



# Landscape Study of Special Supplemental Nutrition Program for Women, Infants, and Children (WIC)

## Background

Children's Trust of South Carolina (herein Children's Trust), is a 501(c)3 nonprofit whose mission is to strengthen families and lead communities to prevent child abuse, neglect, and injuries in South Carolina. Children's Trust is the state's largest network of community-based organizations working for the prevention of child maltreatment. Our vision is that South Carolina is strong – every child, every family, every community.

Children's Trust is the backbone for the statewide Child Well-Being Coalition (see Appendix 1 for more information). The Coalition is informed by and structured around the Annie E. Casey Foundation's child well-being domains of community, education, economy, family, and health. Two workgroups, the Community and Economy workgroups (see Appendix 2 for more information), have combined efforts (hereafter referred to as the Joint Workgroup) to improve access to, and use of, the Supplemental Nutrition Program for Women, Infants, and Children (WIC) (see Appendix 3 for more information), amongst those who are eligible (see Glossary for definition of 'eligibility'). WIC is estimated to be used by only 49% of those who are eligible. The Joint Workgroup and the Coalition wish to increase and improve WIC coverage (see Glossary for definition of 'coverage'). In preparation for developing strategies and work plans to increase coverage, the Joint Workgroup has identified several resources to be used to inform and address these issues. These include data from the Department of Health and Environmental Services (DHEC) on WIC eligibility and coverage and a fishbone diagram that identifies possible barriers to access from community and parent input. To further this work, the Joint Workgroup desires to conduct a Landscape study to understand why WIC is not being used to its fullest potential in South Carolina.

## Introduction

This document is a request for proposals (RFP) issued by Children's Trust, to conduct a landscape study. This RFP is requesting submissions from qualified individuals and/or organizations to conduct an assessment of barriers and successes for awareness, access, use, and retention in WIC across South Carolina. The recipient will plan and conduct the study, perform the analyses, and write reports on the results of the study, provided to the Joint Workgroup.

## Description of Landscape Study

Key expectations of the project to be addressed and included in the RFP response:

- Written research plan, with opportunity to provide feedback, before final submission;
- Plan to address appropriate level of geographic coverage and representation of target population(s);
- This should take into consideration cultural, literacy and language challenges as noted in the root

cause analysis provided in Appendix 4;

- Target population(s) included in study design should recognize that the goal of the study is primarily to increase awareness, participation, and retention amongst eligible participants.
- Counties included in the research should represent a mix of high performing and low performing counties;
- The work teams desire to include research from a minimum of 6 counties in the study.
- The vendor selected will be asked to sign a confidentiality/data-sharing agreement after being selected for this project. At which time selected vendor will be provided additional WIC coverage data, by county (see Appendix 5 for data outline). From there, the vendor will be expected to make a recommendation on specific counties to be included in the study.
- Data collection should include some portion of physical, on the ground, research to ensure an appropriate level of context is provided for the report.

#### **Final Deliverables:**

- Written reports (i.e., a one-page summary of results, three-page executive summary, and comprehensive document).
- Share findings in presentation form with recommendations to the South Carolina WIC program.

#### **Budget and Timing:**

- Desire is to have the project completed by 12/31/2019. Vendors will need to provide a timeline in their proposal. Their timeline will be an evaluative component.
- Approval of proposed study by organization's institutional review board or similar entity, if applicable. Note: This can be completed after the contract is awarded but expected timing should be described in the RFP response and
- If needed, in-person or phone interviews will be conducted.
- Desire to have Vendor selected and contract negotiated by June 14th, 2019.
- Vendors must provide a detailed budget, to include all costs, and that budget cannot exceed \$10,000;

Supporting materials to be provided to partner to aid in this research (see Appendices)

### **Description of Expertise and Experience of Individual or Organization**

Children's Trust and the work teams seek to partner with an experienced individual and/or organization to conduct the proposed study.

All proposals will be treated with the highest confidence and will be used internally in our work to develop strategies and action plans. Proposals should be no more than ten pages (including a cover page and any appendices/references), double spaced, 12-point font, and 1-inch margins.

- All proposals to be submitted via email to Lakeala Frink, no later than May 31, 2019 at 12 pm;

- Any questions may be submitted via email to Lakeala Frink at [lfrink@scchildren.org](mailto:lfrink@scchildren.org) The required and preferred expertise and experience from the vendor include:
- Principal Investigator should have a Ph.D. (preferred) or be a Ph.D. student (required) in social work, psychology, public health, health communications, epidemiology, health administration or similar field;
- Experience conducting research in child nutrition studies (preferred) or experience in social work, psychology, public health, health communications, epidemiology, health administration or similar field (required). Individuals and/or organizations providing a proposal must include the following information:
- A statement regarding the ability to provide the above service, expertise and experience, and staffing;
- Approach for translation of any research materials or interpreters, as required;
- A detailed budget, not to exceed \$10,000;
- Any conflicts of interest;
- References, with names and contact information, of not less than two research partnerships in a related field, as previously described; and
- Any contractual terms your organization will require.

### Criteria for Selection

- Statement on ability to provide services;
- General research plan, including proposed general study method, sampling methodology, analyses, and timeline;
- Adherence to budget guidelines;
- Adherence to timeline request; and
- Previous experience with similar projects.

### Terms & Conditions

Individuals and/or organizations providing a proposal agree to the following terms and conditions:

- The successful bidder will not release records or information related to Children's Trust unless an application for public information is submitted and approved by the Children's Trust Board of Directors;
- Children's Trust reserves the right to reject any or all proposals received, to request clarification of any proposal, to waive informalities or irregularities, and to award a contract not based solely on the lowest cost;
- Pricing included in your proposal must be valid for at least 60 days and may not be modified, withdrawn, or canceled;
- Children's Trust will not pay for receipt of any information requested herein, nor is it liable for any costs

incurred by the participant in responding to this request. All proposals submitted become the property of Children's Trust and they will not be returned; and

- None of the information released either verbally or in writing shall be deemed binding to Children's Trust in any manner.

## Glossary

- The estimates of program eligibility consider poverty level, adjunctive income eligibility (e.g., due to participation in the Supplemental Nutrition Assistance Program [SNAP], Medicaid, or Temporary Assistance for Needy Families [TANF]), national estimates of nutritional risk, and national- and State-level estimates of duration of breastfeeding.
- The estimates of program coverage for the state are derived using the following research provided by US Department of Agriculture. The estimates of coverage by county are provided by DHEC, using DHEC administrative data. coverage is defined as (# of those participating in the program/those who are eligible)

# Appendix 1

## Overview of Child Well-Being Coalition

### South Carolina Child Well-Being Coalition

Working to alleviate the effects of poverty and improve outcomes and opportunity for all children in South Carolina

The South Carolina Child Well-Being Coalition is a group of local and state agencies, community members and organizations committed to working collectively to mitigate the effects of poverty on children. Our work will focus on evidence-based and promising policies and programs across a wide continuum to improve outcomes for children in South Carolina experiencing poverty.

**23%** of children in South Carolina are living in poverty      **38** South Carolina's rank for child well-being.

#### DOMAINS



COMMUNITY



ECONOMIC



EDUCATION



FAMILY



HEALTH

Using research and data to identify and measure what works. Since 1990, KIDS COUNT has ranked states on key indicators using the best data available. Those indicators, closely aligned with our domains, capture what children and families need most to thrive. When these indicators are addressed with evidence-based and promising policies, practices and programs, South Carolina can bring about measurable, positive impact on the detrimental effects of poverty.

#### VALUES THAT STRENGTHEN OUR WORK

**Cultural Competence**  
We will ensure our work meets the social, cultural, linguistic, and geographic needs of children and families.

**Strengthening Families**  
We will help families build protective and promotive factors that mitigate the effects of poverty and enhance well-being.

**Prevention**  
We will use a multidisciplinary approach to help leverage resources and services to reduce the negative impact of poverty.

**Equity**  
We recognize that inequities exist and thus will target strategies to achieve universal goals for all children.

**FOR MORE INFORMATION**  
Amy Moseley  
Community Coalitions Manager  
amosley@scchildren.org  
803-744-4032

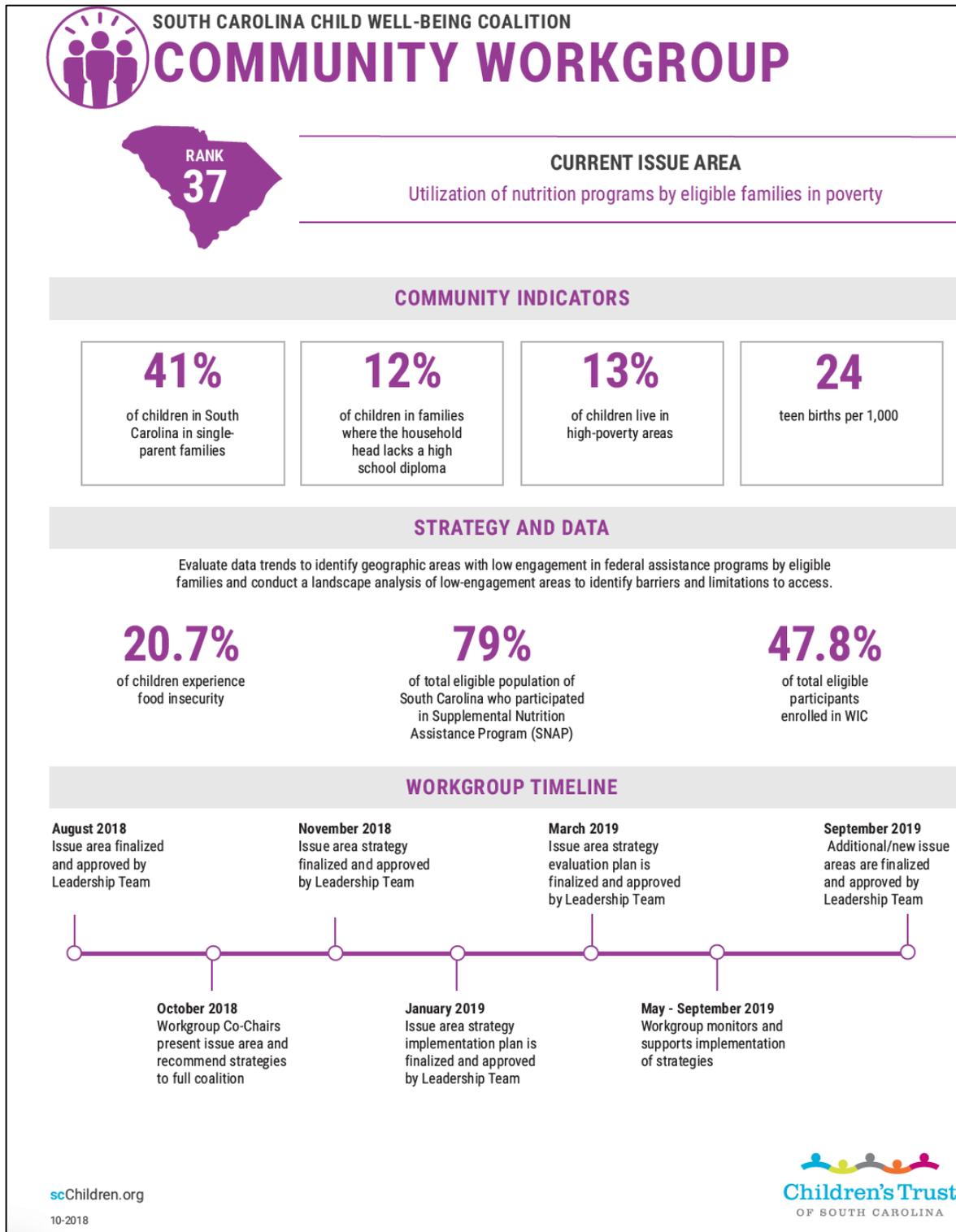


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# Appendix 2

## Overview of the Community Workgroup:



# Appendix 2 (Cont.)

## Overview of the Economic Workgroup:



**SOUTH CAROLINA CHILD WELL-BEING COALITION**

# ECONOMIC WORKGROUP



**RANK**  
**34**

**CURRENT ISSUE AREA**

Utilization of nutrition programs by eligible families in poverty

**ECONOMIC INDICATORS**

**23%**

of children in South Carolina live in poverty

**30%**

of children have parents who lack secure employment

**28%**

of children live in a household with a high housing cost burden

**7%**

of teen are not in school and not working

**STRATEGY AND DATA**

Evaluate data trends to identify geographic areas with low engagement in federal assistance programs by eligible families and conduct a landscape analysis of low-engagement areas to identify barriers and limitations to access.

**20.7%**

of children experience food insecurity

**79%**

of total eligible population of South Carolina who participated in Supplemental Nutrition Assistance Program (SNAP)

**47.8%**

of total eligible participants enrolled in WIC

**WORKGROUP TIMELINE**

**August 2018**

Issue area finalized and approved by Leadership Team

**October 2018**

Workgroup Co-Chairs present issue area and recommend strategies to full coalition

**November 2018**

Issue area strategy finalized and approved by Leadership Team

**January 2019:**

Issue area strategy implementation plan is finalized and approved by Leadership Team

**March 2019**

Issue area strategy evaluation plan is finalized and approved by Leadership Team

**May - September 2019**

Workgroup monitors and supports implementation of strategies

**September 2019**

Additional/new issue areas are finalized and approved by Leadership Team

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10-2018



## Appendix 3

Please find a description of the WIC program on the South Carolina DHEC site at:

<https://scdhec.gov/health/wic-nutrition-program>

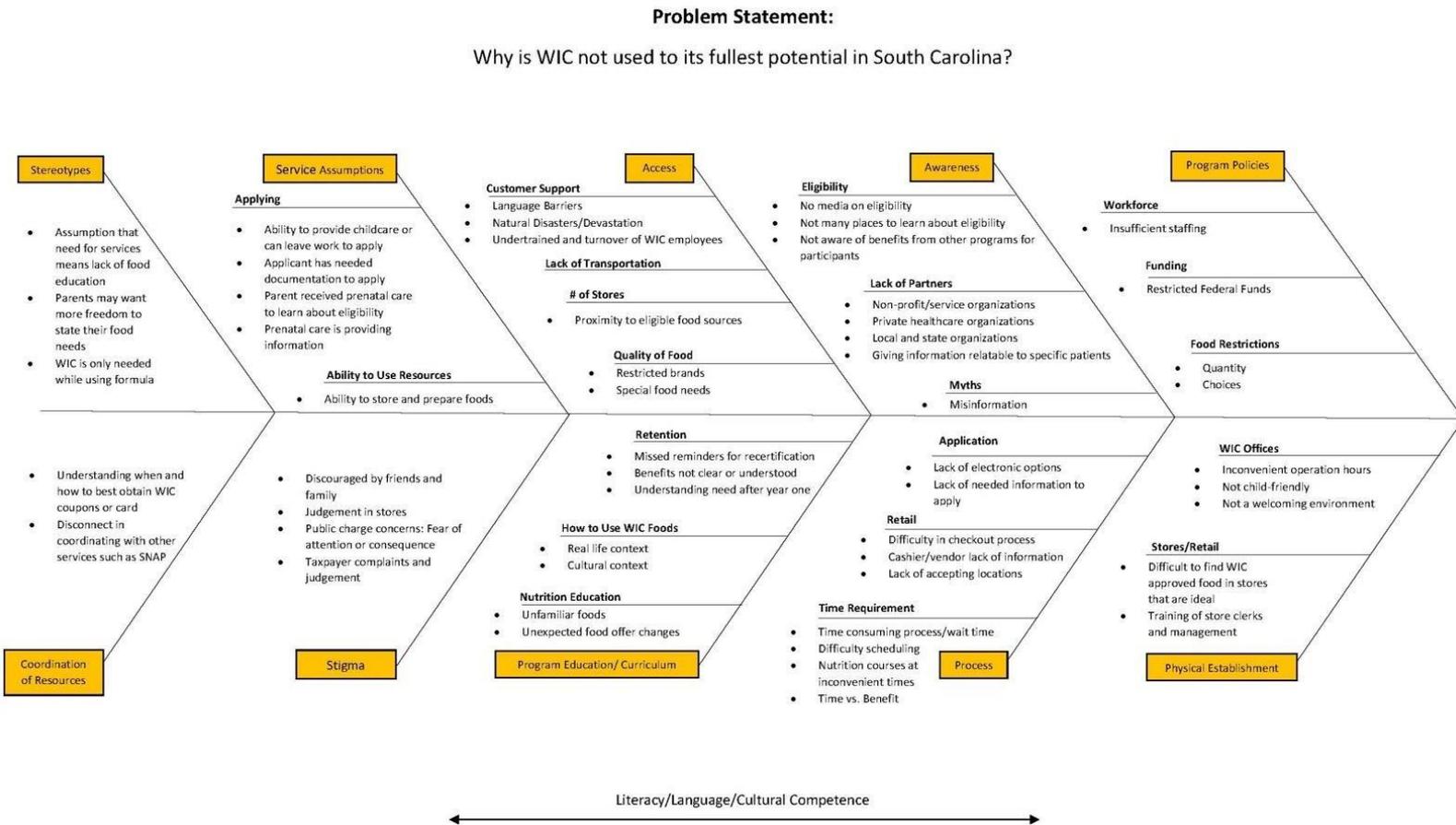
Please find a copy of the 2018-2019 WIC food guide at:

<https://www.scdhec.gov/sites/default/files/Library/ML-025486.pdf>

# Appendix 4

The joint work team has developed the following fishbone diagram to identify root causes for failure to use WIC to its fullest potential across South Carolina.

## Appendix 4 (Cont.)



The initial version of our fishbone diagram was reviewed and validated with our Parent Advisory Council. Their input was incorporated into the final diagram, above. Their comments focused on the following areas:

- Importance of educating people on how you can make the most of WIC. Ex. Buy One Get One items available through WIC can help double what you get. Any regular sales apply to WIC items which can help people stretch their WIC dollars.
- Transportation issues are a challenge.
- Internet issues are a challenge.
- Staff in stores need to be better educated on how WIC works. Staff need to be nonjudgmental.
- Overall biggest issue is awareness. One member shared that she went to sign her daughter up for Medicaid and no one mentioned WIC to her. She didn't know she would also be eligible for those

services. There is not enough overall knowledge of WIC at places new moms might be to get that information.

- Group really liked the planned move to EBT cards to help with the check-out process.

## Appendix 5

Once the vendor has been selected, contract awarded and a confidentiality agreement signed, we will provide additional data by South Carolina county, as follows:

### SC Coverage Estimates

- Potentially Eligible for WIC
- Estimated Coverage

### SC Population Profile

- Total Population for Whom Poverty Status is Determined
- Percent of Total Population Who Live Below Poverty
- Percent of Children Under 5 Years Who Live Below Poverty
- Percent of Total Population by Race and Hispanic/Latino Origin
- Percent of Total Population Who Live Below Poverty Level, by Race and Hispanic/Latino Origin

### USDA Coverage Estimates

- State-Level WIC Eligibles and Participants