



Dear Local WIC Agencies,

The National WIC Association (NWA) is excited to announce the call for applications for the Advancing Health Equity to Achieve Diversity and Inclusion (AHEAD) in WIC project. This initiative aims to systematically build capacity within the WIC community to incorporate a health equity framework into WIC research, policy, and practice.

During this phase of the project, NWA will identify seven local WIC agencies to whom we will provide sub-grants up to \$55,000 for the purpose of piloting one or more of the promising practices (as identified through the landscape scan survey that was released earlier in project) related to enhancing equity, diversity, and inclusion in WIC research, policy, and practice. Promising practices include but are not limited to the examples provided in the attached document, titled: **Guidance for Describing Your Emerging or Promising Practices and Policies.**

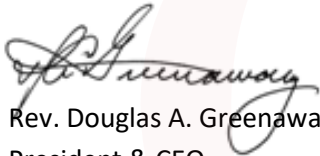
NWA believes that local WIC agency staff, in coordination with their state WIC agency, are key to addressing health inequities that disproportionately impact WIC participants who identify as Black, Indigenous, and People of Color (BIPOC) by implementing promising practices. To achieve this goal, NWA will provide training and technical assistance and each pilot will be evaluated by the project evaluator, Dr. Angela Odoms-Young at the University of Illinois Chicago, to determine the value-add of the piloted promising practices.

NWA also believes that increased visibility of WIC leading community health projects can strengthen support for WIC families as well as promote a positive WIC image to the general public. The community work that results from this project would also lay a foundation for agencies that are interested in integrating a health equity lens into their programs and WIC service delivery.

Details of the grant opportunity and application information are attached. In addition to the application materials, each applicant is asked to submit a letter of support from their state director that indicates “Agency **A** is in good management standing with the **B** WIC state agency and I support Agency **A**’s application for NWA’s Advancing Health Equity to Achieve Diversity and Inclusion (AHEAD) in WIC project”.

We look forward to your participation. Meanwhile, if you have any questions, please feel free to contact Georgia Machell by email: [gmachell@nwica.org](mailto:gmachell@nwica.org) or phone: 202.719.5518.

Sincerely,



Rev. Douglas A. Greenaway  
President & CEO