

WWA NEWSLETTER

WISCONSIN WIC ASSOCIATION FALL UPDATES



WWA BOARD MEMBERS ADVOCATE FOR WIC WAIVER EXTENSIONS

THE SOCIAL MEDIA CAMPAIGN THAT SPARKED SUPPORT

With uncertainty looming as WIC waivers neared their expiration date in September, NWA and WWA teamed up to show their support of an extension that would continue to provide the ease of WIC services, while keeping our participants and staff safe. The hashtag #wicwaiverswork began trending nationally, as WIC staff and partner organizations advocated on social media to urge USDA to extend these waivers.

On September 21st, those waivers were extended by USDA until 30 days after the end of the national emergency declaration, providing WIC clinics the flexibility to plan for reopening. WIC participants can continue to stay home to keep their families safe, and still receive their WIC benefits. "WIC waivers work. By reducing the risk of exposure to COVID-19 and creating more options for participants, WIC has not only continued to support the nutrition needs of participating families, but also has reached hundreds of thousands of newly eligible families due to changing economic circumstances" says Rev. Douglas Greenaway. We are grateful to NWA for initiating this opportunity to advocate!

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MEMBERSHIP DRIVE 2021 IS UNDERWAY

DON'T MISS OUT ON THE BENEFITS OF BEING A WWA MEMBER IN 2021

The annual membership drive has started, and we are excited about the new things coming this year! As the pandemic continues to affect our ability to meet in person, all education events are expected to be virtual in 2021; however, we hope this increases access to these trainings, as travel time and expenses will not be applicable.

Please see our website or the FMR for membership pricing for projects and individuals. Historically, we have offered a \$100 donation to an organization on behalf of the region that has the highest rate of membership. **This year, we will be offering a 20% discount for the 2021 WWA education day to all members of the region that has the highest membership rate. That is up to a \$20 value per person!**

Questions regarding the membership drive can be directed to Kara Kerrigan at kara.kerrigan@fdlco.wi.gov.

Payments for membership can be sent to:
Ellen Ellingsworth
PO Box 201
Friesland, WI 53935

WWA WELCOMES NEW BOARD MEMBERS

NEW BOARD MEMBERS JOIN US FOR FALL VIRTUAL MEETING

On October 23rd, WWA welcomed new board members for 2021 at our virtual fall meeting!

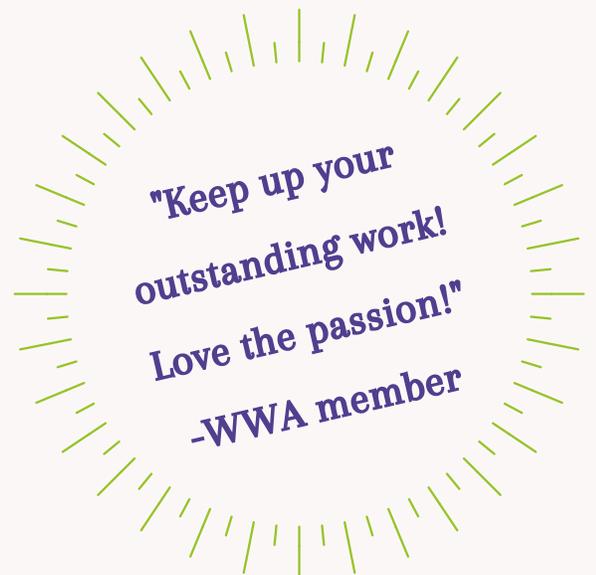
A warm welcome to Sarah Nix, Marisela Krupp, Suzanne Polacek, and Angela Ellis. We look forward to working with you all!

Our executive committee this year will consist of:

Past Chair: Elisabeth Pohle
Chair: Aryn DeGrave
Vice Chair: Camen Haessig
Treasurer: Ellen Ellingsworth
Secretary: Gabriela Mucha

BENEFITS:

- DISCOUNTS ON EDUCATION
- SCHOLARSHIPS
- PROFESSIONAL GROWTH
- LEADERSHIP BUILDING
- ADVOCACY
- AND MORE!



APPLY FOR A SCHOLARSHIP TO THE NWA NATIONAL POLICY CONFERENCE

ATTEND THIS 2021 NWA VIRTUAL CONFERENCE FOR FREE!



The National WIC Association has just announced their plans to move the National Policy Conference (previously Washington Leadership Conference) to a virtual platform. This is not what we were hoping for 2021, but agree this is the safest option for all attendees. We hope that this also will allow even more WIC staff to attend this important event!

The National Policy Conference is a wonderful opportunity for WIC staff to be educated on federal issues, understand more about the program, and strongly advocate for legislative support. WWA is offering up to 10 scholarships that will cover the registration cost of the conference! We encourage all WIC staff to apply.

For more information about the NWA conference, click [here](#).

To apply for the WWA Scholarship, click [here](#).
Deadline for scholarship applications is Friday, December 11th.

PREGNANT WORKERS FAIRNESS ACT PASSES IN THE HOUSE

NWA AND WWA ADVOCATE TOGETHER FOR THIS IMPORTANT LEGISLATION

At the request of NWA, two of our board members flew out to Washington D.C. in February to meet with legislators and advocate for expecting mothers. The Pregnant Workers Fairness Act (PWFA) would establish reasonable accommodations for pregnant women, and protect them from retaliation in the workplace due to their pregnancy or childbirth.

On September 17th, the House voted to pass the PWFA, which is now awaiting approval in the Senate. "The passing of this legislation in the House is extremely validating, not only to our efforts, but also to pregnant moms across the country. The passing means I see you, I value you, and you matter as both a pregnant woman and a working person and the fact that you are doing both is incredible and something that should be supported, not punished," says Kara Kerrigan. The work is not finished, but this is a very exciting win for all women nationwide.



WHAT IS THE FUTURE OF WIC?

WIC LEADERS GATHER AT A NATIONAL VIRTUAL SUMMIT TO DISCUSS HOW WE KEEP MOVING FORWARD

We were fortunate to have two WWA board members (Aryn DeGrave and Kara Kerrigan) represent Wisconsin during the NWA's Virtual Summit on the Future of WIC Services. The virtual summit was comprised of key leaders of the WIC community from across the country. The discussion and brainstorming sessions revolved around an ideal vision for the WIC Program, and strategized how that vision could be achieved through developing partnerships, reforming policies, and progressive innovation. Smaller group discussions focused on specific topic areas to assess the achievement of goals, the barriers to overcome, and the key stakeholders to involve. "I enjoyed talking with other key leaders from other states and finding a common desire to support our WIC families with an easier shopping experience through a participant-centered care service. We were happy to be a voice for Wisconsin WIC to express our experiences and our vision to move WIC forward," says Aryn. Thank you Aryn and Kara for representing the Wisconsin WIC community and being involved in planning for the future of WIC.



The WWA Board wishes you and your family a safe and healthy holiday season! Thank you for all you do to support this program and our participants!