

## **Appendix C1 Communication Plan**

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**APPENDIX C1**  
**WIC NSA COST STUDY**  
**COMMUNICATION PLAN**

OMB Control Number: 0584-XXXX Expiration date: XX/XX/XXXX
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<b>COMMUNICATIONS WITH STATE and LOCAL WIC AGENCIES</b>							
<b>Item</b>	<b>Timeline</b>	<b>Purpose</b>	<b>Audience</b>	<b>Who Prepares</b>	<b>Who Reviews</b>	<b>Who Signs</b>	<b>Distribution: Who and How</b>
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	<ul style="list-style-type: none"> <li>• WIC State and local staff;</li> <li>• FNS Regional Office staff;</li> <li>• WIC partners, e.g., NWA</li> </ul>	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	<ul style="list-style-type: none"> <li>• State WIC directors</li> <li>• FNS Regional Offices</li> </ul>	Altarum	FNS	Altarum Project Director	Regional Offices: FNS State Agencies: Altarum via email

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<b>COMMUNICATIONS WITH STATE and LOCAL WIC AGENCIES (continued)</b>							
<b>Item</b>	<b>Timeline</b>	<b>Purpose</b>	<b>Audience</b>	<b>Who Prepares</b>	<b>Who Reviews</b>	<b>Who Signs</b>	<b>Distribution: Who and How</b>
<p>Correspondence to State Agencies selected for case studies:</p> <p>Specifics about activities requested for study</p>	<p>To Regional Offices and States: 6/2014</p>	<p>Request that State Agencies provide 798A supporting documents, complete Web survey, and encourage local agencies to complete their Web survey</p> <p>Request assistance in case study interview logistics</p> <p>Request contact information for local agencies to interview for case studies</p>	<ul style="list-style-type: none"> <li>• State WIC directors in 14 case study states</li> <li>• FNS Regional Offices</li> </ul>	<p>Altarum</p>	<p>FNS</p>	<p>Altarum Project Director</p>	<p>Regional Offices: FNS</p> <p>State Agencies: Altarum via email</p>
<p>Correspondence to local agencies not selected for case studies:</p> <p>Specifics about Web survey activity requested for study</p>	<p>To Regional Offices and Local Agencies: 6/2014</p>	<p>Request that local agencies complete Web survey</p>	<ul style="list-style-type: none"> <li>• Local WIC directors</li> <li>• FNS Regional Offices</li> </ul>	<p>Altarum</p>	<p>FNS</p>	<p>Altarum Project Director</p>	<p>Regional Offices: FNS</p> <p>State Agencies: Altarum via email</p>

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<b>COMMUNICATIONS WITH STATE and LOCAL WIC AGENCIES (continued)</b>							
<b>Item</b>	<b>Timeline</b>	<b>Purpose</b>	<b>Audience</b>	<b>Who Prepares</b>	<b>Who Reviews</b>	<b>Who Signs</b>	<b>Distribution: Who and How</b>
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	<ul style="list-style-type: none"> <li>• Local WIC directors</li> <li>• FNS Regional Offices</li> </ul>	Altarum	FNS	Altarum Project Director	Regional Offices: FNS  Local Agencies: Altarum via email

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<b>COMMUNICATIONS WITH SNAP and TANF AGENCIES</b>							
<b>Item</b>	<b>Timeline</b>	<b>Purpose</b>	<b>Audience</b>	<b>Who Prepares</b>	<b>Who Reviews</b>	<b>Who Signs</b>	<b>Distribution: Who and How</b>
<p>Correspondence to selected State SNAP and TANF officials:</p> <p>Specifics about activities requested for study</p>	To State offices: 6/2014	<p>Request assistance in case study interview logistics</p> <p>Request local contact information for county-administered SNAP and TANF programs for case studies</p>	<ul style="list-style-type: none"> <li>• State SNAP directors</li> <li>• State TANF directors</li> </ul>	Altarum	FNS	Altarum Project Director	<p>Federal SNAP/TANF Offices: FNS</p> <p>State SNAP/TANF Offices: Altarum via email</p>
<p>Correspondence to selected local SNAP and TANF officials:</p> <p>Specifics about activities requested for study</p>	To local offices: 6/2014	Request assistance in case study interview logistics	<ul style="list-style-type: none"> <li>• Local SNAP directors</li> <li>• Local TANF directors</li> </ul>	Altarum	FNS	Altarum Project Director	<p>Federal SNAP/TANF Offices: FNS</p> <p>Local SNAP/TANF Offices: Altarum via email</p>