



STATE OF WASHINGTON
DEPARTMENT OF HEALTH
WIC Nutrition Program
Community and Family Health
Post Office Box 47886
Olympia, Washington 98504-7886

December 15, 2009

To: Food Systems Representatives

From: Sandy Cruz, Project Coordinator

Subject: Fruit and Vegetable Community Partnership Grants, response requested by
December 22, 2009

The Women, Infants and Children (WIC) Nutrition Program is pleased to invite you to partner with the local WIC agency to apply for funds to increase the availability and use of fruits and vegetables. This memo will:

1. Inform you about the new funding opportunity
2. Invite you to join WIC staff in a training in January
3. Request success stories
4. Provide you general information about WIC
5. Ask for your ideas on local food system partners

Please send responses or questions to Sandy Cruz by 5:00 pm, December 22 at Sandra.cruz@doh.wa.gov or (360) 236-3660.

1. Funding opportunity

WIC agencies are being asked to partner with community level food advocates and apply for funding for projects to increase the intake of fruits and vegetables in WIC families and for all community members. We plan to fund ten projects statewide, and all chosen projects will demonstrate a strong partnership between WIC and food system advocates.

We anticipate funding will be \$1,000 to \$25,000 for each project. Funding will be granted to the WIC agency. The project timeline is:

- January 2010: Attend training on how to develop a project and apply for funding
- March 15, 2010: Submit the projects
- March 30, 2010: Selected projects are announced
- June 30, 2010: Local WIC agencies contracts are amended to include project funds

- July 2010 - December 2011: Local WIC agencies and community partners implement the funded projects
- January 2012 – September 2012: Project evaluations completed and results shared

We hope your organization is interested in this work and will partner with WIC to develop projects that increase fruits and vegetables in the diet of WIC and other families.

Please share this memo with other partners in your community as appropriate.

2. Invitation to Training Webinar

On January 25th and 27th we will conduct a 3 hour training via conference call and the Web (webinar) for local WIC staff and community partners to learn how to apply for funds. We strongly encourage all interested partners to contact their local WIC agency to discuss ideas and plan to attend the training together. To find local WIC agencies use this website:

<http://www.withinreachwa.org/wicsearch>. Also, tell us which of the dates above will work best for you by going to <https://catalysttools.washington.edu/webq/survey/marypod/91196> to vote.

3. Success Stories

Have you had experience with or know of a successful community food systems partnership project?

- Yes
 No
 Not sure

Did it include the local WIC agency?

- Yes
 No
 Not sure

If yes, please provide details:

4. About WIC

WIC provides health screening, nutrition education and counseling, breastfeeding promotion, nutritious foods and referrals to health and social services to low-income women, infants and children. In addition:

- Over \$128 million is paid to local grocers and farmers for nutritious WIC foods annually.
- Recent changes in the WIC food package mean that over \$12 million will be spent on fresh fruit and vegetables. In addition, \$738,000 is spent on locally grown fresh fruits and vegetables through the WIC Farmers Market Nutrition Program (FMNP) each year.
- More than 292,000 participants are served by WIC.
- Working families make up 70 percent of those served, with over 12,000 in the military or from military families.
- Sixty-three percent of WIC clients live at the poverty level.

5. Food System Partners

We are interested in hearing about who else in your community WIC might consider a partner. Please include your organization in the table below as well.

Potential resources / partners	What they offer	Name of county or counties	Contact information, if you have it
farmers markets, farm stores, farmers			
food banks, food pantries, soup kitchens			
emergency food distributors			
fruit and vegetable gleaners			
WSU Extension			
low-income housing complexes / advocates			
Head Start or ECEAP			
gardening programs such as GRuB (Garden-Raised Bounty)			
college food systems programs			
Master Gardeners			
community childcare programs			
parks and recreation programs			
local or state level food coalitions or food policy councils			
migrant councils			
tribal food groups			
schools			
youth programs			
others:			

Thank you for your interest and support of the WIC Nutrition Program!