



National WIC Association

NWA 2018 WIC Research Needs Assessment


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Overview

- Why is research important to WIC?
 - What is the NWA Research Needs Assessment?
 - Six key research areas
 - Your role
- 

Why is research important to WIC?



Are we
accomplishing
our mission?

Identify
opportunities
and
challenges

Advocacy and
Funding

Telling the WIC Story



NWA Evaluation Committee and USDA Partners

- Shannon E. Whaley, PhD, **Chair**
- Jackson P. Sekhobo, PhD, MPA, **State Directors Section**
- Rachel Colchamiro, MPH, RD, LDN, CLC, **Nutrition Services Section**
- Debi Tipton, MS, RD/LD, **Native American Coalition**
- Kobra Eghtedary, PhD, **At-Large Member**
- Pat Gradziel, PhD, RD, **At-Large Member**
- Julie Reeder, PhD, MPH, MS, CHES, **At-Large Member**
- Kathleen Merchant, PhD, MS, MAEd **Local Agency Section**
- Courtney Adams, MS RDN LDN CLC **At-Large Member**
- Vic Oliveira, PhD, **USDA-ERS Partner**
- Xinzhe H. Cheng, **USDA-ERS Partner**
- Danielle Berman, PhD **USDA-FNS Partner**
- Kelley Scanlon, PhD **USDA-FNS Partner**

Goals of the Research Needs Assessment

Identify research areas that support NWA and WIC programs nationwide to:

1. be responsive to emerging issues
2. continue to explore, demonstrate and integrate evidence-based practices that improve the health and well-being of low-income families

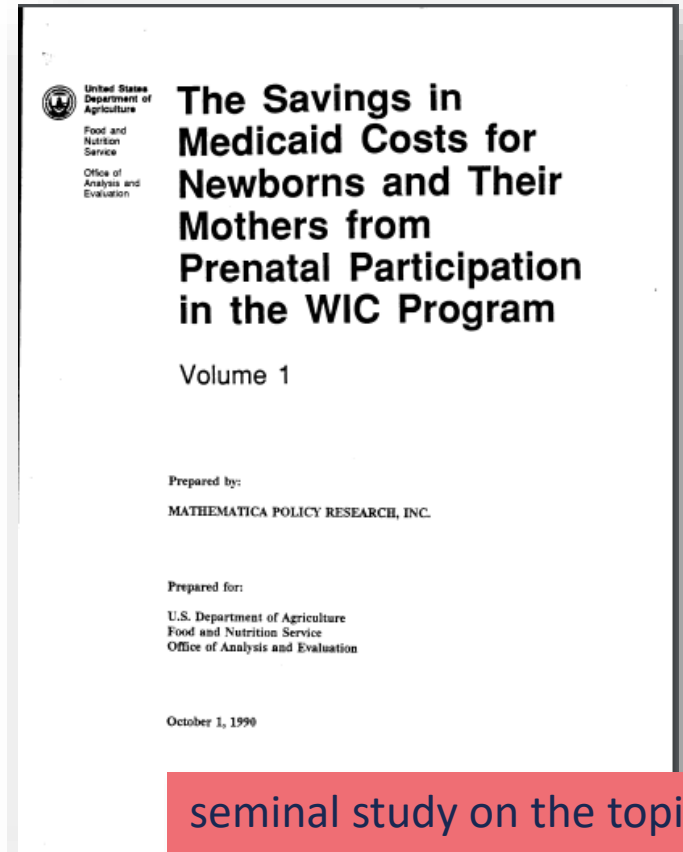
Health Outcomes Associated with WIC Participation

- Impact of tailored approaches to nutrition education and breastfeeding support
- The effects on participant health behaviors and health outcomes during pregnancy, infancy, early childhood and the inter-conception period



Economic Value of WIC Participation

- WIC's impact on healthcare costs
- Studies are needed that will update cost-saving estimates and further examine cost effectiveness of the program



seminal study on the topic published in **1992** showed a \$1.77-\$3.13 reduction in Medicaid costs for every \$1 spent on WIC

Impact of Potential Changes to WIC Food Packages

- How WIC families purchase and consume their WIC foods
- How increases in the value of the CVV/CVB for vegetables and fruits might influence purchasing, consumption and nutrient intake
- How conversions to EBT/e-WIC influence redemption rates of WIC foods and experiences of participants in accessing and purchasing these foods



Aligning Policies and Procedures for Systems-Level Innovation



- Research on innovative approaches is needed to explore and demonstrate the effectiveness of aligning policies and procedures between various WIC stakeholders

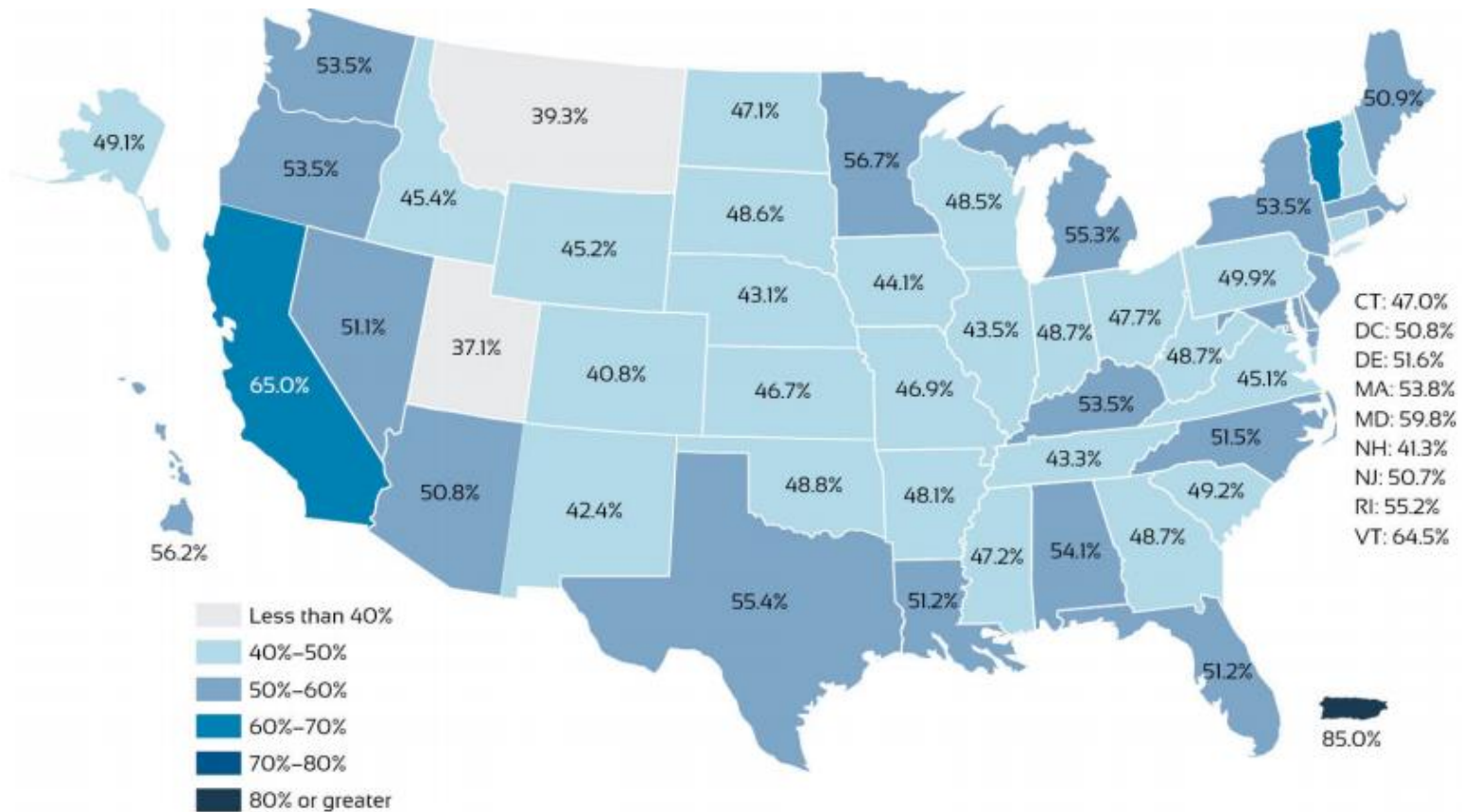
e.g. Linking WIC data systems between the different systems WIC participants utilize

- Evaluations of the impact and implementation of new technologies
- Assessments of the ways in which WIC participants use technology in their daily lives

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Understanding Changes in WIC Caseload to Target WIC Services to the Most At-Risk Families



Let's Recap

1. Health Outcomes Associated with WIC Participation
2. Economic Value of WIC Participation
3. Impact of Potential Changes to WIC Food Packages
4. Aligning Policies and Procedures for Systems-Level Innovations
5. Understanding How WIC Participants Use Technology and Considering Barriers to Technology Access
6. Understanding Changes in WIC Caseload to Target WIC Services to the Most At-Risk Families

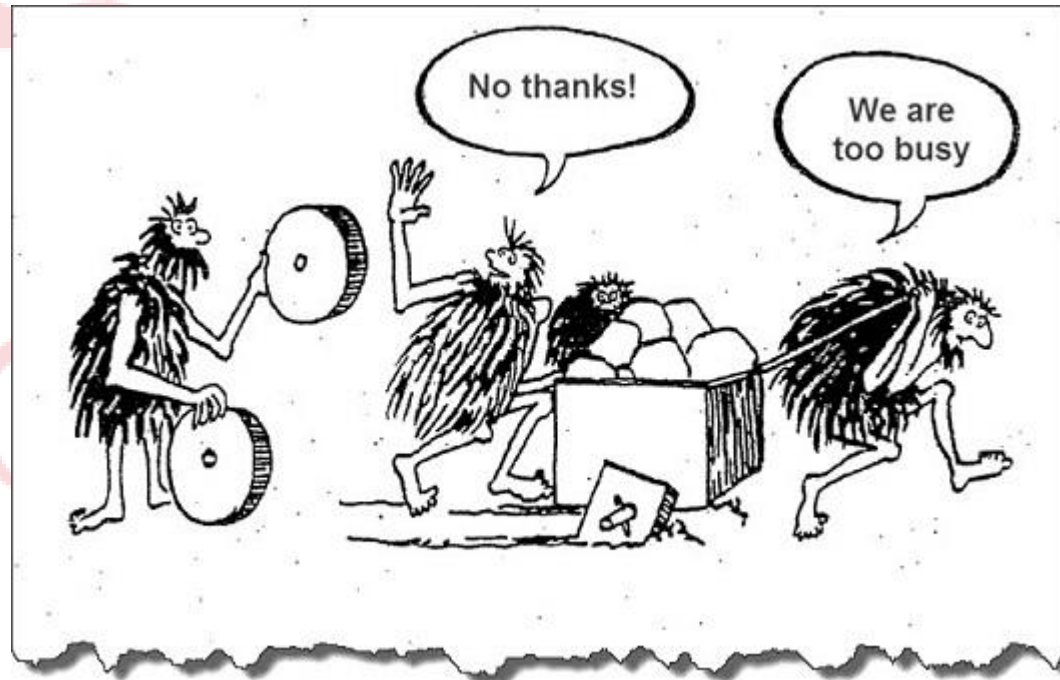
Your Role!

1. **Share** the Research Needs Assessment – it will be available on nwica.org by the end of March!
2. **Keep NWA informed** of any interesting research you are involved in
3. **Collaborate** – draw on the collective expertise in WIC
4. **Please Participate**

Do you have a few minutes to complete a survey?



WIC Research – Don't Miss an Opportunity!



Thank you!

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Evaluation Manager**

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