



National WIC Association

**President & CEO Report to
2018 Annual Business
Meeting**

**Calendar Year 2017:
Chicago, IL**

Government Affairs Successes

- Successfully lobbied for \$14 million for disaster relief in USVI & PR;
- Added 2 new staff members to GA team;
- Logged over 200 meetings in 9 months
- Fighting back against immigration threats via Congress and the administration;
- Bipartisan letter in support of WIC FY19 appropriations. NWA asks:
 - \$6.3 billion + \$250 million contingency funding;
 - Set asides - \$90 million BF; \$14 million infrastructure; \$25 million research & evaluation; \$5 million maternal & infant mortality; \$15 million community health integration.

Nutrition Successes

- RD Recruitment and Retention Task Force
 - Working on 2 surveys gathering
- Infant & maternal mortality in WIC
 - The Infant Mortality Task Force & Maternal Mortality Task Forces were approved to examine research on mortality, identify best practices to address reduce the incidence in WIC.
- Anthem breast pump reimbursement rate drop collaboration
 - In discussions with manufacturers and Anthem regarding rate drop from \$169 to \$95.
- Reinitiated WIC Dad's Initiative Project
 - Aims to uplift and spotlight fathers' role in the family, provide structured support to fathers particularly primary caregivers, and to broaden the perspective of the American family to include "non-traditional" family structures.

Recruitment & Retention

• Campaign Objectives

- Increasing enrollment of WIC eligible moms
- Retaining moms and children in WIC
- Increasing the positive perception of WIC
- Creating national brand recognition

• Campaign Tools

- Digital
- Print
- Point of Care

• Campaign Successes

- Positive perceptions of WIC have increased significantly.
- Print media has changed attitudes about WIC benefits for the better.
- Digital media has been successful for WIC.
- Driven 1.1 Million moms to signupwic.com
- In participating states, 186,000 moms have called a WIC office
- Customer service has improved as SignupWIC.com referrals are enhancing the client outreach experience.

Grant Successes

- **CDC Community Partnerships Grant**

- Funded 30 local WIC agencies in 18 states to do community health projects;
- Developed white paper with national partners: <https://partnering4health.org/> ;
- Funding for Research, Policy, Practice Hub;
- Message Testing with Porter Novelli
 - Public perceptions of WIC and message framing for community partnerships;
- Video Project with Two Parrot Productions
 - Highlighting WIC community health projects in WI, VA, ID, CO, NY, NM Pueblos, and CT

Grant Successes

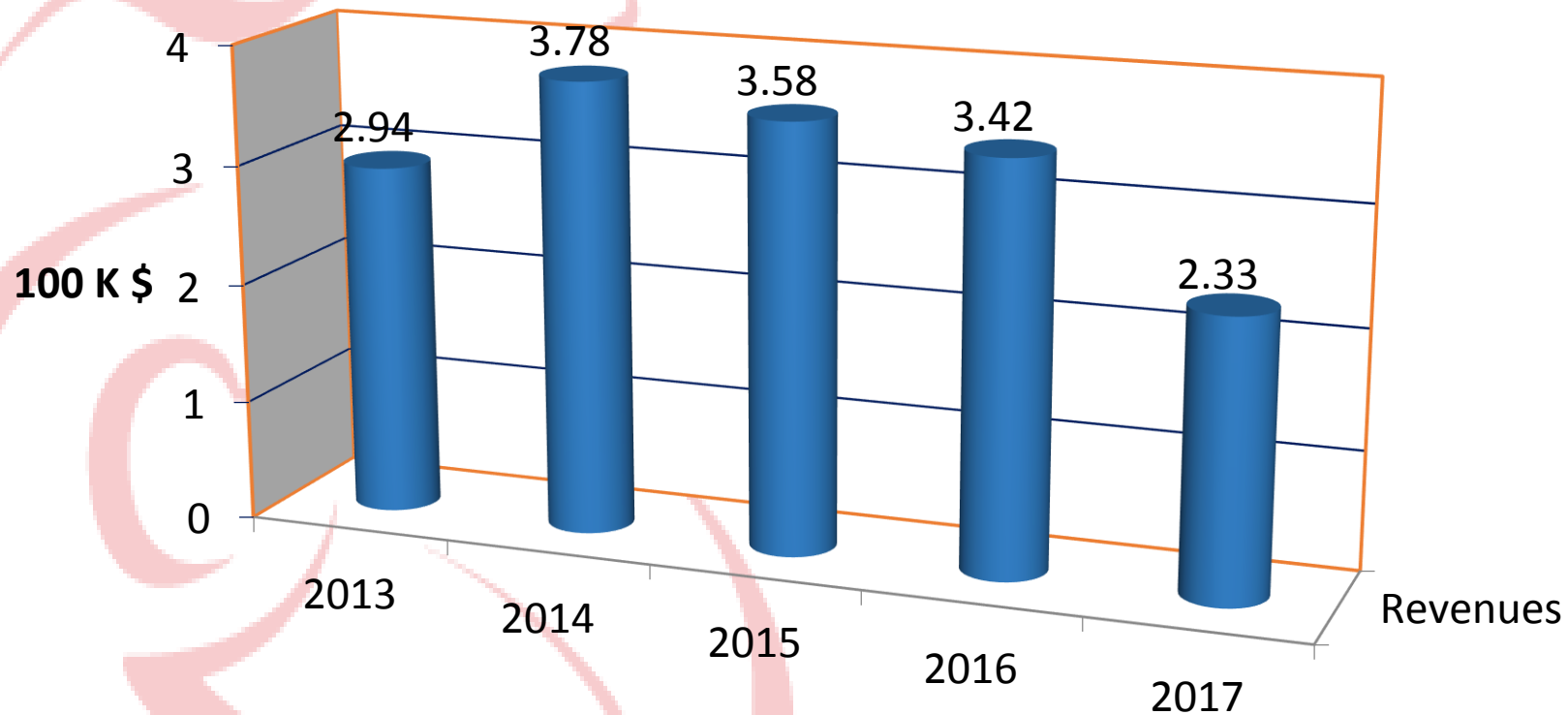
- **David & Lucille Packard Foundation Grant**

- Conducted social media trainings in 6/7 WIC regions;
- Conducted advocacy webinars with approximately 600 attendees;
- Partnered with WIC Voices Story Team to collect content for exhibits and briefings highlighting WIC's impact on local communities;
- Brought three WIC families to Washington Leadership Conference to share their stories in congressional briefing;
- On track to secure funding for 2018-2019.

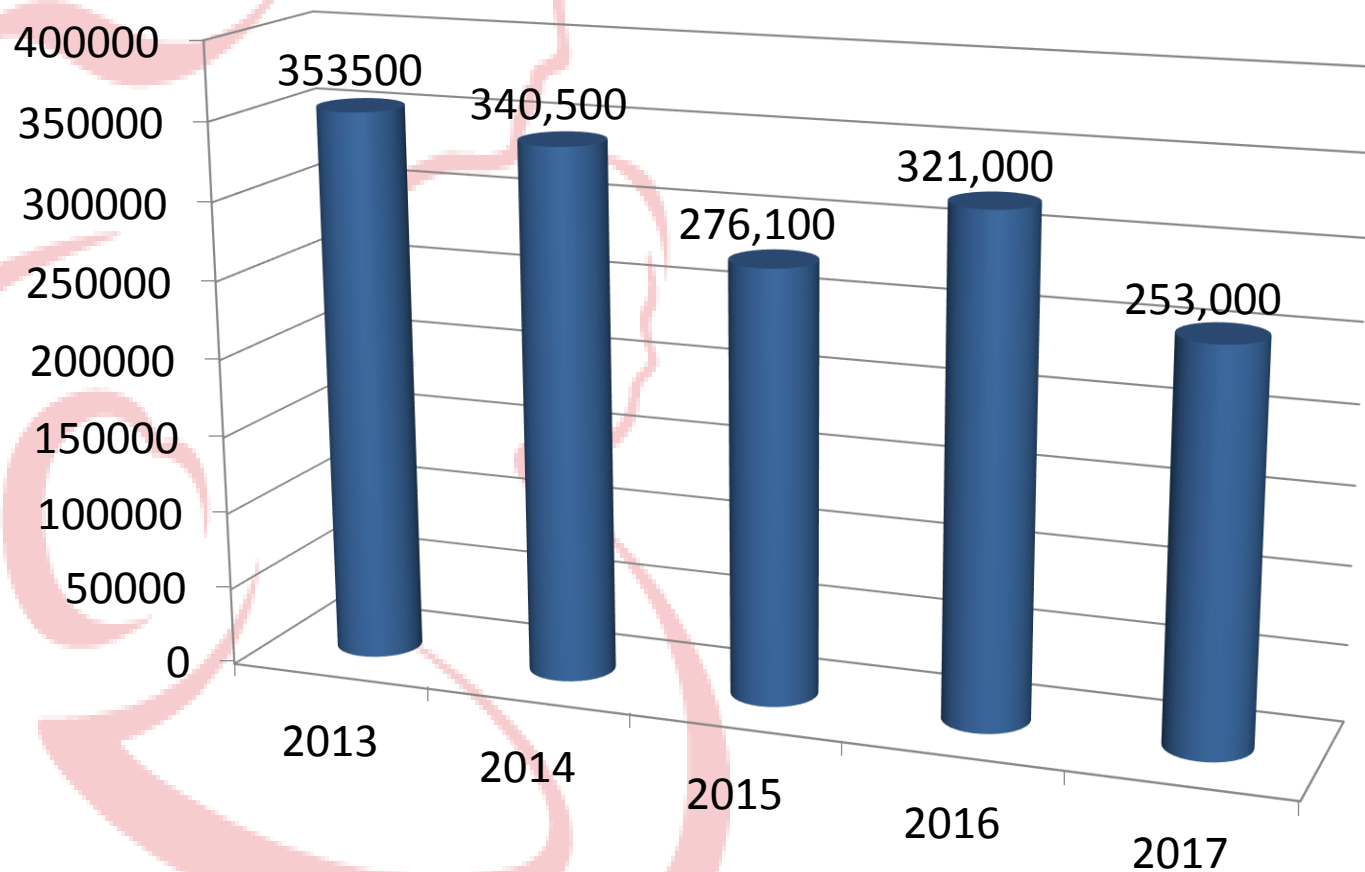
SUCCESSFUL NWA CO-BRAND PARTNERSHIPS

- Meredith/The Parents Network Custom Media – magazine publication nutrition education tools;
- NWA Business Council Partner Leadership;
- Sullivan, Meredith, Imprint National Recruitment & Retention Campaign;
- CDC Community Partnerships Grant;
- David & Lucille Packard Foundation Grant.

NWA OUTREACH PRODUCTS



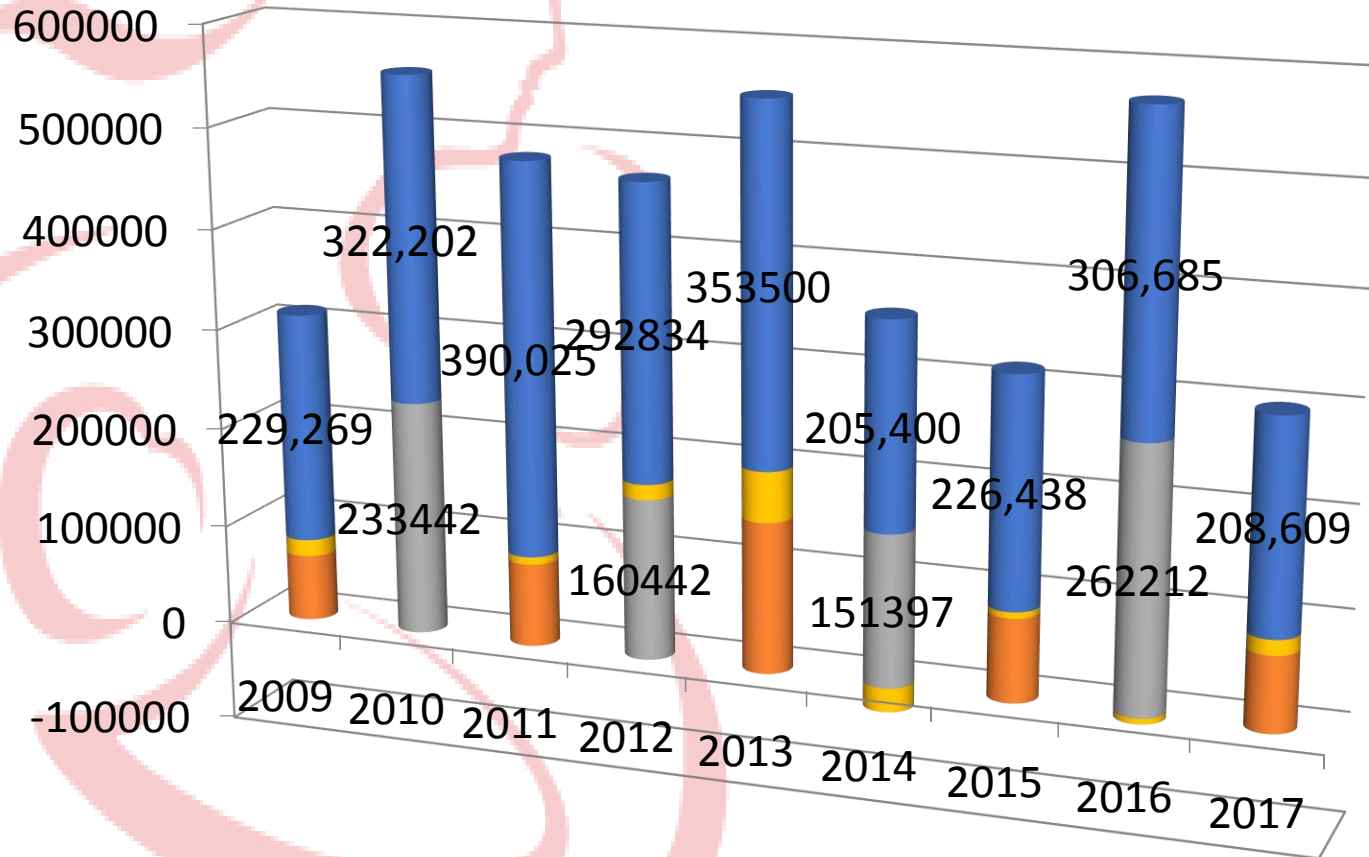
NWA BUSINESS COUNCIL PARTNER & SUSTAINING MEMBERSHIPS



NWA BUSINESS COUNCIL PARTNERS



NWA EDUCATION CONFERENCE NET REVENUES – WLC, PIT, NBF, ANL



Gratitude

- **NWA Executive Committee:**
 - Diana Hoek, Board Chair;
 - Donna Bister, Chair Emeritus;
 - Rita Arni, Chair Elect;
 - Nancy Sanchez, Treasurer;
 - NWA Finance Committee;
 - Barbara Riley, Secretary;
- **NWA Board of Directors.**

Gratitude

- **Darlana Birch**, Public Health Nutritionist;
- **Brian Dittmeier, Esq.**, State Government Affairs Counsel;
- **Elisabet Eppes**, Senior Associate, Government Affairs;
- **Pierre Francois**, Office Manager;
- **Emily Gilcher**, Membership Coordinator ;
- **Allison Hard**, Senior Associate, Government Affairs;
- **Quinney Harris**, Manager, Community Partnerships;
- **Shameka Jennings**, Education & Events Manager;
- **Georgia Machell**, Research & Evaluation Manager;
- **Natalie Mulloy**, Communications & Reporting Assistant;
- **Cecilia Richardson**, Nutrition Programs' & Staff Director.