The mission of the Wisconsin WIC Association (WWA) is to inspire and empower the Wisconsin WIC community to advocate for and promote quality nutrition services and assure effectiveness through collaboration, cooperation and education.

You may be wondering what actions you can take to get involved in the efforts to protect and preserve WIC. Advocating with policymakers/legislators about the importance of WIC whether it is at the local, state, or national level and educate them about WIC to ensure that it continues to be a public health priority. Effective education has helped to deter budget cuts to the program and unfavorable policies over the past 20 years.

If you’re wondering about how to educate policymakers, what are your key messages, how to get in touch with elected officials, and the impact WIC has had on your local project, please reference the following tools we are providing you with.

* WWA Advocacy Power Point: Use when providing a brief overview to WIC Directors, your staff, or any other individual that would like to know more about your efforts.
* Your WIC Voice Toolkit: Use with your staff to provide them with talking points and more information about the WIC program.
* Key Messages: Use to set up talking points for when you meet with district representatives or local government officials.
* Impact of WIC Handout: This handout can be used to highlight what your local project is capable of and the impact you have on the community.

For representatives and senators who were recently elected and have not taken office yet, you can find their contact information on their campaign websites. To find your State Representatives and Senators, visit <http://maps.legis.wisconsin.gov>.

If you have any questions about this or the tools for advocacy please contact one of the [WWA Board Members](http://www.wiwica.org/Portals/4/2018%20Winter%20WWA%20Newsletter.pdf?ver=2018-02-01-121147-367). (Name and contact information can be found on right side of WWA newsletters.)

**WISCONSIN WIC ASSOCIATION**

**ADVOCACY OUTREACH**

