SUMMER ELECTRONIC BENEFITS TRANSFER FOR CHILDREN (SEBTC-WIC)

Special Supplemental Nutrition Program for Women, Infants and Children (WIC) Model

Purpose

- Review the Request For Applications
- Answer Questions

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BACKGROUND

USDA's Commitment to Kids

- End Childhood Hunger
- Food insecurity increases during summer
- USDA's SEBTC demonstrations target summer childhood hunger

SFSP Role

- Existing Summer Food Service Program (SFSP) nourishes children
- 4 of 5 needy children lack access to subsidized meals
- SFSP will not be affected by demo projects

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OPERATIONAL OVERVIEW

Who May Apply?

- States operating Statewide WIC-EBT by June 1
- SEBTC-WIC demo sites
  - 1 demo design per State
- Commitment to collaborate with FNS' evaluation contractor

SEBTC-WIC Concept

- Replaces Free and Reduced Price school meals
- EBT cards will utilize WIC-EBT technology
- Purchase of prescribed food package
- Robust evaluation provided to Congress prior to next Child Nutrition Reauthorization

2012 Demonstrations

- FNS seeks 2-10 States to demonstrate using the WIC Model
- 2012 demonstrations will not be statewide
- 20,000-24,000 school children certified for free or reduced meals

2012 Demonstrations

- 10,000-12,000 children: 5,000 beneficiaries + 5,000 controls
- $60/mo per child benefit level
- About $800-1M total benefits per demo area
- Complete preparations by 2011/2012 SY end
- Benefits begin 1st day after 2011/2012 SY end
- Benefits cease 1st day of the 2012/2013 SY

2013 Operations

- In 2013, expand successful demos:
  - Plan for $60/mo per child benefit level
  - 20,000-24,000 children: 5,000 beneficiaries + 5,000 controls
  - $800K- $1M in food benefits per demo area

Expanded Operations (cont.)

- 2012 - new competitive RFA
  - expansion to new States and geographic areas

- 2013 - successful demos will operate contingent upon available funds

Award Management

- To ensure that SEBTC funds are not comingled or used inappropriately, awardees MUST :
  - Use SEBTC funds solely for allowable, allocable, necessary and reasonable costs
  - Account for SEBTC funds separately from all other funds, using a distinct audit trail and strict accounting system
  - Establish financial & management reporting and controls

Allowable Administrative Costs

Allowable uses include, but are not limited to:

- Personnel costs
- EBT programming
- Development and manufacture of EBT cards
- Training
- Translation services
- Printing, duplication, and dissemination of materials
- Technology (both hardware and software) necessary for demo operations

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WIC Model

OPERATIONAL ISSUES

State Agency Coordination

- Immediate inter-agency coordination is critical
- FNS expects School Meal Program and WIC administering agencies, and EBT functions to be involved
- One Agency must apply as the project lead and official applicant

Demonstration Area

- Must contain 20-24K children certified for F/RP school meals at the end of 2011/2012 SY
  - No Free/Reduced-Price % threshold
- Geographically, may consist of:
  - a portion of a large urban School Food Authority
  - Several rural School Food Authorities that collectively have 20-24K eligible children
- Applicant must obtain written commitment of School Food Authorities and their schools in the demo area

Household Eligibility

- Reside in Demo Area
- Enrolled in kindergarten through 12th grade
- Currently certified for free/reduced price lunch

- **All** children in an eligible household who meet the above criteria are eligible for benefits

EBT Integration

Proposed EBT design must address:

- Identification of benefits as SEBTC benefits
- Branding cards to encourage use of foods for kids and minimize stigma
- Alerting households of monthly expiration and end-of-Summer cessation of benefits
- Decision to provide WIC families with a combined WIC-SEBTC card or separate cards
- User training and support
- Return unused benefits to FNS

Confidentiality

- The law limits disclosure of F/RP data
- A child's F/RP status **MAY** be shared with other Federal nutrition programs (such as WIC)
- Household contact information **MAY NOT** be shared without the consent of the child's parent or guardian
- Applications must thoroughly discuss:
  - Safeguards to protect confidentiality
  - Proposed method of obtaining confidentiality waivers

FNS' Two-Part Evaluation

- Impact Evaluation
  - Food security
  - Nutritional status
- Process Evaluation
  - Establishing, launching, and operating the SEBTC
  - Schedule
  - Roles and responsibilities of partners
  - Implementation issues

Evaluation Role

- An independent contractor will head the evaluation, but the SEBTC Awardees must:
  - Agree to cooperate fully with evaluator
  - Assign an evaluation liaison
  - Provide data on the existing summer food service environment
  - Work with the evaluator to contact, obtain confidentiality waivers from and assign eligible households to treatment and control groups
  - Provide demonstration operations data

Evaluation Role

Working with FNS evaluation contractor:

- Provide data on the existing summer food service environment
- Initially contact eligible households to obtain confidentiality waivers
- Provide data to evaluator to randomly assign households to treatment and control groups
- Facilitate access to families for data collections
- Provide operational data requested by evaluator (e.g., EBT usage data)

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DEMONSTRATION ACTIVITIES

Programming

- Retailer System
- EBT card programming
- Relevant EBT processing code

Creating & Contacting Sample

- Work with local SFAs and School to develop contact lists of F/RP certified students
- Group eligible students by household
- Collaboration with evaluation contractors
  - Random Assignment of Households
- Invite household participation

Training

- Train households how to use cards
- Train retailers to recognize cards and new food package
- Train local agency staff to handle questions that may arise at WIC offices or schools

Manage Benefits

- Deliver cards to treatment households
- Load monthly benefits of $60/mo/child onto cards at least once per month
- Provide processes for managing problems (e.g., card loss, PIN reset)
- Return unused benefits to FNS at the end of the Summer.

Reports

- Quarterly Progress Reports
- Quarterly Financial Reports
- EBT Transaction Data
- Annual Progress Reports
- Annual Financial Reports
- Final Presentation

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AWARD

Award Schedule

- October 2011
  - 2-10 Awards
- November 2011
  - Funding available

Award Funding

- Per demo site
  - $375-450K in food benefits in 2011
  - Administrative funds awarded are dependent on proposal submitted
  - $800K- $1M in 2012-2013 total to be awarded

- State & Local Agencies
  - Start-up and operational administrative costs, to be proposed by applicant and approved by FNS
  - Include admin costs for ALL partner agencies

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WIC Model

APPLICATION INFORMATION

Application

- Identify one State Agency to be the project lead and official applicant

- Applications due: September 9, 2011
  11:59 pm EST

Application Checklist

- Use application template (RFA Attachment B)
- Letters of Commitment from ALL partners
- Evaluation Cooperation Agreement
- Resumes of Key Personnel
- Mandatory Forms

Application Template

1. Cover Sheet
2. Table of Contents
3. Proposal Summary
4. Demonstration Design & Implementation
5. Benefit Delivery Features & Operation
6. Retailer Notification & Training
7. Participant Notification & Recruitment
8. Training
9. Evaluation Cooperation
10. Work Plan with Implementation Schedule
11. Staffing Plan
12. Management Plan
13. Budget
14. Assurances & Disclosure Attachments
15. Appendices

Mandatory Forms

- Application for federal assistance (SF-424)
- Budget information (SF-424A)
- Assurances – Non-construction programs (SF-424B)
- Disclosure of lobbying activities (SF-LLL)
- Certification Regarding Debarment, Suspension and Other Responsibility Matters (AD-1047)
- Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion (AD-1048)
- Certification Regarding Drug-Free Workplace Requirements, State and State Agencies (AD-1052)

Application Submission

- Due September 9, 2011 by 11:59 pm EST
- Submit
  - Electronically on www.grants.gov
  - Incomplete and late applications will NOT be accepted

Application Evaluation

- Incomplete applications will be eliminated
- Evaluation and Scoring by Panel
  - Demo Design and Implementation (50 pts)
  - Staffing Plan (15 pts)
  - Management Plan (15 pts)
  - Budget (20 pts)

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WIC Model

QUESTIONS

THANK YOU!

http://www.fns.usda.gov/ora/menu/DemoProjects/SummerFood/Announcement.htm