

WIC Reauthorization 101: What is it and Why Should I Care?

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**In WIC, we
are in the
business of
healthy
behaviors.**

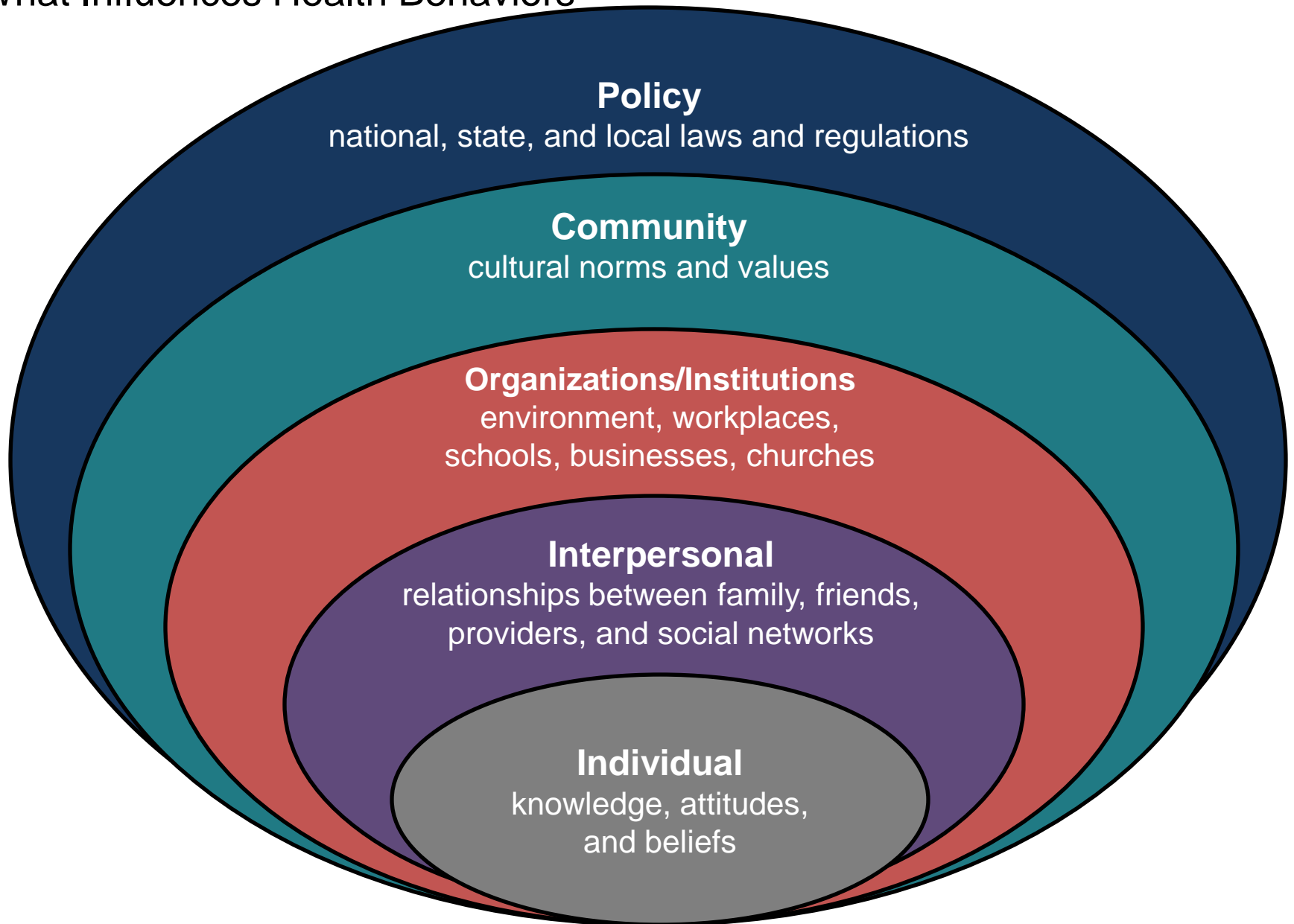




Serving clients and helping them reach their goals can be helped or hindered by policy changes.

Social-Ecological Model:

What Influences Health Behaviors





Changes in WIC policy over the years have helped you to better serve your clients and have helped them achieve their health behavior goals.

Let's take a look at a few examples...



Adjunctive eligibility



Breastfeeding peer counselors



EBT



Food package review

Example #1: Adjunctive Eligibility

Policy:

Clients enrolled in SNAP, TANF, or Medicaid are automatically eligible for WIC services.

Example #1: Adjunctive Eligibility

How This Helps You:

Less time is spent documenting income, saves administrative costs.

Example #2: Breastfeeding Peer Counselors

Policy:

Appropriators are authorized to provide up to \$90 million/year for breastfeeding peer counselors (BFPCs).

Example #2: Breastfeeding Peer Counselors

How This Helps You:

WIC can receive separate funding for BFPCs, so you can possibly have WIC-funded peer counselors on staff.

Note: You still need to advocate for that funding each year.

Example #3: EBT

Policy:

Congress mandates that all states must have WIC EBT by 2020.

Example #3: MIS/EBT

How This Helps You:

Congress has an incentive to provide funding to meet 2020 deadline.

Note: You still need to advocate for that funding each year.

Example #4: Food Package Review

Policy:

WIC food packages are to be reviewed and revised every 10 years.

Example #4: Food Package Review

How This Helps You:

You are able to better serve you clients with food packages that are consistent with updated dietary guidance.

So, how have we been able to make changes to WIC policy and how can we make changes in the future?

**Through the Child
Nutrition and WIC
Reauthorization Act
process, also known
as CNR.**

Child Nutrition and WIC Reauthorization Act

→ **Every 5 years**

→ **Sets policy for WIC,
School Lunch, and other Child
Nutrition Programs**

→ **Is NOT part of the Farm Bill**



CNR is **NOT** the
WIC Appropriations Process



WIC Appropriations Process

- Annually
- Sets funding allocation for WIC each year and for set asides like the WIC breastfeeding peer counselor program, MIS/EBT, infrastructure, and research

Child Nutrition and WIC Reauthorization Process

- 1) Hearings
- 2) Marker bills introduced
- 3) House Education and the Workforce Committee/Senate Agriculture Committee mark-ups of their respective bills
- 4) House and Senate Floor Debate
- 5) House and Senate vote on their versions of the bill
- 6) Once passed, the bills are conferenced to iron out differences
- 7) House and Senate vote on conferenced agreement
- 8) If passed, bill is signed into law, or vetoed and returned for more work or an override.

1 Hearings

2 **Marker
bills
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3

**House Education and
the Workforce
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mark-ups of their
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4 House & Senate floor debate

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7 **House & Senate
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If passed, bill is signed into law, or vetoed and returned for more work or an override

Small Group Discussion:

How can policy help you do your job better and help your clients to achieve their goals?

Collecting Ideas!

**Share what your
group discussed.**

Reauthorization 2015

Current political climate:

“WIC got off easy last time”

Reauthorization 2015

Timing:

Hearings will start soon

Reauthorization 2015

Advocacy Strategy:

Offensive Defense

Reauthorization 2015



**It's an
opportune
year for
advocacy.**

Reauthorization 2015

What You Can Do Now:



Share NWA's 40th Anniversary videos at WICturns40.org



Host your Member of Congress at your clinic for a tour and meeting



Visit with your Member of Congress/staff in the district office

Reauthorization 2015

**Stay informed by
reading NWA's weekly
Legislative Update in
the Monday Morning
Report.**