



State of New Jersey

DEPARTMENT OF HEALTH  
DIVISION OF FAMILY HEALTH SERVICES  
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MARY E. O'DOWD, M.P.H.  
Commissioner

**Notice of Grant Availability**

**Take notice** that, in compliance with N.J.S.A. 52:14-34.4 et seq. (L. 1987, c.7), the Department of Health hereby publishes notice of grant availability of the following grant program:

**Name of grant program:** The Special Supplemental Nutrition Program for Women, Infants and Children (WIC).

WIC is a preventive public health nutrition program that provides nutrition and breastfeeding education and support, nutritious foods, and improved access to regular health care and social services to low- and moderate-income pregnant, breastfeeding, and postpartum women and infants and children to age five.

**Currently the Department is seeking a new sponsor to provide WIC Services in Atlantic County for Federal Fiscal Years 2016 through 2017 (October 1, 2015 to September 30, 2017).**

Atlantic County has approximately 8,494 estimated WIC eligible participants. Areas of the County with large concentrations of eligible participants include Atlantic City (3,302), Egg Harbor Township (761) and Galloway Township (548). The remaining balance of estimated eligible participants (3,883) are scattered throughout the County with concentrations in Hamilton Township (Mays Landing), Hammonton-Egg Harbor City and Pleasantville City. A sponsor must maintain site locations within Atlantic County to maximize accessibility of all WIC eligible residents. The sponsor must provide extended hours of operation to ensure accessibility to working families. Extended hours are hours outside 8 AM through 5 PM, Monday through Friday; specifically hours by 7 AM, continuing beyond 5 PM and/or weekend hours. A minimum of 5 hours per week must include evening and/or weekend hours.

**Statutory authority:** Child Nutrition and WIC Reauthorization P.L. 111-296

**Purpose for which the grant program funds will be issued:** To administer a WIC local agency for the provision of WIC services in Atlantic County.

**Applicants must comply with the following to qualify for a grant:**

1. Terms and Conditions for the Administration of Grants;
2. General and Specific Grant Compliance requirements issued by the Granting Agency; and
3. Applicable Federal Cost Principles relating to the Applicant.

**Entities eligible to apply for the grant:** Public and private nonprofit agencies that have experience administering health and/or social services to women, infants and/or children in Atlantic County.

**Qualifications needed by applicant to be considered for a grant:**

- According to Federal Regulations, first consideration will be given to public and private nonprofit applicants that are health agencies providing direct on-going, routine pediatric and obstetric medical care and administrative services.
- Applicants must possess an existing and continuing commitment to reach and serve the eligible targeted WIC population consisting of pregnant, breastfeeding and postpartum women, infants (birth to 12 months) and children (up to age five) and demonstrate a commitment to customer service by providing consistent, quality services with sensitivity to client needs, including culturally competently and in languages spoken by the local WIC population;
- Applicants must be able to provide WIC services including income screening, anthropometric measuring, hemoglobin or hematocrit screening, nutrition and breastfeeding assessments, issue food vouchers, provide nutrition education, promote and support breastfeeding and conduct other program requirements;
- Applicants must be able to hire sufficient staff, including a WIC Coordinator, Chief Nutritionist who is a Registered Dietitian, International Board Certified Lactation Consultants, nutritionists, registered nurses, lactation consultants, breastfeeding peer counselors, and support staff in appropriate ratios to provide efficient and effective services;
- Applicants must have the capacity to effectively coordinate WIC services with health care and human service organizations that partner with providers of primary care to pregnant and postpartum women, and infants and children to age five;

- Applicants must have a capacity and willingness to provide responsible management of WIC Program resources, and to establish all necessary control and accounting systems to safeguard WIC funds and resources;
- Applicants must be able to meet the requirements of the NJ State WIC Program within available funding and resources; and
- Applicants must be able to provide in-kind support.

**Application procedures:** an interested party must submit, by e-mail, fax, or postal mail, a letter of interest to apply for WIC sponsorship so that it is received at the State office by May 1, 2015.

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NJ WIC Services will acknowledge receipt of the interest and provide specific application information and submission instructions.