**Appendix C1**

**Communication Plan**



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| **COMMUNICATIONS WITH STATE and LOCAL WIC AGENCIES** | | | | | | | |
| **Item** | **Timeline** | **Purpose** | **Audience** | **Who Prepares** | **Who Reviews** | **Who Signs** | **Distribution:**  **Who and How** |
| Study Brochure | Distribute Fall 2013 and throughout 2014 | An “awareness” item used to educate the WIC community and others about study and to promote participation by State and local WIC programs | * WIC State and local staff; * FNS Regional Office staff; * WIC partners, e.g., NWA | Altarum | FNS | N/A | Altarum; FNS  At NWA conferences and other conferences  Via State introductory letter |
| Correspondence to State Agencies not selected for case studies:  Specifics about activities requested for study | To Regional Offices and States:  6/2014 | Request that State Agencies provide 798A supporting documents, complete Web survey, and encourage local agencies to complete their Web survey | * State WIC directors * FNS Regional Offices | Altarum | FNS | Altarum  Project Director | Regional Offices: FNS  State Agencies: Altarum via email |

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| **COMMUNICATIONS WITH STATE and LOCAL WIC AGENCIES (continued)** | | | | | | | |
| **Item** | **Timeline** | **Purpose** | **Audience** | **Who Prepares** | **Who Reviews** | **Who Signs** | **Distribution:**  **Who and How** |
| Correspondence to State Agencies selected for case studies:  Specifics about activities requested for study | To Regional Offices and States:  6/2014 | Request that State Agencies provide 798A supporting documents, complete Web survey, and encourage local agencies to complete their Web survey  Request assistance in case study interview logistics  Request contact information for local agencies to interview for case studies | * State WIC directors in 14 case study states * FNS Regional Offices | Altarum | FNS | Altarum  Project Director | Regional Offices: FNS  State Agencies: Altarum via email |
| Correspondence to local agencies not selected for case studies:  Specifics about Web survey activity requested for study | To Regional Offices and Local Agencies:  6/2014 | Request that local agencies complete Web survey | * Local WIC directors * FNS Regional Offices | Altarum | FNS | Altarum  Project Director | Regional Offices: FNS  State Agencies: Altarum via email |

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| **COMMUNICATIONS WITH STATE and LOCAL WIC AGENCIES (continued)** | | | | | | | |
| **Item** | **Timeline** | **Purpose** | **Audience** | **Who Prepares** | **Who Reviews** | **Who Signs** | **Distribution:**  **Who and How** |
| Correspondence to Local Agencies selected for case studies:  Specifics about activities requested for study | To Regional Offices and Local Agencies:  6/2014 | Request assistance in case study interview logistics | * Local WIC directors * FNS Regional Offices | Altarum | FNS | Altarum  Project Director | Regional Offices: FNS  Local Agencies: Altarum via email |

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| **COMMUNICATIONS WITH SNAP and TANF AGENCIES** | | | | | | | |
| **Item** | **Timeline** | **Purpose** | **Audience** | **Who Prepares** | **Who Reviews** | **Who Signs** | **Distribution:**  **Who and How** |
| Correspondence to selected State SNAP and TANF officials:  Specifics about activities requested for study | To State offices:  6/2014 | Request assistance in case study interview logistics  Request local contact information for county-administered SNAP and TANF programs for case studies | * State SNAP directors * State TANF directors | Altarum | FNS | Altarum  Project Director | Federal SNAP/TANF Offices: FNS  State SNAP/TANF Offices: Altarum via email |
| Correspondence to selected local SNAP and TANF officials:  Specifics about activities requested for study | To local offices:  6/2014 | Request assistance in case study interview logistics | * Local SNAP directors * Local TANF directors | Altarum | FNS | Altarum  Project Director | Federal SNAP/TANF Offices: FNS  Local SNAP/TANF Offices: Altarum via email |