

WWA News Break

WISCONSIN WIC ASSOCIATION SPRING UPDATES



Sarah Nix and Marah Zinnen meet with Charlotte Davis from Rep. Bryan Steil's office.

WISCONSIN WIC STAFF ATTEND THE NWA NATIONAL POLICY CONFERENCE

WWA MEMBERS MEET WITH KEY LEGISLATORS

The NWA National Policy Conference gives us the opportunity to discuss WIC with some of the country's most influential legislators. WWA was able to sponsor five members to attend this virtual conference in February.

Conference attendees learned the basics of WIC policy and advocacy, as well as updates on P-EBT, outreach for recruitment and retention, and the WIC food package review process. Aryn DeGrave, our current WWA Board Chair, presented with a panel on the structure and successes of the Wisconsin WIC Association, with the hope of encouraging other states to form their own associations.

We met virtually with staffers from the offices of Rep. Tiffany, Gallagher, Kind, Moore, Pocan, Steil, and Grothman, as well as Senators Baldwin and Johnson. Topics of conversation included how services have changed during the pandemic, challenges surrounding redemption and online shopping and the WIC Act. "I am very passionate about WIC and this conference helped me to better understand the need to advocate at this level," says attendee Sarah Nix. "If we really want things to happen on a broad scale to benefit our participants, advocating for legislative policy on behalf of our WIC families is vital."

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GET READY FOR ADVOCACY WEEK 2021!

PARTICIPATE AND LEARN MORE ABOUT WIC ADVOCACY

We invite you to participate in the annual WWA Advocacy Week, April 19th-23rd! Similar to last year, we will be conducting most activities utilizing social media platforms. Don't forget to like our Facebook page (@wisconsinwicassociation) to see daily advocacy posts and participate in the social media campaign!

We cannot forget the power of advocacy, and that this skill can be practiced all the time. In the last year, we have seen the power of advocacy in extending WIC waivers and increasing the Cash Value Benefit for participants during the pandemic. It is advocacy and education that provides a platform for change, and is at the core of everything we do in WIC.

To learn more, please see the advocacy tools on our website (wiwica.org), and also on the NWA website (nwica.org).

To continue your advocacy efforts year-round, you can subscribe to receive our monthly action alerts on our website by entering your e-mail address on the home page.

WHY WE *Advocate:*

- INFLUENCE POLICY CHANGE
- HIGHLIGHT PROGRAM NEEDS AND ISSUES
- GAIN LEADERSHIP EXPERIENCE
- BUILD RELATIONSHIPS
- EDUCATE STAKEHOLDERS



WESTERN REGION HAD THE HIGHEST MEMBERSHIP RATE THIS YEAR

CONGRATULATIONS FOR THE HIGHEST MEMBERSHIP RATE THREE YEARS IN A ROW!

Thank you to all projects statewide who participated in our membership drive this year! We had a total membership rate of 73% this year, a positive increase from last year!

The Western Region came out on top, with 82% membership rate. This means, all WWA members in the Western Region will get 20% off the cost of our virtual conference this fall. Stay tuned for more information on how to redeem this awesome benefit!

If you are not currently a WWA member, or would like more information on the benefits of WWA membership, please reach out to Kara Kerrigan at kara.kerrigan@fdlco.wi.gov.



"The NWA Conference was an inspiring opportunity to understand how policy can shape the WIC program to better serve participants."
-Marah Zinnen

CASH VALUE BENEFIT INCREASED AND OTHER LEGISLATIVE UPDATES

CONGRESS APPROVES CVB INCREASE TO \$35 UNDER THE AMERICAN RESCUE PLAN

On Thursday, March 11th President Biden signed into law the American Rescue Plan, which provides additional financial relief for American families during the ongoing pandemic crisis. This plan includes \$880 million dollars for the WIC Program, and \$490 million specifically to increase the cash value benefit for fruits and vegetables for four months. The bill included many other provisions to help lift families out of poverty and financial hardship. Additionally, on March 18th the WIC Act was reintroduced to Congress. This critical legislation would enhance health and nutrition outcomes by expanding child eligibility to age six or the beginning of kindergarten, expand postpartum eligibility to two years, and extended infant certification periods to two years. Click [here](#) to view the NWA fact sheets on the provisions of the WIC Act.

NWA released their State of WIC Report, which highlights NWA's vision for the future of WIC. Click [here](#) to read the report.

COMING SOON: WWA FALL VIRTUAL CONFERENCE

2021



SAVE THE DATES! OCTOBER 27TH AND 28TH

Don't miss this year's WWA conference! We are partnering with Fit Families and the State WIC Program to bring you two days of virtual learning that will include child nutrition, advocacy education topics, and more!

This will include the VENA training for nutrition staff on October 28th.

All staff are encouraged to attend, as there will be topics applicable to support staff too.

Please stay tuned for more information regarding online registration, conference platform information, and agenda. Please reach out to Kristina Ingrouille with any questions at kristina.ingrouille@co.waupaca.wi.us.



HAVE SOMETHING YOU WANT TO TELL US?

UTILIZE OUR NEW ONLINE FORM

We know that what you have to say is important, which is why we have created this online tool to help us communicate. Fill out this online form at any time ([fill out the form here](#)) with questions, concerns, or topics you would like to bring up for discussion. This will help us to streamline our communication process and be sure we are bringing everyone's voices to the table at our monthly board meetings.

There is an option to remain anonymous, or provide contact information so we may respond to your submission. We will still conduct an annual membership feedback survey, but would like to open up the platform for your ideas and concerns all year round.

Thank you for your active participation!



LOOKING FOR CREATIVE MINDS TO JOIN THE WWA COMMITTEES

COME WORK WITH US ON A COMMITTEE!

Join one of our five WWA Committees and put your creative mind to work! Collaborate with WIC staff all across the state to promote WWA and WIC, as well as plan education opportunities. Send an e-mail to one of the committee chairs if interested.

Finance: Ellen Ellingsworth (ellen.ellingsworth@co.columbia.wi.us)

Communication: Gabriela Mucha (gabriela.mucha@aah.org)

Advocacy: Elisabeth Pohle (epohle@milwaukee.gov)

Membership: Kara Kerrigan (kara.kerrigan@fdlco.wi.gov)

Professional Development: Kristina Ingrouille (kristina.ingrouille@co.waupaca.wi.us)