



# WHAT IS THE NATIONAL WIC ASSOCIATION?

The National WIC Association (NWA) is the non-profit voice of the 12,000 public health nutrition service provider agencies and the over 6.3 million mothers, babies, and young children served by the Special Supplemental Nutrition Program for Women, Infants and Children (WIC). NWA provides education, guidance, and support to WIC staff; and drives innovation and advocacy to strengthen WIC as we work toward a nation of healthier families. Learn more at [www.nwica.org](http://www.nwica.org).

**OUR MISSION** is to provide our members with tools and leadership to expand and sustain effective nutrition services for mothers and young children.

**OUR MEMBERS** are state and local WIC agencies; individuals, students and retired members; and industry members whose vision for WIC aligns with our own.

**WE ARE GOVERNED BY** a board of directors comprising a geographically diverse group of state, local, and Indian Nation volunteer representatives from across the United States. Board members help shape the future of NWA and the WIC program.

**WE ADVOCATE FOR WIC.** We educate policy makers to help them understand maternal/child nutrition and health needs, and advocate for a stronger, more robust WIC program. We engage with USDA and Administration leadership, communicating our policy priorities. We stay abreast of changes in policies that impact WIC and share them with our members.

**WE DRIVE INNOVATION.** We connect our members to the latest news, information, tools and resources, equipping them to develop innovative, creative implementation strategies and assure top drawer WIC services for mothers and young children.

**WE STRIVE FOR HEALTH EQUITY** the ability of all individuals and families to achieve optimum health, irrespective of their identity, race, ability or class. This requires equitable access to nutritious

foods, breastfeeding support, chronic disease prevention and management services, safe living environments, and good jobs with fair pay. It necessitates removing obstacles to families' short- and long-term health and well-being including poverty, discrimination, and institutional racism and other forms of bias expressed through, housing, healthcare, education, labor, and other public policies,

**WE EMPOWER WIC LEADERS.** We connect state and local programs and WIC leaders to one another, WIC stakeholders, and to policy makers to ensure their unique perspectives are essential components of policy discussions, empowering members to have significant influence on WIC program policies and operations.

**WE GROW WIC LEADERS.** We provide ongoing training and education opportunities through:

- » Regular webinars on timely topics.
- » Three yearly conferences on topics ranging from leadership to technology, nutrition to management, and other valuable subjects.
- » Our Leadership Academy - an online certificate program that provides training for WIC staff to become successful WIC voices and leaders.

## MEMBER BENEFITS:

- » E-newsletters with up-to-date WIC program and association news.
- » Discounts to educational offerings including three yearly conferences.
- » Ongoing in-person and online networking opportunities.
- » Representation with USDA, Congress, the White House, and other federal departments and agencies.
- » Opportunities to volunteer

*\*NWA does not invite formula manufacturers as members, exhibitors, advertisers or sponsors.*

## RECENT ACCOMPLISHMENTS AND PROJECTS:

- » NWA advocated for and obtained key provisions in the Families First Coronavirus Response Act, including USDA's waiver authority. NWA, in consultation with state directors and membership, identified key priorities for waiver flexibilities and urged swift USDA action.
- » NWA received a grant from the W.K. Kellogg Foundation to increase capacity for state and local WIC providers to elevate WIC priorities. The grant also supported the development of NWA's inaugural *State of WIC* report. The *State of WIC* report highlights the experiences of WIC providers and stakeholders, including during the COVID-19 pandemic, and will serve as a resource for WIC administrators, providers, and researchers. It comprehensively lays out the strong evidence base for WIC, the different facets of WIC's nutrition and breastfeeding services, innovations in the clinic and shopping experiences, health equity priorities, and partnerships with farmers.
- » NWA and Nava Public Benefit Corporation (Nava) researched the state of technology being used in WIC to support remote certifications today. The report provides important information that will support state WIC programs to learn how their colleagues are utilizing remote certification tools across the country, provide a foundation for further research on the topic, and support WIC advocacy efforts that encourage more support for remote certification tools.
- » NWA collaborates with the Center on Budget and Policy Priorities (CBPP) to lead the WIC Access Group, a coalition of 19 organizations working to improve access to WIC.
- » NWA received a grant from the Walmart Foundation to support an 18-month project on Health Equity in WIC. The Advancing Health Equity to Achieve Diversity and Inclusion (AHEAD) in WIC project is based on uplifting grassroots efforts in the field that have been shown to improve health equity at the local or state level.

