

Notice of WIC Grant Availability

Application Deadline: June 1, 2011

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

Purpose for Which the Grant Program Funds will be Used:

To improve the nutrition and health status of eligible pregnant and lactating women and eligible children; encourage the utilization by each WIC participant of available health and social services; promote breastfeeding among all eligible lactating women; and provide fresh fruits and vegetables to eligible WIC women and children.

Pursuant to NJSA 52:14-34.4 et seq. (L. 1987, c.7), the New Jersey Department of Health and Senior Services hereby publishes annual notice of the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) grant availability for fiscal year 2012 (October 1, 2011 to September 30, 2012). Presently, those sponsors receiving grants for the provision of WIC services, who have performed satisfactorily, will be given first priority for continued funding.

Currently the Department is seeking a new sponsor to provide WIC services to Camden County residents for Fiscal Year 2012.

Agencies that sponsor local WIC Programs must demonstrate the ability to meet the following criteria:

- Sponsors must possess an existing and continuing commitment to reach and serve the eligible targeted WIC populations consisting of pregnant, breastfeeding and postpartum women, infants (birth to 12 months) and children (up to age five).

Camden County has approximately 16,618 estimated eligible participants. Areas of the County with large concentrations of eligible participants include Camden City, Cherry Hill Township, Gloucester Township, Pennsauken Township and Winslow Township. A sponsor must maintain site locations within Camden County to ensure reasonable accessibility of all WIC eligible residents. Additionally the sponsor must provide extended hours of operation (i.e. evening or weekend hours) to ensure accessibility to working families.

- Sponsors must be able to assess applicant eligibility (including income screening, anthropometric measuring, and hemoglobin or hematocrit and health and nutrition assessments), issue food vouchers for nutritious foods, nutrition education, breastfeeding promotion, education and support and other program requirements as necessary. This will require the successful grant applicant to hire a WIC coordinator, chief nutritionist, nutritionists/registered nurses, lactation

consultant, breastfeeding peer counselors, and support staff in the appropriate ratios to provide efficient and effective services. All professional staff must be pre-approved by the NJ State WIC Program prior to their hire.

- Sponsors must have a commitment to provide consistent, quality program services and sensitivity to client satisfaction in developing quality program services.
- Sponsors must possess the capacity to effectively coordinate WIC services with health care and human services that partner with providers of primary care to pregnant women, infants and children.
- Sponsors must have a capacity and willingness to provide responsible management of the NJ State WIC Program resources and to establish all necessary control and accounting systems to safeguard WIC funds and resources.
- Sponsors must be able to meet the requirements of the NJ State WIC Program within available funding and resources.
- WIC is intended to be an adjunct to health care rather than a self contained program. Accordingly, funding levels may rely on in-kind support from sponsor agencies. Actual budget amounts are based on changes in the WIC estimate of need and the availability of funds from the United States Department of Agriculture.

For WIC contact information and grant application procedures please refer to the "Notice of Grant Availability" on page 71 of the [Directory of Grant Programs for State Fiscal Year 2012](#) that can be found on the New Jersey Department of Health and Senior Services Grant Directory website at <http://www.state.nj.us/health/grants/directory.shtml>.