

NWA WIC Voices Summit

Agenda

Monday, September 9, 2024

8:30AM – 9:00AM	Registration Check In
9:15AM-9:30AM	Welcome & Opening Remarks <ul style="list-style-type: none"> • Marie Gualtieri, NWA Advocacy Manager • Georgia Machell, NWA President and CEO
9:30AM – 10:30AM	WIC Food Package Updates [PANEL] This session will cover the recent updates to the WIC Food Package and its implementation in the current political environment. <ul style="list-style-type: none"> • Darlena Birch, NWA Senior Manager of Public Health Nutrition • Ali Hard, NWA Director of Public Policy
10:30PM – 11:45AM	BREAK
10:45 AM – 11:30 AM	Messaging WIC Food Package for Educating Congressional Offices [PANEL] This session will include a presentation from a Washington, DC expert on different messaging perspectives for different political audiences. <ul style="list-style-type: none"> • Brandon Lipps, Principal, Caprock Strategies
11:30 – 12:00 PM	WIC Food Package Facilitated Discussion [WORKSHOP/REPORT OUT] Attendees will break into groups to brainstorm how they will message congressional staff on the WIC food package. Then, there will be a moderated discussion to develop themes and talking points.
12:00PM – 1:00PM	LUNCH – Will be provided on Monday Only
1:00PM – 2:00PM	WIC Funding and Fiscal Year 2025 Appropriations [PANEL] This session will cover the trends in WIC funding and participation and what to consider in the current political environment. <ul style="list-style-type: none"> • Katie Bergh, Senior Policy Analyst, Center for Budget and Policy Priorities (CBPP) • Nell Menefee-Libey, NWA Senior Public Policy Manager
2:00PM – 2:45PM	Messaging WIC Funding and Fiscal Year 2025 Appropriations for Educating Congressional Offices [PANEL] This session will include a presentation from Washington, DC experts on different messaging perspectives for different political audiences. <ul style="list-style-type: none"> • Mandy Schaumburg, Vice President, Caprock Strategies • Brandon Lipps, Principal, Caprock Strategies
2:45PM – 3:15PM	WIC Funding and Fiscal Year 2025 Appropriations Facilitated Discussion [WORKSHOP/ REPORT OUT] Attendees will break into groups to brainstorm how they will message congressional staff on FY 25 appropriations. Then, there will be a moderated discussion to develop themes and talking points.
3:15PM – 3:25PM	BREAK
3:45PM - 4:45PM	Meeting with Congressional Offices and Follow Up [PANEL] This session will cover and provide discussion on what to expect when meeting with congressional office staff. <ul style="list-style-type: none"> • Marie Gualtieri, NWA Advocacy Manager • Mandy Schaumburg, Vice President, Caprock Strategies • Brandon Lipps, Principal, Caprock Strategies • Sarah Younker, NWA Senior Associate of Membership and Events
4:45PM – 5:00PM	Closing <ul style="list-style-type: none"> • Samar McGregor, Deputy Director, Public Health Foundation Enterprises-WIC

Tuesday, September 10, 2024

All Day	WIC Public Education Meetings on Capitol Hill.
9:15AM	<i>*Meet in front of the Capitol for a group picture*</i>