**Wisconsin WIC Association (WWA) – ADVOCACY COMMITTEE DESCRIPTION**

Committee chair will be selected from members of the WWA board. Committee members can include any WWA member or WWA board member.

DEFINITION:

Advocacy is educating and is not lobbying. Advocacy is speaking out on issues or programs or supporting a proposal or cause. In WIC, this means we focus time on educating about the benefits of the WIC Program and dispelling myths about the Program.

Advocacy provides the opportunity to lay the foundation for policy change. It includes educating the public and policymakers about WIC, highlighting the achievements of WIC clinics in the media, and hosting events that promote, celebrate, or inform about WIC.

RESPONSIBILITIES:

1. Prepare a report to inform the Association of activities at the Annual Conference Business Meeting.
2. Report on Advocacy items on monthly WWA contacts (phone or person)
3. Schedule and lead meetings and conferences calls as needed.
4. Plan the work of the Committee or Task Force.
5. Request guidance or policy direction from the Board as needed.
6. At the direction of the Board, report to the Board on the Committee actions.
7. Convey concerns and recommendations, as necessary, to the Board.