Opportunity Summary:
The USDA anticipates awarding up to $2,000,000 in grant funding to support the creation of a Participant Research Innovation Laboratory to support and evaluate Women, Infants and Children (WIC) local agency-initiated projects that design and implement strategies, including innovative tools and technical resources, to promote customer service surrounding WIC nutrition services which will contribute to retention of eligible participants. Developed strategies should focus on WIC service delivery sites or retail environments. Further, proposals should incorporate strategies that acknowledge the social and cultural diversity of WIC participants and those eligible for the Program.

This RFA intends to select one institution or organization to establish the USDA “Participant Research Innovation Laboratory (PRIL) for Enhancing Customer Service in WIC Services.” The role of the PRIL will be to support and evaluate local efforts to develop interactive tools, technical resources, or innovative solutions that improve customer service in WIC clinics and/or WIC retailers (referred to hereafter as WIC vendors) and ultimately encourage and improve retention of eligible children in WIC. Research projects will build on and improve our understanding of the diverse personal experiences, perceptions, and attitudes of those eligible for WIC services. Implemented strategies/solutions will be evaluated for their impact on participant satisfaction and retention, and other relevant measures, within the local agency setting. In addition, the Grantee will provide evaluation-related technical assistance to State and local WIC agencies carrying out similar interventions through WIC Special Project Grants or other awards.

Eligibility & Requirements:
No PI limits.

Internal Nomination Process:
Interested applicants should submit the following documents:

1. JHU Limited Submission Cover Sheet
2. Proposal (maximum of two pages of text only, single spaced: 12-pt font and one-inch margins)
   (Note: figures, tables, and other reference material may be included in addition to the 2 pg. text limit)
3. Curriculum Vitae of investigator, including current external research support and publications
4. Budget (two pages maximum)

Questions? Comments? Email the Research Development Team at resapp@jhu.edu.