

Being a Voice for WIC: From Washington, DC to My Community

Sunday, March 8, 2015

2015 NWA Washington
Leadership Conference
Washington, DC



National WIC
Association

Overview

- ◉ Why be a Voice for WIC?
- ◉ The different ways to Be a Voice for WIC
- ◉ Being a Voice for WIC with the help of NWA
- ◉ Being a Voice for WIC Panel Discussion with NWA's Legislative Committee
- ◉ Break-out into small groups for discussion
- ◉ Return to larger group to share ideas

Why Be a Voice for WIC?



- Being an advocate for WIC helps to ensure:
 - > Adequate funding and support
 - > High quality service delivery
 - > Evidence-based WIC food packages

Different ways to Be a Voice for WIC

- Understand what is going on with WIC policy
- Send a letter to Members of Congress
- Call your Member of Congress to educate them about WIC or to take action on a bill
- Visit with your Member of Congress in their district office or on Capitol Hill
- Talk to friends, family, and acquaintances about WIC
- Talk to colleagues and superiors about your program
- Pitch a story to local media and/or be prepared to answer media questions about WIC
- Take advantage of opportunities to talk about WIC at town hall meetings, health fairs, community events, and in PSAs

Being a Voice for WIC with the help of NWA

- Read NWA's weekly legislative updates in our e-publications and blog for **up-to-date information on WIC policy**



NWA Position Papers and Fact Sheets

WIC BASICS ▾ NEWS ▾ EVENTS ▾ ADVOCACY ▾ TOPICS & RESOURCES ▾ EDUCATION ▾ MEMBERSHIP ▾

TOPICS & RESOURCES

TOPICS

BREASTFEEDING

NUTRITION

WIC FUNDING AND OPERATION

WIC OUTCOMES

RESOURCES

POSITION PAPERS AND FACT SHEETS

BIBLIOGRAPHY

WIC RESEARCH ACTIVITIES

WIC JOB POSTINGS

Position Papers and Fact Sheets

WIC-related Position Papers, Statements, and Fact Sheets to meet your needs.

Infographics

- [Why Does it Matter if White Potatoes are in WIC?](#)
- [How WIC Supports Breastfeeding](#)

WIC Program Outcomes

- [WIC for a Healthier, Stronger America!](#)
- [The Role of WIC in Public Health](#)
- [WIC Provides Solid Returns on Investment](#)

Advocacy

- [Advocacy vs. Lobbying](#)
- [WIC Key Messages and Talking Points](#)
- [WIC Public Poll Results - One Pager](#)
- [WIC Public Poll Results - Full](#)


WIC Program Funding and Operation

- [WIC by the Numbers](#)
- [National WIC Program Data](#)

- These are resources for you to consult as needed to become well-versed in different issues and the most current WIC data/research. **This will enable you to confidently talk about these issues.**

Visit NWA website to send a letter to Members of Congress

Hi Elisabet! [My Account](#) [about NWA](#) | [contact](#) | [faq](#) | [log-out](#) | [store](#)

 **National WIC Association**
NWA is the non-profit education arm and advocacy voice of the Special Supplemental Nutrition Program for Women, Infants and Children (WIC). [DONATE to NWA](#)

[WIC BASICS](#) ▾ [NEWS](#) ▾ [EVENTS](#) ▾ [ADVOCACY](#) ▾ [TOPICS & RESOURCES](#) ▾ [EDUCATION](#) ▾ [MEMBERSHIP](#) ▾

Visit NWA's **Advocacy Central** to email Congress and learn other ways you can help with advocacy efforts.

LATEST CAMPAIGNS
[Tell Congress You're Disappointed They Mandated WIC Foods](#)
» View All Campaigns

ADVOCACY RESOURCES
[Legislative Agenda Full](#)
[Legislative Agenda Summary](#)
[WIC Funding Process](#)

[RENEW OR APPLY](#)



ADVOCACY CENTRAL

Advocacy Central



Learn about and take action on our latest WIC-related advocacy activities & efforts.

QUICK LINKS

LEGISLATIVE AGENDA FULL

LEGISLATIVE AGENDA SUMMARY

WIC FUNDING PROCESS

POSITION PAPERS AND FACT SHEETS

Tell Congress You're Disappointed They Mandated WIC Foods

Tell Congress you're disappointed that members of the House and Senate Appropriations Committees mandated a food (potatoes) into WIC food packages. **View our infographic** about why it matters.



HOW CAN I LEARN MORE ABOUT THIS CAMPAIGN ISSUE?

- Our **infographic** gives a quick overview of why it matters if the white potato is allowed into WIC.
- Contact our Public Policy Nutritionist Martelle Esposito at mesposito@nwica.org or 202-232-5403 with questions.



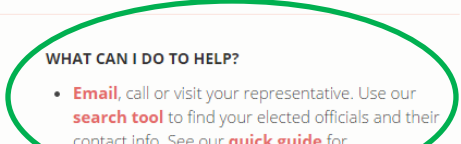
WHAT SHOULD I SAY TO MY REPRESENTATIVE?

- Share your **State's WIC profile** for state-specific data and participant stories.
- Watch what other NWA members had to say about talking with policymakers in the video below.



WHAT CAN I DO TO HELP?

- **Email**, call or visit your representative. Use our **search tool** to find your elected officials and their contact info. See our **quick guide** for communicating with Congress, and **tips for visiting** with them.



IS THIS ADVOCACY OR LOBBYING?

- **This is a lobbying activity.** If your job is funded through the government, you can send the email during your break time or after work.
- **Not all advocacy efforts are lobbying.** Advocacy is not lobbying when you're informing members of Congress about WIC, and highlighting WIC's achievements: You are educating policymakers about WIC. This helps promote a positive image of WIC, and hopefully translates into favorable WIC policies in the future.
- **Examples of Non-Lobbying Advocacy:** Clearing up misconceptions about WIC; Explaining the positive impacts of the improved WIC food packages; Describing the importance of Breastfeeding Peer Counselors and convey WIC successes.
- For more specifics, read **Advocacy vs. Lobbying**.



We will always indicate whether or not the particular take action is a lobbying task

Issues change depending on what is going on in Congress, so stay up to date by reading the MMR

Send a letter...

WIC BASICS ▾ NEWS ▾ EVENTS ▾ ADVOCACY ▾ TOPICS & RESOURCES ▾ EDUCATION ▾ MEMBERSHIP ▾

Take Action

1 COMPOSE MESSAGE

Message Recipients:

- Your U.S. Senators
- Your U.S. House Representative

Delivery Method:

Email

Printed Letter

Subject:

Disappointed that Congress Mandated WIC Foods

Issue Area:

Certain webform targets require an Issue Area so your message can be directed to the correct staff-person.

Select an issue ▾

Editable text to House:
(edit or add your own text - 8668 characters left)

I am writing to express my disappointment with the Members of the House and Senate Appropriations Committees for mandating a food (potatoes) into the food packages of the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) through the House and Senate Agriculture Appropriations bills. This marks the first time in the 40 year history of the WIC program that Congress rather than qualified nutrition-scientists are making decisions about which foods should be included in the WIC food packages.

WIC, which provides nutrition education, breastfeeding

WIC BASICS ▾ NEWS ▾ EVENTS ▾ ADVOCACY ▾ TOPICS & RESOURCES ▾ EDUCATION ▾ MEMBERSHIP ▾

2 SENDER INFORMATION

This system requires that you provide your name and contact information. This information will not be used for any purpose other than to identify you to the recipient.

Your Contact Information:

Prefix (required by some officials)

Select... ▾

First * **Last ***

Email *

Address *

City *

State * **ZIP *** **ZIP + 4**

Alabama ▾

Phone (required by some officials)

Remember Me! (what's this?)

A copy of your message will be sent to the e-mail address entered above.

Send Message

(Please click only once.)

On the “Take Action Now” page, you can also...

ADVOCACY
CENTRAL

Disappointed that Congress Mandated WIC Foods

SHARE

[Home](#) • [Elected Officials](#) • [Issues](#) • [Election](#) • [Media](#)

[Legislative Alerts and
Updates](#)

[Current
Legislation](#)


[Key
Votes](#)

[Capitol Hill
Basics](#)

WASHINGTON UPDATE

Get email updates on WIC policy news and action alerts.

Action Alert

 **Colleen Batt**
PP regional Briefing
Hi Elisabet,
Attached is my PP for the Midwest regional briefing.

Other ways to take action with NWA's help

- Respond to NWA **legislative alerts**
 - > For example, NWA usually sends a legislative alert about scheduled call-in days to ask Members of Congress to take action on a bill that impacts WIC.
 - > Forward NWA legislative alerts to others to take action
- Share **sign-on letters** with partner groups to have them sign on
- Talk to your friends and family and in casual conversation about WIC

NWA always includes a call script.

Supplement existing knowledge w/ NWA fact sheets and state profiles

We will have 2 of these coming up soon—related to appropriations and reauthorization

That's why NWA is here!

To help our members be advocates

Panel Discussion

- ◎ Members of NWA Legislative Committee:
 - > **Diana Hoek**, MS, MPH, Director for Policy, Marketing & Training, Nutrition Division, Massachusetts Department of Public Health
 - > **Betsy Clarke**, MS, WIC Program Director, Minnesota Department of Health
 - > **Janet Moran**, MS, RD, LD, WIC Program Director, Wyoming Department of Health
 - > **Melinda Newport**, MS, RD/LD, Director of Nutrition Services, the Chickasaw Nation