

## National WIC Association (NWA) Partner Code of Conduct

The National WIC Association (NWA) invites businesses and non-profit organizations that share our [mission, vision, and guiding principles for health equity](#) to partner with us and/or to become a sponsor. WIC is the nation's premier public health nutrition program and NWA recognizes that public and private partnerships have the potential to accomplish far more for WIC families when organizations work together. A partnership with NWA will increase your company or organization's visibility, provide networking and engagement opportunities, and help you meet your company's business and corporate responsibility goals.

NWA requires that NWA and its partners have honest and transparent relationships with NWA staff and members, and have set forth clear parameters to help accomplish this. NWA may discontinue partnership with any company/organization without a refund at any time if the partner does not adhere to the code of conduct as outlined listed below.

### Code of Conduct:

- Be honest and transparent in engaging and conducting business with NWA and the NWA membership.
- Inform oneself that at no time will NWA be required or obligated to do any of the following:
  - (i) advocate on behalf of Partner's interests
  - (ii) endorse nor promote the Partner's products or services to NWA's members, and/or in legislative or policy arenas
  - (iii) favor any Partner(s) for the benefit of that Partner, or to the detriment of any other Partner(s)
  - (iv) offer specialized benefits outside of those listed in their respective [partnership tier](#).
- Partner shall not imply, suggest, or otherwise inform any other individual or entity that their status as a NWA Partner has any type of special access, preference or other enhanced status with NWA (outside of those listed in their respective partnership tier) or the WIC program as a result of such status.
- Comply with the execution guidelines governing Partner's conduct for each eligible activity below:
  - Webinar Sponsorship Partner Benefit (the current version of which is attached as Addendum A, and is subject to change, with updated versions to be found at <https://media.nwica.org/nwa%20webinar%20sponsorship%20partner%20benefit%20overview.pdf>).
  - Focus Group Partner Benefits:
    - Focus Group Partner Benefit Parameters (the current template version of which is attached as Addendum B, with the blanks or non-specific information to be filled in and agreed upon by Partner and NWA, with the template subject to change, with updated versions to be found at <https://media.nwica.org/focus%20group%20bcp%20partner%20benefit%20parameters.pdf>).

- Focus Group Agreement (the current template version of which is attached as Addendum C, with the blanks or non-specific information to be filled in and agreed upon by Partner and NWA, with the template subject to change, with updated versions to be found at <https://media.nwica.org/focusgroupagreementform-prepdoc.docx.pdf>).
- Follow all local and meeting-specific rules and regulations for exhibiting and speaking.
  - [Guidelines for Business Partner and Exhibitor Presentations](#), if applicable.

## NWA Webinar Sponsorship Partner Benefit

The [National WIC Association \(NWA\)](#) hosts WIC-related educational webinars for its members (state and local WIC agency staff) (“Members”) throughout the year (“Webinars”).

NWA invites *Business Council Partners* and *Supporting Partners* (collectively, “Partners”) to take advantage of the “Webinar Sponsorship” partner benefit included in the Business Partnership Agreement (“BPA”).

Annually, *NWA Business Council Partners* may sponsor no more than two (2) Webinars and *Supporting Partners* may sponsor no more than one (1) Webinar.

### About Partner-Sponsored Webinars

Requests for Webinars must be submitted to NWA ninety (90) days in advance of the desired Webinar date; dates are subject to availability, and NWA is permitted, in its sole discretion, to decide on the number of Webinars available on any one day.

- Webinars will last 60 minutes; 45 minutes will be allotted for content and 15 minutes for Q&A from Members.
- Webinars will generally be slotted on Tuesdays or Thursdays at 3pm ET. NWA can share available slots with partner at the partner’s request.
- Partners will be given the option to choose the Webinar topic and provide a speaker.
- Topics (including title and description) and presenters must be approved by the NWA team before the Webinar is confirmed.
- Topics and the substance of the Webinars must be educational and not sales pitches to promote the Partner’s business endeavors. NWA highly recommends co-presenting with WIC staff on successful partnerships.
- Once Webinar topics and speakers are confirmed, NWA will advertise the webinar to its membership for registration.
- Presentations must follow established guidance from NWA for presenting to Members.
- Partners may moderate/provide opening remarks for the Webinars.
- NWA will provide the platform for the presentation of the Webinar. It is the responsibility of the Partner to ensure they are able to utilize the software provided.
- Partner logos will be placed on the Webinar’s registration page and included in marketing/announcements related to the Webinar. The Partner will be framed to the Members as the “Host” of the Webinar.
- NWA will send a follow up email to all attendees and registrants within two weeks of the live webinar with a link to the recording, a PDF of the PowerPoint Presentation, contact information of the presenters, and a generic Certificate of Attendance. NWA will not be responsible for securing continuing education credits for Partner webinars.
- **NWA will not supply attendee contact information to Partners;** though NWA will share the number registered for the event upon request, as well as a general overview of who will be in attendance (i.e. local agency staff). If Partners would like to share information on how members may connect with them, they may do so during the Webinar and NWA can share this information in the followup email.

- NWA will house the recording of the webinar for NWA members to watch on-demand for at least one year after the live webinar. The recording will be available to members within two weeks of the live webinar.
- **NWA may make changes to the sponsorship parameters at any time**, and will make live updates to this document as changes are made. Please refresh this page and/or clear your cache to confirm you have the latest version.

## How to Request a Webinar Sponsorship

To request a Webinar sponsorship, please email the following information to Carlos Dees, Business Partnerships Manager, at [cdees@nwica.org](mailto:cdees@nwica.org) no later than **90 days** in advance of your desired presentation dates (or another individual or address provided by NWA). The NWA team will guide Partners through the process once the initial request is received.

Your initial request *must* include:

- Webinar Topic (topics must be educational and are subject to approval) and proposed presenter (if known).
- A Working title and description (2-3 paragraphs) for the webinar to be used for advertising and registration;
- First choice and second choice of Webinar date and time (Partner-Sponsored Webinars are generally slotted for Tuesdays or Thursdays from 3-4 pm ET).

Questions? Please email us at [partnership@nwica.org](mailto:partnership@nwica.org).



## NWA Guidance for Focus Groups

This document outlines the expectations of Partners (“Partners”) when conducting focus groups (“Focus Groups”) with National WIC Association (“NWA”) members (“Members”). This guidance relates to the *initial period* of Focus Groups as a new benefit for NWA Partners and may change as feedback is received during the pilot period as well as when the Focus Group benefit is made permanent.

Members can provide valuable insights to Partners on a variety of topics related to WIC participants, nutrition services, the shopping experience, and much more. It is critical to protect the anonymity of Members when sharing their insights in public-facing documents. Anonymity procedures will increase the openness of Members as well as increase the likelihood that participation will be approved by their WIC agency.

The facilitators of the Focus Group will know the identities of the Focus Group participants (“Participants”) in real time, but Partners shall anonymize, or otherwise remove identifying information from, the responses when using the information externally (more information is provided below).

Focus groups will consist of up to 10 Members with the Participants including staff members at the local and state levels in WIC. NWA will recruit Participants based on general input/criteria from the Partners submitted via an application (see below) – i.e. RDs in the Western Region. Please note that NWA cannot guarantee participation, and the representation of the Focus Group will depend on membership interest. NWA will endeavor to meet the desired criteria as closely as possible.

### Guidelines:

- **Content:** NWA must approve the subject and content of the Focus Group. This information should be provided via email to NWA before developing a focus group guide. Once the topic is approved, a focus group guide should be submitted for approval, including the guiding questions for the Focus Group and probes. Questions and probes/follow-up questions may vary based on participant responses in real time, but no new topics can be introduced in the Focus Group that were not approved by NWA.
- **Incentives:** Partners may offer incentives to Participants. Incentives are not required, but offering incentives may result in higher participation rates. If incentives are offered, they should be shared in the NWA call for Participant. Some Participants may not be able to accept incentives based on their status as a government employee. Partner advertisements should include a clause about incentives saying, by way of example, 'If it is permissible by your employer, a \$25 gift card will be given to participants after the focus group.' Incentives may not exceed \$25 and must come in the form of a gift card that is not associated with the Partner company. Incentives will be distributed by NWA.
- **Attendance:** NWA is not responsible for last minute cancellations or whether a Participant attends. NWA will attempt to find a replacement for any cancellation if given 10 business days' notice. NWA will attempt to recruit 10 Participants for each Focus Group to allow for attrition so



that cancellations or absences will still allow a robust focus group. A minimum of 4 Participants must be registered in order for the Focus Group to take place. An NWA staff member must attend the Focus Group session and will not participate beyond observing and ensuring the NWA guidelines and rules governing Focus Groups are adhered to.

- **Length:** Focus Groups may last no more than 90 minutes.
- **Consent Form:** Partners must provide a consent form, which has previously been approved by NWA, to NWA for their approval. Approval by NWA does not constitute an endorsement by NWA of the legality or completeness of such consent form. Following approval, NWA will share with this consent form with prospective participants. This consent form must be signed by the Participant at least 48 hours before the Focus Group is to take place, unless a written exception to this requirement is given by NWA on a specific case-by-case basis, at NWA's sole discretion. The Partners must adhere to all standards outlined in the consent form.
- **Data Protection:** Data protection is paramount to NWA. NWA expects Partners to adhere to best practices in data protection, which include:
  - Upon completion of the Focus Group, audio and/or video files must be stored on a secure device (e.g., protected by two-step authentication or similar). Audio files should be transcribed as soon as possible and must be transcribed within 30 days of the Focus Group date.
  - Upon transcription, audio and/or video files must be deleted. Transcripts must be anonymized. Participants may be given a pseudonym unrelated to their real name (e.g. using 'Sarah' for a Participant named 'Logan') or referred to as a participant number (e.g., 'Participant 1'). Participants' real names should not be saved as part of a transcript. Participants should also not be identified by state or city name, or position title to maintain anonymity (e.g., 'A WIC staff member working in vendor management in a large urban city' is permissible, but 'the New York City WIC vendor manager' is not).
  - The list of attendees should be deleted upon completion of the Focus Group (within 48 hours). Partners are not permitted to follow up with the Participants after the Focus Group session. Participant names and contact information will be maintained by NWA on a secure server, and if Partners require follow-up or clarification on an issue related to the Focus Group, NWA may facilitate this request on a case-by-case basis. Follow-ups can only be made to clarify a point made during the session (e.g., if audio quality obscured the meaning). New questions or topics cannot be introduced during follow-ups.



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## **Scheduling a Focus Group**

### **Expected Timeline**

While only an estimate, there is generally a timeline of approximately six to eight (6-8) weeks between step one (below) and the date of the Focus Group.

### **Initial Request**

To begin the process of scheduling a Focus Group, submit 3-5 sentences on the topic of the Focus Group to [partnership@nwica.org](mailto:partnership@nwica.org). Please write "NWA Focus Group Topic Request" in the subject line. NWA will respond to approve or recommend changes to your topic within five (5) business days. If no approval or other recommendation is provided within such time frame, the topic will be deemed rejected.

### **Agreement Form**

Within ten (10) business days of the date the Focus Group topic is approved, Partners shall submit the *Focus Group Agreement Form* [using this online form](#) to include the following information:

#### *Focus Group Topic*

The finalized topic per the email conversation with NWA.

#### *Participants*

Any general input/criteria for focus group members – i.e. RDs in the Western Region. NWA cannot guarantee participation, and the representation of the Focus Group will depend on membership interest. NWA will endeavor to meet the desired criteria as closely as possible.

#### *Statement on the Intended Use of Data collected during the Focus Group*

Including as much detail as possible, a statement on how the Partner plans to use the data collected during the Focus Group for the short and/or long term and whether the data will be used internally or publicly, or both.

\*Please note that any time collected data from a Focus Group is used, anonymization must be used, and the following statement must accompany the data:

*"The information shared here does not necessarily reflect the perspective of the National WIC Association."*

#### *Requested Dates and Times for Focus Groups*

3 choices for a preferred date and time for the Focus Group to take place. These should be at six (6) weeks from the date this Focus Group Agreement form is submitted.



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### *Advertisement Language*

Partners should concurrently submit a 1 paragraph summary of their Focus Group for advertisement in NWA communications. This summary should include:

- Topic of Focus Group
- Expected duration (cannot exceed 90 minutes)
- Compensation/incentives (if any)
- A statement about whether the session will be recorded

### *Data Privacy Statement*

Describe how data will be stored and include a statement that the Partner agrees to NWA's Data Protection Guidelines as described above.

### *Focus Group Guide*

A short guide for Participant that includes:

- Information about the intended scope of discussion and what your team is trying to understand via this Focus Group;
- How the data from this Focus Group will be used; and
- The list of questions/prompts to be discussed during the group.

### *Consent Form*

The consent form shall be the same as the consent form approved by NWA.

### *Next Steps*

Upon receiving this executed document, NWA will review within 5 business days. If revisions are necessary, NWA will be in contact about required changes or with a denial. If no response is received within that timeframe, then this shall be deemed denied. Once final versions are approved, NWA will work with the Partner to confirm a date, and advertisement language will be included in *Monday Update and/or Association Update* for at least 4 weeks, or until the Focus Group slots have been filled - whichever comes first.

### **Focus Group Steps Checklist:**

- ✓ Initial Topic Submitted by email to [partnership@nwica.org](mailto:partnership@nwica.org).
- ✓ NWA staff to review the topic and respond within 5 business days, with a failure to respond within that time frame being deemed a denial. If the topic is not approved, NWA and Partner will attempt to work together to find a mutually agreeable topic. Versions may be worked through in 5 business day increments until all aspects of the topic are approved or denied.
- ✓ Once the topic is finalized, Partner submits *Focus Group Agreement Form* to [cdees@nwica.org](mailto:cdees@nwica.org) within 10 business days of finalization.
- ✓ *Focus Group Agreement Form* reviewed by NWA. NWA to respond within 5 business days, with a failure to respond within such timeframe being deemed a denial. Versions may be worked





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through in 5 business day increments until all aspects of the agreement form are approved or denied.

- ✓ Once final versions are approved, NWA staff will work with the Partner to confirm a date, time and venue for the Focus Group within 5 business days of such approval.
- ✓ Once the date is confirmed, advertisement language will be included in the next *Monday Update and/or Association Update* for at least 4 weeks, or until the Focus Group slots have been filled - whichever comes first. After 4 weeks, if there are no volunteers, or not enough for the Partner to feel ready to move forward, NWA and Partner will convene to reconsider the Focus Group topic/other details.



## NWA Focus Group Agreement Form

**Please submit this form [USING THIS LINK ONLINE](#) to NWA within ten (10) business days of the date the focus group topic is approved.**

**To prepare your [online response](#), here is a copy of the information that is required on the online form.**

Company Name:

Main Contact for Focus Group Management:

Main Contact Email:

Main Contact Phone:

### *Focus Group Topic*

Please submit the finalized topic as agreed upon with NWA.

### *Focus Group Participants*

Please share any general input/criteria for focus group members – i.e. RDs in the Western Region. Please note that NWA cannot guarantee participation, and the representation of the focus group will depend on membership interest. NWA will endeavor to meet the desired criteria as closely as possible.

### *Statement on the Intended Use of Data collected during the Focus Group (“Data Collection Guidelines”)*

Please share, including as much detail as possible, a statement on how you plan to use the data collected during the focus group for the short and/or long term and whether the data will be used internally or externally, or both.

\*Please note that any time collected data from an NWA BCP Focus Group is used, anonymization must be used and the following statement must accompany the data:

*“The information shared here does not necessarily reflect the perspective of the National WIC Association.”*

### *Requested Dates and Times for Focus Groups*

Please share 3 choices for a preferred date and time for the focus group to take place. Dates should fall Monday - Friday and should be at least *8-10 weeks* from the date you submit this agreement form to NWA. Start times may range from 11 am ET - 3:30 pm ET.

### *Advertisement Language*

Please submit a 1 paragraph summary of the focus group for advertisement in NWA communications.

This summary should include:

- Topic of focus group
- Expected duration (Cannot exceed 90 minutes)
- Compensation/incentives (if any)
- A statement about whether the session will be recorded

### *Data Privacy Statement*

This section is for NWA purposes. Please describe how data will be stored and include a statement that you agree to NWA’s Data Protection Guidelines as described above.



Please UPLOAD copies of the following documents with your agreement.

*Focus Group Guide*

Please submit a short guide document for focus group participants that includes:

- Information about the intended scope of discussion and what your team is trying to understand via this Focus Group;
- How the data from this focus group will be used; and
- The list of questions/prompts to be discussed during the group.

*Consent Form*

The consent form should contain the elements described above under guidelines. Please use the NWA Consent Form Template.

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Upon receiving these items, NWA will review within 5 business days. If revisions are necessary, NWA staff will be in contact about required changes. Once final versions are approved, NWA will work with the BCP to confirm a date, and advertisement language will be included in *Monday Update and/or Association Update* for at least 4 weeks, or until the focus group slots have been filled - whichever comes first.

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BCP Main Contact Signature

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Date