



National WIC Association

Becoming a Strong WIC Spokesperson

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National WIC Association

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Session Plan

- Walk through updated Advocacy Toolkit
 - Includes many sections devoted to becoming a strong WIC spokesperson
- Walk through new/updated fact sheets and describe how you can use them on the Hill
 - WIC for a Stronger, Healthier America
 - State Fact Sheets
 - Maternal and Infant Mortality
 - Legislative Agendas x3
 - Do Vitamins Belong in WIC
 - Children in WIC
 - EBT by 2020
 - Infant Formula Bidding
 - WIC and Adjunctive Eligibility
- Role Play Activity

WIC Advocacy Toolkit

- Sections
 1. Why Advocacy Matters
 2. What Is Advocacy?
 3. When Does Advocacy Become Lobbying?
 4. WIC Funding Basics
 5. Building Support for WIC in Your Community
 6. Developing Strong Advocacy Messages
 7. Key Messages and Talking Points for 2018
 8. Contacting Elected Officials
 9. Engaging the Media to Promote WIC
 10. Telling Your WIC Story
 11. Evidence-Based WIC Advocacy

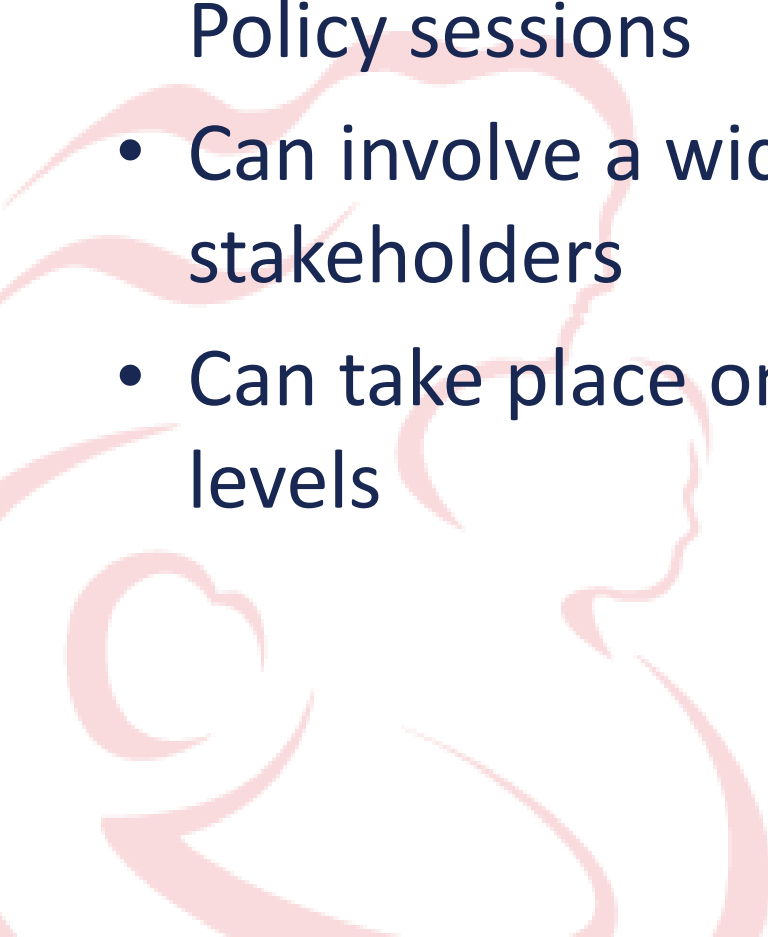
Why Advocacy Matters

- Discussed this briefly this morning in WIC Policy sessions
- Advocacy efforts by WIC staff from state and local WIC agencies have led to a number of significant accomplishments in the last twenty years, including during difficult political times
 - Adequate funding to meet caseload needs since the mid-1990's
 - Improvements to the WIC food packages
 - Ability to use food dollars for breast pumps
 - Establishment of WIC's breastfeeding peer counselor program.

Why Advocacy Matters

- In 2017, NWA commissioned a series of interviews and focus groups w/ community stakeholders about WIC.
 - Results indicated that many people do not know about WIC's purpose, goals, or successes.
 - When people did not know about WIC, they formed negative opinions based on misinformation.
- It is therefore important for you to educate members of your community about the value of WIC to dispel any myths and misinformation
- Fostering a community that supports WIC and WIC participants can:
 - Help improve the WIC participant experience
 - Reduce stigma
 - Improve participation rates

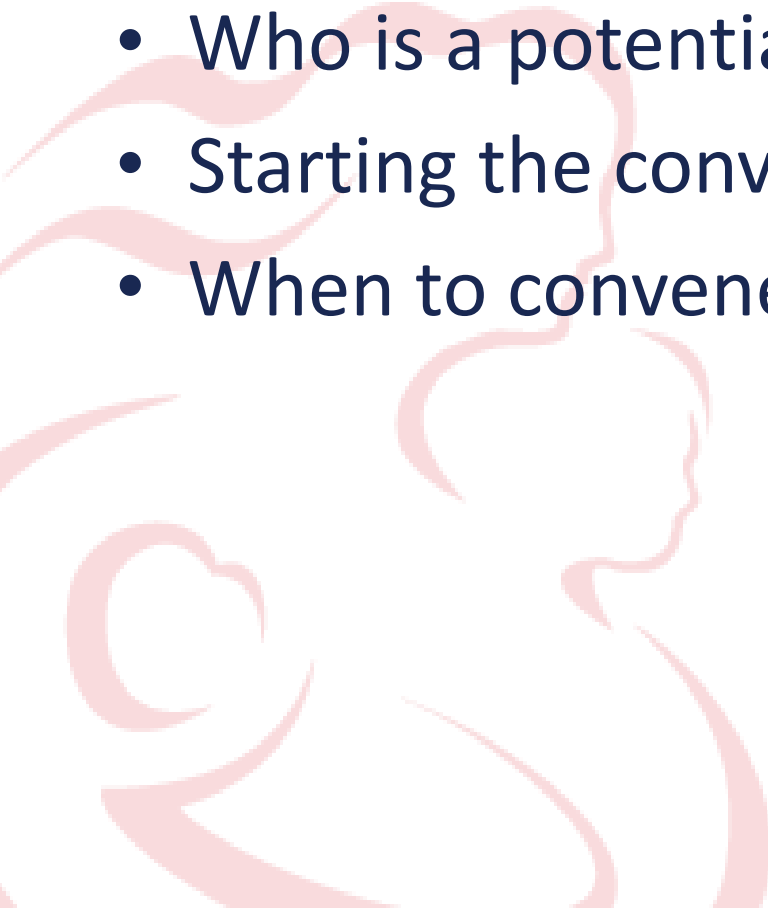
What is Advocacy?

- Also touched on this morning in our WIC Policy sessions
 - Can involve a wide range of activities and stakeholders
 - Can take place on local, state, and national levels
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WIC Funding Basics

- Walked through federal decision-making this morning
- NSA grants and Food grants
- What do the four NSA funding categories pay for?
- What is a funding formula?
- Why funding formulas?

Building Support for WIC in Your Community: Engaging Partners and Forging Coalitions

- Who is a potential partner of WIC?
 - Starting the conversation with partners
 - When to convene a coalition
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Developing Strong Advocacy Messages

- Personalizing your messages
 - Depending on whether you are a director, nutritionist, staff member, participant, or partner advocate, you will be able to speak better to different key messages based on your experiences.

Developing Strong Advocacy Messages

- Approach stakeholders with values-based messaging
 - Approach audiences with relatable values, and then as needed win them with relatable facts.
- Be sure to know your audience and tailor your messages

Developing Strong Advocacy Messages

Tailoring WIC messages to Democrats

- Core values:
 - Communitarian: Greater together than on our own
 - Everyone gets a fair shot, plays by the same rules
 - Scientific research plays a big and necessary role in education and knowledge
- Goals:
 - Ending loopholes for the rich, cutting taxes for less wealthy individuals
 - Making healthcare available to all Americans, expanding health insurance coverage, making it affordable
- With these values and goals in mind, you can frame your messages accordingly. You may emphasize that WIC is grounded in science, empathy and compassion. Use examples from your community.

Developing Strong Advocacy Messages

Tailoring WIC messages to Republicans

- Core values:
 - Limited Government (against imposing federal intervention and control)
 - Maximizing individual freedom
- Goals:
 - Promoting healthcare competition and choice, lowering the cost, and focusing on personal responsibility
 - Reducing government regulations and increasing state and local control and flexibility in program implementation
- You may emphasize how historically WIC has strong bipartisan support and strengthens families, communities, and America

Key Messages and Talking Points for 2018

Key Message	Talking Points
WIC is efficient and leads to health-care cost savings.	WIC participation is associated with improved birth outcomes, including: fewer low birth weight and very low birth weight babies.
	Moms on WIC seek prenatal care earlier in their pregnancies, and are more likely to carry their pregnancies to term.
	In FY 2013, \$6.3 billion of WIC benefits were spent in local communities.
	WIC helps to ensure normal physical growth and development in children, reduces levels of anemia, and improves access to healthcare and social services.
	WIC's benefits extend throughout families and communities: when some members of a family participate in WIC, the entire family eats healthier. When stores participate as WIC vendors, healthy foods are available to all families in the community.
	From 1998 to 2002, breastfeeding among WIC participants rose from 42% to 67%. It is estimated that \$13 billion per year would be saved if 90% of U.S. infants were exclusively breastfed for six months.

Key Messages and Talking Points for 2018

Key Message	Talking Points
WIC empowers parents and caregivers, giving them the tools to raise healthy, productive members of society.	WIC empowers parents and caregivers to raise productive, healthy members of society.
	WIC gives parents and caregivers information, tools, and support to be the parents they want to be.
	WIC is a time-limited program that gives families the tools to make healthy decisions for the rest of their lives.
	Through tailored education, WIC supports families in making informed choices about their infant feeding plan.

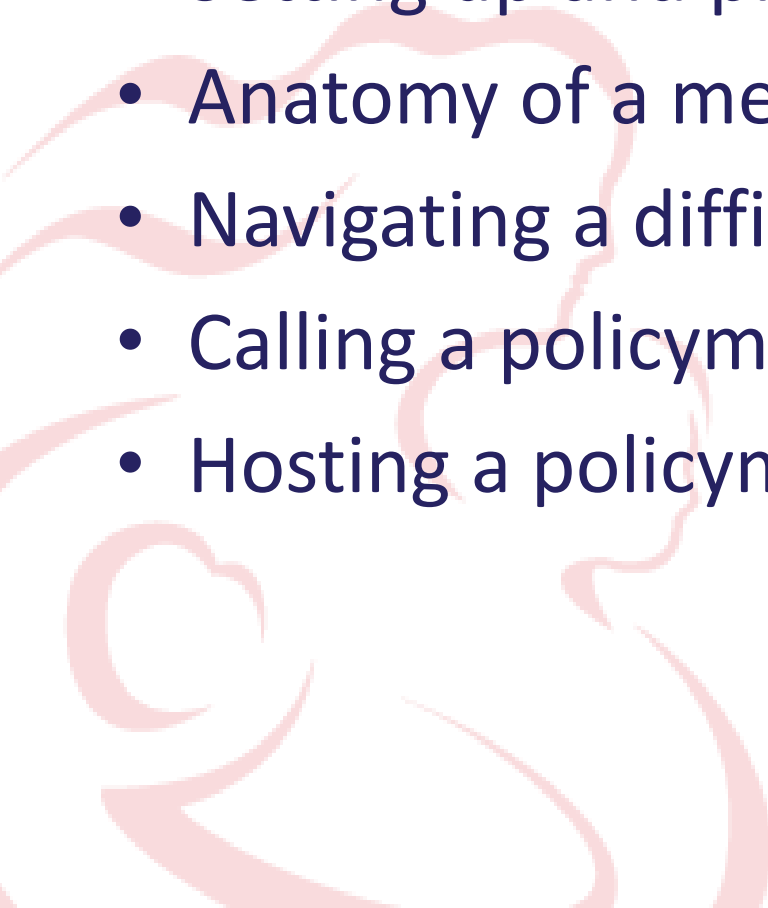
Key Messages and Talking Points for 2018

Key Messages	Talking Points
WIC is a hub, connecting families with the support they need and ensuring efficiency and coordination between programs.	WIC works closely with community partners to streamline services and serve families efficiently.
	Children who participate in WIC are more likely to receive regular healthcare, and experience fewer childhood illnesses, such as ear infections, stomach viruses, and colds.
	WIC helps expecting moms access the tools and services they need to have a healthy pregnancy and raise a healthy child.
	Children participating in WIC for at least one year are 1.7 times more likely to go to have two or more dental visits per year than children who never participated. Children between ages one to two years have lower dental-related Medicaid costs compared to children who do not participate in WIC.
	Children who participate in WIC have higher immunization rates than children in families with similar incomes who do not participate in WIC.

Key Messages and Talking Points for 2018

Key Messages	Talking Points
WIC is a short-term program that can lift multiple generations of families out of poverty.	Having a baby can put an extra financial strain on families. WIC is a supplemental program that helps fill in the gaps to make sure families can afford healthy foods.
	WIC starts children off on the right foot. It improves cognitive outcomes, setting kids up to lead productive lives.

Contacting Elected Officials

- Finding your policymakers
 - Setting up and preparing for a meeting
 - Anatomy of a meeting
 - Navigating a difficult WIC advocacy visit
 - Calling a policymaker
 - Hosting a policymaker
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Contacting Elected Officials

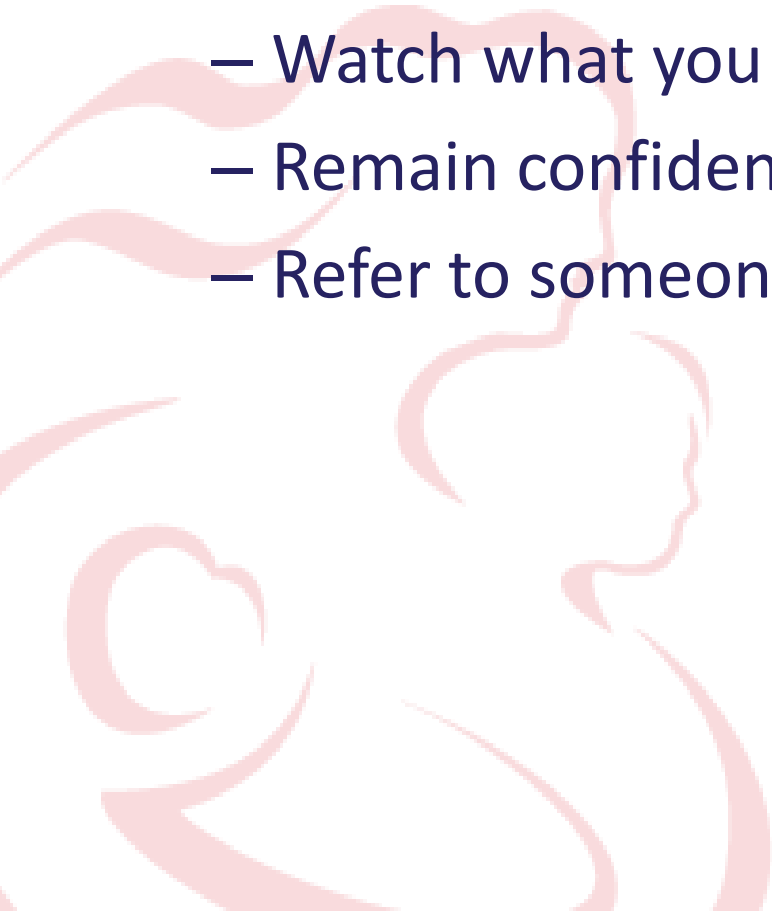
- Preparing for a meeting
 - Plan and know exactly what you want to address.
 - Policymakers want to know what's happening specifically in their districts and states.
 - Bring WIC data for your state and/or district, including number of participants and any breastfeeding data.
 - Bring stories from participants and colleagues about the impact of WIC in their lives.
 - Look at the policymaker's website to learn the committees they are on and the issues they are interested in. Be specific and direct and rehearse your elevator speech in case time runs short.

Contacting Elected Officials

- Anatomy of a meeting
 - Basic template:
 1. Thank legislator/staffer for meeting.
 2. Introduce yourself and exchange business cards.
 3. Ask what legislator/staffer knows about WIC.
 4. If limited knowledge, provide WIC basics.
 5. Discuss WIC successes, targeting your policy maker's interests.
 6. Describe state/local-specific data and experiences.
 7. Thank policymaker or staffer for their time and inform them how you will follow up.
 8. Write a thank you email.

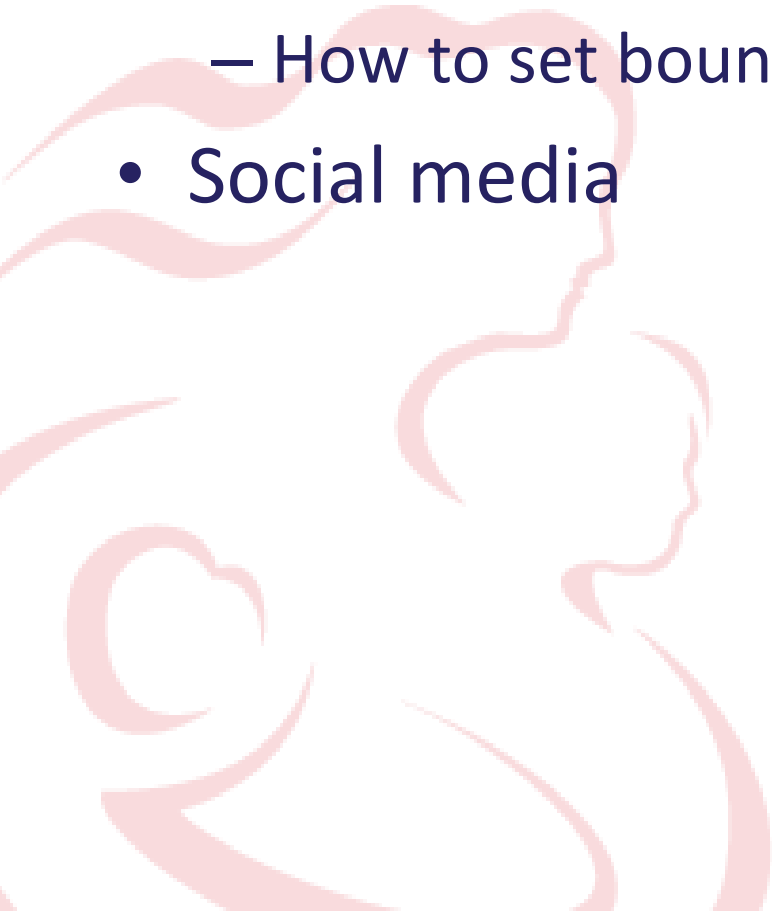
Contacting Elected Officials

- Navigating a difficult WIC advocacy visit:
 - Remain calm
 - Watch what you say
 - Remain confident
 - Refer to someone else



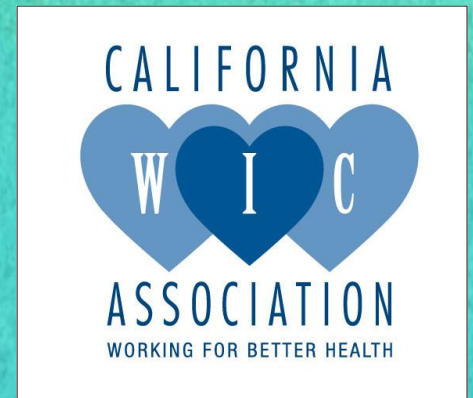
Engaging the Media to Promote WIC

- Traditional press
 - Letters to the Editor/Op-Eds
 - How to set boundaries with reporters
- Social media



Telling Your WIC Story

Why and How?



Why tell stories?

- Storytelling is one of the most powerful tools we can use to convince others of the value of a cause.
- Through stories, individuals, communities and organizations can construct their identity and inspire action.
- The key to storytelling is understanding that values inspire action through emotion. Because stories allow us to express our values as lived experience, they have the power to move others to act as well.

Storytelling and Data

- Storytelling does not replace data, it compliments it.
- Use data-driven success indicators as supportive points.

How to Tell an Effective WIC Story

- We can only tell our own story.
- The key focus should be on critical points of problem-solving.
- When did you first recognize the value of the work you do, or learn something that changed your family for the better and made you want to take action? Why? What were the circumstances? What WIC person, program, or service existed to help you?

Challenge — Choice — Outcome

- A plot begins with a challenge that confronts a character – in this case a WIC participant or staff member – with an urgent need. The choice of how to meet that need yields an outcome, and the outcome presents a “moral.”
- Each story should include all three elements. It’s not enough to say, “I was scared.” You need to say, “I was very scared to try breastfeeding; I needed to decide. WIC helped me, and I learned it was possible for my family.”

Incorporating Challenge, Choice, and Outcome in Your Own Story

Once you identify the specific relevant moment when you needed and received help, dig deeper by answering the following questions.

- What was the specific challenge you faced?
- What was the specific choice you made?
- What happened as a result of your choice?

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- Remember, the purpose of telling your story is to begin to create common ground with your audience by sharing a story that reflects the values that brought you to work on your given issue, and where those values come from.

Evidence-Based WIC Advocacy: Using Data

- Why use data in advocacy?
 - Data can:
 - Demonstrate that WIC is accomplishing its mission.
 - Strengthen a position.
 - Complement a WIC success story.
 - Add context to make an issue area relatable or clearer.
- Combine qualitative and quantitative data for persuasive advocacy
- Where can you find WIC data?
- Do's and Don'ts when using data for advocacy



Other Fact Sheets

WIC for a Stronger, Healthier America

- A good WIC 101 resource
- Includes:
 - The critical need for WIC
 - WIC participation categories and stats
 - WIC participation requirements
 - Income/poverty level of WIC participants
 - WIC funding overview including NSA funding formula
 - Description of four pillars of WIC
 - What is in the food package
 - Healthcare cost savings of WIC

State Fact Sheets

- Fun facts
- Testimonials from participants
- Participation breakdown
- Funding breakdown
- Breastfeeding rates for the state (1998-2014)
- EBT status
- Contact details

Maternal and Infant Mortality

- Maternal mortality
 - Rate is very high compared to other industrialized country, and has been rising in recent years
- Infant mortality
 - Rate is unacceptably high compared to other industrialized countries
- WIC already contributes to reducing infant mortality. We also have a role to play in helping mothers recognize key risk factors associated with maternal and infant mortality

Legislative Agendas x3

- FY 2019 WIC Legislative and Appropriations Agenda
 - Includes specific funding and legislative asks for WIC and partner programs
- FY 2019 WIC Policy Priorities
 - Includes high-level policy priorities but no specific asks
- 2018 Nutrition and Public Health Policy Priorities
 - Includes policy priorities that are not directly related to WIC, but impact the WIC population
 - Also does not include specific legislative asks

Do Vitamin and Mineral Supplements Belong in WIC?

- Studies show that the WIC food package helps promote healthy growth and development
- The WIC food package supplies key vitamins and minerals to participants' diets
- NWA supports provision of nutrient-dense foods that help participants meet their micronutrient needs
- NWA disagrees with efforts to include vitamin and mineral supplements in the WIC food package

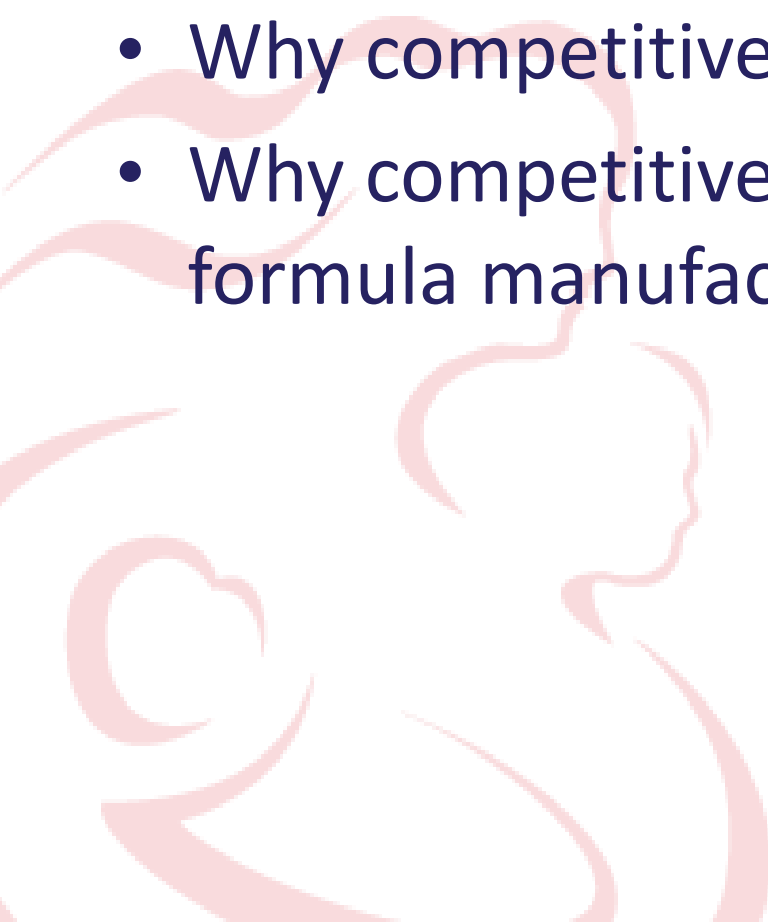
Children in WIC

- Why the 'C' in WIC is important
 - Supporting healthy growth and development
 - Starting healthy habits before starting school
 - Protecting children from overweight and obesity
 - Providing preventive healthcare to children
 - Providing a bridge to pediatric dental care
 - Providing a linkage to pediatric well-child care

Modernizing and Streamlining WIC: Electronic Benefit Transfer (EBT/eWIC) By 2020

- Progress toward EBT/eWIC in all 90 state agencies
- The goals of EBT/eWIC
- Why change from paper vouchers to EBT/eWIC?
- Implementing EBT/eWIC
- The impact of EBT/eWIC—Improving retailer and consumer satisfaction
- EBT/eWIC data – opportunities for formative evaluation

Competitive Bidding for WIC Infant Formula: The Basics

- How WIC rebates work
 - Why competitive bidding is important to WIC
 - Why competitive bidding is important to formula manufacturers
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- A faint, stylized illustration in the bottom-left corner of the slide depicts a woman in profile, holding a baby. The lines are light pink and the overall style is soft and illustrative.

WIC and Adjunctive Eligibility

- Definition of adjunctive eligibility
- The importance of adjunctive eligibility
- Capping adjunctive eligibility would translate into an increased burden for WIC staff and participants, as well as increased costs for WIC, healthcare, and taxpayers
- This important enrollment mechanism should be protected

Role Play Activity

**ROLE
PLAY**

IT'S PURE IMAGINATION



Group Discussion



Questions?