Advancing Health Equity to Achieve Diversity and Inclusion (AHEAD) in WIC Application Scoring Rubric

Applicant Agency Name: _____

External Reviewer: _____

Reviewer Initials: _____

Reviewer Notes:

Application Strengths:

Application Weaknesses:

Section A: Agency Profile	
Completed all parts of section A	3 points
Missing information	0 points
SCORE:	
Comments:	

Section B: Community Context	
Project setting is clearly defined; there is strong evidence of great need in this community compared to other communities; agency touches on all of the following issues: public health needs and assets, WIC caseload trends, racial/ethnic health disparities, chronic disease statistics, and social needs impacting the community such as housing, transportation or job opportunities.	3 points
Project setting is clearly defined; there is evidence of need in this community; but there are some holes in the description. Agency may be missing robust comparisons to other communities or may be missing statistics and information specific to WIC clients.	2 points
Either the community's need does not seem to be great or the community profile is limited.	1 point
No description, left question blank	0 points
SCORE:	
Comments:	

*If agency exceeds word limit, only score the first 500 words.

Section C: Assessment of Agency's Ability to Coordinate Project	
Describes organizational partners and their possible contributions to this project, whether they are existing or intended. Agencies should not be penalized for not having existing partners and can achieve 3 points for a robust description of programs, organizations, and businesses they intend to reach out to.	3 points
Describes some organizational partners (existing and/or intended), but the outreach/engagement plan is limited and/or it's not clear how each organization/program/business could contribute to the project.	2 points
Describes some organizational partners (existing and/or intended), but there are multiple gaps in the description. The agency's ability to coordinate the project is uncertain.	1 point
No description, left question blank	0 points
SCORE:	
Comments:	

*If agency exceeds word limit, only score the first 500 words.

Section D: Intended Project Scope	
Lists the promising practice(s) of interest. Uses information from Sections B and C to make a compelling case for why their agency should pursue the promising practice(s) and that they will be successful in doing so.	5 points
Lists the promising practice(s) of interest but lacks either a strong case for the need for the interventions or a strong case for why the agency will be successful. Alternatively some interventions make sense for need and others reflect the agency's ability to succeed (i.e., application doesn't appear to be community driven).	3 points
Lists the promising practice(s) of interest. Missing a compelling case for both why they want to pursue the interventions and why they make sense for the agency to pursue, given the agency's and community's strengths and resources.	1 point
No description, left question blank	0 points
SCORE:	
Comments:	

*If agency exceeds word limit, only score the first 500 words.

Section E: Budget Narrative	
Appropriately follows NWA budget guidance for a budget of $55,000 or less for a 7.5-month project.	5 points
Budget contains some formatting errors and/or is missing a narrative description or two and/or budget proposed is more than $55,000 and/or budget is not for a 7.5-month project.	3 points
Budget narrative is missing many components.	1 point
No budget narrative provided.	0 points
SCORE:	
Comments:	

TOTAL SCORE:

Section A Score:	
Section B Score:	
Section C Score:	
Section D Score:	
Section E Score:	
TOTAL RUBRIC SCORE:	