

Partner Engagement Spotlight: Pediatricians Supporting WIC

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American Academy of Pediatrics

DEDICATED TO THE HEALTH OF ALL CHILDREN®



ABOUT THE AAP



Professional organization of
64,000 pediatricians

Dedicated to the health, safety,
and well-being of infants,
children, adolescents, and
young adults since its founding
in 1930

66 Chapters in U.S. & Canada

Made up of numerous
organized committees, councils
and sections

DC office founded in 1970

17 full-time employees serve
as AAP's voice at the federal
level through lobbying,
coalition-building and raising
public awareness

Engage pediatricians in federal
advocacy

Work with all three branches of
government to advance child
health priorities

PEDIATRICIANS AS ADVOCATES



PEDIATRICIANS AS ADVOCATES



- Credible
- Nonpartisan
- Firsthand experience with WIC
- Medical expertise
- Geographic diversity
- Care for patients who can't speak up for themselves

AAP & NWA: PARTNERSHIP SPOTLIGHT

- **The need:** To convince Congress to maintain the linkage between WIC & Medicaid eligibility, which was under threat
- **AAP's value:** Credible national brand, individual pediatrician voices to speak firsthand about WIC's value
- **The message:** Linking WIC (a preventive health program) to Medicaid (a health insurance program) just makes sense: WIC helps prevent nutrition related illnesses, developmental problems, and chronic diseases, which would be paid for by Medicaid

AAP & NWA: PARTNERSHIP SPOTLIGHT

- **The outcome:** Positive op-eds, blogs and LTEs written by pediatricians in local and national media outlets promoting Medicaid-WIC adjunctive eligibility and defending WIC against other attacks



SOCIAL MEDIA AMPLIFICATION


 **Deepa M, MD**
@deepamo

WIC Helped my mom get formula when she was a new mom in a new country 27 years ago! [#wicmatters](#)


Semana @femseme
#WICMatters: may be the only nutrition education a family receives. It was for mine. #WIC helped start my healthy food journey.

RETWEETS 9 LIKES 6


1:51 PM - 4 Nov 2015

 **Amer Acad Pediatrics**
@AmerAcadPeds

WIC helps give children a healthy start in life. [@cooleymd](#) explains why [#WICmatters](#) for families in KS: [ow.ly/Ufpl7](#)




Dennis Cooley: WIC nutrition program is a source of pride
I care for children enrolled in WIC, and I understand firsthand just how essential the program has become to my young patients and their families.
[kansas.com](#)

 **Amer Acad Pediatrics**
@AmerAcadPeds

DYK WIC serves 53% of all infants born in the US? Let's keep WIC strong for children & families – they depend on it! [#WICmatters](#)

RETWEETS 14 LIKES 12

1:35 PM - 4 Nov 2015

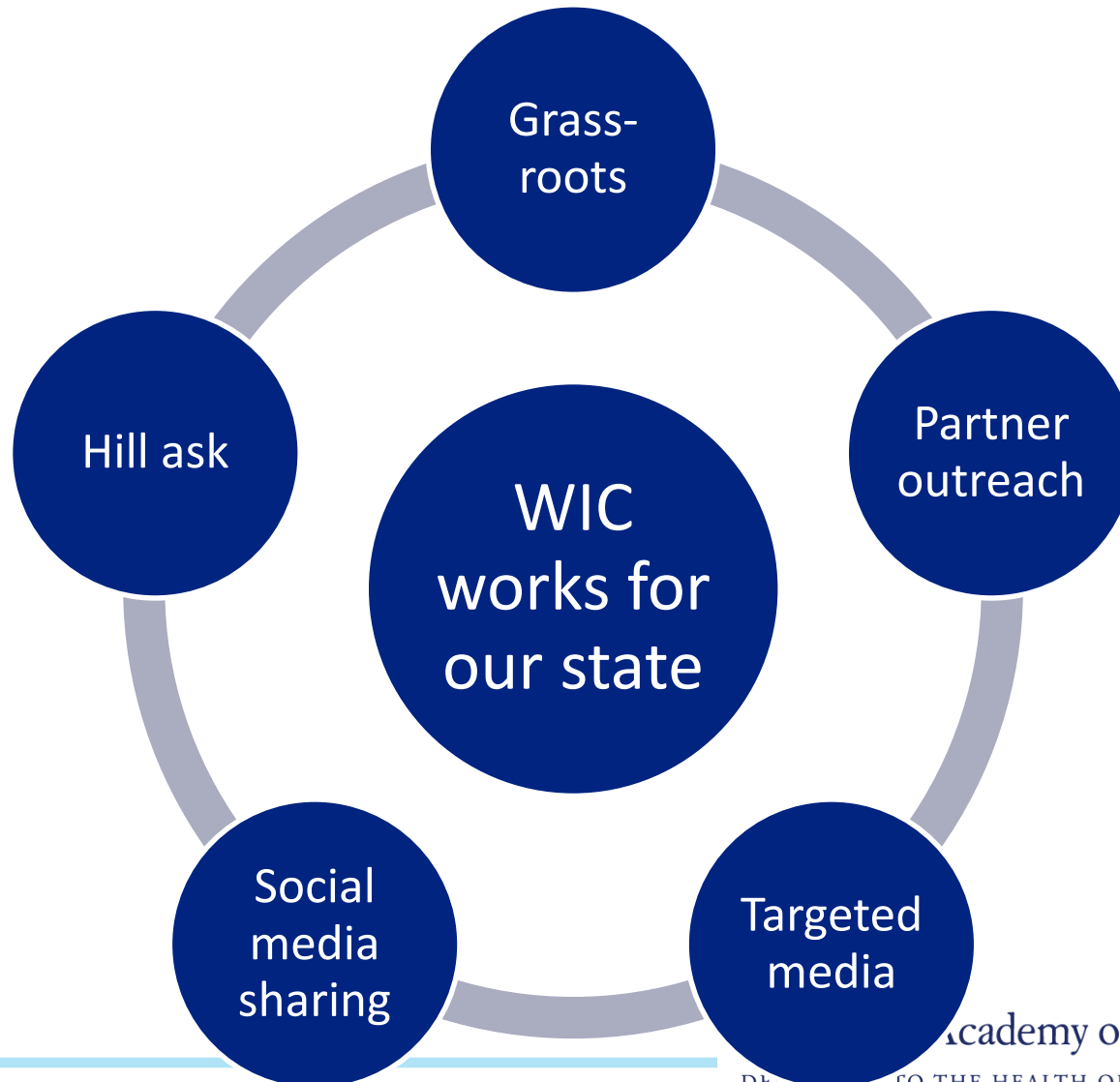
 **Alicia Pointer**
@DoctorPointer

Breast is best but it's not always easy. WIC has breastfeeding peer counselors who've been there and can help. [#WICMatters](#)

LIKE 1

4:35 PM - 19 Nov 2015

COMPLEMENTARY COMMUNICATIONS



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Chapters & Districts

Welcome to the official site of the American Academy of Pediatrics organization of 63,000 pediatricians committed to the optimal physical and social health of infants, children, adolescents, and young adults.

Chapter & District Overview
Academy chapters and districts are organized groups of pediatricians and care professionals working to achieve AAP goals in their communities.

Chapter & District Overview

Chapter Information
There are 59 chapters in the United States and 7 chapters in Canada. The US chapters generally are drawn along state lines, but two states with large populations (New York and California) constitute more than one chapter.

Chapter Executive Director/Contact List and Websites

- [Chapter Fact Sheets](#)
- [Chapter Services](#)
- [Chapter Meeting Calendar](#)
- [Chapter Consultation](#)
- [Chapter Awards](#)
- [The Division of Chapter Quality Improvement Initiatives](#)
- [Healthy People Anniversary](#)
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The Academy is divided into ten Districts organized by geographic area. The districting of the Academy may be evaluated at any time at the discretion of the Board of Directors and shall be evaluated no less than once before the turn of each decade by a committee appointed by the Board of Directors.

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- [District Websites](#)

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