



Gerald J. and Dorothy R.  
Friedman School of  
Nutrition Science and Policy

# USDA/Tufts Telehealth Intervention Strategies for WIC (*THIS-WIC*)

## Phase II Overview

June 12, 2-3p EST



Erin Hennessy, PhD, MPH  
*THIS-WIC* Project Director

**Tufts**  
UNIVERSITY | Friedman School of  
Nutrition Science and Policy



Daniel Schultz, MS, RD  
*THIS-WIC* Project Administrator

# Housekeeping Items



## **Please mute yourself and turn off camera**

Recording of the webinar will be posted to our website



## **Use the chat box to ask questions**

Q&A will be posted to our website



## **SurveyMonkey access coming**

Access Word version of template components

Video demoing submission process to come



## **Brief proposal feedback document**

Will be sent via email



Congratulations!

# Agenda

- Key Dates & Reminder
- Technical Assistance
- Brief Proposal Feedback & Full Proposal Expectations
- Q&A

# Key Dates



# Phase II Technical Assistance



## Webinar




## 'Office Hours'

- June 26
- July 10, 24
- August 7, 21
- September 4



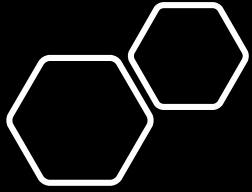
## Email questions

Q&A posted to website



# Brief Proposal Feedback & Phase II Expectations

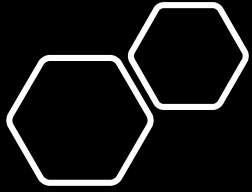
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# Priority Area 1

*\*Qualified professionals include Registered Dietitians (RD) and/or breastfeeding experts (i.e., IBCLC) who meet State staffing requirements and can provide expertise in complex nutrition and breastfeeding topics that are in accordance with WIC guidance and with program scope.*

- Does the proposal clearly describe an existing telehealth solution to ensure timely access to nutritional or breastfeeding support by qualified professionals?
- Does the proposal describe how the telehealth solution aims to facilitate:
  - SAs reaching and better serving WIC participants who have historically faced barriers to access, including those in rural locations
  - Integration with and supplementation (not duplication) of WIC services by addressing challenges identified through the participants' nutrition and/or breastfeeding assessment (*i.e.*, high-risk) or barriers to access
  - Use of assessments and referrals from a WIC Competent Professional Authority to connect participants with appropriate follow-up counseling on complex nutrition and/or breastfeeding problems with qualified professionals
- Does the proposal clearly describe solutions to overcoming stated barriers?
- How will privacy and safety of WIC clients be maintained when interacting via the proposed technology?



# Priority Area 2

*\*Qualified professionals include Registered Dietitians (RD) and/or breastfeeding experts (i.e., IBCLC) who meet State staffing requirements and can provide expertise in complex nutrition and breastfeeding topics that are in accordance with WIC guidance and with program scope.*

- Does the proposal clearly describe how the online, mobile-friendly resources or tools provide nutritional and/or breastfeeding support to WIC participants by qualified professionals?
- Does the proposal describe how the telehealth strategies and tools help facilitate:
  - Productive and meaningful interactions with participants with tailored, up-to-date information (i.e., nutrition and/or breastfeeding talking points, actionable take-away messages, etc.)
  - Delivery of nutrition education content relevant to identified nutrition risk(s) and common participant concerns
  - Use of evidence-based strategies to maximize participant engagement or impact on participant nutrition behaviors
  - Use of evidence-based best practices for the delivery and reinforcement of nutrition messages
  - Inclusion of features to analyze assessments and monitor impact on participant dietary habits and/or health to support continual improvement

# Full Proposal Components



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*Telehealth Solution*

*Problem Statement*

*Evaluation Capacity*

*Staffing*

*Biographical Sketches*

*Budget and Justification*

*Timeline*

*Sustainability*

*Additional Info*



# Telehealth Solutions

# Telehealth Solutions Feedback

- Describe innovation of solution for local WIC agencies
- Demonstrate ease of use for staff; describe planned training
- Establish accessibility for WIC participants
- Describe any planned usability testing
- Clearly explain engagement of solution providers



# Phase II. Telehealth Solution Expectations

- Describe the telehealth intervention in relation to Priority Area 1 or 2:
  - Make clear how solutions supplement nutrition education and breastfeeding contacts to WIC participants for identified complex nutrition and/or breastfeeding problems with qualified professionals
  - Make clear how the solution delivers nutrition education and/or breastfeeding support; include details on how the intervention will use participant assessment information to deliver nutrition education and breastfeeding support
  - Describe how the solution will be used to deliver only allowable WIC services by qualified professionals



# Phase II. Telehealth Solution Expectations

- Describe the telehealth intervention in relation to Priority Area 1 or 2:
  - Explain how the solution is innovative for your local WIC agencies
  - Explain if projects support use of assessments and referrals from a WIC Competent Professional Authority to connect participants with appropriate follow-up counseling on complex nutrition and/or breastfeeding problems with qualified professionals
  - Tell us how the solution supports counseling contacts to be documented, and information provided in a timely manner to WIC staff to enable follow-up
  - Describe how the solution provides delivery of nutrition education content relevant to identified nutrition risk(s) and common participant concerns



## Phase II. Telehealth Solution Expectations

- Discuss the potential barriers and proposed solutions to overcome those barriers including how privacy and safety of WIC participants will be maintained when interacting via the proposed technology
  - Clarify how participants will access and use the solution
  - Explain how access to the solution is or will be widely available to WIC participants
- Tell us how the telehealth solution will comply with Federal Program Regulations for all proposed strategies/solutions, particularly WIC Federal Requirements and Policies



# Problem Statement

# Problem Statement Feedback

- Clearly describe the target population, including additional details beyond “high-risk”
- Clearly describe the benefits of telehealth solution for the target population



# Phase II. Problem Statement Expectations

- Describe the population served by the WIC SA and specific populations targeted
- Indicate whether rural or other populations with decreased access to WIC are included and to what extent
- Indicate how the proposed intervention addresses barriers to access and reflects the social and cultural environment relevant to the populations served
- Clearly describe the main issues/problems among WIC participants that limit their access or use of WIC services
- Tell us about the use of referral systems available for participants with complex issues (i.e. high risk)
- Describe whether shortage of qualified professionals is a barrier to accessing WIC services in your SA



# Evaluation

# Evaluation Feedback

- Demonstrate ability and willingness to provide information and cooperation needed for *THIS-WIC* evaluation
- Demonstrate ability to acquire necessary permissions for data sharing
- Describe realistic contingency plans for potential barriers to conducting evaluation as planned

# Evaluation Feedback

- Include a strong research design with a plausible comparison group
- Clearly define key outcomes for the proposed intervention including implementation process, intermediate outcomes, impact outcomes, and/or cost
- Ensure descriptions of administrative, survey, and cost data sources provide sufficient information to measure outcomes



## Phase II. Evaluation Expectations

- Tell us about your ability to implement the intervention in a randomized fashion or with comparison and treatment groups
- Demonstrate the capacity and commitment to collaborate with the *THIS-WIC* team on all aspects of the evaluation
- Describe your ability to provide documentation of procedures used to maintain the quality and integrity of all data and analyses



# Staffing

# Staffing Feedback

- Ensure that roles of project team members are clearly described/defined
- Clearly explain how each member will work collaboratively to ensure successful implementation
- Describe current personnel in charge of data



# Phase II. Staffing Expectations

- Outline the qualifications of the team to effectively carry out the project
- Include clear description of any key partner that will contribute to success, including letters of support from all committed partners
- Explain the structure of key personnel that will complete the proposed activities, and key personnel's reporting structure to project director
- Help us understand aspects such as staff time commitments, duties, and concurrent staff responsibilities within and outside the grant
- In each form, list/explain the necessary education, skills, and experience for each key personnel's proposed roles
- If a consortium of WIC SAs, the applicants must designate a primary SA with administrative and fiscal responsibilities, and describe the communication plans, process for making decisions on project direction, and procedures for resolving conflicts

# Biographical Sketches (up to 5 pages)

- Provide the following information for key personnel and other significant contributors
- Follow this format for each person

**Name** (*last, first*):

**Role on Project:**

## **Employment History**

Organization and Location	Title/Role	Years

# Biographical Sketches

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**Current/completed projects (limit to past 5 years)** List projects beginning with those that are most relevant to the proposal.

Institution and Location	Responsibilities	Years

# Biographical Sketches

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## **Background and experience**

*Briefly describe your experiences or qualifications that are applicable to your proposal.*

## **Accomplishments**

*Please discuss accomplishments that are relevant to support the project implementation and evaluation*

## **Additional information**

*Please provide any relevant information not already disclosed.*



# Budget & Justification

# Budget Feedback

- Provide sufficiently detailed explanations of costs in the budget justification to ensure alignment with activities associated with the proposed intervention

# \$ Phase II. Budget Expectations

- Demonstrate feasibility of the budget and budget justification
- Applicants should refer to budget templates for guidance
- All applicants must use the budget narrative and form templates provided on SurveyMonkey Apply

# Budget Template

Project Title:

Organization (*SA or consortium of SAs*):

Dates (*start/end*):

List Personnel (*dollar amounts requested for Salary Requested and Fringe Benefits*):

Name	Role on Project	Percent Effort/Time	Annual Base Salary	24 Months of Salary Requested	Fringe Benefits (include rate)	Total
Personnel Subtotals						
Other Direct Costs						
				Unit Costs	# Units	Total
Consultant/vendor costs						
Data costs						
Equipment						
Supplies						
Travel						
Other Expenses						
Other Direct Costs Subtotals						
Total Direct Costs Totals						
Facilities and Administrative Costs (include rate)						
TOTAL PROJECT COSTS						

# Budget Justification Narrative Expectations

- Personnel
- Consultant/vendor costs
- Data collection costs
- Equipment
- Supplies
- Travel
- Other Expenses
- Facilities and Administrative Costs  
(Indirect Costs)

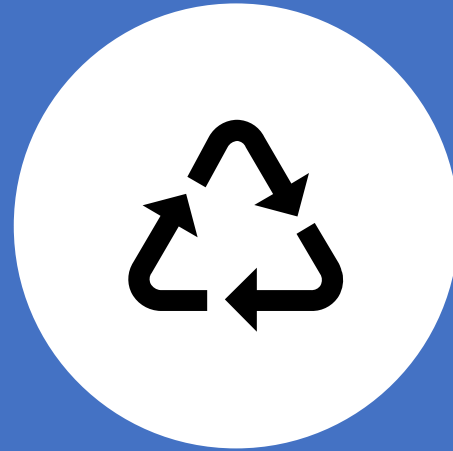




# Project Timeline

# Phase II. Project Timeline Template

Year	2020			2021												2022											
Month	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D
<b>Activities</b>																											
Post-award meeting (webinar with SAs)																											
Establish contract between Tufts and SA																											
Distribute funds to SA																											
Attend Kick-off meeting																											
Meetings and progress reports																											
Evaluation plan developed by THIS-WIC in partnership with SA																											
SA prepare research protocols for IRB approval with Tufts																											
Establish data reporting requirements and timing with Tufts																											
Tufts trains WIC SA staff to track and share required data elements																											
Tufts tracks the implementation process of telehealth innovation by each SA, including use of resources and associated costs.																											
SA implements their intervention in line with the study design with support from Tufts																											
Support data collection with Tufts																											
<b>Activities</b>																											
Meetings and progress reports																											
Support data collection with Tufts																											
Post-implementation meeting (webinar with SAs)																											
ATA Conference with SAs																											



# Sustainability



## Phase II. Sustainability and Transferability Expectations

- Clearly demonstrates a plan to sustain the telehealth solution after the project period
- Tell us how the project may be adapted and implemented by other WIC SAs
- Additional points are awarded for proposals that intend to:
  - Use open source software and technology , and/or
  - Plan to develop systems that can be easily tailored and adopted by other SAs at little or no cost



# Additional Information



## Phase II. Additional Information

- Tell us about all data sources, including administrative and cost data that you are willing and able to collect and share
- Explain your capacity to collaborate with *THIS-WIC*, including any previous evaluation activities, current evaluation capabilities, previous collaborations with evaluators, and previous experience sharing administrative data
- Tell us about any potential challenges related to evaluation, including data issues or concerns
- If applicable, provide a description of the Internal Review Board (IRB) process at SA

# Assurances Form

\_\_\_\_\_ My SA has the capacity and is authorized to rectify any problems related to contracting and wiring funds.

\_\_\_\_\_ My SA will send financial reports to document expenditures and assess the cost-effectiveness of the telehealth intervention to *THIS-WIC* team (training will be provided on how to provide this documentation).

\_\_\_\_\_ My SA has the staff and/or can hire new staff for this proposal in a timely fashion if there is funding for that position(s) through the award.

\_\_\_\_\_ My SA has confirmed with the responsible financial officer and other members of the state administration (e.g., IT department) that it is authorized to enter into a contractual relationship with *THIS-WIC* team and will sign the contract provided by Tufts.

\_\_\_\_\_ My SA will document and utilize procedures and protocols to ensure the privacy and safety of WIC client information (e.g., HIPPA compliance) when interacting via the proposed telehealth technology.

\_\_\_\_\_ My SA will work with *THIS-WIC* team to secure Institutional Review Board (IRB) approval as needed to carry out evaluation-related data collection activities.



# Letters of Support

# Supporting Documents

- Include letters of support from:
  - Participating Local WIC Agencies
  - State IT department
  - Prior research partnerships
  - Other state administration to demonstrate support for the proposal
- Optional template provided





SurveyMonkey Apply

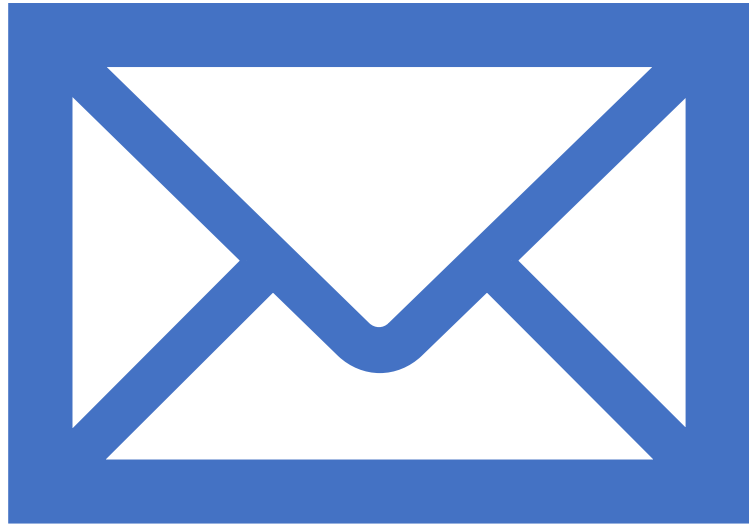
# General Full Proposal Requirements

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- ☐ 12-point font
- ☐ Single spaced
- ☐ Do not submit components as one combined document
- ☐ Downloadable templates from SurveyMonkey Apply site

# Cover Sheet

- Title of Proposal
- Brief Summary of Proposal (300 words)
- Priority Area
- Contact Information of Project Lead
- Project Director Signature
- Printed Name
- Date



Email will confirm  
submission

Make sure you  
receive one



# Acknowledgements

- The Consolidated Appropriations Act, 2019 (Public Law 116-6) authorized the allocation of **\$5,000,000** for telehealth competitive grants to:
  - Supplement the nutrition education and/or breastfeeding support offered in the WIC clinic
  - Decrease barriers to access to WIC services, particularly in rural communities and other populations facing barriers to accessing support
  - Impact dietary habits, infant feeding practices, including breastfeeding rates, participant satisfaction and retention, and improve identified nutrition risks

# Questions?

Thank you for attending

[thiswic@tufts.edu](mailto:thiswic@tufts.edu)

