

Appendix G.2

State study notification email from regional office

Public Burden Statement

This information is being collected to assist the Food and Nutrition Service to better understand the implementation and impact of the Supplemental Nutrition program for Women, Infants and Children (WIC) modernization efforts on State and local WIC programs, WIC vendors and WIC participants. This is a voluntary collection and FNS will use the information to monitor and strengthen WIC program modernization efforts. This collection does not request any personally identifiable information under the Privacy Act of 1974. According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0584-[xxxx]. The time required to complete this information collection is estimated to average 1 minute/.0167 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: U.S. Department of Agriculture, Food and Nutrition Service, Evidence, Analysis, and Regulatory Affairs Office, 1320 Braddock Place, 5th Floor, Alexandria, VA 22306, ATTN: PRA (0584-xxxx). Do not return the completed form to this address.

Sent to: [WIC State Directors]

Subject: WIC & FMNP Outreach, Innovation, and Modernization Evaluation (WIC Modernization Evaluation)

Dear [WIC State Director],

We are reaching out to you to inform you about the **WIC & FMNP Outreach, Innovation, and Modernization Evaluation (WIC Modernization Evaluation)**. The Food and Nutrition Service (FNS) contracted with Mathematica, an independent research and consulting firm, and partners, MEF Associates and Nutrition Policy Institute (NPI), to conduct this evaluation. This important study seeks to understand the impacts of the modernization efforts, including what is working and what we might need to adjust. WIC modernization seeks to improve participation, the participant experience, and service delivery. WIC modernization efforts cover the following five areas: 1) prioritizing outreach; 2) modernizing technology and service delivery; 3) improving the shopping experience; 4) expanding access to farmers' markets; and 5) supporting the WIC workforce.

The evaluation includes 1) annual interviews with WIC State agency staff, 2) one-time experience surveys with WIC staff, WIC vendor staff, and WIC participants, and 3) local agency case studies that include in-person local WIC staff and vendor staff interviews and participant focus groups, conducted by the study team.

In the coming weeks, you will be contacted by a representative from Mathematica who will provide you with additional information about the study and directly enlist your support. I have attached a copy of the study FAQs as well as an endorsement letter from the USDA.

Information gathered for the WIC Modernization Evaluation is for research purposes only and will be kept private to the full extent allowed by law. Responses will be grouped together. No staff, vendors, or WIC participants will be identified by name. Being part of the study will not affect WIC benefits for families.

If you have questions about the study, you can contact the project team toll-free at [study phone], email [study email], or visit [URL]. Thank you in advance for your assistance with this important study!

Sincerely,

[FNS Regional Office Liaison]
[Position]

Attachments: [Study FAQs, USDA Endorsement Letter]