



## Wisconsin WIC Association (WWA): Spring Newsletter 2015

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### 2015 WWA Board

Took Office 11/4/2014

#### Officers:

**Chair:** Amber France

**Vice-Chair:** Katrina Wojciechowski

**Secretary:** Becky Litwaitis

**Treasurer:** Barbara Sheldon

#### Regional Representatives:

##### **Southern Region:**

Amber France  
Wood County  
[afrance@co.wood.wi.us](mailto:afrance@co.wood.wi.us)

##### **Western Region:**

Jennifer Loging (Past Chair 2014)  
La Crosse County  
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##### **Northern Region:**

Kristi Cooley  
Portage County  
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##### **Southeast Region:**

Janice Landisch  
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##### **Northeast Region:**

Barbara Sheldon (Past Chair 2012)  
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#### At Large Representatives:

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### 2015 NWA Washington D.C. Leadership Conference Overview

<https://www.nwica.org/events/info/2015-leadership-conference>



**“If not us, then who? If not now, then when?”** – USDA Under Secretary Kevin Concannon

WWA provided strong representation of Wisconsin again this year, meeting with Wisconsin Congress and Senators to voice the importance and benefits of WIC.

A quote from the conference regarding influencing policymakers: **“Snowflakes are one of nature’s most fragile things, but just look at what they can do when they stick together.”**

The three important issues that were targeted in meeting with policymakers this year were appropriations, re-authorization, and review of the food package.

Becky Litwaitis represented Wisconsin and the Midwest, presenting on the success of the lead program at Milwaukee Health Department to the conference attendees as part of a regional briefing series. These regional briefings were a platform for WIC programs from all seven WIC regions to showcase WIC success stories and best practices at the state and local level.



Photos (L to R): Janice Landisch (Seeds of Health) and Katrina Wojciechowski (West Allis) with Senator Ron Johnson; Katie Murphy (16<sup>th</sup> Street) and Becky Litwaitis (City of Milwaukee) met with Gwen Moore’s office; Katrina Wojciechowski, Becky Litwaitis, Janice Landisch and Katy Murphy stop for a photo op in front of the Capitol.



## Voices of WIC

"I appreciate the WIC program because it helps our family get things such as fresh fruits and vegetables, baby foods, etc. that we may not have been able to afford on our own. The staff is incredibly knowledgeable, friendly, and accommodating to our family."- Samantha

Please share your WIC stories with your regional representative or Amber France, and we will make sure the WIC stories are heard!

### Legislative Update

The mission of the Wisconsin WIC Association (WWA) is to strengthen the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) services and increase its effectiveness through collaboration, cooperation and education.

NWA shared a great article in the Monday Morning Report, *Women and Children's Nutrition: America's Best Investment*, an Op-Ed by Congressman John Conyers, Jr. (D-MI) and Congresswoman Gwen Moore (D-WI) in the Huffington Post. Within the editorial, the Representatives make the case that "funding WIC is a proven way to fight poverty now and to invest in America's future." How great that these members of Congress are speaking up in support of WIC!

For a link to this article and more current NWA news, visit <https://www.nwica.org/news>

Did you know? Your legislators hold town hall meetings at least annually? This is a great opportunity to advocate for WIC in your own community! Check out the website of your local legislative representative for a schedule of meetings.



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[www.wiwica.org](http://www.wiwica.org)

### WWA Professional Development Day

WWA is excited to announce **Dr. Gary Bennett** as a speaker at WWA's Professional Development Day on November 30<sup>th</sup>!

Gary G. Bennett is a professor of psychology & neuroscience, global health and medicine at Duke University. He directs the Duke Global Digital Health Science Center and the Duke Obesity Prevention Program. Dr. Bennett will present his research and offer tips on counseling WIC participants on perinatal weight management.

Stay tuned for more information about this event!



SAVE THE  
DATE!

WWA's Professional  
Development Day  
November 30th,  
2015!

