

WWA NEWS BREAK

WISCONSIN WIC ASSOCIATION SUMMER UPDATES



HILL BRIEFING: ENHANCING WIC'S CASH VALUE BENEFIT

ARYN DEGRAVE
CHAIR, WISCONSIN WIC ASSOCIATION

PAUL LIGHTFOOT
PRESIDENT, BRIGHTFARMS
CHAIR, USDA FRUIT AND VEGETABLE ADVISORY COMMITTEE

MICHAEL GAY
MANAGER, FOODFRESH



National WIC Association
Your child has you. And you have WIC.

WWA CHAIRPERSON PRESENTS AT CAPITOL HILL BRIEFING WITH NWA

NWA GATHERS STAKEHOLDERS TO DISCUSS THE CVB INCREASE

On July 7th, The National WIC Association hosted a Hill briefing to discuss the extension of the increased WIC CVB for fruits and vegetables. Among those in the panel was our WWA chairperson, Aryn DeGrave, who spoke about the local impact of the increased benefits for WIC families. "Being from the dairy state, you may think that cheese is our most redeemed WIC food; in fact, the fruit and vegetable cash value benefit is consistently the second highest redeemed food after infant formula. This shows just how valuable and highly desired the fruits and vegetables are to our families."

Along with Aryn, Paul Lightfoot from Brightfarms and Michael Gay from FoodFresh presented on the retail and agricultural impact of extending the increased CVB for fruits and vegetables. "A federal investment in fruits and vegetables is really a win-win for supporting grower's ability to continue to provide nutritious fruits and vegetables through reliable and consistent channels, such as retail," says Paul. "The U.S. agricultural policies have become disconnected from our nutrition and health policies. We tell people to eat fruits and vegetables, but we have incentives for our farms to create low nutritious and cheap, ultra-processed foods."

IN THIS

Issue:

- NWA HILL BRIEFING (1)
- WWA CONFERENCE DETAILS (2)
- CONFERENCE SCHOLARSHIPS (3)
- OUR NEW MEMBERS (4)
- CONNECTION TOOL (4)
- HOW TO GET INVOLVED (4)

(STORY CONTINUED)

Michael Gay pointed out that participants now have the ability to purchase fresh fruits and vegetables a few times per month instead of just once, which was often the case when the CVB was \$9 or \$11. Panelists recognized the link between offering WIC families more fruits and vegetables, and the need to decrease diet-related chronic disease and the cost of healthcare. Lightfoot also added to his comments that increasing the consumption of fruits and vegetables can decrease the nation's greenhouse gas emissions and help reverse climate change. Just one more reason to make the CVB increase permanent!

Thank you to NWA for putting together such an informative presentation for our legislators, and thank you to our panelists for advocating!

If you would like to see a recording of the briefing, there is a live stream session posted on NWA's Facebook page.

Follow the link [here](#).

WHY WE
Advocate:

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

REGISTER FOR THE WWA PROFESSIONAL DEVELOPMENT CONFERENCE!

DON'T FORGET TO REGISTER AT WIWICA.ORG

WWA is partnering with the Fit Families Program and State WIC Office to bring you this year's Professional Development Conference! We are excited to announce the Elyn Satter Institute will be the main speaker Wednesday October 27th 2021. This one-day training will include a focus on, "Feeding Relationships and Eating Competencies".

October 28th will consist of presentations from the National WIC Association and the Wisconsin WIC Association. We are partnering with the State WIC Office and incorporating the VENA training into the second day. Fit Families will be holding their half-day training the afternoon of the second day for all members of the Fit Family Program. Please note: It is recommended to have staff that will be attending the Fit Family Training attend the 8:30 to 9:30am VENA Training.

Pending CDR approval, 8 CEUs will be provided upon completion of the live conference and following the completion of the Post- Conference survey (5.5 CEUs for Day 1, 2.2 CEUs for Day 2).

Registration is now open and will remain open through Friday, October 22nd at noon. No late registrations are accepted.

Cost for the 2-day conference:

\$50.00 for WWA Members

\$75.00 for Non-WWA Members

\$15.00 for Students and Interns

Western Region: You were the winners of the membership drive for 2021 WWA membership! The WIC Directors of the Western Region will be contacted by the the WWA Western Region Representative with your special discount code. Use this code at checkout to receive your discount!

SCHOLARSHIPS OFFERED FOR WWA CONFERENCE

ATTEND THE CONFERENCE FOR FREE!

WWA is offering its members the opportunity to apply for a scholarship to cover the registration cost of the Professional Development Conference October 27th-October 28th 2021.

WWA will award up to 10 scholarships this year! Preference will be given to those that are WWA members and have not received a scholarship in the past year.

Deadline for scholarship applications will be August 31st. Before applying, please discuss attending with your WIC Director.

Click [here](#) to apply.



WELCOME NEW BOARD MEMBERS!

HERE ARE OUR NEW ELECTED MEMBERS FOR 2021-23

Congratulations to Jamie Penza and Ellen Ellingsworth, who were elected to serve as our At-Large Representatives for the 2021-23 season!

We also have new regional representatives starting this fall as well:

Lindsay Kohut for the Southeastern region
Megan Mueller for the Northeastern region

We look forward to working with new members and all the exciting opportunities that this year will bring!

"Holding a leadership position on the WWA Board allowed me to gain valuable experience building relationships with stakeholders and learning the basics of advocating and non-profit work."
-Elisabeth Pohle, Past Chairperson

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: Aryn DeGrave (adegra@milwaukee.gov)

Advocacy: Elisabeth Pohle (epohle@milwaukee.gov)

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

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