

Exhibit A Scope of Work

1. Service Overview

Contractor agrees to provide to the California Department of Public Health (CDPH) the services described herein to operate the Women, Infants and Children (WIC) Nutrition Program (The State WIC Program) and to comply with all fiscal, administrative and operational requirements as outlined in this Agreement and all references listed in Exhibit E, Section 1; WIC Program Federal Statutes and WIC Program Federal Regulations, United States Department of Agriculture (USDA) Food and Nutrition Services (FNS) guidelines and instructions, WIC Program State Statutes and WIC Program State Regulations, the WIC Contract Management Binder (CMB); Primary WIC Program Contact (PWPC) communications; and the WIC Program Manual (WPM). These documents are available on the State WIC Program website at <http://www.wicworks.ca.gov/>.

2. Service Location

The services shall be provided at authorized WIC sites within Contractor's service area, as defined in this provision. Contractor may serve participants who do not live in the service area, at the participant's request, for reasons related to participant convenience or necessity, such as a preference to attend a WIC site near the participant's place of employment. The State WIC Program may modify an existing service area to reflect changing business needs and demographics by notifying Contractor in writing.

Contractor agrees to provide WIC Program services in the following service area to:

Eligible California residents of ... (Each contract will have specific service area listed here)

3. Service Hours

The services shall be provided during Contractor's normal business hours as outlined in the WPM 530-10, incorporated for reference in Exhibit E, Provision 1, Subsection C(1).

4. Project Representatives

A. The project representatives during the term of this Agreement will be:

California Department of Public Health
WIC Program Local Agency Contract Manager
Telephone: (916) 928-8500
Fax: (916) 263-3314
E-mail: XXXXXXXX@cdph.ca.gov

Contractor Name
Name, Title
Telephone: (XXX) XXX-XXXX
Fax: (XXX) XXX-XXXX
E-mail: XXXXXXXX@XXXXXXXX

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B. Direct all inquiries to:

California Department of Public Health
State WIC Program
Attention: Contract Manager
Local Agency Support Branch
3901 Lennane Drive
Sacramento, CA 95834

Contractor Name
Local Agency Name
Attention: "Name of PWPC"
"Title of PWPC"
Street Address
City, State, Zip Code

Telephone: (916) 928-8500
Fax: (916) 263-3314
E-mail: Xxxxxxxx@cdph.ca.gov

Telephone: (XXX) XXX-XXXX
Fax: (XXX) XXX-XXXX
E-mail: Xxxxxxxx@xxxxxxx

- C. Either party may change the information in paragraphs A or B above by giving written notice to the other party. These changes shall not require an amendment to this Agreement.
- D. Contractor shall follow all guidelines set forth in Contract Management Binder (CMB) Chapter 2, Section I, Provision B, Primary WIC Program Contact (PWPC) including Role and Responsibilities and Classification and Hiring Approval. Contractor shall designate a PWPC who is responsible for the day-to-day operations of the WIC program and who serves as the principle liaison to the State WIC Program during the term of this Agreement. The PWPC is accountable for ensuring that the Contractor complies with all fiscal, administrative, and operational requirements as outlined in this Agreement, the CMB, and the WIC Program Manual.

5. Services to be Performed

- A. Contractor is provided a participant caseload per month for the term of this Agreement. Contractor shall serve one hundred percent (100%) of the authorized caseload per month.

Budget Period

Maximum Caseload Per Month

1) FFY 2015

XXXXX

- B. Contractor's initial caseload will be identified through a WIC local agency award letter and is effective upon execution of this Agreement. Caseload is used to calculate the base-grant funding amount.
- C. If the caseload is increased or decreased, after the execution of this Agreement, the Contractor will be notified via a WIC local agency award letter approximately ninety (90) days prior. An increase in the caseload will increase the base-grant funding amount, and a decrease in the caseload will decrease the base-grant funding amount, and an amendment to this Agreement shall be required.

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6. Performance Standard

- A. Should Contractor fail to meet the minimum performance standard described in the CMB, Chapter 2, Section I, Provision A, the State WIC Program may reduce Contractor's authorized caseload and base-grant funding.
- B. The State WIC Program reserves the right to adjust the minimum performance standard. The Contractor will be notified, in writing, approximately ninety (90) days prior to the effective date of an adjustment. If the State WIC Program reduces the Contractor's authorized caseload, the Contractor's funding will be reduced based upon the State WIC funding formula.

7. Food Benefits Distribution

Contractor shall issue food benefits and implement a distribution system using the Integrated Statewide Information System (ISIS). Food benefits shall be issued to eligible participants using paper or electronic media, in compliance with all WIC Program Federal Regulations, USDA FNS memos and policy documents, and the WPM 200, 300 and 400 series that cover food benefits distribution and storage, security and fraud prevention, mailing protocol, and participant education.

8. Nutrition Education and Breastfeeding Support Services

- A. Contractor shall provide nutrition education to all adult participants and age appropriate nutrition education to child participants in compliance with WIC Program Federal Regulations, the CMB, and the WPM 400 series.
- B. Contractor shall promote breastfeeding and provide breastfeeding support as outlined in the WPM 600 series.
- C. A minimum standard must be met for nutrition education and breastfeeding promotion and support expenditures as specified in the CMB, Chapter 2, Section I, Provisions C and D.
- D. Contractor shall develop and submit a Nutrition Services Plan (NSP) as detailed in WPM 100-02. The NSP shall be consistent with the nutrition education requirements stated in the WPM 400 series and in accordance with WIC Program Federal Regulations. The NSP and annual updates shall be prepared by a Registered Dietitian (RD) or other qualified staff member, and shall be submitted to the State WIC Program for approval by the specified due dates as indicated in the WPM 400 series.
- E. Contractor shall inform the public of all services provided under this Agreement, including a description of WIC benefits, the eligibility criteria, the locations and the contact information.

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9. Referral Services

Contractor shall provide WIC Program applicants and participants with information on other health-related and public assistance programs and, when appropriate, shall refer applicants and participants to such programs, as required, by Federal Regulations and the WPM 700 series.

10. Participant Eligibility Verification

Contractor shall certify those persons determined to be eligible for WIC services based on defined criteria in compliance with applicable Federal Regulations and the WPM 210. These regulations and policies prohibit exclusion of participation, denial of benefits, or any other discriminatory behavior on the grounds of race, color, national origin, age, sex, or disability. Additional contract requirements related to non-discrimination and civil rights are defined in Exhibit C, Provision 10; Exhibit D(F), Provision 1; and Exhibit E, Provision 7.

11. Staffing Standards

- A. Contractor shall maintain an appropriate staffing pattern to provide WIC services to participants while maintaining a positive customer services environment as outlined in the WPM 130 series. Contractor may employ WIC Nutrition Assistants (WNAs); office support (non-WNAs) staff; RDs; Dietetic Technicians Registered (DTRs); Degreed Nutritionists (DNs); and other staff.
- B. Contractor shall employ RDs to perform direct service activities that support participant nutrition needs and oversee the development, implementation, and evaluation of the NSP; the quality assurance plan; nutrition-related education; nutrition assessments; and other activities as listed in WPM 130-10. Contractor shall designate a nutrition education coordinator to oversee nutrition education activities as described in the WPM 400 series.
- C. Contractor shall maintain an adequate number of trained staff to ensure all WIC participants are screened, counseled, and referred to appropriate services.
- D. Overtime expenses incurred to accomplish program requirements and activities are allowable within the Maximum Payable Amount.
- E. Contractor shall maintain an adequate number of WIC Nutrition Assistants (WNA) and certified staff to determine participant eligibility and to counsel participants on technical nutrition topics. All nutrition staff must be trained to counsel participants on breastfeeding and infant feeding issues as described in the WPM 130 series. Contractor shall designate a breastfeeding coordinator to be responsible for breastfeeding promotion and support as described in the WPM 130-100.

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12. Other WIC Services

Other WIC Services shall be provided by the Contractor when authorized by the State WIC Program. Funds for these services are allocated to the Contractor, in addition to the authorized caseload, through the award letter. The Contractor is responsible for performing the work detailed below for any items listed on the Contractor's award letter. All activities supported by awarded funds must strictly adhere to the performance outcomes identified below, but not limited to:

A. Anemia Screening

The Contractor shall follow the California Bloodwork Pilot Protocol (Anemia Screening Pilot) to increase bloodwork compliance by taking Hemoglobin screenings of WIC participants, as appropriate per the protocol. The protocol also addresses the acquisition, storage and use of the Pronto non-invasive hemoglobin screening devices, which read and display the WIC participant's hemoglobin level. Allowable expenses covered in the funding include the purchase of Pronto devices, anemia blood screening sensor tests, batteries and protective cases for the devices, and alcohol wipes. The Contractor is authorized to procure Pronto devices from Masimo Americas, Inc. as the sole source provider of the equipment. The California Bloodwork Pilot Protocol and FAQs is available on the WIC website at www.wicworks.ca.gov.

B. Breast Pump Maintenance

The Contractor shall maintain electric breast pumps in working order and purchase WIC allowable breastfeeding and promotion support items.

C. Breastfeeding Peer Counseling (BPC) Program

The Contractor shall implement or expand the current Breastfeeding Peer Counselor Program according to the agency's approved funding renewal application. Contractor will provide direct peer counseling program services, including peer counseling of participants (mothers) enrolled in the Breastfeeding Peer Counseling (BPC) Program, and provide referrals conducted by an International Board Certified Lactation Consultant (IBCLC) for high risk situations outside the peer counselor's scope of practice; provide training to new and current staff on BPC Program policies and procedures and skills/knowledge needed to provide general breastfeeding support; conduct continuous quality improvement activities including review of peer counselors' caseload and contacts; database documentation; perform exit surveys of participants from the BPC Program; and submit biannual progress reports and current staffing tables upon request.

D. Dietetic Career Development Coordinator

The Contractor's Dietetic Career Development Coordinator shall work in collaboration and in conjunction with State representatives to coordinate and provide technical assistance to the five (5) WIC-based dietetic internships and WIC staff interested in becoming a dietitian, and the following:

- Provide outreach services related to dietetic internships to various State and national organizations.
- Provide written and verbal communication on progress toward meeting performance outcomes to State representatives.

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- Ensure that dietetic internships comply with Accreditation Standards as set forth by the Accreditation Council for Education in Nutrition and Dietetics (ACEND), including the requirements to have a full-time internship program director and for dietetic internships to provide at least 1200 hours of supervised practice to meet defined competencies by ACEND.
- Work with dietetic interns to complete the mandatory review process to pass the Registered Dietitian (RD) exam. Funding of project is contingent on performance outcome standards.

E. Dietetic Intern Program

The Contractor shall coordinate and maintain an Academy of Nutrition and Dietetics accredited WIC-based dietetic internship program pursuant to guidelines established by the State WIC Program and the Accreditation Standards as set forth by the Accreditation Council for Education in Nutrition and Dietetics (ACEND). Qualified applicants seeking Community Nutrition focus are to be given priority in the candidate selection process. Provide point of contact, or designee, with applicant recruitment advertisements for distribution within the WIC community statewide; i.e. PWPC release letter and/or WIC website. Provide the State WIC Program, Dietetic Intern (DI) Coordinator with quarterly status reports and information regarding their RD exam pass rate, intern data, site visit evaluations, costs, and other relevant information related to the internships. Work in collaboration with other internship directors, DI Coordinator, and State representatives to address challenges, acknowledge accomplishments, and make recommendations on ways to sustain quality of services. Funding of project is contingent on performance outcome standards.

F. Education and/or Training Committee Travel

The Contractor's Education Committee member and/or Training Committee member shall participate in up to four (4) committee meetings per year to develop high quality, statewide local-agency training curricula in accordance with federally mandated policies and the 2013 Nutrition Services Standards. Specific training projects include but are not limited to the following categories: 1) Certified Professional Authority (CPA) also known as WIC Nutrition Assistant (WNA) competency-based training, 2) Food Package revisions, 3) federally mandated local agency trainings such as Participant Centered Education (PCE) including effective counseling approaches and critical thinking, Civil Rights, Substance Abuse, National Voter Registration Act, and Multicultural Awareness, 4) participant-centered services including communication and rapport building, and 5) training curricula developed in response to State agency's corrective action plans to findings from USDA's State Technical Assistance Reports. Communicate on regular basis throughout FFY 2015 by phone or electronically to conduct work on projects, pilot and field-test trainings, follow-up on progress toward meeting committee goals, and report on performance outcomes.

G. Education Material Translation Services

The Contractor shall review and provide translation services for nutrition education materials. Translation languages may include the following: Arabic, Armenian, Chinese, Hmong, Russian, Spanish, and Vietnamese.

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- H. Farmers' Market Nutrition Program (FMNP)
The Contractor shall administer the Farmers' Market Nutrition Program between May 1, 2015, and September 30, 2015, following the FMNP requirements as outlined in the WIC Program Manual, Section 800. The Contractor shall provide nutrition education and issue check booklets to participants; maintain check inventory and security; provide program training to farmers, market managers, and WIC staff; provide required reports and invoice the State WIC Office for FMNP administrative funds by the required due dates.
- I. Integrated Statewide Information System (ISIS) Trainers
The Contractor's ISIS Trainer shall, under the direction of the State WIC ISIS Coordinator, conduct the following: 1) Provide ISIS Basic Part I, ISIS Basic Part II and ISIS Local Administration training, 2) Assist in developing and/or modifying training materials, 3) Provide technical assistance to local agencies, 4) Participate in semi-annual face-to-face trainings provided by the State, and 5) Participate in ongoing communications by webinar and general correspondence.
- J. IT Equipment Replacement
The Contractor shall meet Information Technology and Technical Support Services as detailed in CMB Chapter 2, Provision F. Funding is for the replacement/upgrade of computer equipment and software at the Contractor's WIC local agency sites. The equipment is to support the WIC ISIS eligibility, service delivery, and appointment system, web training, and administrative business needs at the administration offices and clinic sites. The printing of food instruments, ISIS reports, and communicating with the State WIC office are currently conducted on equipment including thin client terminals, thin panel monitors, PCs, laptops, various types of office software, report printers, using print servers, communication devices such as HUB/switches/routers/servers with communication software or software for WIC business reporting needs and operations. Video conferencing equipment is allowable for cost effective face-to-face communication with the State WIC Program office and travel cost savings.
- K. KATE: Phone System
The Contractor shall maintain the Vendor Voice Response System known as "KATE", which provides technical support services to vendors submitting the WIC Food Instrument (FI) serial numbers by telephone. Vendors may call in and receive a status on FI submission indicating whether submission was valid and if any error codes were identified. The system is maintained in several languages and is updated each time the food package changes.
- L. Local Agency Inventory System Maintenance
The Contractor shall provide maintenance services on hardware and software related to the Local Agency Inventory System. This includes but is not limited to: tape backup and tape storage, installation of patches and updates on related hardware, servers and software, and provide virus protection.

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M. Local Vendor Liaison (LVL)

The Contractor shall conduct Vendor Technical Assistance and Support and Local Vendor Liaison (LVL) activities as outlined in the CMB Chapter 2, Provision E. The Contractor shall meet the Technical Assistance (TA) performance standard which is 90% for each quarter and includes LVLs conducting at minimum one (1) TA visit per assigned vendor within each quarter and recording all visits in the state tracking system on a monthly basis. The State WIC Program will assist WIC local agencies unable to perform LVL duties or meet the performance standard by coordinating redistribution of vendors to neighboring agencies. Local agencies will receive funding based on the rate of \$60 per vendor (all store types) X 16 hours/year. Agencies with 20 stores or less will receive a base funding to assist with limited resources. The total project amount is contingent upon changes to the number of vendors that are authorized and assigned to local agencies for LVL technical assistance. Allowable expenses covered in the funding rate include: personnel, IT support, materials, training, travel, communications, facilities and equipment.

N. Peer Counselor Database

The Contractor shall perform the set-up of new agency (State and local) log-on accounts, continual maintenance and updating of the web based Breastfeeding Peer Counselor database for the California WIC Agency PC Programs. Funds will also include initial and continuing training and technical assistance.

O. Regional Breastfeeding Liaison (RBL)

The Contractor's Regional Breastfeeding Liaison (RBL) shall conduct breastfeeding outreach in the community. The Contractor must submit an annual RBL Workplan. The RBL shall market the State WIC Program as the premier public health and breastfeeding program. The RBL shall foster vital partnerships and increase referrals between local hospitals, health care providers, public health care programs, breastfeeding coalitions, employers, community stakeholders, and the State WIC Program to ensure seamless breastfeeding support is available to WIC participants with the goal to increase both the exclusivity and duration of breastfeeding.

P. Regional Training Centers

The Contractor shall provide and maintain a training room facility; site logistics including tables and chairs; and appropriate equipment such as computers, ISIS, copiers, screens, and other training equipment and internet access necessary to conduct WIC IT training, breastfeeding trainings, breastfeeding peer counseling trainings, and various local agency training and vendor training. Establish and maintain a booking priority system to ensure up to 130 days within FFY 2015, for State agency use.

Q. Task Force Travel

The Contractor's Task Force Committee member must attend scheduled Task Force meetings in Sacramento; regional meetings in their service area; the spring and fall annual California WIC conferences; the NWA national conference and the NWA leadership conference. Members represent their constituents at the Task Force Committee meetings to discuss various policies, make recommendations to the State WIC Program and communicate outcomes to their constituents. Funding provided will cover travel expenses for FFY 2015.

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- R. WIC Emergency Notification System
The Contractor shall provide services, as mutually agreed upon, to meet the objectives of maintaining the WIC Emergency Notification Services (ENS), through 21st Century Communications; including Facilities and Administrative Costs of ten percent (10%). Services include provision of a fully hosted emergency notification system, unlimited use for a fixed annual fee, messaging via voice, text, email and TTY/TTD, 24/7/365 availability of technical and help desk support, dedicated account management and training with initial project implementation and additional training via web cast at no cost.
- S. WIC Information Exchange (WIX) Trainer
The Contractor's WIC Information Exchange (WIX) Trainer shall conduct local and State agency training on WIX training and provide technical assistance on queries as needed. Maintain the WIX training manual to include up-to-date revisions. Provide consultation on redesign or creation of new canned reports on program quality measures to assist State agency reporting and monitoring needs. These reports represent extraction queries from the Integrated Statewide Information System.

13. Vendor Support Services

The Contractor shall ensure sufficient staffing and resources are dedicated to developing and implementing on-going vendor coordination activities. The responsibilities are described in the CMB, Chapter 2, Section I, Provision E.

14. Information Technology and Technical Support Services

Contractor shall secure local information technology support services and infrastructure to maintain an appropriate network. The requirements are provided in the CMB Chapter 2, Section I, Provision F.

15. Emergency Situation

If Contractor experiences an emergency situation or incident, Contractor shall notify the State WIC Program within twenty-four (24) hours. Contractor shall work collaboratively and cooperatively with appropriate State and local agencies, local assistance centers, and community response teams to schedule enrollment appointments and to ensure WIC services are delivered to eligible participants.

16. Independent Research

- A. "Independent research" is defined as research, articles, reports, and materials that are not necessary for the performance of the Agreement. It is produced by the Contractor, subcontractor and/or outside entity using data from WIC. The data is defined as data that has been obtained directly from WIC participants, WIC staff, and/or WIC vendors through a variety of means including but not limited to surveys, focus groups, and interviews or indirectly using the statewide database Integrated

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Statewide Information System (ISIS) regardless of the funding source. The Contractor shall submit a request for and receive State WIC Program approval prior to conducting independent research or collaborating with an outside party, including a university or research institution, to conduct independent research using data from the State WIC Program.

- B. Contractor shall follow all guidelines set forth in Contract Management Binder (CMB) Chapter 2, Section I, Provision H, Independent Research.

17. Reporting Requirements

Contractor shall submit periodic updates to the State WIC Program regarding program operations and shall comply with the program update reporting requirements identified in the CMB Chapter 2, Section I, Provision J, Reporting Requirements. The Contractor will submit any and all requested data or information to the State WIC Program upon request, including, but not limited to, documents listed in CMB Chapter 2, Section II.