

Appendix G.1

Regional office study notification email from FNS

Sent to: [FNS Regional Office Liaison]

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

Dear [FNS Regional Office Liaison],

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.

Your region's support for will be important to its success. Every State Agency in your region will be participating in the study. We would appreciate it if you could contact the WIC State Directors to describe the study and encourage their support of the study. You can also let WIC State Directors know that they will be contacted by the study team in the coming weeks who will provide them with additional information about the study and directly enlist their support. I have attached a copy of the study FAQs, sample text that you can use in your email to WIC State Directors, and an endorsement letter from USDA that you can also forward to the WIC State Directors.

If you have questions about the study, feel free to contact me at [Phone] or [Email]. You can also call 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,

[Name][Position]

Attachments: [Study FAQs, Regional Office Email Notification to States]

Note: There is no burden disclosure statement on this document because federal staff are not members of the public.