.**

How to Submit an Application via Grants.gov

Grants.gov applicants can apply online using Workspace. Workspace is a shared, online environment where members of a grant team may simultaneously access and edit different web forms within an application. For each funding opportunity announcement (FOA), you can create individual instances of a workspace.

Below is an overview of applying on Grants.gov. For access to complete instructions on how to apply for opportunities, refer to: <https://www.grants.gov/web/grants/applicants/apply-for-grants.html>

- 1) **Create and Complete a Workspace:** Creating a workspace allows you to complete it online and route it through your organization for review before submitting. Complete a Workspace adding participants to the workspace, complete all the required forms, and check for errors before submission.
 - o *Adobe Reader:* If you decide not to apply by filling out webforms you can download individual PDF forms in Workspace so that they will appear similar to other Standard forms. The individual PDF forms can be downloaded and saved to your local device storage, network drive(s), or external drives; then accessed through Adobe Reader.
 - o **NOTE:** Visit the Adobe Software Compatibility page on Grants.gov to download the appropriate version of the software at: <https://www.grants.gov/web/grants/applicants/adobe-software-compatibility.html>
 - o *Mandatory Fields in Forms:* In the forms, you will note fields marked with an asterisk and a different background color. These fields are mandatory fields that must be completed to successfully submit your application.
 - o *Complete SF-424 Fields First:* The forms are designed to fill in common required fields across other forms, such as the applicant name, address, and DUNS number. To trigger this feature, an applicant must complete the SF-424 information first. Once it is completed, the information will transfer to the other forms.
- 2) **Submit a Workspace:** An application may be submitted through workspace by clicking the Sign and Submit button on the Manage Workspace page, under the Forms tab. Grants.gov recommends submitting your application package at least 24-48 hours prior to the close date to provide you with time to correct any potential technical issues that may disrupt the application submission.

- 3) Track a Workspace: After successfully submitting a workspace package, a Grants.gov Tracking Number (GRANTXXXXXXXX) is automatically assigned to the package. The number will be listed on the Confirmation page that is generated after submission.

For additional training resources, including video tutorials, refer to:

<https://www.grants.gov/web/grants/applicants/applicant-training.html>

Applicant Support: Grants.gov provides applicants 24/7 support via the toll-free number 1-800-518-4726 and email at support@grants.gov. For questions related to the specific grant opportunity, contact the number listed in the application package of the grant you are applying for.

If you are experiencing difficulties with your submission, it is best to call the Grants.gov Support Center and get a ticket number. The Support Center ticket number will assist the Center with tracking your issue and understanding background information on the issue.

3.2 Additional Information on Grants.gov and the Registration Process:

All applicants **MUST** follow grants.gov guidance on file naming conventions. To avoid submission issues, please follow the guidance provided in the grants.gov Frequently Asked Questions (FAQ):

NOTE: Special Characters not Supported

Are there restrictions on file names for any attachment I include with my application package?

File attachment names longer than approximately 50 characters can cause problems processing packages. Please limit file attachment names. Also, do not use any special characters (example: &, -, *, %, /, #, '), this includes periods (.), spacing followed by a dash in the file and for word separation, use underscore (example: Attached_File.pdf) in naming the attachments. **Please note that if these guidelines are not followed, your application will be rejected. FNS will not accept any application rejected from www.grants.gov portal due to incorrect naming conventions.**

In order to submit an application via grants.gov, applicants must have obtained a Data Universal Numbering System (DUNS) number and registered in both the new Systems for Award Management (SAM) and on grants.gov. The applicant is strongly advised to allow ample time to initiate the grants.gov application submission process. All applicants must have SAM status at the time of application submission and throughout the duration of a federal award in accordance with 2 CFR Part 25. Please visit the following websites to obtain additional information on how to obtain a DUNS number (www.dnb.com) and register in SAM (<https://www.sam.gov/portal/public/SAM/>).

Please be aware that the grants.gov system provides several confirmation notices; you need to be sure that you have confirmation that the application was accepted.

Additional information and applicant resources is available at:

<https://www.grants.gov/web/grants/applicants/workspace-overview.html>

4. LETTER OF INTENT

The eligible applicant that intends to submit an application should submit a Letter of Intent notice by July 24, 2019. This notice does not obligate the applicant to submit an application but provides FNS with useful information in preparing for the review and selection process. The notice should include the potential applicant's name and address, organization's name, telephone number, and e-mail address of the primary point of contact. The applicant can send the letter via the mail or e-mail to the FNS Grants Officer identified below:

Addison, Dawn
Grant Officer, Grants and Fiscal Policy Division
U.S. Department of Agriculture, FNS
3101 Park Center Drive Room 740
Alexandra, VA 22301
E-mail: dawn.addison@usda.gov

5. INTERGOVERNMENTAL REVIEW

This funding opportunity is subject to the requirements of EO 12372, "Intergovernmental Review of Federal Programs". This Executive Order was issued with the desire to foster the intergovernmental partnership and strengthen federalism by relying on State and local processes for the coordination and review of proposed Federal financial assistance and direct Federal development. The Order allows each State to designate an entity to perform this function. If you are located within a State that does not have a SPOC, you may send application materials directly to a Federal awarding agency.

For a list of State agency contacts, please visit the Office of Management website at:
<https://www.whitehouse.gov/wp-content/uploads/2018/07/SPOC-July2018.pdf>

6. FUNDING RESTRICTIONS

Pre-award costs will not be awarded for this grant project.

Applicants experiencing difficulty submitting applications to www.grants.gov should contact the Grants.gov Support Center at **1-800-518-4726** or **via email at support@Grants.gov**.

Additional submission information and instructions is available at:
<https://www.grants.gov/web/grants/grantors/grantor-standard-language.html>

V. APPLICATION REVIEW INFORMATION

1. EVALUATION OF GRANT APPLICATION CRITERIA

FNS will pre-screen all applications to ensure the applicants are eligible entities and are in compliance with all program regulations. FNS will not approve any waivers from Program regulations for any projects submitted in response to this solicitation. FNS will also pre-screen all applications to ensure that they contain the required documents and information, including but not limited to the project and budget narratives and all supporting documentation. Complete applications will need to be submitted by eligible applicants, meet all other eligibility requirements stated in this Request for Application (RFA,) submitted on or before the required deadlines, and be in the required format. If an application does not include all appropriate information, FNS will consider the application to be non-responsive and will eliminate it from further evaluation. See also Section IV, “Application and Submission Information,” of this document. All applicants will be notified whether their proposal has been accepted for an award by FNS.

The following selection criteria and scoring will be used to evaluate applications for this RFA. The Project Narrative should demonstrate understanding of the USDA’s updated Campaign and the objectives of this RFA (Section II). Evaluation of the grant application will be based on:

1) Overall Approach (50 points)

Standard Intervention or Basic Research Model (15 points)

- The proposed standard intervention must include a detailed framework of the intended research methodology. It must:
 - Demonstrate expertise in implementing public health marketing, research methodologies to evaluate such implementation, and knowledge of the WIC Program.
 - Indicate key staff or subject matter experts needed to assure the quality of the research (refer to Section II-5 of this RFA).
 - Be supported through a literature review that demonstrates the utility of the proposed research model.
 - Demonstrate expertise in social marketing principles that can be applied to breastfeeding promotion and support.
- The proposal must outline relevant research experience, as well as skill in statistical modeling to evaluate qualitative and quantitative research in the area of marketing.

Sub-Grant Competition, Collaboration and Evaluation (10 points)

- Proposed sub-grant competition and selection of no more than 8 State Agencies.
- Relevant evaluation experience, skills in designing and carrying out Program evaluations, experience collaborating with program practitioners.
- Proposed administration plan for executing the competitive Request for Proposals (RFP) process.
- Proposed approach to collaboratively designing evaluations with sub-grantees that demonstrates familiarity with common challenges specific to WIC.
- Proposed approach to disseminating insights and findings from funded work, as well as sharing resources.

- A reasonable timeline for delivery of project milestones and deliverables.

Training of Staff (15 points)

- Proposed approach to provide training on important skills the staff may need to support the Campaign implementation, e.g., communication strategies, how to run a successful social media campaign, etc.
- Capacity to demonstrate understanding and knowledge of the Campaign and how this knowledge could be taught to the staff.
- Describe and document previous experiences providing training in this area.

Evaluation Technical Assistance (10 points)

- Plans for providing technical assistance for the implementation and evaluation of the Campaign.
- Describe and document previous experiences providing technical assistance to public, service-providing agencies or similar agencies, including, but not limited to, WIC State and/or Local agencies.
- Previous experience of evaluation-related technical assistance to other WIC agencies for similar implementations funded by WIC Special Project Grants and other awards.
- Proposed approach to disseminate insights and findings from funded work.
- A reasonable timeline for delivery of project milestones and final deliverables.

2) Management Plan (15 Points)

- Degree to which the management plan articulates how the applicant will provide the oversight necessary to ensure high-quality products, services, or outcomes and to keep the funded projects on time and within budget.
- Practicality of the presented project timeline and whether presented milestones and deadlines are realistic and achievable.
- Whether the management plan demonstrates effective internal controls of funds that are provided to partners and State agencies that ensure funds are used only for project purposes, with an accounting record and audit trail.
- Inclusion of a plan for managing personnel associated with the project and for addressing any contingencies, such as loss of key personnel.
- Whether the management plan shows potential for strong interrelationships, teamwork, and cooperation between the Grantee and partners, including partnering researchers and collaborating WIC State agencies.

3) Staffing (20 Points)

- Identification and description of the roles and responsibilities of key personnel and other partners and staff involved in the proposed project.
- Documentation of key personnel necessary and their relevant education, skills, and experience for their proposed roles on the project.
- Evidence that staff have expertise in the WIC program, project evaluation, and research interventions, including notable past experiences in the form of publications, prior funded grant efforts, reports, etc.

- Sufficient and complete documentation that the time commitment of key personnel appears to be appropriate for their project roles.
- Demonstration that partners, if any, have appropriate experience and commitment to effectively fulfill their proposed roles within the time and financial constraints of the project. (Note: letters of commitment are required from established partners in the application and serve as evidence of these commitments.)

4) Budget (15 points)

- A budget narrative describing how costs within the budget categories were derived and links between expenditures and specific activities/tasks.
- Consideration within the budget of all implementation and operational costs that are necessary to accomplish the objectives of this project. Specifically, how the Grantee will allocate its awarded amount (1) to carry out a competition to award a maximum of eight sub grants to WIC States to implement the Campaign; (2) to provide technical assistance to recipients of the WIC sub-grants to implement their breastfeeding campaigns; and (3) to evaluate those breastfeeding campaign implementations.
- Costs are reasonable (e.g., the total funding amount requested is appropriate for the scope of the project, including if applicable, the use of matching funds or cost sharing available).

Total Possible Points = 100

2. REVIEW AND SELECTION PROCESS

Following the initial screening process, FNS will assemble a panel group to review and determine the technical merits of each application. The panel will evaluate the proposals based on how well they address the required application components and array the applications from highest to lowest score. The panel members will recommend applications for consideration for a grant award based on the evaluation scoring. The selecting official reserves the right to accept the panel's recommendation or to select an application for funding out of order to meet agency priorities, program balance, geographical representation, or project diversity. FNS reserves the right to use this solicitation and competition to award additional grants in the next fiscal year should additional funds be made available.

NOTE: If a discrepancy exists between the total funding request (submitted on SF-424, SF-424A, and budget or budget narrative) within the application package in response to this solicitation, FNS will only consider and evaluate the estimated funding request contained on SF-424.

VI. FEDERAL AWARD ADMINISTRATION INFORMATION

1. FEDERAL AWARD NOTICE

Unless an applicant receives a signed award document with terms and conditions; any contact from a FNS grants or program officer should not be considered as a notice of a grant award. No pre-award or pre-agreement costs incurred prior to the effective start date are allowed unless approved and stated on FNS' signed award document.

The Government is not obligated to make any award as a result of this Request for Application (RFA). Only the recognized FNS authorized signature can bind the USDA, Food and Nutrition Service to the expenditure of funds related to an award's approved budget.

2. ADMINISTRATIVE AND NATIONAL POLICY REQUIREMENTS

2.1 Confidentiality of an Application

When an application results in an award, it becomes a part of the record of FNS transactions, available to the public upon specific request. Information that the Secretary determines to be of a confidential, privileged, or proprietary nature will be held in confidence to the extent permitted by law. Therefore, any information that the applicant wishes to have considered as confidential, privileged, or proprietary should be clearly marked within the application. Any application that does not result in an award will be not released to the public. An application may be withdrawn at any time prior to the final action thereon.

2.2 Safeguarding Personally Identifiable Information

Personally Identifiable Information (PII) is any information that can be used to distinguish or trace an individual's identity, such as name, social security number, date and place of birth, mother's maiden name, or biometric records, and any other information that is linked or linkable to an individual, such as medical, educational, financial, and employment information (National Institute of Standards and Technology (NIST) SP 800-122, Guide to Protecting the Confidentiality of Personally Identifiable information, April 2010).

Applicants submitting applications in response to this RFA must recognize that confidentiality of PII and other sensitive data is of paramount importance to the USDA Food and Nutrition Service. All federal and non-federal employees (e.g., Grantees, affiliates, or partners) working for or on behalf of FNS are required to acknowledge understanding of their responsibilities and accountability for using and protecting FNS PII in accordance with the Privacy Act of 1974; Office of Management and Budget Memorandum M-06-15, *Safeguarding Personally Identifiable Information*; M-06-16, *Protection of Sensitive Agency Information*; M-07-16, *Safeguarding Against and Responding to the Breach of Personally Identifiable Information*; and the NIST Special Publication (SP) 800-122, *Guide to Protecting the Confidentiality of Personally Identifiable Information*.

By submitting an application in response to this RFA, applicants are assuring that all data exchanges conducted throughout the application submission and pre-award process (and during the performance of the grant, if awarded) will be conducted in a manner consistent with applicable Federal laws. By submitting a grant application, applicants agree to take all necessary steps to protect such confidentiality, including the following: (1) ensuring that PII and sensitive data developed, obtained or otherwise associated with UDFA FNS funded grants is securely transmitted. Transmission of applications through Grants.gov is secure; (2) ensuring that PII is not transmitted to unauthorized users, and that PII and other sensitive data is not submitted via email; and (3) Data transmitted via approved file sharing services (WatchDox, ShareFile, etc.), CDs, DVDs, thumb drives, etc., must be encrypted.

2.3 Conflict of Interest and Confidentiality of the Review Process

The agency requires all panel reviewers to sign a conflict of interest and confidentiality form to prevent any actual or perceived conflicts of interest that may affect the application review and evaluation process. Names of applicants, including States and tribal governments, submitting an application will be kept confidential, except to those involved in the review process, to the extent permitted by law. In addition, the identities of the reviewers will remain confidential throughout the entire process. Therefore, the names of the reviewers will not be released to applicants.

2.4 Administrative Regulations

Federal Tax Liabilities Restrictions

None of the funds made available by this or any other Act may be used to enter into a contract, memorandum of understanding, or cooperative agreement with, make a grant to, or provide a loan or loan guarantee to, any corporation that has any unpaid Federal tax liability that has been assessed, for which all judicial and administrative remedies have been exhausted or have lapsed, and that is not being paid in a timely manner pursuant to an agreement with the authority responsible for collecting the tax liability, where the awarding agency is aware of the unpaid tax liability, unless a Federal agency has considered suspension or debarment of the corporation and has made a determination that this further action is not necessary to protect the interests of the Government.

Felony Crime Conviction Restrictions

None of the funds made available by this or any other Act may be used to enter into a contract, memorandum of understanding, or cooperative agreement with, make a grant to, or provide a loan or loan guarantee to, any corporation that was convicted of a felony criminal violation under any Federal law within the preceding 24 months, where the awarding agency is aware of the conviction, unless a Federal agency has considered suspension or debarment of the corporation and has made a determination that this further action is not necessary to protect the interests of the Government.

Debarment and Suspension 2 CFR Part 180 and 2 CFR Part 417

A recipient chosen for an award must comply with the non-procurement debarment and suspension common rule implementing Executive Orders (E.O.) 12549 and 12669, “Debarment and Suspension,” codified at 2 CFR Part 180 and 2 CFR Part 417. This common rule restricts sub-awards and contracts with certain parties that are debarred, suspended or otherwise excluded from or ineligible for participation in Federal assistance programs or activities. The approved grant recipient will be required to ensure that all sub-Grantees and sub-grantees are neither excluded nor disqualified under the suspension and debarment rules prior to approving a sub-grant award by checking the System for Award Management (SAM) at <https://uscontractorregistration.com/about-sam/>.

Universal Identifier and Central Grantee Registration 2 CFR Part 25

Effective October 1, 2010, all grant applicants must obtain a Dun and Bradstreet (D&B) Data Universal Numbering System (DUNS) number as a universal identifier for Federal financial assistance. Active grant recipients and their direct sub-recipients of a sub-grant award also must obtain a DUNS number. To request a DUNS number visit: <http://fedgov.dnb.com/webform>.

The grant recipient must also register its DUNS number in the new Systems for Award Management (SAM). If you were registered in the CCR, your company’s information is already in SAM and you will just need to set up a SAM account. To register in SAM you will need your entity’s DUNS and your entity’s Tax ID Number (TIN) and taxpayer name (as it appears on your last tax return). Registration should take **3-5 days**. If you do not receive confirmation that your SAM registration is complete, please contact SAM at <https://www.fsd.gov/app/answers/list>.

FNS may not make an award to an applicant until the applicant has complied with the requirements described in 2 CFR 25 to provide a valid DUNS number and maintain an active SAM registration with current information.

Reporting Sub-award and Executive Compensation Information 2 CFR Part 170

The Federal Funding Accountability and Transparency Act (FFATA) of 2006 (Public Law 109–282), as amended by Section 6202 of Public Law 110–252 requires primary grantees of Federal grants and cooperative agreements to report information on sub-grantee obligations and executive compensation. FFATA promotes open government by enhancing the Federal Government’s accountability for its stewardship of public resources. This is accomplished by making Government information, particularly information on Federal spending, accessible to the general public.

Primary grantees, including State agencies, are required to report actions taken on or after October 1, 2010, that obligates \$25,000 or more in Federal grant funds to first- tier sub-grantees. This information must be reported in the Government-wide FFATA Sub-Award Reporting System (FSRS). In order to access FSRS a current SAM registration is required. A primary grantee and first-tier sub-grantees must also report total compensation for each of its

five most-highly compensated executives. Every primary and first-tier grantee must obtain a DUNS number prior to being eligible to receive a grant or sub-grant award. Additional information will be provided to grant recipients upon award.

Duncan Hunter National Defense Authorization Act of Fiscal Year 2009, Public Law 110-417

Section 872 of this Act requires the development and maintenance of a Federal Government information system that contains specific information on the integrity and performance of covered Federal agency Grantees and grantees. The Federal Awardee Performance and Integrity Information System (FAPIIS) was developed to address these requirements. FAPIIS contains integrity and performance information from the Grantee Performance Assessment Reporting System, information from the SAM database, and suspension and debarment information from the SAM. FNS will review and consider any information about the applicant reflected in FAPIIS when making a judgment about whether an applicant is qualified to receive an award.

Freedom of Information Act (FOIA) Requests

The Freedom of Information ACT (FOIA), 5 U.S.C. 552, provides individuals with a right to access records in the possession of the Federal Government. The Government may withhold information pursuant to the nine exemptions and the three exclusions contained in the Act.

Application packages submitted in response to this grant solicitation may be subject to FOIA by requests by interested parties. In response to these requests, FNS will comply with all applicable laws and regulations, including departmental regulations.

FNS will forward a Business Submitter Notice to the requested applicant's point-of-contact. Applicants will need to review requested materials and submit and submit any recommendations within 10 days from the date of FNS notification. FNS will redact Personally Identifiable Information (PII).

For additional information on the Freedom of Information (FOIA) process, please contact Jennifer Weatherly, FNS Freedom of Information Act officer at FOIA@fns.usda.gov.

Privacy Policy

The USDA Food and Nutrition Service does not collect any personal identifiable information without explicit consent. To view the Agency's Privacy Policy, visit: <https://www.fns.usda.gov/privacy-policy>.

2.5 Code of federal regulations and other government requirements

This grant will be awarded and administered in accordance with the following regulations 2 Code of Federal Regulations (CFR), Subtitle A, Chapter II. Any Federal laws, regulations, or USDA directives released after this RFA is posted will be implemented as instructed.

Government-wide Regulations

- 2 CFR Part 25: “Universal Identifier and System for Award Management”
- 2 CFR Part 170: “Reporting Sub-award and Executive Compensation Information”
- 2 CFR Part 175: “Award Term for Trafficking in Persons”
- 2 CFR Part 180: “OMB Guidelines to Agencies on Government-wide Debarment and Suspension (Non-Procurement)”
- 2 CFR Part 200: “Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards”
- 2 CFR Part 400: USDA’s implementing regulation of 2 CFR Part 200 “Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards”
- 2 CFR Part 415: USDA “General Program Administrative Regulations”
- 2 CFR Part 416: USDA “General Program Administrative Regulations for Grants and Cooperative Agreements to State and Local Governments”
- 2 CFR Part 417: USDA “Non-Procurement Debarment and Suspension”
- 2 CFR Part 418 USDA “New Restrictions on Lobbying
- 2 CFR Part 421: USDA “Requirements for Drug-Free Workplace (Financial Assistance)”
- 41 U.S.C. Section 22 “Interest of Member of Congress”
Freedom of Information Act (FOIA). Public access to Federal Financial Assistance records must not be limited, except when such records must be kept confidential and would have been excepted from disclosure pursuant to the “Freedom of Information” regulation (5 U.S.C. 552)

General Terms and Conditions of the award may be obtained electronically. Please contact the Grants Officer. See Section VII, below.

3. REPORTING

3.1 Financial Reporting

The award recipient will be required to enter the SF-425 (Financial Status Report) into the FNS Food Program Reporting System (FPRS) on a quarterly basis. In order to access FPRS, the grant recipient must obtain USDA e-authentication certification and access to FPRS. For additional information on FPRS, visit: <https://fprs.fns.usda.gov/>

3.2 Progress Reporting

The recipient will be responsible for managing and monitoring the progress of the grant project activities and performance. Approved Applicants must refer to the Terms and Conditions for reporting requirements, the reporting schedule, and the FNS Progress Report Template that is strongly encouraged to be used when submitting Program Progress Reports to FNS (See p. 40)

VII. FEDERAL AWARDING AGENCY CONTACTS

For questions regarding this solicitation, please contact the Grants Officer at:

Addison, Dawn
Grant Officer, Grants and Fiscal Policy Division
U.S. Department of Agriculture, FNS
3101 Park Center Drive Room 740
Alexandria, VA 22301
E-mail: dawn.addison@usda.gov

VIII. OTHER INFORMATION

1. DEBRIEFING REQUESTS

Non-selected applicants may request a debriefing to discuss the strengths and weaknesses of submitted proposals. This information may be useful when preparing future grant proposals. Additional information on debriefing requests will be forwarded to non-selected applicants. The Food and Nutrition Service reserves the right to provide this debriefing orally or in written format.

2. REQUEST FOR APPLICATION (RFA) BUDGET NARRATIVE CHECKLIST

The checklist provided will assist you in completing the budget narrative portion of the application. Please review the checklist to ensure the items below are addressed in the budget narrative.

NOTE: The budget and budget narrative, as well as forms SF-424 and SF-424A must be in line with the proposal project description (statement of work) bona fide need. FNS reserves the right to request information not clearly addressed. All funding requests must be in whole dollars.

BUDGET NARRATIVE CHECKLIST	YES	NO
Personnel		
Did you include all key employees paid for by this grant under this heading?		
Are employees of the applicant's organization identified by name and position title?		
Did you reflect percentage of time the Project Director will devote to the project in full-time equivalents (FTE)?		
Fringe Benefits		
Did you include your organization's fringe benefit amount along with the basis for the computation?		
Did you list the type of fringe benefits to be covered with Federal funds?		
Travel		

Are travel expenses itemized? For example origination/destination points, number and purpose of trips, number of staff traveling, mode of transportation and cost of each trip.		
Are the Attendee Objectives and travel justifications included in the narrative?		
Is the basis for the lodging estimates identified in the budget? For example include excerpt from travel regulations.		
Equipment		
Is the need for the equipment justified in the narrative?		
Are the types of equipment, unit costs, and the number of items to be purchased listed in the budget?		
Is the basis for the cost per item or other basis of computation stated in the budget?		
Supplies		
Are the types of supplies, unit costs, and the number of items to be purchased reflected in the budget?		
Is the basis for the costs per item or other basis of computation stated?		
Contractual: (FNS reserves the right to request information on all contractual awards and associated costs after the contract is awarded.)		
Has the bona fide need been clearly identified in the project description to justify the cost for a contract or sub-grant expense(s) shown on the budget?		
A justification for all Sole-source contracts must be provided in the budget narrative prior to approving this identified cost.		
Other		
Consultant Services. – Has the bona fide need been clearly identified in the project description to justify the cost shown on the budget. The following information must be provided in the justification: description of service, the consultant's name and an itemized list of all direct cost and fees, number of personnel including the position title (specialty and specialized qualifications as appropriate to the costs), Number of estimated hours, hourly wages, and all expenses and fees directly related to the proposed services to be rendered to the project.		
For all other line items listed under the "Other" heading. - List all items to be covered under this heading along with the methodology on how the applicant derived the costs to be charged to the program.		
Indirect Costs		
Has the applicant obtained a Negotiated Indirect Cost Rate Agreement (NICRA) from an Federal Agency? If yes, a copy of the most recent and signed negotiated rate agreement must be provided along with the application.		
If no negotiated agreement exists, the basis and the details of the indirect costs to be requested should also be reflected in the budget.		

FOR GRANT APPLICANT USE ONLY. DO NOT RETURN THIS FORM WITH THE APPLICATION

APENDICES

Grant Program Accounting System & Financial Capability Questionnaire

PURPOSE

Recipients of Federal funds must maintain adequate accounting systems that meet the criteria outlined in 2 CFR §200.302 [Standards for Financial and Program Management](#). The responses to this questionnaire are used to assist in the Food and Nutrition Service Agency's (FNS) evaluation of your accounting system to ensure the adequate, appropriate, and transparent use of Federal funds. Failure to comply with the criteria outlined in the regulations above may preclude your organization from receiving an award. This form applies to FNS' competitive and noncompetitive grant programs. Please return this questionnaire with your application package to us.

ORGANIZATION INFORMATION

Legal Organization Name:

D-U-Ns Number:

FINANCIAL STABILITY AND QUALITY OF MANAGEMENT SYSTEMS

Requirement	Yes	No
1. Has your organization received a Federal award within the past 3 years?	☐	☐
2. Does your organization utilize accounting software to manage your financial records?	☐	☐
3. Does your accounting system identify the receipt and expenditure of program funds separately for each grant?	☐	☐
4. Does your organization have a dedicated individual responsible for monitoring organizational funds, such as an accountant or a finance manager?	☐	☐
5. Does your organization separate the duties for staff handling the approval of transactions and the recording and payment of funds?	☐	☐

6. Does your organization have the ability to specifically identify and allocate employee effort to an applicable program?	☐	☐
7. Does your organization have a property /inventory management system in place to track location and value of equipment purchased under the award?	☐	☐

AUDIT REPORTS AND FINDINGS

Requirement	Yes	No
1. Has your organization been audited within the last 5 fiscal years? <i>(If the answer is “Yes” and this report was issued under the Single Audit Act please note this in the box below marked “Additional Information” and if not issued under the “Single Audit Act”, please attach a copy or provide a link to the audit report in the Hyperlink space below).</i>	☐	☐
2. If your organization has been audited within the last 5 fiscal years, was there a “Qualified Opinion” or an “Adverse Opinion”?	☐	☐
3. If your organization has been audited within the last 5 fiscal years, was there a “Material Weakness” disclosed?	☐	☐
4. If your organization has been audited within the last 5 fiscal years, was there a “Significant Deficiency” disclosed?	☐	☐
Hyperlink (if available):		
Additional information including expanding on responses in previous sections:		

APPLICANT CERTIFICATION

I certify that the above information is complete and correct to the best of my knowledge.

Authorized Representative’s Signature and Date
Name:
Phone:
Email:

Print

Submit by Email

UNITED STATES DEPARTMENT OF AGRICULTURE
Food and Nutrition Service

OMB Control Number: 0584-0012
Expiration Date: xx/xx/xxxx

PERFORMANCE PROGRESS REPORT

The public burden statement: According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0584-0012. The time required to complete this information collection is estimated to average 3 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: U.S. Department of Agriculture, Food and Nutrition Services, Office of Policy Support, 3101 Park Center Drive, Room 1014, Alexandria, VA 22302, ATTN: PRA (0584 - 0012). Do not return the completed form to this address.

1. Recipient Organization		2. Grant Federal Fiscal Year & Quarter: Federal Fiscal Year and Quarter should reflect the time this Progress Report is submitted	
a. Organization Name:		a. Federal Fiscal Year: b. Federal Quarter:	
b. Street Address:		3. Program Information:	
City: State: Zip:		Program Area: Program: Tag: 5. Recipient Account Number (PAIN):	
4. Primary POC:		6. Type of Report (Select One): Final Quarterly Reporting Period: Semi-Annual	
a. First Name Last Name:		b. Title:	
c. Telephone (Area Code & Number):		d. Email Address:	
7. Federal Grant Agreement Number:		8. Additional POC (Optional)	
a. First Name Last Name:		b. Title:	
c. Telephone (Area Code & Number):		d. Email Address:	
8. Report Submitted By:		10. Certification I certify by checking this box that, to the best of my knowledge and belief, this report is correct and complete for performance of activities set forth in the award documents.	
a. First Name Last Name:		b. Title:	
11. Date Report Submitted:			

Program Management Information	
1. Progress Summary Provide summary of progress this reporting period, highlighting your greatest achievements and challenges to date in this reporting period. For challenges, how did you resolve or overcome them? (Max 2000 characters):	
2. Personnel Information a. Number of FTEs: b. Were there any changes in key personnel? ☐ Yes ☐ No c. If yes, please describe the changes in key personnel, including the individual leaving/joining the project as well as the name and contact information (email address, phone number, and name of organization) of the individual. Note: This information does not serve as a formal request to approve the change in key personnel. This request must be forwarded to the Grants Officer in a separate request (Max 2000 Characters):	
3. Projected Amendments (Cost and No-Cost) a. Number of amendments projected this upcoming quarter? b. Do the projected amendment(s) require FHS approval? ☐ Yes ☐ No c. Please describe the type of amendment(s) projected and justification for each. Note: This information does not serve as a formal request to approve amendments. This request must be forwarded to the Grants Officer in a separate request (Max 2000 characters):	
4. Expenditures/Purchases: a. Were there any significant expenditures or purchases, including any contracts entered during this reporting period? ☐ Yes ☐ No b. If so, please describe (Max 2000 Characters):	
5. Deviations (Changes this quarter outside of the agreed upon scope, timeline, or budget): a. Have there been any deviations? ☐ Yes ☐ No b. Type: c. Describe any deviation(s), including a justification and impacts to budget/timeline (Max 2000 characters):	
d. Please describe proposed activities to mitigate the impact of the deviation(s) (Max 2000 characters):	

Program Management Information (Continued)	
6. Upcoming Activities and Anticipated Changes	
a. Please describe activities planned for next quarter (Max 2000 Characters):	
b. Do you anticipate any changes in your project timeline, activities or cost? Yes ☐ No ☐	
c. If yes, please explain the anticipated changes (Max 2000 Characters):	
7. Final Reporting Summary (Final Reporting Period Only)	
a. Are all goals and objectives completed at this time? Yes ☐ No ☐	
b. Briefly describe the goals and objectives that were not completed and why they were not completed (Max 2000 Characters):	
c. Was the project budget sufficient for meeting the project goals? Yes ☐ No ☐	
d. If no to answer 7c, briefly describe why the budget was insufficient for meeting the project goals (Max 2000 Characters):	
8. Additional Comments	

Program Activities						
Objective 1 :						
	Activity	Type	Anticipated Completion Date	Actual Completion Date	Optional Beneficiaries/Audience	Topic (if training)
1						
Add Activity		Remove Activity				
Add Objective		Remove Objective				

Outcome Indicators			
Objective 1 :			
Activity 1			
Indicator Description	Indicator Type	Target	Actual (Cumulative)
Add Indicator		Remove Indicator	
Add Activity		Remove Activity	

Final Program Metrics (Final Reporting Period Only)

Metric 1

Type

Prompt

	Answer Value 1:	Answer Value 2:	Answer Value 3:	Answer Value 4:	Answer Value 5:
Item 1:					
Item 2:					
Item 3:					

Add Item

Remove Item

Comments:

Final Program Metrics (Final Reporting Period Only)

Metric: 2

Type:

Prompt:

Item 1:

Item 2:

Item 3:

Add Item

Remove Item

Answer Value 1:

Answer Value 2:

Answer Value 3:

Answer Value 4:

Answer Value 5:

Comments:

Final Program Metrics (Final Reporting Period Only)

Metric 3

Type

Prompt

	Answer Value 1:	Answer Value 2:	Answer Value 3:	Answer Value 4:	Answer Value 5:
Item 1:					
Item 2:					
Item 3:					

Add Item

Remove Item

Comments: