

Memorandum



CITY OF DALLAS

DATE June 5, 2023

TO Honorable Chair and Members of the Workforce, Education, and Equity Committee

SUBJECT **Upcoming Office of Community Care Agenda Item Related to Special Supplemental Nutrition Program for Women, Infants and Children Community Innovation and Outreach Grant Acceptance - June 28, 2023**

On June 28, 2023, the following Office of Community Care item will be considered by City Council:

File ID: 23-1395: Authorize **(1)** the acceptance of the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) Community Innovation and Outreach (CIAO) grant from the United States Department of Agriculture through Food Research & Action Center, Inc. in the amount of \$345,036.00 for the period of May 1, 2023 through October 31, 2024; **(2)** the creation of a Manager position within the WIC program for the period of the grant to complete required grant activities; and **(3)** execution of the grant agreement and all terms, conditions and documents required by the agreement - Not to exceed \$345,036.00 - Financing: WIC CIAO Grant Funds

Background

WIC provides nutrition education, breastfeeding support and food benefits to pregnant and breastfeeding women, infants and children. In 2023, the Food Research and Action Center (FRAC) made over \$10,000,000.00 in funding available through the WIC Community Innovation and Outreach Project (WIC CIAO) to assist WIC state and local agencies, including Indian Tribal Organizations (ITOs), and nonprofit entities and organizations, including community-based organizations and nonprofit organizations chartered under the Tribal law of a state or federally recognized Tribe, to develop, implement, and evaluate innovative outreach strategies to increase WIC awareness, participation, and redemption of benefits, and reduce disparities in program delivery.

The City of Dallas WIC partnered with Child Poverty Action Lab to submit a proposal and has been awarded funds through this opportunity. Dallas WIC currently serves over 75,000 individuals each month in a total of 16 clinics located throughout Dallas County. Many of the clinics are open six days a week and they are all eager to serve families. Dallas WIC is the largest WIC local agency in the entire state of Texas.

Funds will enable Dallas WIC to strengthen WIC in northwestern and southern Dallas by focusing on increased awareness of, participation, satisfaction with, and retention within the WIC program. Funding will enable the WIC program to implement outreach and partnership strategies that will increase participation in WIC in south and west Dallas, to

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develop a digital content strategy, and bring on a management level staff member during the grant period to specifically focus on community strategies to market and promote the WIC program.

The Dallas WIC team and partner Child Poverty Action Lab have partnered on several projects focused in increasing participation and improving service delivery in the WIC program. In April 2023, Dallas WIC served 75,672 clients, and increase of almost 13% over the same month in the prior year (66,185 served in April 2022). The Community Innovation and Outreach project will enable the program to focus on strategic outreach in many of our most underserved communities and in alignment with the City's adopted Racial Equity Plan.

Should you have any questions or need any additional information, please contact myself or Jessica Galleshaw, Director of Office of Community Care, at 214-670-5113 or Jessica.Galleshaw@dallas.gov.



M. Elizabeth (Liz) Cedillo-Pereira
Assistant City Manager

c: T.C. Broadnax, City Manager
Tammy Palomino, City Attorney (I)
Mark Swann, City Auditor
Biliera Johnson, City Secretary
Preston Robinson, Administrative Judge
Kimberly Bizer Tolbert, Deputy City Manager
Jon Fortune, Deputy City Manager

Majed A. Al-Ghafry, Assistant City Manager
Robert Perez, Assistant City Manager
Carl Simpson, Assistant City Manager
Jack Ireland, Chief Financial Officer
Genesis D. Gavino, Chief of Staff to the City Manager
Directors and Assistant Directors