

President & CEO Report to 2019 Annual Business Meeting Calendar Year 2018: Baltimore, MD

Douglas Greenaway

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NWA Success Highlights

- Strong WIC representation among the over 266,000 comments in response to the public charge proposed rule, impacting immigrant families accessing WIC and other public services.
- Launched a three-year extension of the national recruitment & retention campaign to bring more families to WIC, keep families on WIC longer, and improve public perception of the program.

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NWA Success Highlights

- NWA received a three-year grant from the Robert Wood Johnson Foundation to support a new NWA project called Catalyzing Retention Efforts in WIC (CREW): Developing and Disseminating Evidence-Based Resources to Enhance the WIC Participant Experience.
- NWA received funding from the David & Lucile Packard Foundation to hold regional convenings with WIC staff for advocacy and social media trainings, discuss WIC's role in addressing maternal and infant mortality, and explore growing state WIC associations.

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NWA Success Highlights

- NWA unveiled a multimedia exhibit called “WIC Voices,” highlighting the personal experience of WIC participants in 12 clinics nationwide.
- NWA submitted public comments on menu labeling, added sugars, the Dietary Guidelines for Americans, FDA’s Nutrition Innovation Strategy, detention of migrant children, and the 2020 Census.

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NWA Success Highlights

- NWA convened new task forces to address maternal mortality, infant mortality, farmer's markets, the recruitment and retention of Registered Dietitians in WIC, and the inclusion of dads in WIC.
- WIC agencies in New Jersey, Puerto Rico, and the US Virgin Islands hosted NWA staff to discuss WIC advocacy around health disparities, including maternal and infant mortality.

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Government Affairs Successes



- Breastfeeding Peer Counselor Fly-In with 6 peer counselors from 5 states on January 15th meeting with 30 House & Senate offices, including Chair Bobby Scott, D-VA, House Ed & Labor Committee and Ranking Member Virginia Foxx, R-NC.
- Fought back against immigration threats via Congress and the administration;
- Led nutrition community in opposing USDA efforts to relocate and reorganize Economic Research Service;
- Bipartisan letter in support of WIC FY20 appropriations. NWA asks with over 125 members in House signing on.
- Over 220 House & Senate member office visits.

Health Equity Successes

- Alliance for Innovation on Maternal Health (AIM) with ACOG – national coalition of clinicians and public health partners to address the maternal mortality crisis disproportionately impacts Black mothers.
- Raising WIC Voices thru story telling – photo and video testimonials – via in-person briefings on Capitol Hill, exhibit in the Russell Senate Office Building Rotunda April 2018, hosted a Capitol Reception concurrent with Washington Leadership.
- WIC Voices video montage was featured during APHA 2018 Annual Conference Film Festival.
- Twitter Chat with Mom’s Rising with over 4.8 million impressions to elevate WIC Voices.

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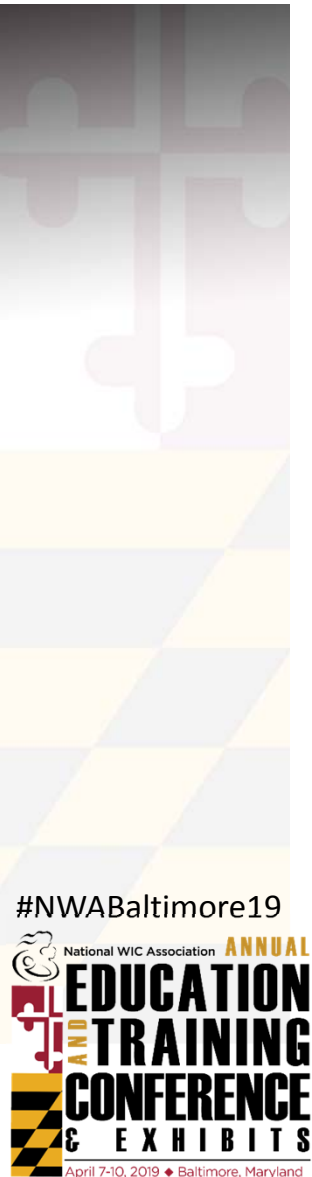
NWA National Recruitment & Retention Campaign

Campaign Objectives

- Increasing enrollment of WIC eligible moms
- Retaining moms and children in WIC
- Increasing the positive perception of WIC
- Creating national brand recognition

Campaign Tools

- Digital & Social Media
- Print
- Point of Care – Over 5 million brochures sent to OBGYN, Maternity Wards, and Pediatrician's Offices
- Influencers



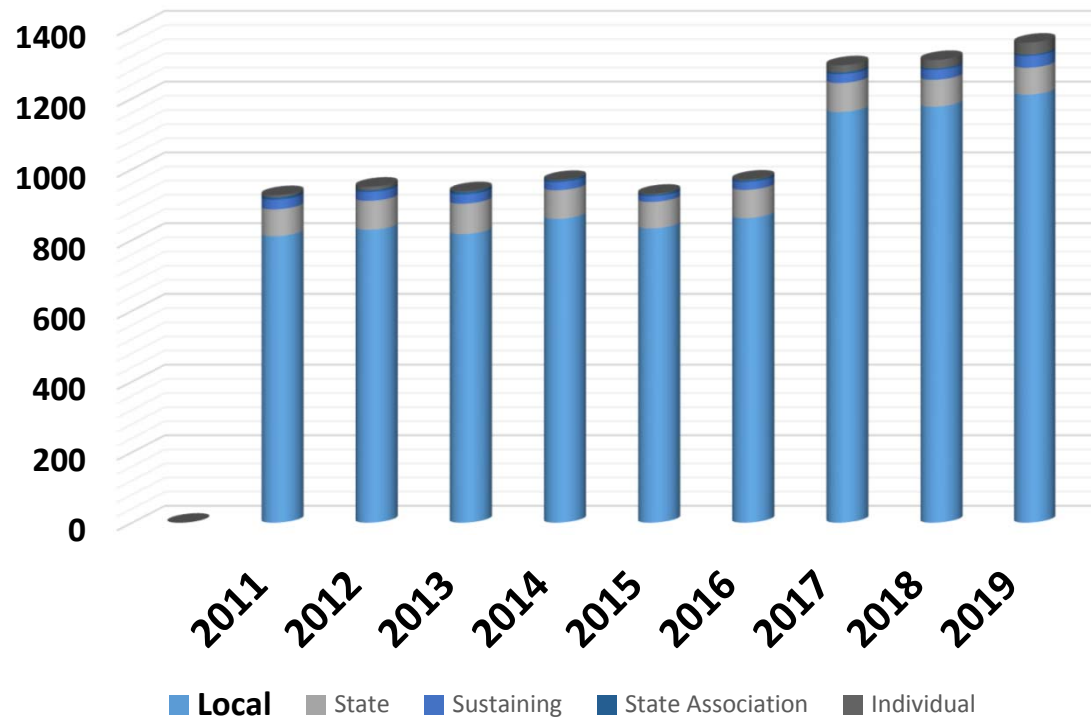
NWA National Recruitment & Retention Campaign

Campaign Successes

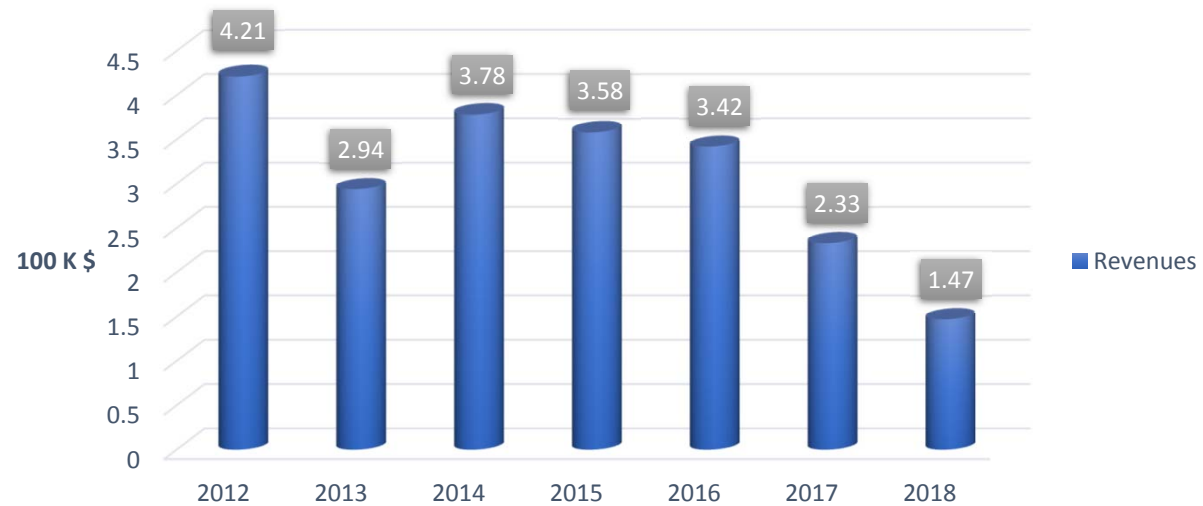
- 62 State agencies participating – 41% increase over Phase 1
- Positive perceptions of WIC have increased significantly.
- Print media has changed attitudes about WIC benefits for the better.
- Digital & Social media has been successful for WIC.
- Driven 1.53 Million moms to signupwic.com – 39% increase over Phase 1
- In participating states, over 353,000 moms have called a WIC office – 190% increases over Phase 1
- Customer service has improved as SignupWIC.com referrals are enhancing the client outreach experience.



NWA Membership



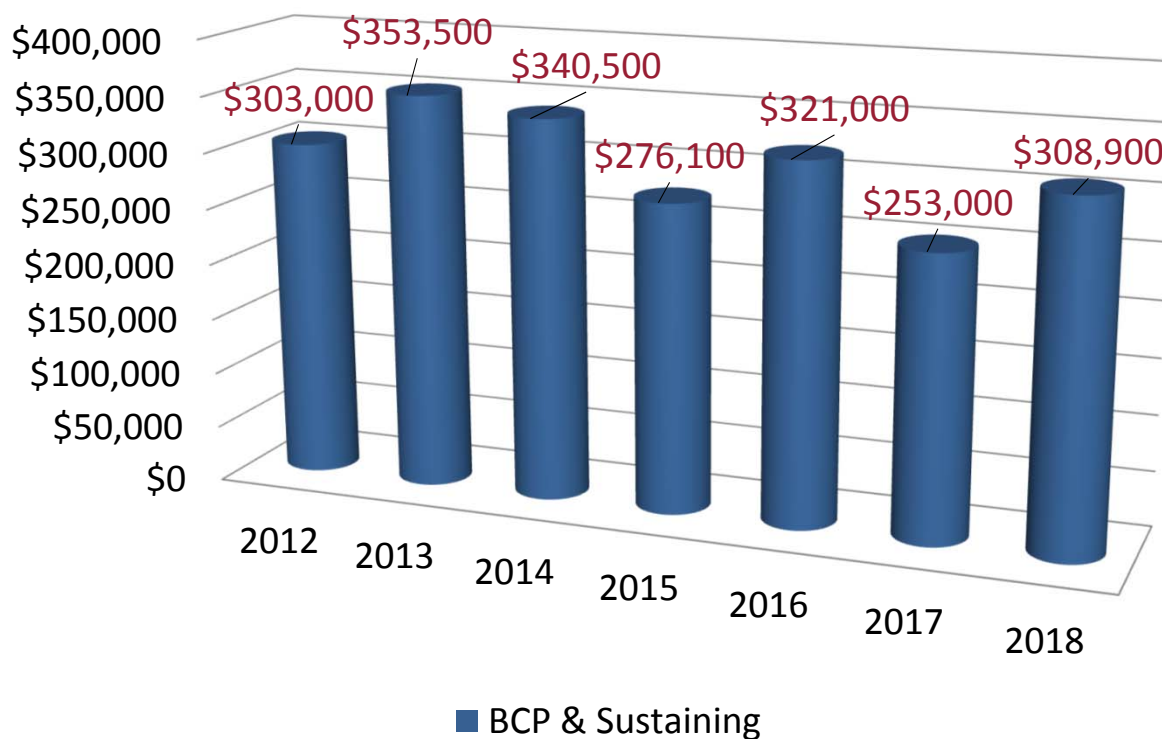
NWA Outreach Products



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NWA Business Council Partner & Sustaining Memberships



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NWA Business Council Partners



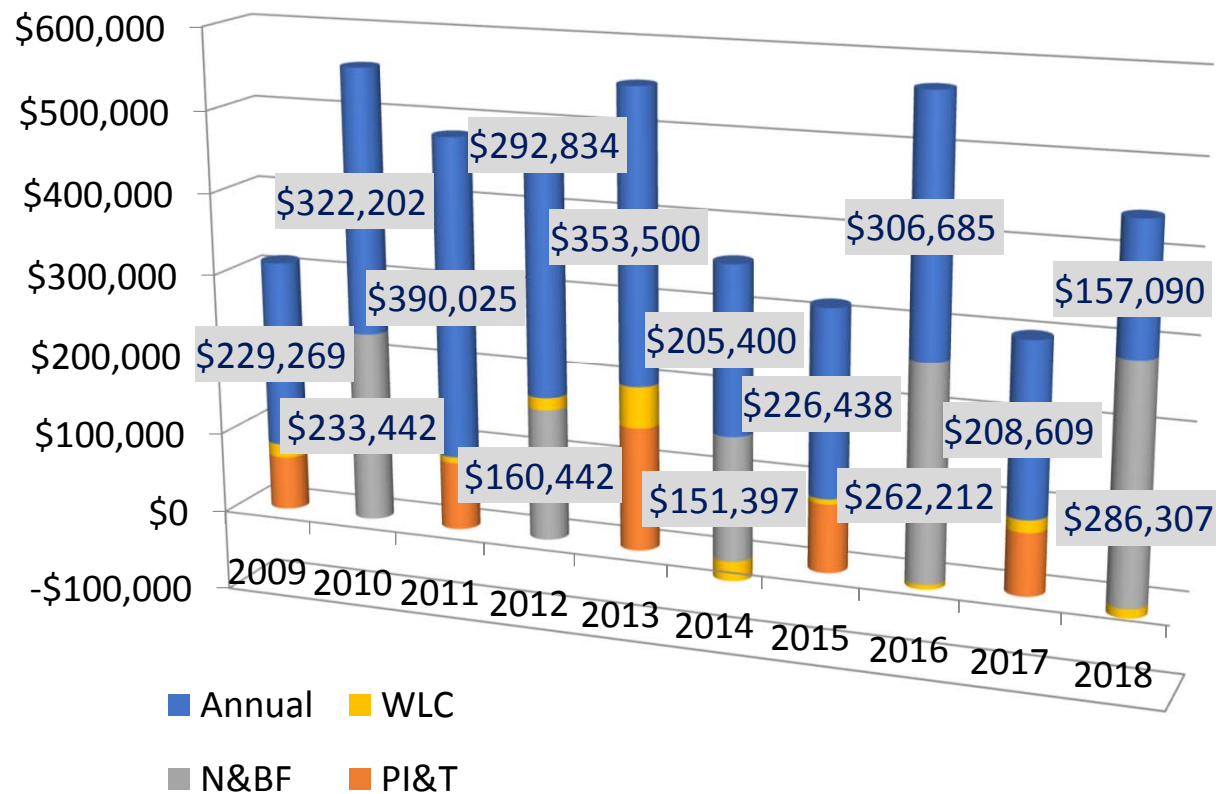
NWA Education and Events Successes

- In 2018, NWA hosted four conferences, including the first ever virtual conference.
- Overall, 2,500 people attended a NWA conference. Attendees came from 81 of the 90 state WIC agencies.
- NWA hosted 51 webinars.
- “Thursdays at 3:00pm” Weekly Webinar Series saw 16,226 people registered.
- The most attended webinar was “WIC Nutrition Assessment Practices”
- The least attended webinar was “Highlights of the NWA Spring 2018 NWA State, Local, & Individual Members Survey”
- These webinars offered 40+ CEUs.
- 16 Leadership Academy graduates

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NWA Education Conference Net Revenues - WLC, PIT, NBF, ANL Over 2,500 Attendees in 2018

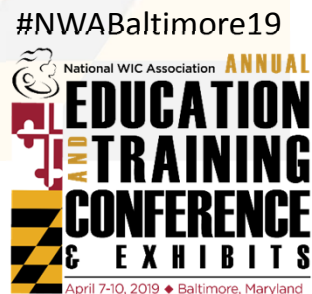


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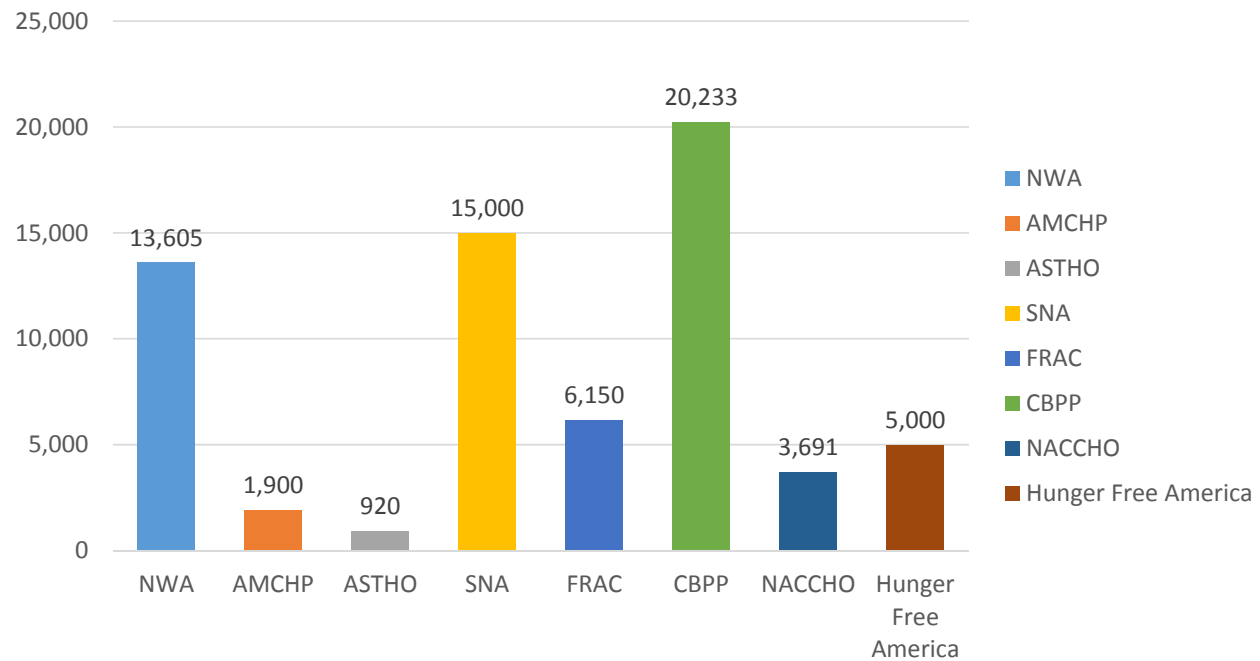
NWA Social Media Successes

- Released NWA's first ever Conference App;
- 86% Growth in NWA Facebook followers to 14,000 followers;
- 2,400 Twitter followers



Social Media Successes

Facebook Followers At the end of 2018



Gratitude

- **NWA Executive Committee:**
 - Rita Arni, Board Chair;
 - Diana Hoek, Chair Emeritus;
 - Beth Beachy, Chair Elect;
 - Nancy Sanchez, Treasurer;
NWA Finance Committee Chair;
 - Barbara Riley, Secretary;
- **NWA Board of Directors.**

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Gratitude

- **Darlena Birch**, Senior Public Health Nutritionist;
- **Brian Dittmeier, Esq.**, Senior Public Policy Counsel;
- **Elisabet Eppes**, Program Innovation Manager;
- **Pierre Francois**, Accounting & Office Manager;
- **Emily Gilcher**, Membership Engagement Manager;
- **Quinney Harris**, Director of Health Equity & Community Partnerships;
- **Shameka Jennings**, Director of Education & Events;
- **Kirsten Kelley**, State Public Policy Associate;
- **Georgia Machell**, Senior Director of Research and Program Operations;
- **Natalie Mulloy**, Communications, Media, and Marketing Coordinator;
- **Kay Ogundiran**, Administrative Support Associate;
- **Stephen Padre**, Communications, Media, and Marketing Manager;
- **Cecilia Richardson**, Vice President, Nutrition Programs & Administration.

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