

Douglas Greenaway, President & CEO, National WIC Association

# **PRESIDENT & CEO'S REPORT**

## ***CALENDAR YEAR 2020***

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# NWA Success Highlights

- NWA guided the WIC community through the COVID-19 pandemic, including substantial advocacy to secure long-term waivers for physical presence
- NWA secured a 4-month increase in the Cash Value Benefit to \$35/month, marking the largest value increase in the WIC benefit
- NWA continues to build momentum for online shopping solutions, pushing for various USDA efforts that are proposing new regulatory frameworks that will move WIC shopping into the future

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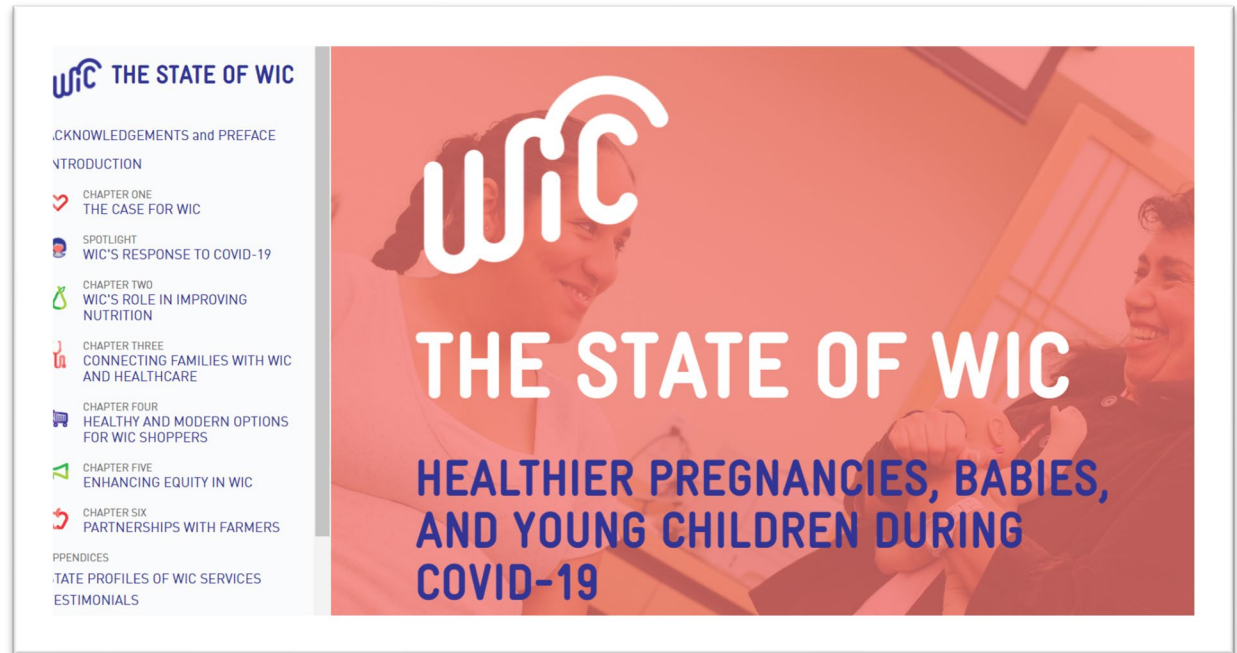
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# NWA Success Highlights

- In early 2021, NWA launched the inaugural ***State of WIC Report*** – reached over 6,500 people through the WIC Hub.



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# Government Affairs Successes

- NWA was actively engaged in COVID-19 legislation to ensure that WIC could continue to operate during the pandemic and move toward the future coming out of the pandemic. Waiver authorities were extended in September 2020 continuing resolution, USDA Online Shopping Task Force was established in December 2020 COVID bill, and American Rescue Plan Act included transformative innovation fund and the Cash Value Benefit increase
- NWA-led advocacy has prioritized a WIC food package review at USDA, scheduled for August 2021. The President's Budget signals that USDA will pursue a higher-value food package and extend the Cash Value Benefit increase

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# Government Affairs Successes

- NWA adapted its Child Nutrition Reauthorization agenda to reflect the lessons learned during COVID-19 – including a new balance on physical presence, extended certification periods, and inclusion of Head Start in adjunctive eligibility.
- NWA continued bipartisan, bicameral support for the WIC Act, earning new Republican support from Rep. Don Young (R-AK) and Sen. Roger Marshall (R-KS)
  - NWA continues to build bipartisan consensus for key CNR priorities, including physical presence changes, with the hopes of introducing separate marker legislation

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# Government Affairs Successes

- NWA continued to protect immigrant access to WIC, with the public charge rule finally being reversed in early 2021 and new funding for USDA to bolster immigrant outreach efforts for WIC
  - NWA played a critical role in advancing additional priority legislation, including the Pregnant Workers Fairness Act (workplace accommodations) and PUMP for Nursing Mothers Act (breastfeeding break time)
- NWA continued to strengthen its grassroots capacity, including more-regular policy briefings for Board members, state directors, and state WIC associations

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# Nutrition Successes

- NWA participated actively in the development of the 2020-2025 Dietary Guidelines that include, for the first time, infants and toddlers/pregnant and lactating women – populations served by WIC
  - Completion of the RD Recruitment and Retention Survey and its draft Report to identify ways to address the staffing challenges facing WIC agencies
  - Development of the 2021 NWA Nutrition Education Calendar that continue to reinforce nutrition/health messages provided at the clinic.
- See also Health Equity Successes

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# Health Equity Successes

- Launched **Advancing Health Equity and Diversity (AHEAD) in WIC** project. As part of this project recruited 7-WIC Health Equity Champions and conducted WIC's first health equity survey to understand the landscape of health equity in WIC. Over 1500 WIC community members took the survey!
- The **Maternal Mortality Task Force**, wrote and published a position paper and a report entitled *The Role of WIC in Reducing Maternal Mortality*.
  - The board approved the following report developed by the **Infant Mortality in WIC Task Force**: *Preventing Infant Mortality: WIC's Role – the report and a position paper will be published later this summer.*
- **Provided timely resources on *equity, diversity and inclusion* to NWA members through Monday Update.**
- **Launched Equity, Diversity and Inclusion Collection on the WIC Hub**, including resources on anti-black and ant. NWA will continue to share and promote resources that support NWA members to frame their work through a Health Equity Lens.

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# Health Equity Successes

- **Prioritized Health Equity at our 2020 – 2021 Conferences:**
  - Conference sessions at 2020 Annual Conference, 2020 Nutrition and Breastfeeding Conference and 2021 National Policy Conference -- Sessions included: Addressing Racial Disparities in Maternal Health, Indian Tribal Organizations and WIC's Role in Promoting Native Health, Healthy Equity in WIC, Environmental Racism is in the Water: What WIC Affiliates Need to Know, Racism and Weight Bias in US and WIC.
- **Provided Communications Toolkits** to NWA member on Black Maternal Health Week.
- The Board of Directors approved the establishment of an Equity, Diversity and Inclusion Committee. The Committee will have their first meeting this summer.

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# Health Equity Successes

*NWA participated in:*

- **Alliance for Innovation on Maternal Health (AIM)** –

National coalition of clinicians and public health partners to address the maternal mortality crisis disproportionately impacts Black mothers.

- **Racial Equity & Hunger Learning Network**

A network of individuals, organizations, agencies and policy makers who care about ending hunger. The members recognize that to achieve this goal, we must discuss race and apply a racial equity lens.

- **Healthy Food Community of Practice**

A space for connection, learning, resource sharing, and action with a goal: help people experiencing **food** insecurity — particularly those facing systemic barriers — access and consume healthy foods.

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# Antiracism Work

- The Board of Directors established two antiracism strategic goals: **Dismantling Anti-Black Racism and Anti-Indigenous Racism in the WIC Program and Community. Building upon our Vision, Mission and commitment to Health Equity.** This work includes:
  - Growing from ally-ship to accomplices against anti-Black and anti-Indigenous racism;
    - Shining a light on reality through storytelling;
  - Discerning meaningful actions to create change in our workplaces, our relationships, and our community;
    - Disrupting and dismantling policies that contribute to disparities and barriers and,
  - Providing leadership, tools, grant guidance, and information libraries to assist state and local agencies in implementing those change-creating actions and policies.
- **NWA Staff participated in anti-black racism training** with Partners for Racial Equity.

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# Communications Successes

THIS PAST YEAR, NWA CONSISTENTLY ADAPTED TO MEET MEMBERS' MESSAGING NEEDS.

- Secured **media placements** in *The New York Times*, *The Washington Post*, *Politico*, and *TIME*.
- Initiated NWA's **grassroots digital fundraising**. Designed and executed 2 campaigns that generated more than \$25,000 in individual online donations.
- **COVID Response: Developed a WIC & COVID-19 Messaging Toolkit.** NWA's COVID-19 communications and outreach working group continues to convene monthly.
- **Launched the inaugural, annual State of WIC report.** In under 24 hours, we reached our goal of 1,000 views. Within 8 weeks of publication, 6,500 individuals had viewed the document.
- **Launched a summer communications webinar series** based on member needs.
  - Welcomed **two new associates** to the team!

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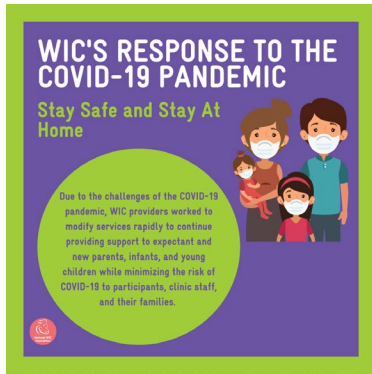
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# Digital Advocacy Campaigns

THIS PAST YEAR, NWA WORKED TO ENHANCE OUR ADVOCACY & HEALTH EQUITY PRESENCE ON SOCIAL MEDIA .



- AA NHPI Breastfeeding and Nutrition Facebook Live
- Women In WIC Toolkit
- Cash Value Benefit Toolkit
- Heidi Hoffman Child Nutrition Reauthorization Teaser
- Black Maternal Health Week Toolkit
- WIC Alert: Biden's Budget
- State of WIC Report Toolkit



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# Social Media Successes

In the last year, NWA's social media following grew from 22,237 to 24,790 — an increase of 11.5%!

Social Platform	Audience	Year Over Year % Growth	Fun Fact
<a href="#">Facebook</a>	19,113	6%	We've had four <a href="#">live videos</a> in the last six months.
<a href="#">Twitter</a>	3,180	14%	The NWA Communications team has participated in more than two dozen events on Twitter in the last year.
<a href="#">Instagram</a>	1,284	88%	The average annual growth for an Instagram account our size is <b>12.6%</b> . NWA's grew <b>88%</b> !
<a href="#">LinkedIn</a>	750	140%	LinkedIn is our fastest growing social network.
<a href="#">YouTube</a>	232	49%	We've uploaded 22 videos in the last year.
<a href="#">Pinterest</a>	266	16%	NWA is using Pinterest to promote fruits and veggies, as well as the <a href="#">CVB increase</a> .

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# National Recruitment & Retention Campaign

**MOM  
STRONG**

Empowering moms with food, nutrition education, and more



**MORE THAN 6 MILLION WOMEN, INFANTS,  
AND CHILDREN GET WIC BENEFITS.  
ARE YOU ELIGIBLE?**

#### WHAT IS WIC?

WIC is the nation's most successful public health nutrition program. We provide healthy food, nutrition education, and community support to income-eligible participants.

#### WHO IS ELIGIBLE?

- Pregnant women
- Mothers of babies up to 6 months old
- Mothers who are breastfeeding babies up to 12 months old
- Kids up to 5 years old



**MAMÁS  
FUERTES**

Empoderamos a mamás con alimentos, nutrición, información y más



**MÁS DE 6 MILLONES DE MUJERES, BEBÉS  
Y NIÑOS RECIBEN BENEFICIOS DE WIC.  
¿PUEDES PARTICIPAR?**

#### ¿QUÉ ES WIC?

WIC es el más exitoso programa de nutrición de la salud pública. Ofrecemos alimentos saludables, nutrición, información y apoyo comunitario a las personas que, debido a sus ingresos, pueden participar.

#### ¿QUIÉN PUEDE IR A WIC?

- embarazadas
- cuidadores de bebés de hasta 6 meses
- madres que dan el pecho a bebés de hasta 12 meses
- niños de hasta 5 años



## CAMPAIGN OBJECTIVES

- Increase the enrollment of WIC eligible moms
- Retain families in WIC as long as they're eligible
  - Increase the **positive perception** of WIC
  - Create **national brand recognition**

## CAMPAIGN TOOLS

- SignUpWIC.com
- Digital & Social Media Advertising
- Videos and Social Media Content
- Informational & Promotional Materials
- Point of Care Brochures & Print Magazines
- Social Influencers: The Mom Squad

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# National Recruitment & Retention Campaign Successes

- **57 out of 89 State agencies participating**, including 36 geographic states, 17 ITOs, and 4 territories
- **Almost 525,000 visits to [www.signupwic.com](http://www.signupwic.com)** in 2020; in 2019, it was 400,000. That's a 31% increase.
- **Google and Facebook** were the top two drivers to [signupwic.com](http://signupwic.com).
- In 2021, NWA started hosting quarterly listening summits where members can attend and ask Foundry 360 questions.

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# The WIC Hub



- *The WIC Research, Policy and Practice Hub is **a tool for WIC staff, researchers and advocates** to navigate and explore the world of WIC*
- The **Hub Advisory Committee** meets monthly to review submissions and discuss ways to improve the site
- **1,484 total resources**
- **248% Increase in Users**
  - 25,162 - May 31, 2020 to May 30, 2021
  - 10,126 - May 31, 2019 to May 30, 2020

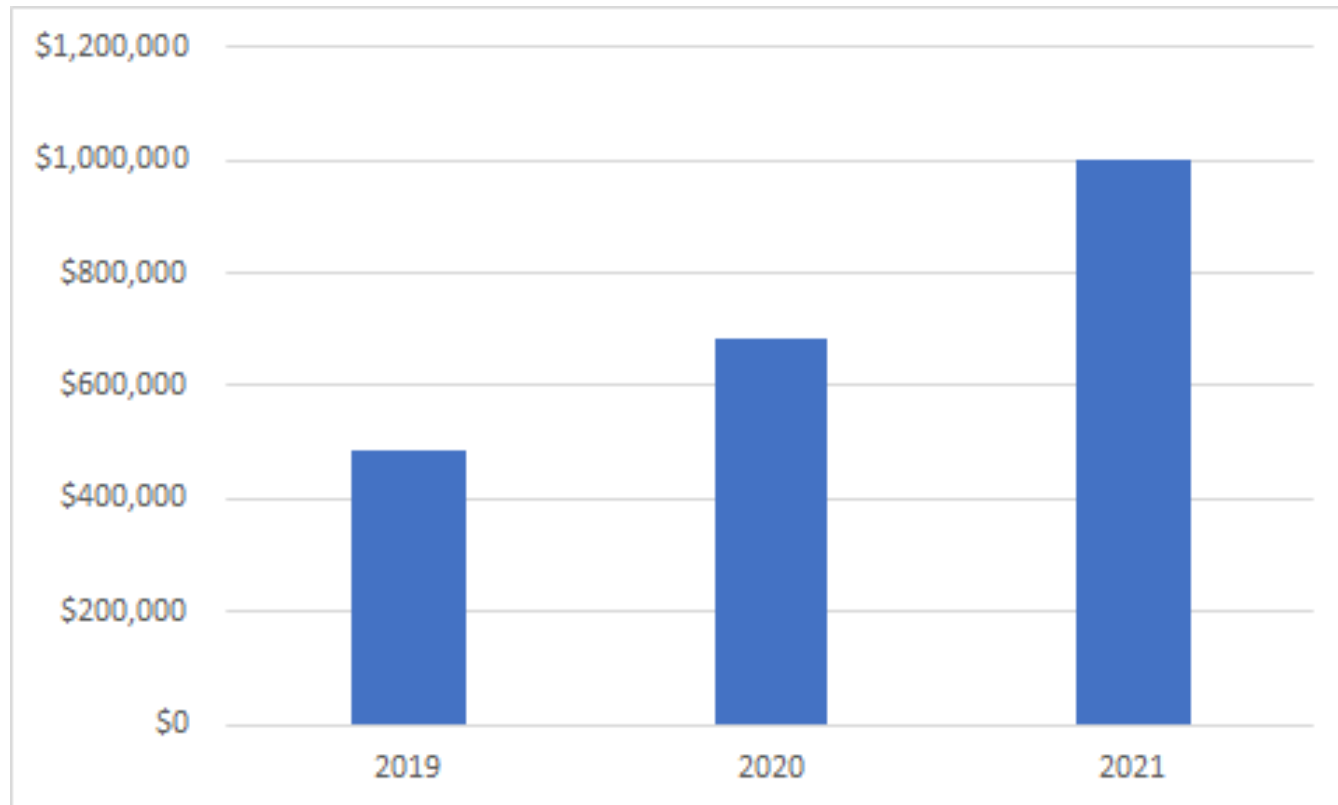
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# Foundation Grant Funding



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# Grant Successes

- **W.K. Kellogg Foundation:** (\$219,000, 12-month grant) Supporting the development of resources to promote the WIC program, the "State of WIC" report, a WIC policy webinar series and establishing a WIC participant advisory council.
- **From Now On Fund:** (\$100,000, 12-month grant) For production of the food package recommendations report, the story collection campaign, and TA to support increasing the value of the food package.
- **David & Lucille Packard Foundation:** (\$50,000, 12-month grant) For "Enhancing Choice and Flexibility for WIC Participants." Supporting the story collection campaign and expansion of the TA tools available from the Multistate WIC Participant Satisfaction Survey.

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# NWA Grants

## Ongoing Funding From:

- **Sunlight Giving** (\$50,000, 24-months) Funding for general operating costs.
- **Walmart Foundation** (\$647,450, 24-months) Funding for "Advancing Health Equity to Achieve Diversity & Inclusion (AHEAD) in WIC program. We are in the second year and have completed staff EDI training and established Health Equity Champions. We are about to award seven mini-grants to local agencies implementing health equity promising practices.
- **Robert Wood Johnson Foundation** (\$999,944, 36-months) In the final year of this project - funding four local agencies to implement WIC participant retention strategies, conduct literature review on recruitment and retention practices in WIC and interview key stakeholders to better understand barriers and enablers to WIC participation.

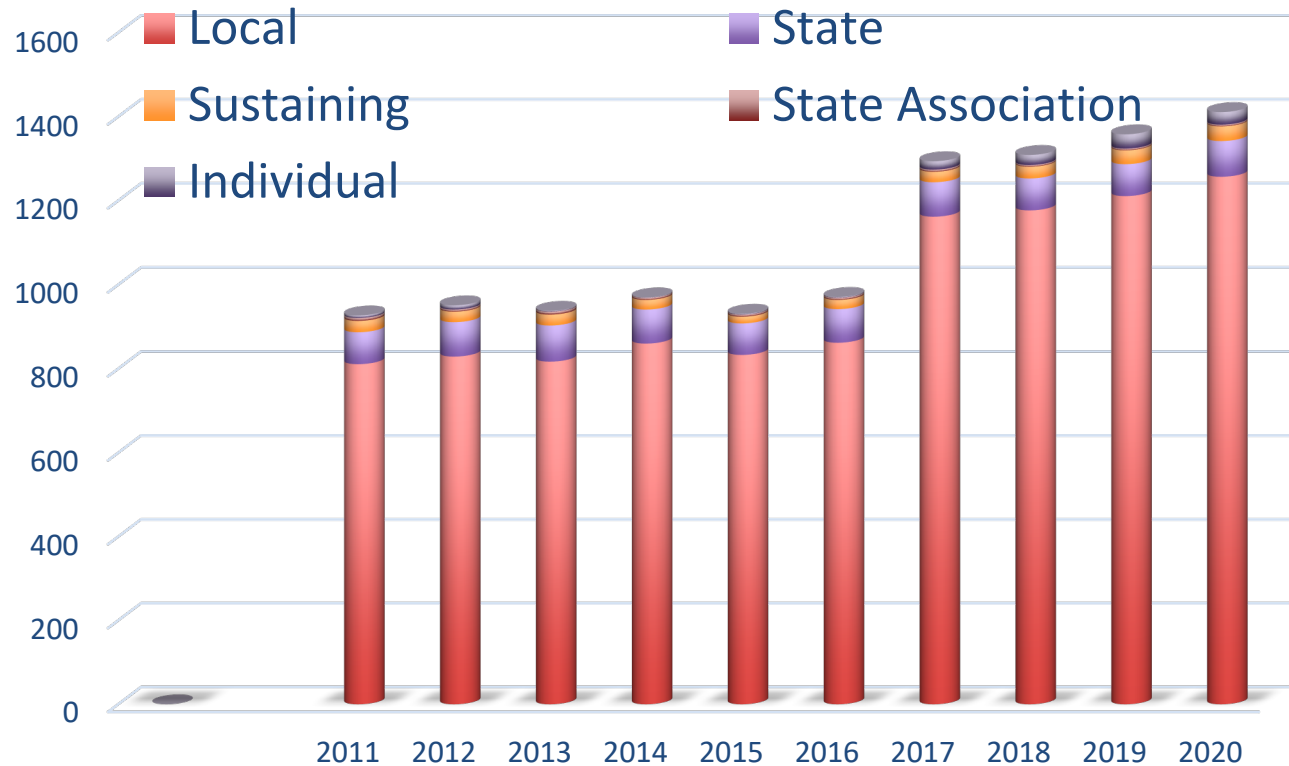
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# NWA Membership – All Types



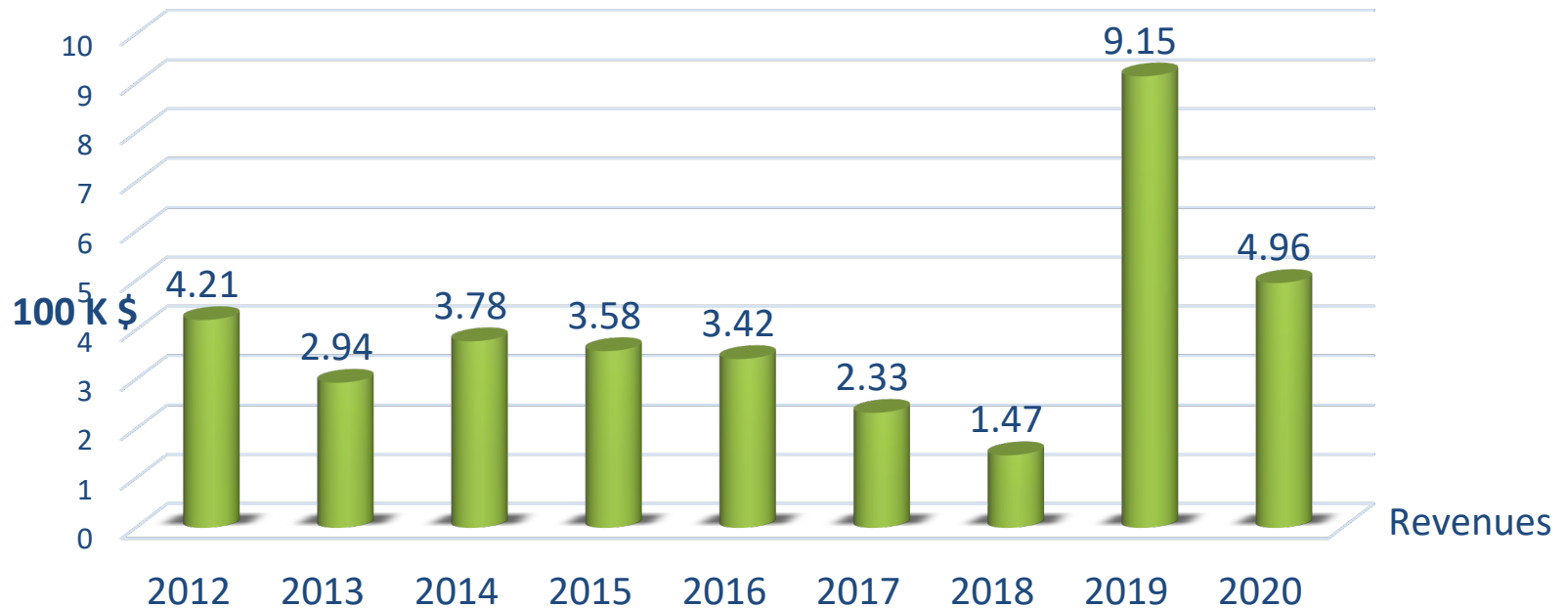
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# NWA Outreach Products



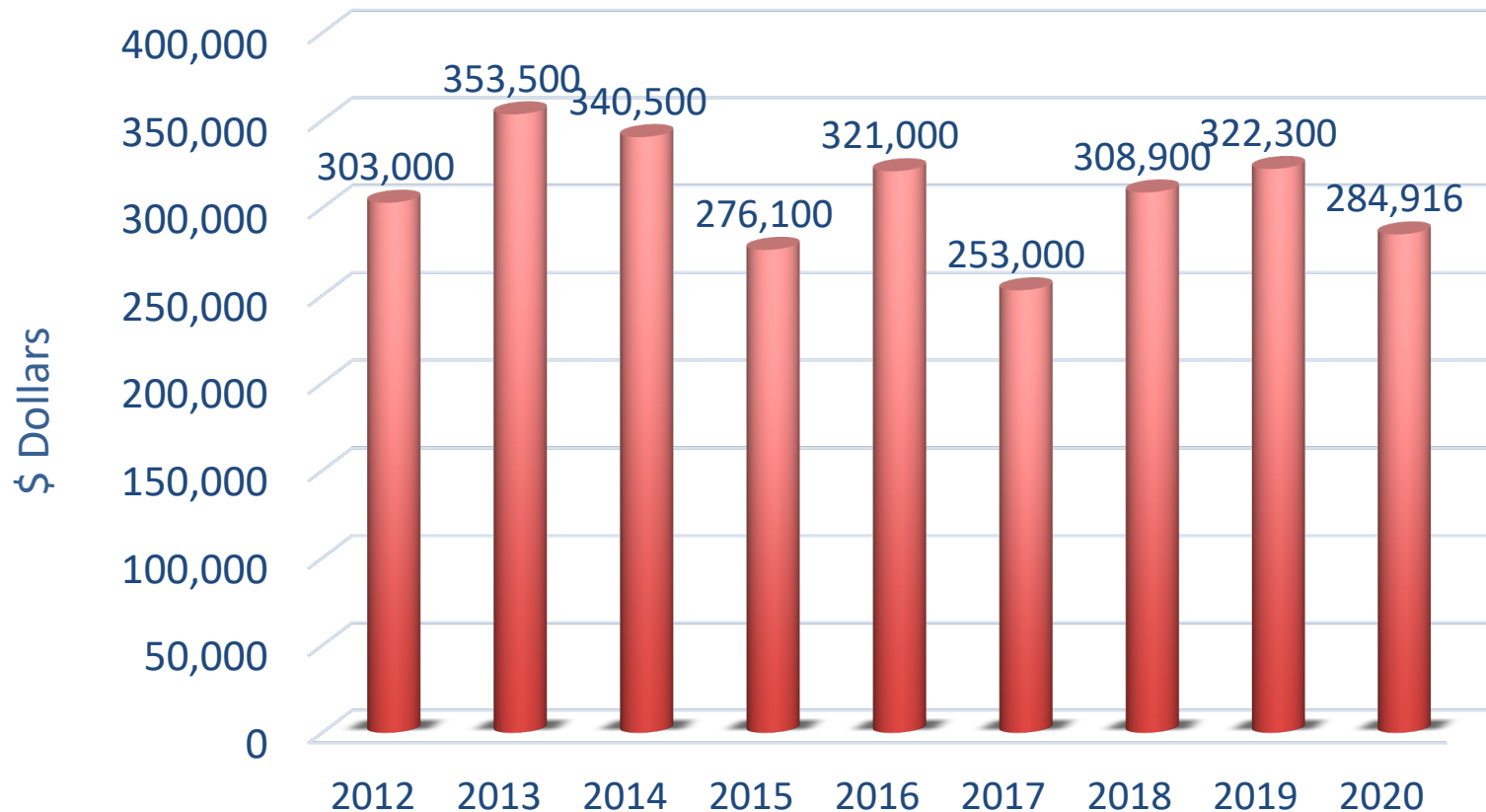
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# NWA Business Council Partner & Sustaining Memberships



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# NWA Business Council Partners



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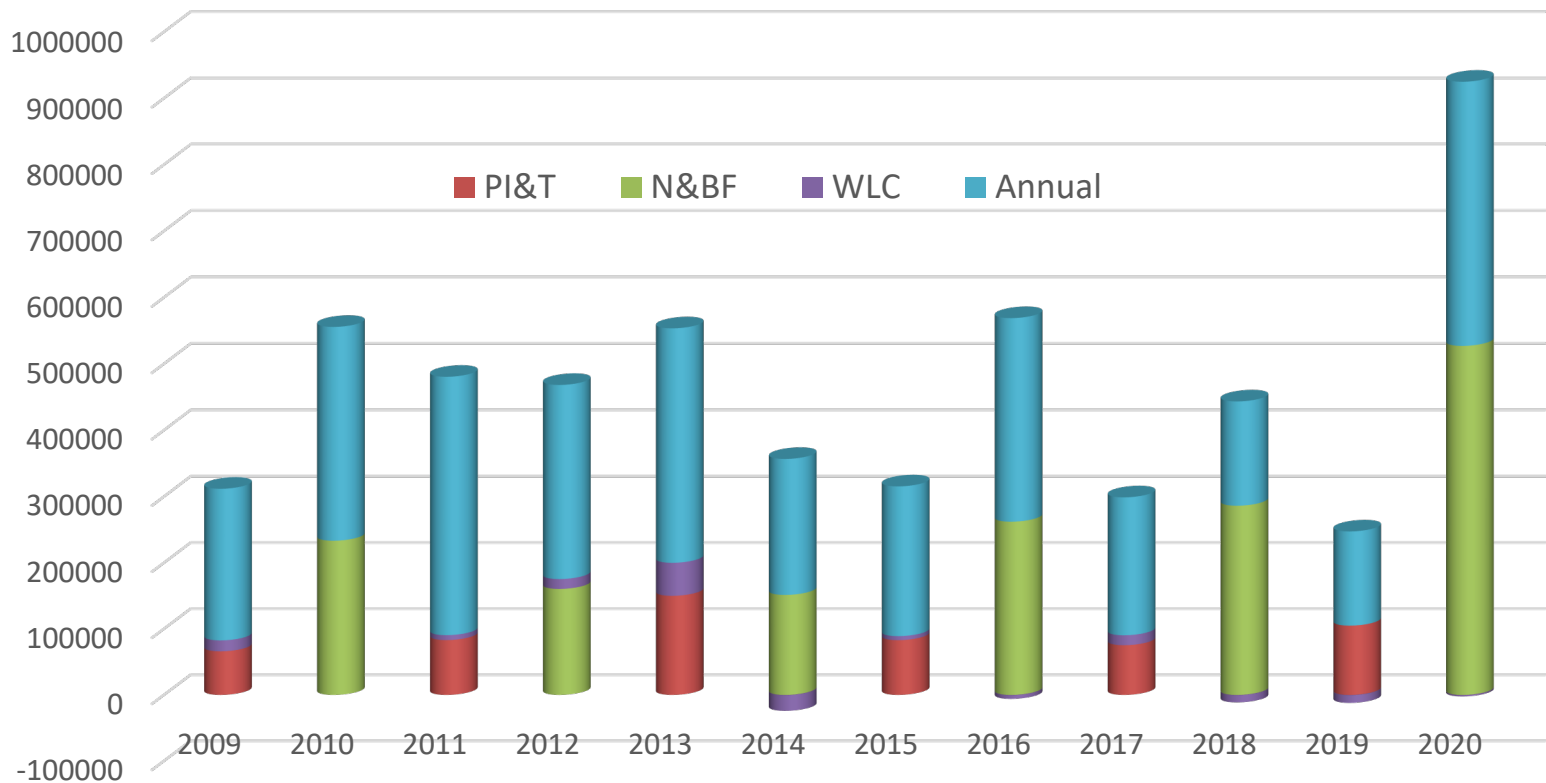
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# NWA Education Conference Net Revenues – WLC, PI&T, N&BF, AC



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# COVID-19 Work

- The **WIC & COVID-19 Messaging Toolkit** provides agencies with WIC community-driven messaging to provide both current participants and eligible families with accurate, up-to-date information.
- NWA created twelve **COVID-19 Working Groups** with various WIC-related focuses including breastfeeding support, communications and outreach, food package changes, MIS data information management, and online certification. These groups provide a platform for WIC stakeholders to share information and ideas.
  - **COVID-19 Response Fund** helped NWA reach newly eligible people, support agency staff, and ensured that families across the country received the help they needed.

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# Research & Innovation

- **Partnered with Nava** to develop and publish *Supporting WIC Enrollment: Using Technology to Improve the Certification Experience for WIC Participants*. This provided an **overview of the current landscape of certification technologies** in WIC.
- **Co-facilitated the WIC Access Group** – providing a forum for non-profit organizations and researchers to share their **work on improving access to WIC services**.
- Worked with the **Nutrition Policy Institute** to develop a **WIC participant satisfaction** survey instrument and recruited 12-State agencies to implement the survey in 2021.
- Partnered with **Insight Policy Research** to work with 5-state agencies (VT, DC, NC, ID, WY) to develop **infographic case studies which explored participation and benefit redemption trends** throughout the COVID-19 pandemic.

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# GRATITUDE

## **NWA Executive Committee**

- **Berry Kelly, Chair**
- **Sarah Flores-Sievers, Chair-Elect**
  - **Beth Beachy, Chair Emeritus**
    - **Melinda Morris, Treasurer**
    - **Meaghan Jenkins, Secretary**

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## State Directors Section Representatives

*Karen Flynn*, VT, Northeast, Co-Chair  
*Kate Franken*, MN, Midwest, Co-Chair  
*Mitzi Fritschen*, AR, Southwest  
*Paula Garrett*, VA, Mid-Atlantic  
*Rhonda Herndon*, FL, Southeast  
*Shelly Rector*, CNO, Native American Coalition  
*Dave Thomason*, KS, Mountain Plains  
*Paul Throne*, WA, Western

## Nutrition Services Section Representatives

*Stephanie Bender*, PA, Mid-Atlantic, Co-Chair  
*Samantha Blanchard*, ME, Northeast  
*Sarah Brett*, OR, Western  
*Angela Hammond-Davis*, GA, Southeast  
*Beth Honerman*, SD, Mountain Plains  
*Carol Raney*, IN, Midwest, Co-Chair  
*Christina Windrix*, OK, Southwest

## Local Agency Section Representatives

*Regina Brady*, CT, Northeast  
*LaKeisha Davis*, NE, Mountain Plains  
*Robin McRoberts*, NJ, Mid-Atlantic, Co-Chair  
*Sarah Bennett*, NC, Southeast Region  
*Jody Shriver*, OH, Midwest  
*Tecora Smith*, TX, Southwest, Co-Chair  
*Laura Spaulding*, OR, Western

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# GRATITUDE

**Darlana Birch**, Senior Public Health Nutritionist;  
**Whitney Carlson**, Marketing Communications Manager;  
**Chandra Champion**, Senior Conference and Events Manager;  
**Brian Dittmeier**, Senior Public Policy Counsel;  
**Emily Gilcher**, Senior Education and Membership Engagement Manager;  
**Karin Hansen**, Senior Development Manager;  
**Maureen Lytle**, Digital Communications Associate;  
**Noora Kanfash**, State Public Policy Association;  
**Georgia Machell**, Senior Director of Research and Program Operations;  
**Natalie Moran**, Media Communications Manager;  
**Kayode Ogundiran**, Administrative Support Associate;  
**Cecilia Richardson**, Vice President, Nutrition Programs & Administration;  
**Brittany Van Pelt**, Policy Communications Associate.

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