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U.S. DEPARTMENT OF AGRICULTURE
FOOD AND NUTRITION SERVICE

*Supplemental Food Programs Division
Special Supplemental Nutrition Program for Women, Infants and Children (WIC)
Formative Research and Educational Material Development for Updates to the Loving Support
Makes Breastfeeding Work Campaign*

REQUEST FOR APPLICATIONS

CFDA#: 10.578

RFA Release Date: [XXX](#)

Application Submission Due Date: [XXX](#)

TABLE OF CONTENTS

	PAGE
INTRODUCTION	4
BACKGROUND AND PURPOSE	4
ELIGIBLE APPLICANTS	9
PROGRAM REQUIREMENTS	10
EVALUATION OF GRANT APPLICATION CRITERIA	13
USE OF FUNDING AND DURATION	16
TERMS AND CONDITIONS OF AWARD	17
FINANCIAL REPORTING	18
APPLICATION FORMAT	19
APPLICATION ADMINISTRATIVE INFORMATION	20
CONFIDENTIALITY OF AN APPLICATION	22
CONFLICT OF INTEREST AND CONFIDENTIALITY OF THE REVIEW PROCESS	23
AWARD NOTICE	23
ADMINISTRATIVE REGULATIONS	23
CODE OF FEDERAL REGULATIONS AND OTHER GOVERNMENT REQUIREMENTS	26
RFA APPLICATION CHECKLIST	27
RFA BUDGET NARRATIVE CHECKLIST	28

I. INTRODUCTION

The Food and Nutrition Service (FNS) will fund a competitive cooperative agreement award of up to \$2 million in Fiscal Year 2014 to a qualified applicant to update the existing USDA breastfeeding promotion campaign, *Loving Support Makes Breastfeeding Work (Loving Support)*. This award is contingent upon the availability of funds. FNS may fund this project, in whole or in part, without further competition, in this or subsequent funding years.

FNS expects the campaign update to be based on a comprehensive social marketing plan with an emphasis on formative research, appropriately framed educational messages, innovative campaign strategies, and updated promotional materials. These updates should use the original findings of the initial campaign as a basis but be reflective of the current needs and perspectives of the target audience.

Breastfeeding is a priority in the WIC Program, therefore WIC promotes and supports breastfeeding as the optimal infant feeding method, unless medically contraindicated. The overall intent of this project is to effectively build on the successes of the existing *Loving Support* campaign to inform, motivate and persuade the audience in an effective manner that continues to increase breastfeeding rates among WIC participants and increase support for breastfeeding among those who most influence breastfeeding mothers (their family and friends, health care providers, WIC staff, and relevant community partners). The awardee of this cooperative agreement/grant is expected to effectively guide FNS through this process.

Public Law 113-76, the Consolidated Appropriations Act, 2014, provides that funds are available for the purposes specified in section 17(h)(10)(B) of the Child Nutrition Act of 1966, as amended (42 U.S.C. 1786(h)(10)). FNS will provide only one award under this solicitation. This application is available only to a limited number of vendors who meet eligibility criteria. The awardee will be selected on a competitive basis, based on an objective review of all proposals according to the technical evaluation criteria outlined in this Request For Applications (RFA). FNS has structured this award as a cooperative agreement and plans to work closely with the awardee throughout the duration of this project.

II. BACKGROUND AND PURPOSE

The Special Supplemental Nutrition Program for Women, Infants and Children, better known as the WIC Program, provides supplemental foods, nutrition education, and referrals to social and health care services for low-income pregnant, breastfeeding and postpartum women, infants and children who are at nutritional risk. As part of its mission to improve the health of its target population, the WIC Program provides breastfeeding promotion and support for pregnant and postpartum participants. WIC promotes breastfeeding as the optimal method of infant feeding and funds are designated for education and support of breastfeeding activities. WIC State and local agencies, who receive Federal grant funds to operate the Program, are required by Federal

WIC regulations to create policies and procedures that ensure that quality breastfeeding education and appropriate support are provided to all WIC participants.

Federal WIC Breastfeeding Regulations

WIC regulations contain provisions to encourage women to breastfeed and to provide appropriate nutritional support for breastfeeding participants. WIC State agencies are required to provide training on breastfeeding promotion and support to local agency staff responsible for breastfeeding, and to establish standards for breastfeeding promotion and support which include, at a minimum, the following:

- (i) A policy that creates a positive clinic environment which endorses breastfeeding as the preferred method of infant feeding;
- (ii) A requirement that each local agency designate a staff person to coordinate breastfeeding promotion and support activities;
- (iii) A requirement that each local agency incorporate task-appropriate breastfeeding promotion and support training into orientation programs for new staff involved in direct contact with WIC clients; and
- (iv) A plan to ensure that women have access to breastfeeding promotion and support activities during the prenatal and postpartum periods

The current federal WIC regulations that contain the provisions described above can be accessed here:

<http://www.fns.usda.gov/wic/Breastfeeding/bfrequirements.HTM>

Loving Support Makes Breastfeeding Work, USDA's National Breastfeeding Campaign

Although breastfeeding promotion and support has always been a priority in the WIC Program, in recent years FNS has increased efforts to provide State and local WIC agencies with the necessary tools to successfully promote and support breastfeeding through various guidance and technical assistance initiatives. These efforts are built on the successes of *Loving Support Makes Breastfeeding Work (Loving Support)*, the United States Department of Agriculture's (USDA) national breastfeeding promotion and support campaign. This campaign was launched in 1997, as a result of Public Law 102-342, the Homeless Children Nutrition Improvement Act of 1992, which required the Secretary of Agriculture to establish a national breastfeeding promotion program to promote breastfeeding as the best method of infant nutrition and foster wider public acceptance of breastfeeding in the United States. Based on a social marketing approach, this project is a national effort to promote breastfeeding to WIC participants and their families, by emphasizing the concept that the support of family and friends, the health care system, and the

community are all essential for a breastfeeding mother to be successful. The original goals of *Loving Support* include:

- increasing breastfeeding initiation and duration rates among WIC participants;
- increasing referrals to WIC for breastfeeding support;
- increasing general public acceptance and support of breastfeeding; and
- enhancing the potential for sustaining organizational culture change through technical assistance for WIC State and local agency staff.

These goals were addressed through various components of the campaign. Critical components included consumer research, an extensive media campaign, a staff support kit, a breastfeeding resource guide, a community organizer’s kit, a staff training conference, and continuing education and technical assistance during the project’s implementation in ten WIC State agencies piloting the project. Materials developed during the initial launch of the campaign as well as subsequent projects, such as staff training resources and participant education materials, continue to meet the critical goals of this campaign.

A summary of the existing campaign, existing campaign promotional materials, and current FNS campaign-related initiatives can be accessed here:

http://www.nal.usda.gov/wicworks/Learning_Center/loving_support.html

As a part of *Loving Support*, USDA has also undertaken several efforts to address breastfeeding promotion and support among specific populations. Two examples are listed below:

- **WIC Hispanic Breastfeeding and Promotion Project** is a breastfeeding initiative launched in 2008, which addresses perceived barriers to breastfeeding among Hispanic WIC participants by providing research-based, culturally-sensitive breastfeeding resources. These resources help WIC staff effectively communicate the benefits of breastfeeding to Hispanic mothers and those that influence a mother’s decision to breastfeed (i.e., the baby’s father and grandmother). The theme of this project, ***Breastfeeding: A Magical Bond of Love***, is used throughout the developed resources to emphasize the loving connection between a breastfeeding mother, her child, and other family members. Project materials include a video-novella, educational brochures designed for the mother, grandmother and father; a discussion guide; and a poster. http://www.nal.usda.gov/wicworks/Learning_Center/support_bond.html
- **“Fathers Supporting Breastfeeding”** is a project that targets fathers and males so they can positively impact a mother’s decision to breastfeed. The primary focus of this project is African American males, a group that previously has not had the benefit of targeted breastfeeding messages. The project materials consist of educational pamphlets, posters, a video and an interactive video discussion guide. The project highlights the important supportive role of fathers and provides culturally appropriate strategies to increase breastfeeding initiation and duration rates. Although this project was launched in 2003,

the materials are still very popular within the WIC community.

<http://www.fns.usda.gov/wic/Fathers/SupportingBreastfeeding.HTM>

In recent years, there continues to be a wealth of evidence linking breastfeeding to specific positive health outcomes and identifying successful strategies in changing health-related behaviors. Additionally, gains have occurred in breastfeeding promotion and support and the general public is more aware of the importance of breastfeeding. Within the general population breastfeeding initiation rates have increased; however, for various reasons, rates among low-income women and WIC participants continue to remain low. In regards to the *Loving Support* campaign, the original intent has always been that the campaign would be a continuous programmatic effort overseen at the Federal level of the WIC Program and implemented at the State and local levels. WIC agencies continue to use the materials to further the goals of the campaign, but use of the original campaign materials may have diminished over the years as the demographics of Program participants has changed and participants have become overly familiar with the messages and various images utilized in the promotional materials. Consequently, FNS believes that in order for the campaign to: 1) remain effective among the WIC population and the general public; 2) continue increasing breastfeeding rates; and 3) remain useful for State and local agency staff; the content of the campaign must be current, accurate, and relevant to the primary and secondary target audiences. FNS is confident that updating this campaign will continue advancing Agency goals to increase breastfeeding initiation and duration rates and move towards meeting Healthy People 2020 goals.

Institute of Medicine Proceedings

FNS entered into contract with the National Academy of Sciences, Institute of Medicine (IOM) to conduct a public workshop and a more focused expert meeting on updating the *Loving Support* campaign. In April 2011 and January 2012, IOM assembled experts knowledgeable in social marketing and breastfeeding promotion and support to provide guidance on the actions needed to effectively update and improve the existing *Loving Support* campaign and ultimately further the WIC Program's breastfeeding promotion and support efforts. Although the experts did not provide formal recommendations, during the proceedings they discussed what has changed since the initial launch of the *Loving Support* campaign, lessons learned from other public health campaigns, and various suggestions on how to improve the campaign in the future.

Consensus recommendations were not provided, but as a result of the proceedings, FNS identified various issues surrounding breastfeeding promotion and support in the WIC Program and action steps needed to effectively update the campaign. It was established that progress has been made in breastfeeding promotion and support in the general public as well as the WIC population as initiation rates have doubled since the launch of the original campaign. However, exclusive breastfeeding for 6 months and continued breastfeeding for at least a year still need improvement. Experts felt strongly regarding the need for FNS complete the social marketing process and conduct formative research to effectively update the campaign.

FNS has identified areas of interest based on the proceedings:

- 1) Campaign audience - The primary audience is pregnant and postpartum WIC mothers. Some experts involved in the IOM proceedings expressed value in segmenting the audience or concentrating our efforts on a very specific audience such as pregnant mothers in the 3rd trimester, first time moms, or moms who have decided to breastfeed. Influential family members (partners and grandmothers), WIC staff, health care providers, and relevant community partners have consistently been identified in the research as key factors in influencing a mother's decision to breastfeed as well as the ability of a woman to breastfeed for the recommended timeframe. Therefore, FNS feels they should remain a part of the campaign's secondary audience.
- 2) Breastfeeding exclusivity – Breastfeeding initiation and duration were a part of the original goals of the Loving Support campaign; however, as previously noted, exclusivity rates remain low among the general public and even lower among the WIC population. Research continues to associate exclusivity with better health outcomes and longer duration.
- 3) Updated messages – Experts involved in the IOM proceedings stressed that the way a message is framed is more critical than the content of the message. Proper framing of breastfeeding messages should focus on the fact that successful breastfeeding requires support, breastfeeding benefits women's health (not just children's), and well-supported breastfeeding improves everyone's well-being. However, most breastfeeding messages portray breastfeeding as natural and something "good" mothers do. WIC breastfeeding promotion and support for pregnant and postpartum moms should include positive encouragement, anticipatory guidance, and evidence-based information regarding the possible effects of not breastfeeding their infants.
- 4) Barriers to breastfeeding – Numerous barriers exist that prevent mothers from achieving their breastfeeding goals, such as societal beliefs and attitudes about the "normal" way to feed infants, poor family and social support, and an unsupportive work environment. Many of these barriers were cited in the formative research conducted for the original Loving Support campaign and formed the basis for the campaign's messages – embarrassment, returning to work/school, and poor or limited family or social support. Unfortunately these same obstacles continue to persist as cited in the *The Surgeon General's Call to Action to Support Breastfeeding* (SG CTA) and the recently launched Department of Health and Human Services (DHHS) breastfeeding campaign for African American mothers – *It's Only Natural. Mother's Love. Mother's Milk*. However, the SG CTA and other research indicates that mothers are uncertain about what to expect with breastfeeding and need breastfeeding how-to skills.
- 5) Modes of communication – The general population and therefore the WIC population have very different methods of consuming information and communicating than the audience the *Loving Support* campaign targeted over 15 years ago. The new campaign should account for these changes.

Although FNS has initiated some of the preliminary planning activities through its work with the IOM, evidence-based recommendations from the grantee on how best to move forward with the *Loving Support* campaign are necessary. The grantee for the Fiscal Year 2014 cooperative agreement is expected to review the IOM Workshop Summary: Updating the USDA National Breastfeeding Campaign (link below), the National Breastfeeding Promotion Project Research Brief, and the WIC National Breastfeeding Promotion Project Final Report (attached) to determine how best to build on the existing success of the original campaign. FNS feels that the interventions and some of the messages identified in the original campaign continue to meet the needs of the primary and secondary audiences but we understand the social marketing planning process may identify new strategies that would be more impactful. We also realize that the manner in which the target audience consumes information has changed drastically and this campaign update needs to reflect this shift.

A summary report from preliminary planning activities can be accessed here:
<http://www.iom.edu/Activities/Nutrition/USDABreastfeeding.aspx>

Other Important Factors

FNS is also motivated by the increasing awareness of the advantages of breastfeeding and the importance of support among the general public as well as numerous activities currently ongoing in the breastfeeding community. Several initiatives are underway among Federal agencies, health professional organizations and breastfeeding advocacy groups that highlight the importance of the breastfeeding relationship and ways breastfeeding mothers should be better supported to ensure success. Recently, the U.S. Surgeon General released SG CTA, outlining clear action steps communities, health care systems, health care providers, employers, public health professionals, and other organizations and individuals can use to help support breastfeeding mothers and increase breastfeeding rates in the United States. Subsequently, we feel now is the appropriate time to update the *Loving Support* Campaign to ensure that it reflects current science and social marketing research.

III. ELIGIBLE APPLICANTS

This is a competitive, limited solicitation. Only non-profit organizations, for-profit organizations, and institutions of higher learning with a comprehensive understanding of social marketing principles and extensive experience in developing successful social marketing campaigns are eligible to apply. Special consideration will be given to applicants who have expertise in breastfeeding education and/or successful social marketing campaigns with a public health focus.

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.

This cooperative agreement will be made on a competitive basis to a single entity. However, the grantee may sub award, by contract or sub grant, tasks to other organizations in order to complete or provide aspects of the development of the peer counseling curricula and training. If such subawards are anticipated, each subgrantee must submit a Letter of Commitment to the applicant, for inclusion with the cooperative agreement application, which describes its role in this project, the amount of time it intends to commit to this project, and an affirmation that it will cooperate with the grantee in implementing this project. The Letters of Commitment should be on the respective company's or organization's letterhead and should be addressed to the prospective applicant.

IV. PROGRAM REQUIREMENTS

Project Goals

The goals of this project are to:

Update the existing USDA national breastfeeding campaign, *Loving Support Makes Breastfeeding Work*.

This update must be based on a comprehensive social marketing plan that includes formative research, strategy development, and program development.

Provide recommendations regarding appropriate evaluation techniques and an implementation plan.

The main emphasis of the plan should focus on:

- Updating formative research/market research;
- Developing new educational messages that are properly framed and tested;
- Developing campaign strategies; and
- Updating current campaign promotional materials and developing new campaign promotional materials.

These updates should use the original findings of the initial campaign as a basis but be reflective of the current needs and perspectives of the primary and secondary audiences (WIC prenatal and postpartum women, their family and friends, health care providers, WIC staff, and relevant community partners).

Project Deliverables

All finalized files and associated design files will be provided electronically to FNS and will become property of FNS. The grantee shall submit drafts deliverables to FNS electronically in Microsoft Word 2010. The grantee shall provide a schedule of deliverables, and work with FNS to allow adequate review periods for FNS comments. The grantee will coordinate with FNS to obtain comments. The grantee shall incorporate FNS comments into all final deliverables. The grantee shall also provide electronic copies of all references cited in the final deliverables. The grantee shall submit the final deliverables in electronic format (both PDF and Word). For all promotional materials, electronic print-ready files and/or files ready for posting on the Internet for WIC participants and WIC staff will be provided to FNS (including, but not limited to, files on DVD).

Social Marketing Plan

The grantee shall develop a comprehensive social marketing plan with emphasis on formative research, strategy development, program development and pretesting of material and nonmaterial interventions. This plan must be consistent with FNS's approach and guidance for breastfeeding promotion and support. This will also include testing and recommendations regarding newly developed message graphics and promotional materials provided by FNS.

Formative research

The grantee shall conduct formative research to examine primary and secondary audiences of the campaign including but not limited to infant feeding decision-making, determinants of breastfeeding initiation, exclusivity and durations; current perceptions of breastfeeding; and factors that motivate or deter influential people from effectively promoting and supporting breastfeeding. Formative research will include but is not limited to a literature review and focus groups with WIC-eligible populations that are culturally and geographically diverse. This formative research should also include representation of culturally and geographically diverse influential family members (partners and grandmothers).

Strategy development

The grantee shall develop a realistic marketing plan that is consistent with FNS's approach and guidance for breastfeeding promotion and support. It must include specific measurable objectives and a detailed work plan that will guide the development and implementation of the project. The plan must include but is not limited to updated goals of the campaign, a description of the primary and secondary target audiences, specific behaviors that will be marketed toward them, and strategies for addressing the critical factors associated with the target behavior.

Campaign Messages

The grantee shall develop campaign messages for primary and secondary audiences that are properly framed to incorporate values held by and information relevant to the target audiences and excludes information they find irrelevant. WIC breastfeeding promotion

and support for pregnant and postpartum moms should include positive encouragement, anticipatory guidance, and evidence-based information regarding the possible effects of not breastfeeding their infants.

Promotional Materials and Nonmaterial Interventions

The grantee shall update existing promotional materials and develop new promotional materials that meet the needs of the primary and secondary audiences. Based on the formative research/market research, the grantee will determine how updates should be made, which materials should no longer be used, and prioritize the development of new promotional materials and nonmaterial interventions that will have the most impact. Special considerations should be given to the manner in which the target audiences currently consume information and communicate. Tools and resources should be recommended for secondary audiences as well. The interventions must be innovative, culturally appropriate, and appealing. They must also include any required USDA language (e.g., current EEOC statement on back cover). New materials developed should include, but are not limited to: animated videos and/or video vignettes and Public Service Announcements for radio and television. This shall also include updating current materials (design, messages and content, and images) for the “Fathers Supporting Breastfeeding” initiative that primarily address African American fathers.

The grantee must properly test all campaign messages and campaign materials and nonmaterial interventions. Any testing will be described in detail and the grantee will be responsible for developing an Office of Management and Budget (OMB) Generic Clearance Approval Request for Formative Research, and obtaining OMB Approval for an Information Collection.

Monitoring and Evaluation Plan

The grantee shall provide a written report that includes a process and outcome evaluation. This should include recommendations regarding appropriate campaign monitoring techniques and a plan for evaluating the results of the updated *Loving Support* campaign on primary and secondary audiences. This plan should also include recommendations on obtaining and incorporating feedback from key audiences as well as evaluating the campaign’s effect on behavior change.

Implementation Plan

The grantee shall provide an implementation plan to FNS that includes recommended FNS actions regarding the launch and rollout of the updated campaign. At a minimum, this should include recommendations regarding campaign activities, a communication plan for FNS that includes strategies to deliver campaign messages to key audiences, and a campaign timeline.

Office of Management and Budget (OMB) Generic Clearance Approval Request for Formative Research, Obtaining OMB Approval for an Information Collection

The grantee shall submit to FNS a memorandum requesting OMB approval for formative research under a currently approved generic OMB clearance package. The format will be provided by FNS. The grantee should be aware that the OMB generic clearance approval request may require revisions after each level of review. The grantee shall be required to update the OMB package after each set of required revisions and edits. The OMB generic clearance approval request shall contain copies of all recruiting materials and data collection instruments. Special note shall be taken that scripts are required to be prepared and included in the OMB package for all communications (either by telephone, mail, email, or internet) with all persons and organizations contacted in connection with the project. If required, versions of the data collection instruments translated into other languages, such as Spanish, must be included in the OMB package. The OMB package should be submitted in MS Word format. The package shall not be accepted by FNS until OMB gives final clearance of the package.

In addition, the grantee will complete the following:

- Begin implementation of the Evaluation and Monitoring Plan project deliverable.
- Develop a breastfeeding smartphone application (“app”) for WIC moms to provide assistance in the early days and weeks of breastfeeding.
- Test and then translate or adapt campaign materials (promotional materials and nonmaterial interventions) as appropriate for Spanish-speaking populations.
- Develop additional materials supported by the formative research for the “Fathers Supporting Breastfeeding” initiative, including but not limited to a video.

V. EVALUATION OF GRANT APPLICATION CRITERIA

Technical Proposal

This cooperative agreement competition will support a proposal that:

Clearly describes an effective process for updating the existing USDA national breastfeeding campaign, *Loving Support Makes Breastfeeding Work*;

Proposes innovative and creative social marketing campaign strategies;

Demonstrates knowledge of FNS's approach and guidance for breastfeeding promotion and support;

Demonstrates knowledge of social marketing principles and the design and implementation of successful social marketing campaigns;

Demonstrates comprehensive understanding of social marketing principles and extensive experience in developing successful social marketing campaigns. Special consideration will be given to applicants who have expertise in breastfeeding education and/or successful social marketing campaigns with a public health focus.

Demonstrates organizational knowledge of social marketing principles and practices and institutional capacity to develop, manage, and implement successful social marketing initiatives in low-income populations;

Demonstrates knowledge of WIC as a public health nutrition program, and breastfeeding promotion and support services provided within a WIC setting;

Demonstrates knowledge of the WIC population and research that addresses the challenges faced by low-income mothers;

Demonstrates knowledge of evidence-based breastfeeding promotion and support interventions;

Demonstrates knowledge of WIC breastfeeding regulations, goals, policies and procedures and Nutrition Services Standards;

Demonstrates knowledge of staff roles and responsibilities related to promoting and supporting breastfeeding in the WIC Program;

Considers the multi-cultural population served by the WIC Program;

Demonstrates knowledge of community partnerships, role of coordination with other health care professionals, knowledge of community resources, health professional organizations and coalitions;

Demonstrates knowledge of process and outcome evaluation, including appropriate campaign monitoring techniques and evaluation.

Review Process

FNS will pre-screen all applications to ensure that they are eligible entities to compete for a grant award. Following the initial screening process, FNS will assemble a peer panel group to review the technical merits of each application. The peer panel will evaluate the proposals based on how well the applicant addressed the required application components and criteria listed below. The peer panel members will recommend applications for consideration for a grant award based on the evaluation scoring. The selecting official reserves the right to award a grant to meet Agency priorities, geographical representation, or project diversity. FNS reserves the right to use this solicitation and competition to award additional grant projects in subsequent fiscal years should additional funds be made available through future appropriations. FNS also reserves the right to initiate a second competitive process if few proposals of technical merit are received.

Evaluation Factors and Criteria

The following selection criteria will be used to evaluate applications for this RFA.

Merit of Project Design (35 points)

Project design: The proposal describes an effective and innovative method of updating the existing USDA breastfeeding promotion campaign, *Loving Support Makes Breastfeeding Work* as described in this RFA. The proposal demonstrates a clear understanding of the purpose of the project and the goals of breastfeeding promotion and support within the public health community-based setting such as the WIC Program. The technical approach is appropriate to address the project goals.

Materials development: The proposal also includes the delivery of campaign materials (messages, promotional materials, and nonmaterial interventions), in a variety of formats and addressing a variety of needs, that can be used by WIC State and local agency staff as well as WIC Program partners to successfully promote and support breastfeeding.

Organizational Experience and Management/Staff Capability (25 points)

Experience: The proposal describes each applicant's experience in and qualifications for administering Federal grants. The proposal includes resumes and/or job descriptions for key personnel in management, administration, and technical assistance, and describes the specific expertise that qualifies such personnel for their proposed roles. Adequacy of the proposed staff including evidence of the qualifications and experience of the proposed project staff to successfully carry out the projects goals as described in this RFA. The proposal also provides a contingency plan for the loss of key personnel. Project narrative description, SF-424, and SF-424b, are contained with the application package.

Oversight: The proposal details effective and continuing oversight of the awarded project by qualified project managers, establishes the credibility and capabilities of any subgrantees by which specific elements of the proposal will be provided, and provides the means for successful communication both within the Cooperator organization and between the Cooperator and its subgrantees(s).

Time commitments: The proposal includes a project timeline that shows sufficient time has been allotted for proposed tasks and justifies the proposed time commitments of key personnel and potential subgrantees.

Budget Appropriateness and Economic Efficiency (30 points)

Budget Narrative: In addition to the standard form 424A, the proposal should include a budget narrative by line item, that clearly explains and justifies all project costs and how they relate to the proposed goals and objectives of the project. The narrative should provide enough detail for reviewers to easily understand how costs were determined, how funds will be spent, by whom and for what purpose. There should be adequate justification for budget costs based on current industry costs/standards. If necessary, information on costs should be obtained from applicable organizations or from online sources. Budget narrative and SF-424a are contained within the application package.

See Attachment A, Budget Narrative Checklist to assure the questions are addressed in the narrative.

Efficiency: The proposal is cost effective – it demonstrates that anticipated results identified in the proposal are commensurate with the cost of the project. A Copy of the approved indirect cost rate agreement must be provided (only if the application includes indirect costs).

History of Past Performance (10 points)

The proposal demonstrates evidence of completing comparable work on time and within cost; and includes references from past projects. SF-LLL is contained within the application package.

Selection of Cooperative Agreement Applications

After the panel evaluates and scores each application, it will rank proposals by score, starting with the highest score. The panel will provide recommendations for funding to the selection official. The selection official may follow the panel's recommendation, or may consider other factors, such as geographic, demographic, or socioeconomic diversity, or agency priorities, in addition to the panel's recommendation. FNS reserves the right to fund this award out of rank order should it be deemed necessary to achieve the goals identified above. The selection official may also determine that, based on the subsequent scoring, few applications are of technical

merit. As a result, FNS may not award or may commit less than the total amount established for this purpose.

Number of Applications and Proposals

An organization may submit only one application for consideration under this RFA. However, applicants are not limited in the number of organizations with which they propose to subaward for specific elements of the project.

VI. USE OF FUNDING AND DURATION

This solicitation offers funding of this award in Fiscal Year (FY) 2014, subject to the availability of funds. Funding of this award will be provided through the *Grant Award/Letter of Credit*. The award will be made via a Cooperative Agreement between FNS and the grantee, upon receipt of a properly executed Cooperative Agreement and subject to the availability of funding. The submission of an application does not guarantee funding.

FNS may elect to fund an organization's application in its entirety, may limit funding to specific subgrantee proposals contained in an application, and/or may negotiate proposed applicants to stay within available funding. All funds must be obligated and all activities under the Cooperative Agreement must be completed by September 30, 2017.

Allowable Use of Funds

Funds must be used by the grantee to update the existing USDA breastfeeding promotion campaign, *Loving Support Makes Breastfeeding Work* as described in this RFA. Expenditures must conform to the project design and budget identified in the Grantee's approved proposal. Funds expended by the Grantee may be used to pay sub-grantees for specific elements of the project, as described those tasks contained in the approved proposal.

Unallowable Use of Funds

Cooperative agreements provided through this RFA are intended update the existing USDA breastfeeding promotion campaign, *Loving Support Makes Breastfeeding Work*. A project's proposed budget cannot include:

- any pre-award costs associated with the development of the award application; or
- any payments to contracted sub-grantees not directly specified by the Grantee or associated with the project goals described in this RFA.

Sub-grantees are also subject to the applicable costs principles and uniform administrative regulations.

Determination of Award Amounts

If an application is approved for funding, is realistically and 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:
 - o Federal funding is not sufficient to fund the application(s) that merit(s) award;
 - o It is judged that another proposal could be implemented with less funding; or
 - o Other factors are considered, e.g., geographic, demographic, or socioeconomic diversity; agency priorities.

Award Notification and Issuance of Funds

FNS expects to notify the Grantee in writing and to issue funds as promptly as possible thereafter, subject to the availability of funding.

VII. TERMS AND CONDITIONS OF AWARD

Once an award is made, the grantee must sign a Cooperative Agreement, which will contain the terms and conditions of the award, e.g., adherence to regulations, applicable cost principles, and instructions provided in *Use of Funding and Conditions* of this announcement.

The Code of Federal Regulations can be found at <http://www.gpoaccess.gov/cfr/index.html>.

Required Recordkeeping – The Grantee selected in connection with this Request for Applications will be required to submit quarterly Progress and Financial Status Reports (SF-425). All final reports are due 90 days after the expiration date of the cooperative agreement. FNS will provide additional details at the time of award. The selected agencies or organizations must operate a financial management system that provides accurate, current and complete disclosure of the financial status of the project.

Quarterly and Final Narrative Program Reports—

All progress reports must provide a brief description of the project activities conducted during the reporting period, major accomplishments with completion dates and budget deviations from the proposed plan, difficulties encountered and solutions developed, and major planned activities for the next quarter. The final report should be a project summary that includes lessons learned, future implications within the State, and transferability to other States.

Each report must include a brief Executive Summary and the following:

- 1) A project description which includes a concise summary of the major accomplishments, the difficulties encountered and the solutions developed to resolve the difficulties;

- 2) A discussion of the project results and lessons learned;
- 3) Plans for the continuation and the potential transferability of the project; and
- 4) Recommendations for future improvements.

Final close-out, i.e., final reports and liquidation of all obligations, must occur by December 31, 2017. A final narrative report will be due no later than 90 days after the expiration date of the agreement or December 31, 2017. Attached to the final report should be copies of materials used in the operation of the project that may be useful in the consideration of the sustainability of the project. Examples of relevant materials are media or publicity releases and training manuals. Links to materials on websites should also be included. More detailed specifications for the report will be included in the grant agreements. All final products should be submitted in approved format determined by FNS.

VIII. FINANCIAL REPORTING

Grantees are required to submit quarterly and final financial reports. The quarterly reports are due 30 days following the end of each quarter and the final report is due 90 days after the expiration date of the grant program.

The Grantee is required to enter the financial reporting data into the FNS Food Program Reporting System (FPRS) which is an FNS operated online system. The system houses the Federal Financial Report (Standard Form (SF) 425). In order to access FPRS, the Grantee must obtain USDA e-authentication certification. Specific instructions will be provided with the grant agreement.

Timeline

<u>Month</u>	<u>Activity</u>
<i>August 2014– September 2014</i>	In the first month after award, project staff meet with the Project Officer by conference call to review work plan, discuss deliverables and deliverable schedule, and additional aspects of the project. Submit OMB memo and attachments to FNS.
<i>September 2014 – August 2015</i>	Conduct formative research, including literature review and focus groups, and draft Social Marketing Plan.
<i>September 2015</i>	In-person presentation at FNS of formative research and draft Social Marketing Plan. Provide presentation files to FNS.
<i>October 2015 – July 2016</i>	Develop campaign materials (messages, promotional materials, etc.), draft Monitoring and Evaluation Plan, and draft Implementation Plan.
<i>July 2016</i>	In-person presentation at FNS of campaign materials and plans for testing.

	Provide presentation files to FNS.
<i>August 2016 – January 2017</i>	Test and revise campaign materials (messages, promotional materials, etc) with target audiences and revise accordingly. Submit complete drafts of Social Marketing Plan, Monitoring and Evaluation Plan, and Implementation Plan to FNS.
<i>January 2017</i>	In-person presentation at FNS of final campaign materials and drafts of: Social Marketing Plan, Monitoring and Evaluation Plan, and Implementation Plan. Provide presentation files to FNS.
<i>February 2017 – May 2017</i>	Finalize all deliverables and obtain FNS approval.
<i>June 2017</i>	In-person presentation at FNS of all final deliverables. Provide presentation files to FNS.

IX. APPLICATION FORMAT

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. The project description with relevant information should be captured on no more than 25 pages, not including the cover sheet, table of contents, resumes, letter of commitment(s), endorsement letter(s), budget narrative(s), appendices, and required forms. All pages must be numbered.

Special Instructions:

- Late application submission will not be considered in this competition. FNS will not consider additions or revisions to applications once they are received.
- Applications not submitted via the Grants.gov portal will not be considered.
- 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 through future appropriations.
- Grant awards are contingent upon the availability of funding.

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 and how it will address a solution, the expected results and/or benefits once the solution is achieved, and how it will meet the RFA program scope and objectives. The proposed project methodology should describe the project design, address program specific methodology needs, procedures, timetables, monitoring/oversight, and the organization's project staffing.

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.

Required Grant Application Forms

All applicants must complete the following forms:

The following grants.gov forms are required of grant applicants. They are located at http://www.grants.gov/agencies/aforms_repository_information.jsp:

Non-Construction Grant Projects Forms: SF-424 Family

1. Application and Instruction for Federal Assistance (SF-424)
2. Budget Information and Instruction (SF-424A)
3. Assurance-Non-Construction Programs (SF-424B)

SF-LLL (Disclosure of Lobbying Activities): Indicate on the form whether your organization intends to conduct lobbying activities. If your organization does not intend to lobby, write "Not Applicable."

In addition, the applicant must submit the following Departmental Forms:

- AD-1047 Certification Regarding Debarment, Suspension
- AD-1048 Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion-Lower Tier Covered Transactions

- AD-1049 Certificate Regarding Drug Free Workplace Requirements Alternative 1 (Note that there is a version of this form for Individuals: AD-1050 and a version for State Agencies: AD-1052)

These forms are at the USDA Forms site: <http://www.ocio.usda.gov/policy-directives-records-forms/forms-management/approved-computer-generated-forms>.

X. APPLICATION ADMINISTRATIVE INFORMATION

FNS Application Instructions

Application Due Date

The complete application must be uploaded on www.grants.gov by 11:59 PM, Eastern Time (**insert the due date**). Applications received after the deadline date will be deemed ineligible and will not be reviewed or considered. FNS will not consider any additions or revisions to an application once it is received. FNS will not accept mailed, faxed, or hand-delivered applications.

Submission of Application

In order to submit your application via www.grants.gov, you 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 its www.grants.gov application submission. All applicants must have current CCR 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/>).

What is SAM?

The System for Award Management (SAM) is combining federal procurement systems and the Catalog of Federal Domestic Assistance into one new system. This consolidation is being done in phases. The first phase of SAM incorporated the functionality from several systems, including the Central Contractor Registry (CCR).

For additional information regarding SAM see the following link:

https://www.acquisition.gov/SAM_Guides/Quick%20Guide%20for%20Grants%20Registrations%20v1.pdf

Below is some additional information that should assist the applicant through this process:

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 you can contact Dun and Bradstreet via the

internet at <http://fedgov.dnb.com/webform> or by calling 1-888-814-1435, Monday thru Friday, 8am-9pm EST. There is no fee associated with obtaining a DUNS number. Obtaining a DUNS number may take several days.

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

PLEASE BE AWARE: In some instances the process to complete the migration of permissions and/or the renewal of the entity record will require 5-7 days or more. We strongly encourage grantees to begin the process at least 2 weeks before grant the due date of the grant solicitation.

Grants.gov Registration: In order to apply for a grant, your organization must have completed the above registrations as well as register on Grants.gov. The Grants.gov registration process can be accessed at www.grants.govapplicants/get_registered.jsp. Generally, the registration process takes between 3-5 business days.

If you are a new Grants.gov user, please ensure that your organization's Point of Contact (POC) has designated you as an Authorized Organization Representative (AOR). **If you are not designated as an AOR, you will be unable to submit your application into Grants.gov.**

Allow your entity ample time to complete the necessary steps, for the submission of your grant application package, on grants.gov.

NOTICE: Special Characters not Supported

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):

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 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 current Central Contractor Registry (CCR) 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.

SAM Presentation/Training

GSA has created a presentation of a SAM training. To view the presentation, please visit: <http://www.youtube.com/watch?v=mmHcKCchaiY>

This will be extremely useful for SAM users that are:

- Registering at SAM for the first time
- Setting up user permissions from CCR into the SAM registration (called migrating)
- Updating / renewing CCR record in SAM

XI. 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. The original copy of an 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.

XII. 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.

XIII. 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 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.

XIV. ADMINISTRATIVE REGULATIONS

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

A recipient chosen for an award shall comply with the non-procurement debarment and suspension common rule implementing Executive Orders (E.O.) 12549 and 12669, "Debarment and Suspension," is 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-contractors 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) found at <https://www.sam.gov/portal/public/SAM/>.

Universal Identifier and Central Contractor 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>.

SAM Registration: 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 CCR 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 CCR 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 contractors 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 Contractor Performance Assessment Reporting System, information from the CCR database, and suspension and debarment information from the EPLS. 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.

XV. CODE OF FEDERAL REGULATIONS AND OTHER GOVERNMENT REQUIREMENTS

This grant will be awarded and administered in accordance with the following regulations and the corresponding OMB Circulars that establish the principles for cost determination found at 2 Code of Federal Regulations (CFR), Subtitle A, Chapter II: Part 220, Education Institutions (OMB Circular A-21); Part 225, State, Local and Indian Tribal Governments (OMB Circular A-87); and Part 230, Non-Profit Organizations (OMB Circular A-122). 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 Central Locator Contractor Registration"
- 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 417: "Office of the Chief Financial Officer: Department of Agriculture Implementation of OMB Guidance on Non-Procurement Debarment and Suspension"
- 41 U.S.C. Section 22 "Interest of Member of Congress"

USDA Regulations

- 7 CFR Part 15: “Nondiscrimination”
- 7 CFR Part 3015: “Uniform Federal Assistance Regulations”
- 7 CFR Part 3016: “Uniform Administrative Requirements for Grants and Cooperative Agreements to State and Local Governments”
- 7 CFR Part 3018: “New Restrictions on Lobbying”
- 7 CFR Part 3019: “Uniform Administrative Requirements for Grants and Cooperative Agreements with Institutions of Higher Education, Hospitals, and other Non-Profit Organizations”
- 7 CFR Part 3021: “Government-wide Requirements for Drug-Free Workplace (Financial Assistance)”
- 7 CFR Part 3052: “Audits of State, Local Governments, and Non-Profit Organizations”

XVI. RFA APPLICATION CHECKLIST

All proposals submitted under this RFA must contain the applicable elements as described in this announcement. The application must be submitted electronically through www.grants.gov, by midnight on [add the deadline date]. The following checklist has been prepared to assist in ensuring that the proposal is complete and in the proper order prior to submission.

- ✓ Read the RFA carefully, usually more than once.
- ✓ Have you obtained a Dun and Bradstreet Data Universal Numbering System (DUNS) number and registered the number in the System for Award Management (SAM)?
- ✓ Have you verified that your Central Contractor Registration is active?
- ✓ Have you registered your entity in grants.gov and are you authorized as a user in grants.gov to submit on behalf of your agency?
- ✓ Have you prepared and submitted the appropriate forms as shown under the Required Grant Applicant Forms section of this RFA?
- ✓ Have you included the RFA CFDA # [enter the number] on your application?
- ✓ Have you included your contact information: telephone number, fax number, and e-mail address?
- ✓ Have you addressed, met, and considered any program specific requirements or restrictions?
- ✓ Is the project's proposal clearly stated?
 - Does it comply with any format requirements?
 - Does it comply with the page limitation?
 - Most importantly does it directly relate to the RFA's objectives and priorities?
 - Don't assume that reviewers know anything about your organization and its work.
- ✓ Have one or more persons read your proposal who did not participate in its writing and ensure that it was clear to them?
- ✓ Does the proposed project and budget meet the bona fide needs of the RFA?
- ✓ Is the budget summary included?
 - Does it agree with the calculations shown on the OMB budget form?
 - Is the budget in line with the project description?
- ✓ Be sure to submit a timely application into www.Grants.gov in order to meet the RFA application deadline.
- ✓ FNS reserves the right to request additional information not clearly addressed in the initial application.

XVII. RFA BUDGET NARRATIVE CHECKLIST

This checklist 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 must be in line with the proposal project description (statement of work) bona fine need. FNS reserves the right to request information not clearly addressed.

	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 X 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.		
Forms: Include all required forms with the application package.		
Indirect Costs		
Has the applicant obtained a Negotiated Indirect Cost Rate Agreement (NICRA) from an Federal Agency? If yes, a copy of the most resent 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