



**National WIC  
Association**

**Report to the 2015 Annual Business  
Meeting on the Calendar Year 2014  
Los Angeles, California**

# NWA'S MISSION

NWA inspires and empowers the WIC community to advocate for and promote quality nutrition services for all eligible mothers and young children and assure effective management of WIC.

# NWA'S VISION

A nation of healthier women, children,  
and their families.



**Nutrition Education  
Healthy Food**



**Breastfeeding Support  
Healthcare Referrals**

*Strengthening Families for 40 Years*

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Now about that village?  
It's right here after all.





- 40<sup>th</sup> Anniversary Kick-Off – WLC;
- 5 Anniversary Videos & print materials
- WICturns40.org website
- Anniversary buttons & lapel pins;
- 60 Second WIC promotion videos;
- 30 Second WIC PSA's;
- Capitol Hill Briefings.





National WIC Association

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# NWA LEADERSHIP ACADEMY

## Quick Links

- [→ Admission and Registration](#)
- [→ Academic Structure](#)
- [→ Distance Learning](#)
- [→ Using the Discussion Blog](#)
- [→ Technical Questions](#)
- [→ Application Form](#)

## Academy Supporter

The Leadership Academy is funded, in part, through the generous support of our partners in online education.

[→ Learn more](#)

# NWA'S LEADERSHIP ACADEMY

- Launched in June 2011
- 20 graduates in 2012
  - State & Local WIC Staff, representation from all 7 WIC Regions
- Two Cohorts, 4 Courses, 10 weeks each
- No cohorts offered in 2013
- Cohort III begins in June 2014 with 10 Students
- Learning Outcomes include:
  - Preparing strategies to address major challenges facing WIC leaders in the next 5 years.
  - Developing methods to solve challenges in WIC service delivery, access and client service.
- Students enroll to...
  - *Learn more about how my role in WIC fits into the "big picture."*
  - *To overall increase my knowledge-base and skill set.*

# NWA'S LEADERSHIP ACADEMY

- **New WIC Leaders Mentoring Cohort** , closed cohort of 21 State Directors initiated in February – using cohort identified priorities – Webinar in April on NWA role in partnering with WIC agencies and as a resource; NWA's partnership with USDA.
- **4-Part Enrolled Summer 2013 Webinar Series** on Business Continuity Planning.
- **Brought Business Continuity Planning Webinar to LA WIC Conference** and Piedmont Health Services, NC.
- **Conducted 11 Webinars** with average attendance of 650 participants with two maxed at 1,000 participants

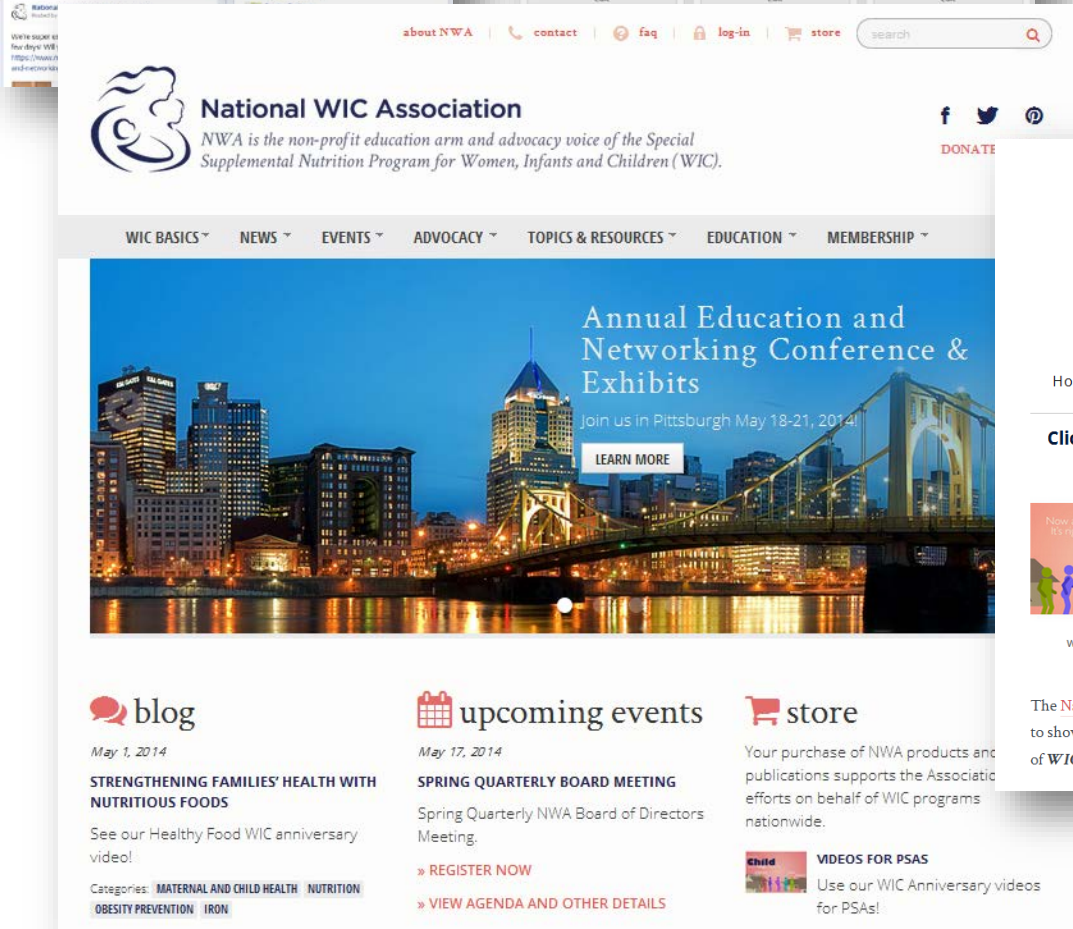
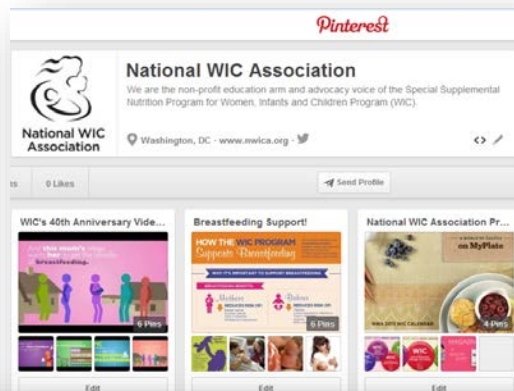


# NWA'S LEADERSHIP ACADEMY

- **Conducted 5 Webinars on breastfeeding topics including:**
  - BF basics,
  - supporting long-term BF with the new WIC food packages;
  - ACA basics and BF in WIC;
  - achieving better utilization of the WIC BF food package;
  - on the path towards Baby Friendly Hospitals;
  - use of exempt infant formula in WIC client care;
  - social media and texting for WIC peer counselors.
- **Co-branding NWA Leadership Academy in a national partnership with “Shape Up” Duke Global Health Institute** – Duke Obesity Prevention Program to align and assist local agencies working with hard-to-reach obesity challenged communities.
- **Coming up – 3 part IT Risk Webinars**

# NWA CUTTING EDGE TECHNOLOGY

- **NWA** continues to make improvements to the Association's redesigned Web site;
- Our priority – make it especially user friendly;
- Fully engaged with social media links including FaceBook, Twitter, Pinterest, Vimeo, and YouTube;
- Hired a new Communications Coordinator.  
Start date: 1 June 2015.

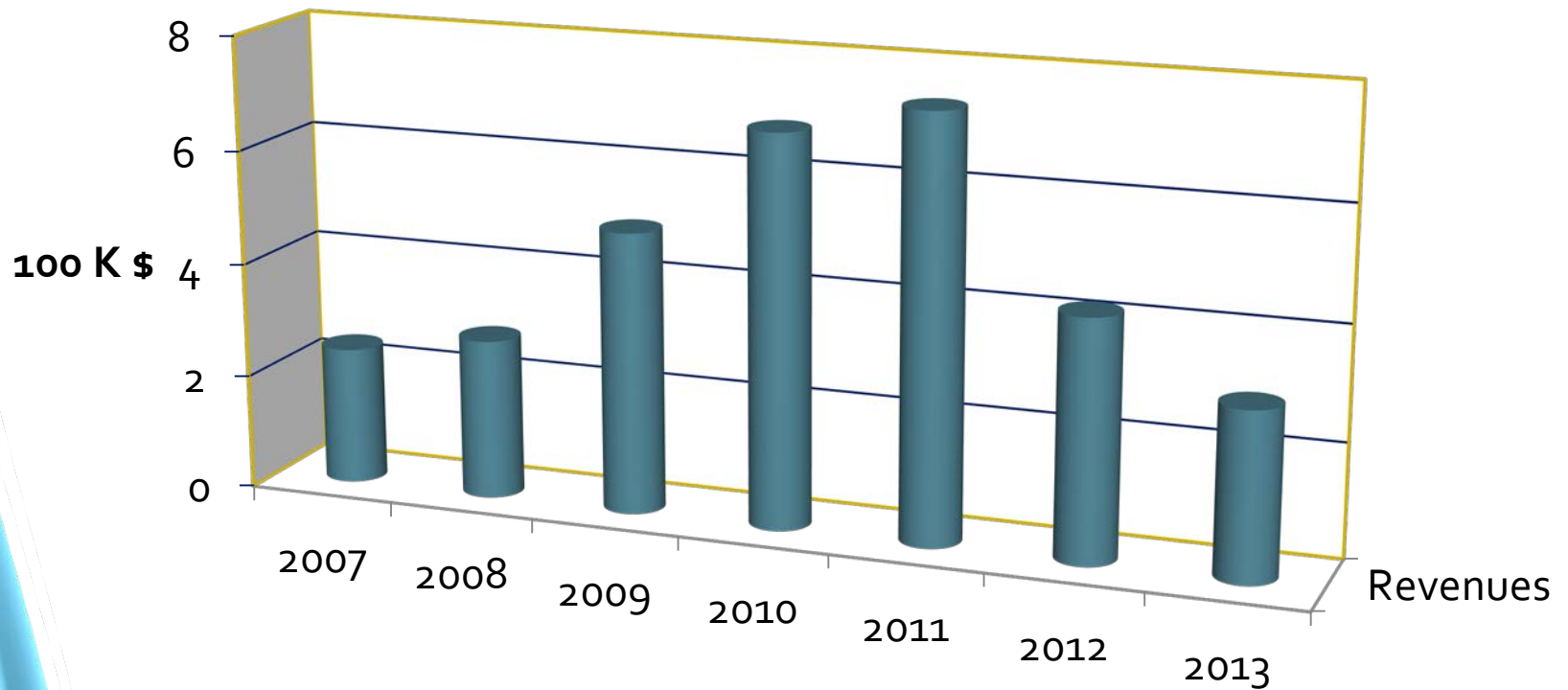


# SUCCESSFUL NWA CO-BRAND PARTNERSHIPS

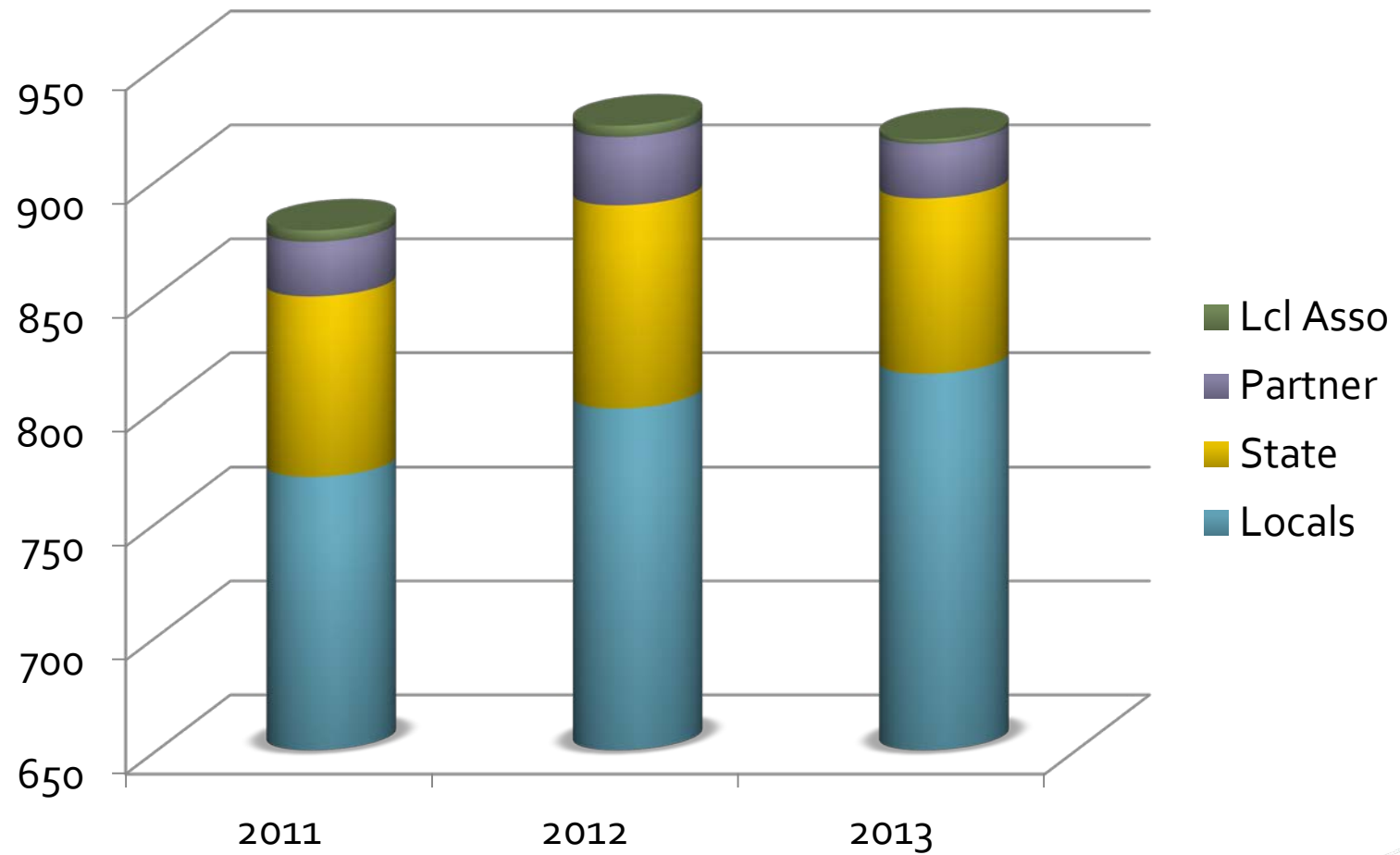
- Meredith/The Parents Network Custom Media – magazine publication nutrition education tools;
- NWA Business Council Partner Leadership;
- Sesame Workshop here conducting a focus group with NWA members to ascertain mutually beneficial participant education opportunities.



# NWA OUTREACH PRODUCTS



# NWA MEMBERSHIP



# STATES THAT PAID FOR THEIR LOCALS

**Fifteen (15) State Agencies sponsored their Local WIC Agencies' 2014 membership (\*New sponsoring states):**

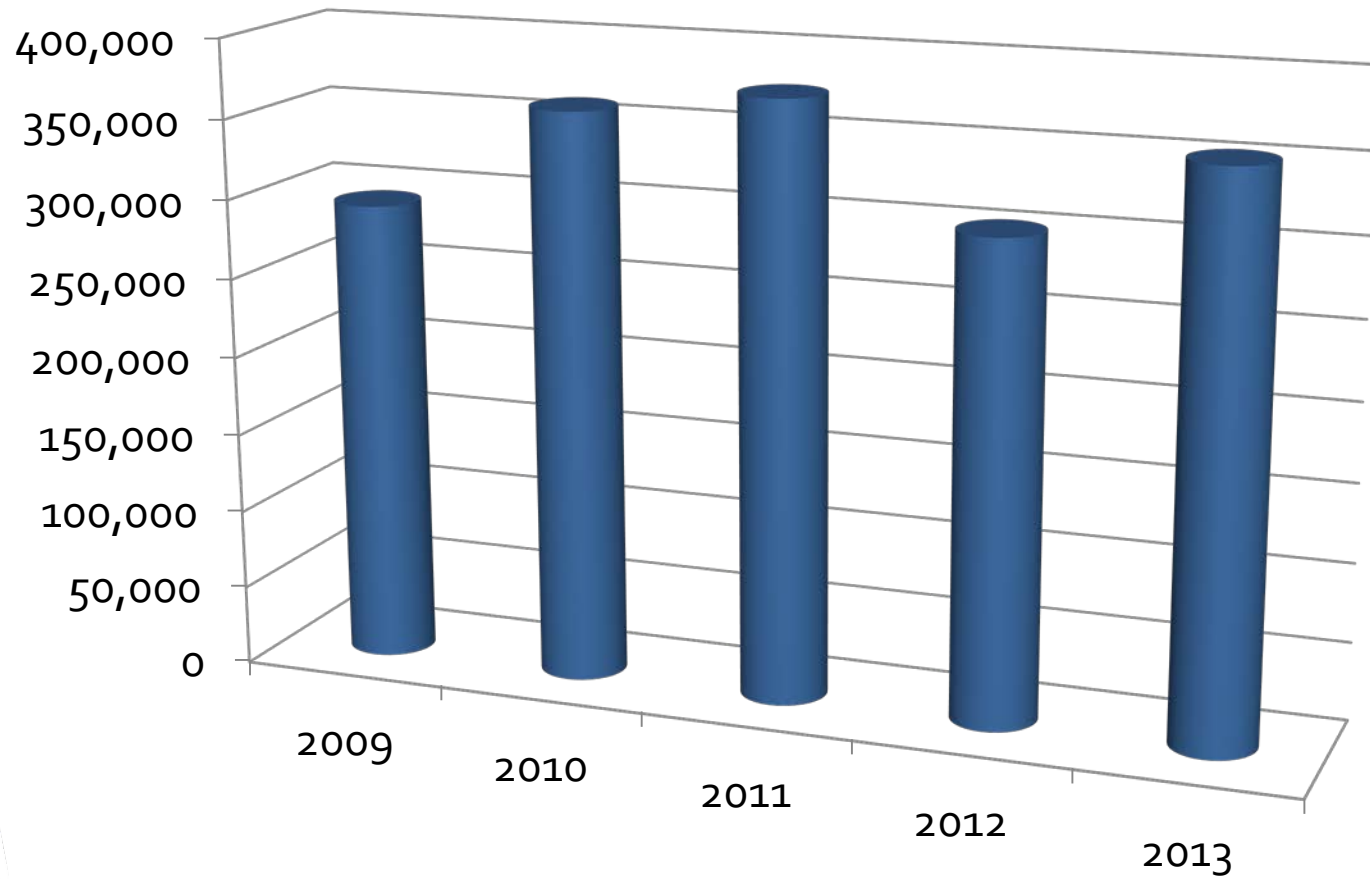
- Alabama
- Hawaii
- Inter-Tribal Council of Arizona, Inc.
- \*Kansas
- Kentucky
- \*Louisiana
- Maryland
- Minnesota
- Mississippi
- \*North Carolina
- Oklahoma
- Oregon
- Vermont
- Wisconsin
- Wyoming

# SUSTAINING MEMBERS – MINIMUM CONTRIBUTION RATE

- 2 – State Local Associations -- \$250
- 2 – Non-Profit -- \$1,000 - \$5,000 Rate;
- 4 – Donor -- \$2,500 Rate;
- 3 – Patron -- \$5,000 Rate;
- 0 – Benefactor -- \$10,000 Rate;
- 1 – Founder -- \$20,000 Rate;
- 11 – Business Council Partners -- \$25,000 Rate;
- 24 – Total Sustaining Members.



# NWA BUSINESS COUNCIL PARTNER & SUSTAINING MEMBERSHIPS



# NWA BUSINESS COUNCIL PARTNERS



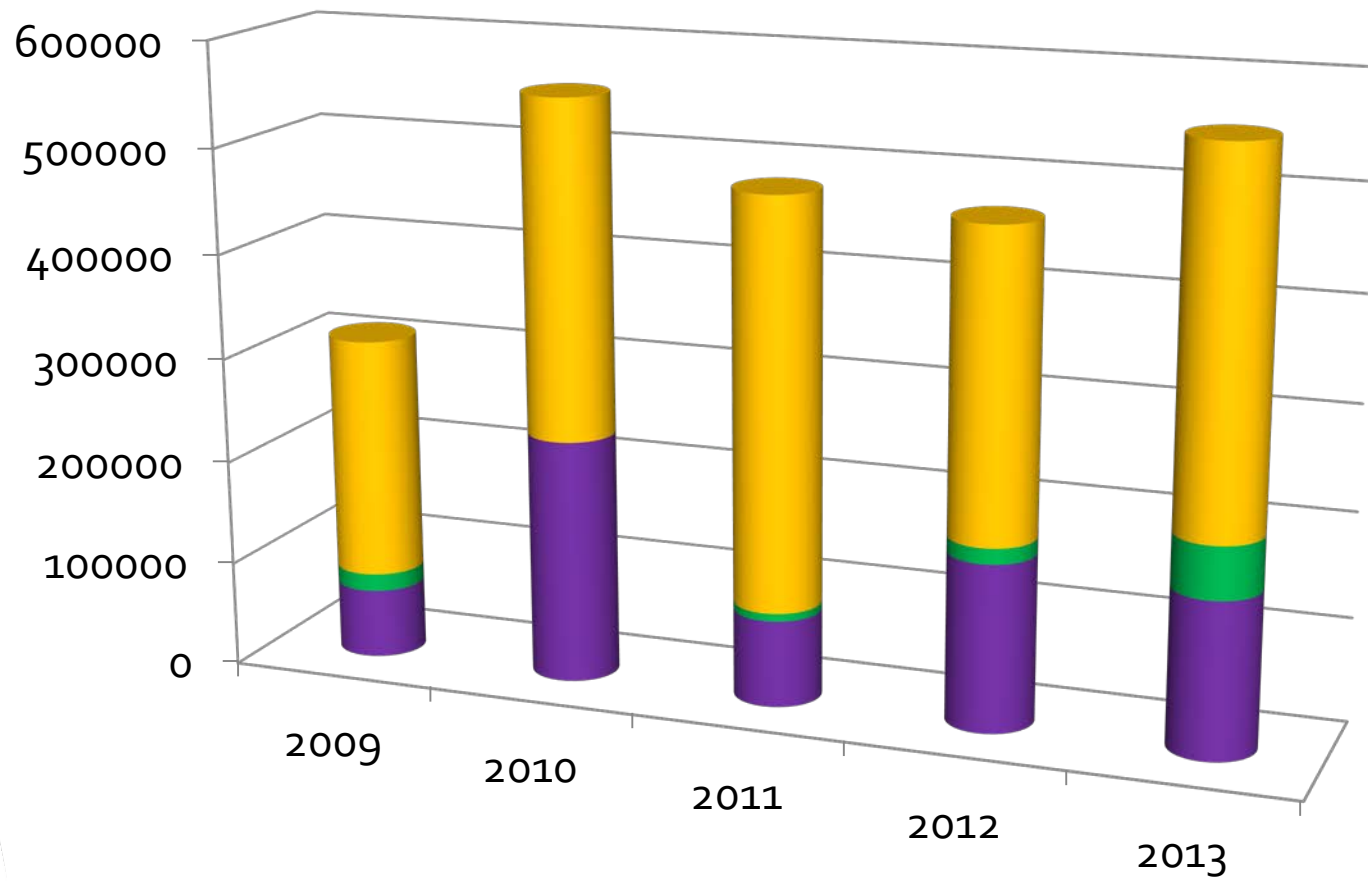
# THANK YOU TO OUR WIC: LET'S MOVE! 5K WALK/RUN SPONSORS!



The **SHOW 'N TELL**  
Nutrition Learning System for **kids**



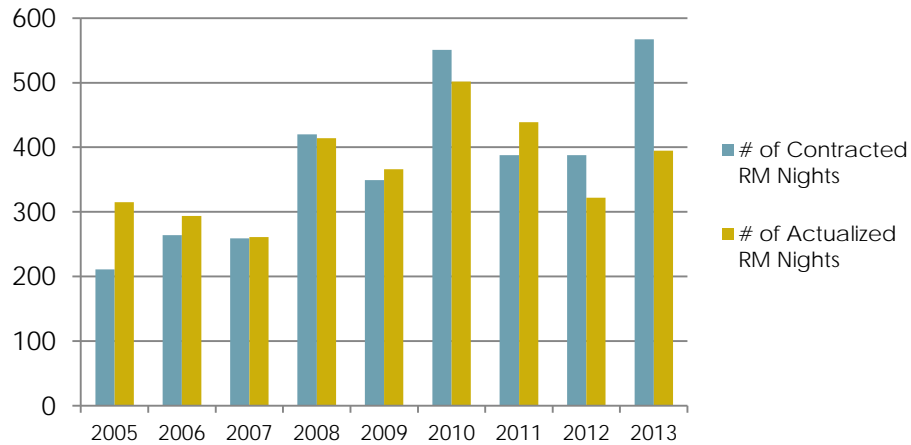
# NWA EDUCATION CONFERENCE NET REVENUES – WLC, PIT, NBF, ANL



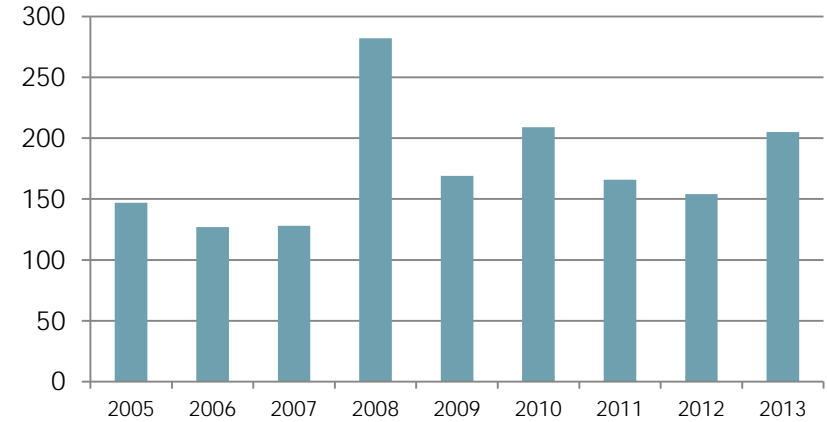


# WASHINGTON LEADERSHIP CONFERENCE

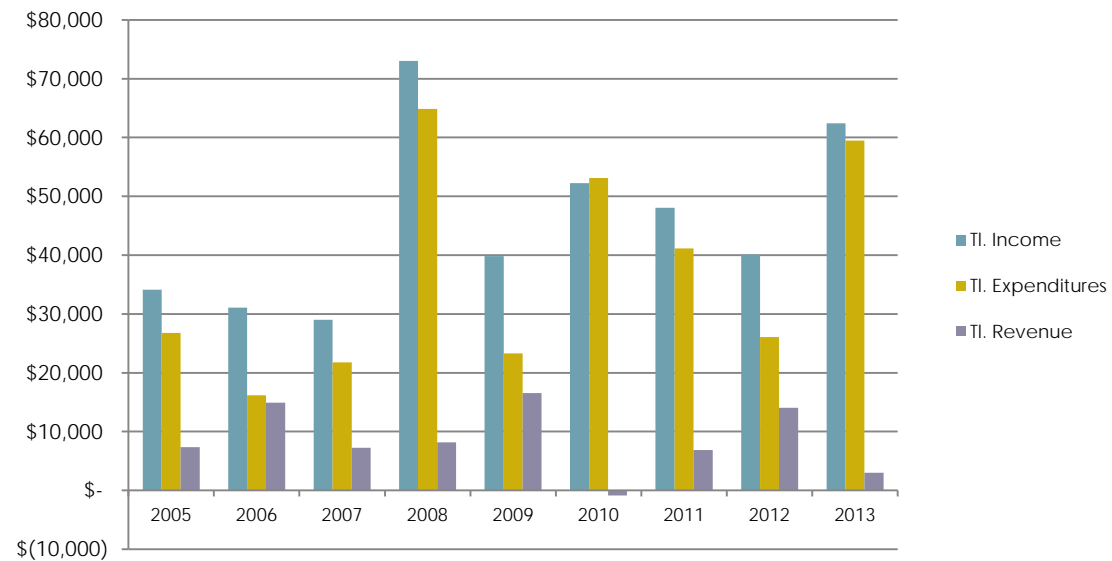
## Number of Contracted & Actualized Room Nights



## Number of Attendees

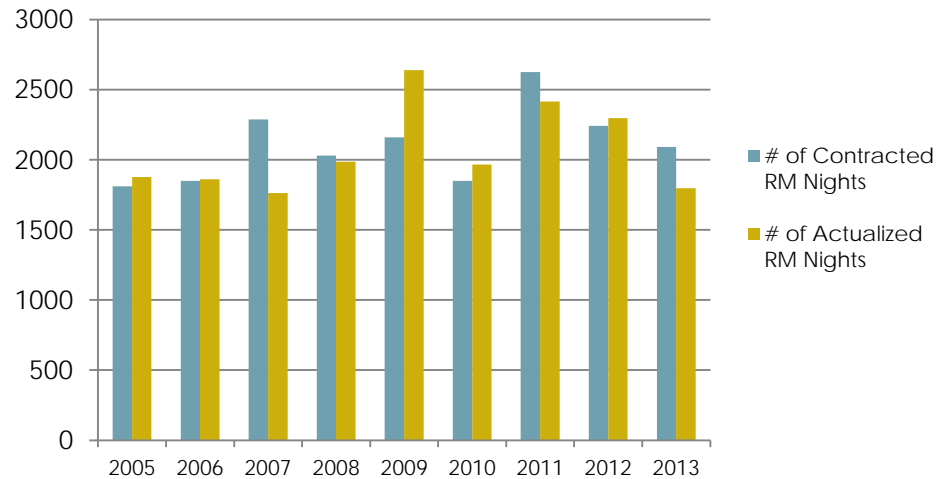


## Income/Expenditures/Revenue

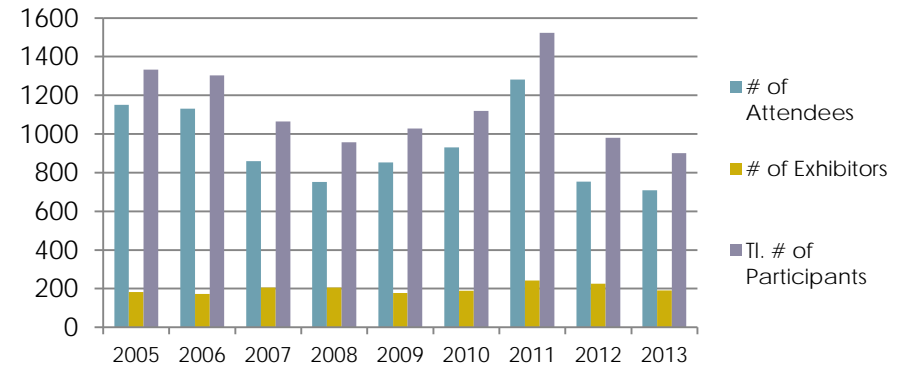


# ANNUAL EDUCATION CONFERENCE

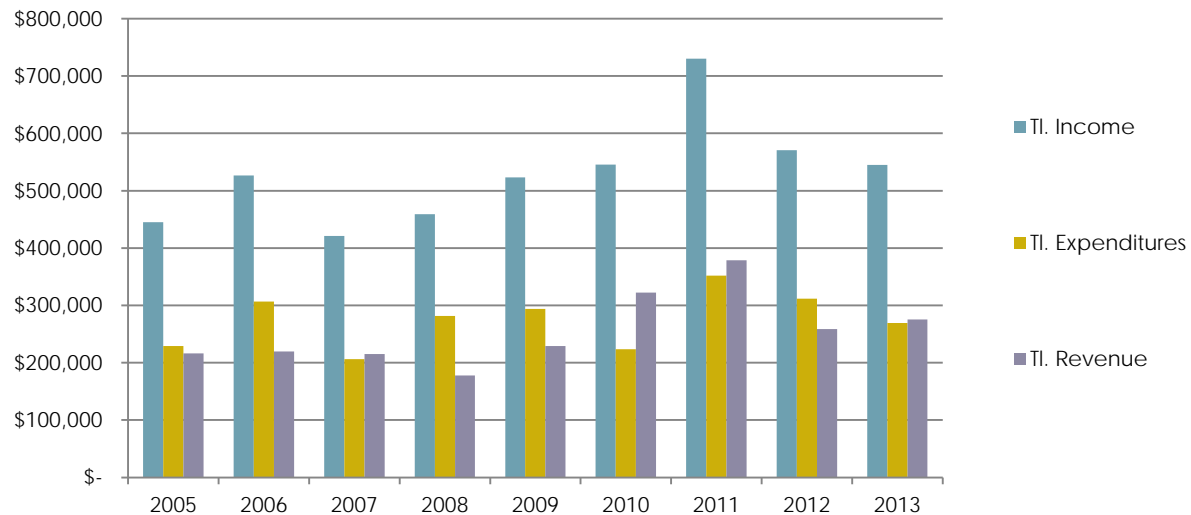
## Number of Contracted & Actualized Room Nights



## Number of Attendees/Exhibitors/Total Participants

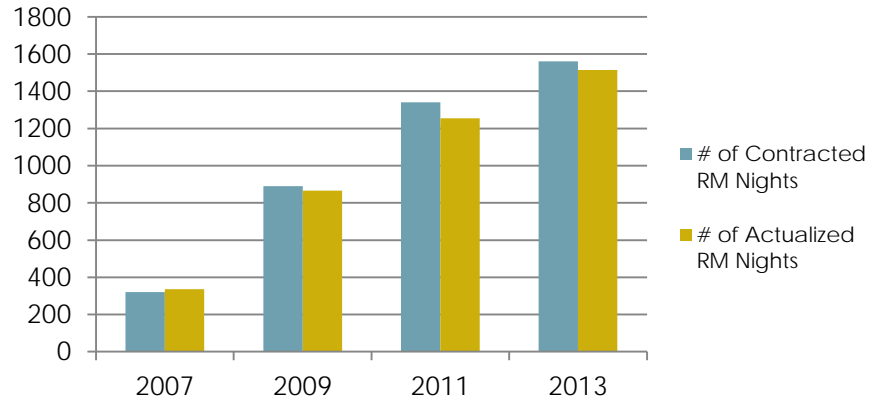


## Income/Expenditures/Revenue

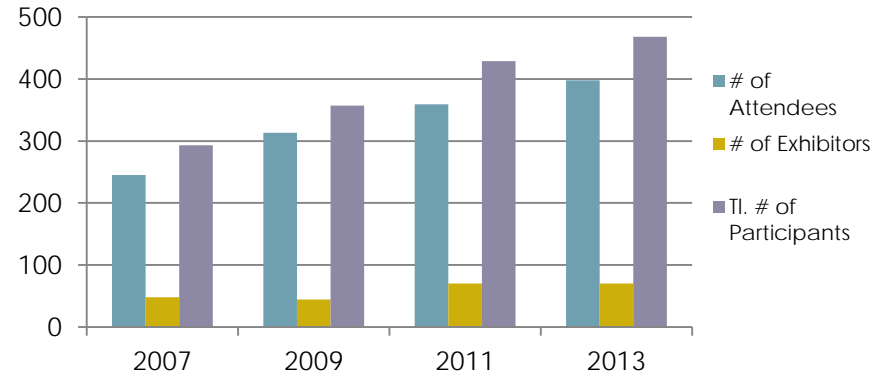


# TECHNOLOGY CONFERENCE

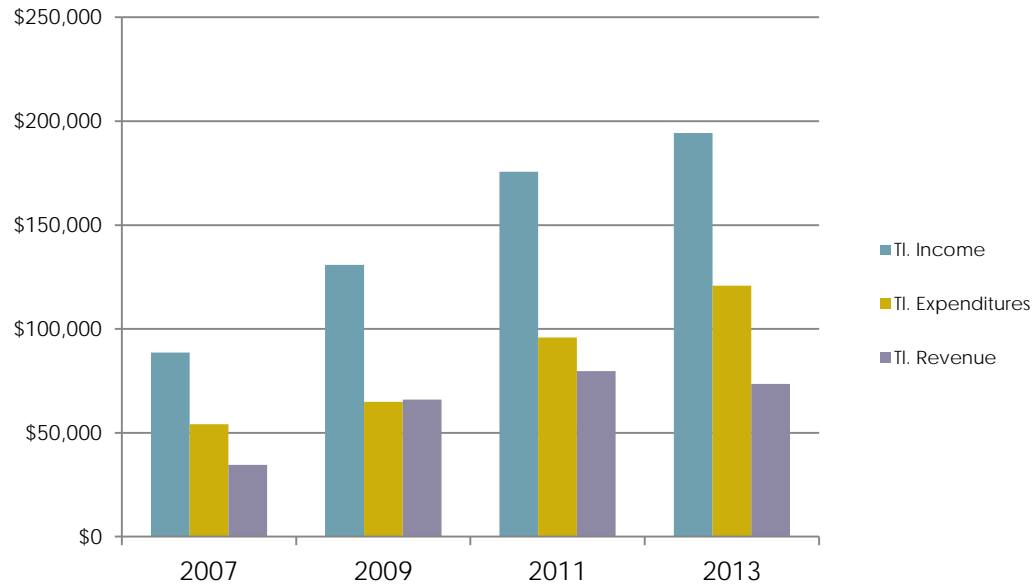
Number of Contracted & Actualized Rooms



Number of Attendees/Exhibitors/Total Participants



Income/Expenditures/Revenue



**40  
YEARS:  
4  
PILLARS  
OF WIC**

- 1. Nutrition Education**
  - 2. Healthy Foods**
  - 3. Breastfeeding Support**
  - 4. Healthcare & Social Service Referrals**
- 



# FOCUSED ADVOCACY MESSAGING FOR WIC'S 40<sup>TH</sup> ANNIVERSARY

## Four pillars of WIC:

1. Nutrition Education
2. Healthy Foods
3. Breastfeeding Support
4. Healthcare & Social Service Referrals



# ADVOCACY ACTION PLAN

- 1) Assure adequate WIC funding for participation, NSA, Set-Asides, Contingency Fund.
- 2) Assure WIC mothers and young children are not victims to sequestration and the budget axe!
- 3) Draw media attention to the impact of Federal Shutdown on WIC;
- 4) Promote the value proposition of WIC;
  - 1) Nutrition & Health Outcomes, Breastfeeding Successes
  - 2) Cost Saving
  - 3) Entrepreneurial
  - 4) Public Health Nutrition not Welfare
- 5) Protect the integrity of the Food Package;
- 6) Assure Program Integrity – EBT!
- 7) Protect Cost Containment.

# NWA LEGISLATIVE FRONT – FUNDING PRIORITIES

- Successfully protected \$7.07 billion in FY 2014 Appropriations;
- Succeeded in assuring funding for all set-asides – breastfeeding peer counselors, EBT, and infrastructure;
- Succeeded in staving off Congressionally mandated changes to the food package.
- Working to protect funding in the FY 2015 Budget.
- Working to protect the integrity of the food package.
- Building capacity support for WIC in anticipation of Reauthorization in 2015.

# NWA LEGISLATIVE FRONT – BIPARTISAN NATIONAL OPINION POLL

**Two years in and the bipartisan opinion poll conducted January 2012 with 1,000 likely 2012 voters still has clout on the Hill.**

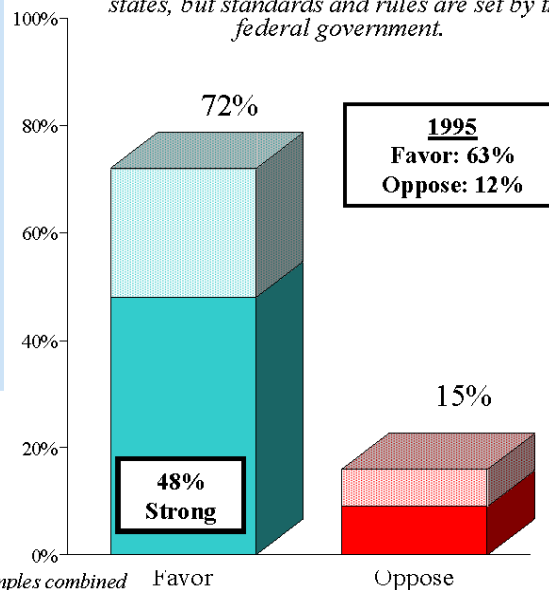
- Support grows when people learn more about WIC
- Voters across the political spectrum view WIC as effective
- Nearly two-thirds of likely voters oppose cutting WIC Funding



# NWA LEGISLATIVE FRONT – BIPARTISAN NATIONAL OPINION POLL

## A Broad Description Of WIC Garner's Significant And Widespread Support Which Has Grown Over The Last 16 Years

*WIC provides nutrition assistance and counseling, as well as health care referrals, to low income pregnant women and children under five, who health professionals certify as being nutritionally at risk. WIC is administered by the states, but standards and rules are set by the federal government.*



	Fav	Oppose
Strong Dem	89%	2%
Weak Dem	83%	9%
Independent	69%	21%
Strong GOP	60%	25%
Weak GOP	61%	20%
Liberal	86%	7%
Moderate	78%	10%
Conservative	59%	26%
White	70%	18%
Black	89%	4%
Hispanic	79%	9%
Upper	78%	14%
Coll Middle	72%	15%
Non-Coll Middle	70%	18%
Working/Lower	74%	14%
Moms	83%	7%
Dads	74%	15%
Not Moms	77%	12%
Not Dads	63%	22%



THE MELLMAN Group

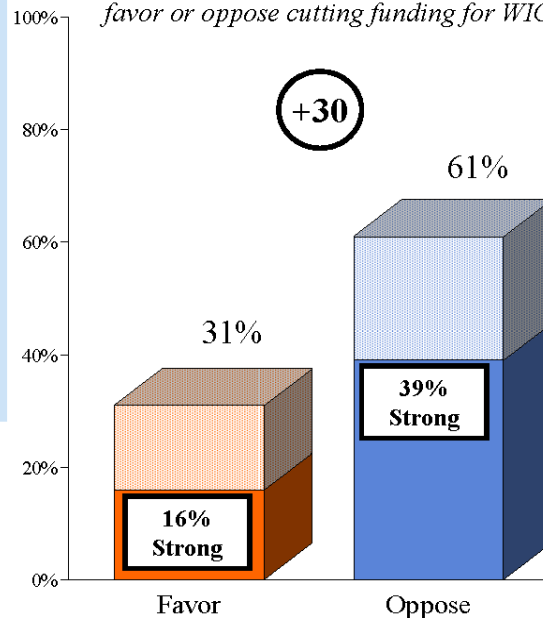
AMERICAN VIEWPOINT®

# NWA LEGISLATIVE FRONT – BIPARTISAN NATIONAL OPINION POLL

## By Two To One Voters Oppose Cutting WIC To Reduce The Deficit

A Majority Of Republican Women Oppose Cutting WIC

*To reduce the federal budget deficit, Congress has agreed to cut total federal spending by \$1.2 trillion dollars. As part of those cuts, do you favor or oppose cutting funding for WIC?*



	Favor	Oppose
Strong Dem	15%	81%
Weak Dem	17%	77%
Independent	35%	55%
Strong GOP	48%	42%
Weak GOP	42%	48%
GOP Women	38%	54%
GOP Men	52%	37%
Liberal	16%	80%
Moderate	27%	62%
Conservative	46%	45%
White	34%	57%
Black	21%	76%
Hispanic	23%	73%
Upper	33%	61%
Coll Middle	31%	61%
Non-Coll Middle	37%	55%
Working/Lower	26%	66%
Moms	24%	70%
Dads	30%	63%
Not Moms	29%	63%
Not Dads	37%	53%



# GRATITUDE

- **NWA Executive Committee:**
  - Theresa Landau, Board Chair;
  - Jacqueline Marlette Boras, Chair Emeritus;
  - Janet Jackson-Charles, Chair Elect;
  - Stan Bien, Treasurer;
    - NWA Finance Committee;
  - Nancy Corbin, Secretary;
  
- **NWA Board of Directors.**

# GRATITUDE

- **Cecilia Richardson**, Nutrition Programs & Staff Director
- **Martelle Esposito**, Public Policy Nutritionist
- **Pierre Francois**, Events Coordinator
- **Robert Lee**, Membership Coordinator & Leadership Academy Administrator
- **Samantha Lee**, Communications, Media, & Marketing Coordinator
- **Nayeli Lucero**, Membership, Events, & Administrative Assistant