



# Wisconsin WIC Association

Building bridges to strengthen families and communities

2021 Membership Discussion  
October 28<sup>th</sup>, 2021  
Presented by Aryn DeGrave, WWA Chair

## Housekeeping

- ▶ Those who attended the free NWA / WWA sessions and did not attend Day 1, please complete this quick survey (posted in Chat)
  - ▶ This will provide you access to:
    - ▶ The end of conference survey (closes November 30<sup>th</sup>)
    - ▶ Your certificate for CEUs
    - ▶ The webinar recording
- ▶ Everyone:
  - ▶ Please remember to complete your end of conference survey, which will be emailed out by on Friday
  - ▶ Recordings will be sent via Email within one month

## Objectives

**Attendees will be able to:**

- ▶ Identify the WWA mission and the importance of a State WIC Association
- ▶ Identify 1-2 benefits of being a WWA member
- ▶ Differentiate Advocacy vs. Lobbying
- ▶ Identify 2-3 types of advocacy efforts that can be performed on a local level
- ▶ Feel empowered and inspired to advocate freely for the WIC program and WIC participants

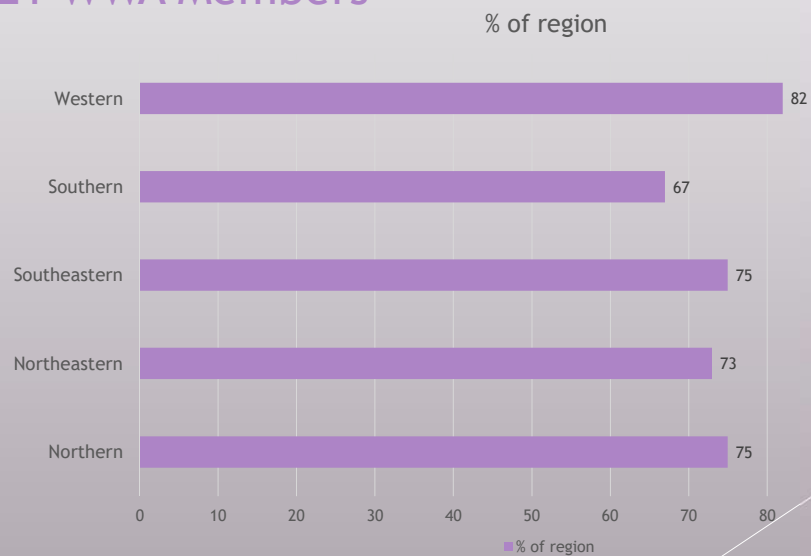
## Our Mission



Inspire and empower the Wisconsin WIC community to advocate for and promote quality nutrition services and assure effectiveness through collaboration, cooperation, and education.

# POLL: Are you a member?

## 2021 WWA Members



## 2021 Membership Highlight

Northern	Northeastern	Southeastern	Southern	Western
Great Lakes Inter Tribal Council	Outagamie/Winnebago County	MLK Heritage Center	Juneau & Adams WIC	Northwest WI Community Service Agency
Taylor County	Fond du La County	Racine Kenosha Community Action Agency, Inc	Columbia County	La Crosse County WIC
Healthfirst	Door County	Walworth Country	Jefferson County	Jackson County WIC
Portage County	Marinette County	Aurora Health Care	Nutrition and Health Associates (Rock County)	Dunn County WIC
Vilas County	Shawano County	West Allis Sixteenth Street Community Health Centers	Wood County	Eau Claire City-County
Oneida County	Sheboygan County	Seeds of Health	Madison and Dane Country	Chippewa County
Florence County	Manitowoc Country	City of Milwaukee	Sauk County	Monroe County
Forest County	Oconto Count	Wee Care	Dodge County	Trempealeau County
Bay Area	Kewaunee County			Barron County
	Waupaca County			St. Croix County
	Calumet County			Burnett County
				Washburn County
				Rusk County
				Clark County
				Pierce-Pepin WIC

## Membership Benefits

Member discounts on educational events

Scholarships for conferences

**Leadership building**

Advocacy education and tools

Elevated Voice

## Meet your team (October 2020-2021)

### Executive Committee:

- Aryn DeGrave (Chairperson)
- Camen Haessig (Vice-Chairperson)
- Ellen Ellingsworth (Treasurer)
- Currently Vacant (Secretary)

### Regional Representatives:

- Suzanne Polacek (Northern Region)
- Sarah Nix (Western Region)
- Lindsay Kohut (Southeast Region)
- Kara Kerrigan (Northeast Region)
- Camen Haessig (Southern Region)

### At Large Representatives:

- Kristina Ingrouille
- Shawn Handfelt
- Aryn DeGrave
- Angela Ellis
- Ellen Ellingsworth
- Elisabeth Pohle



## Our New Members for 2022

### At-Large Representatives

#### ► Ellen Ellingsworth

(2<sup>nd</sup> term)

#### ► Jamie Penza

(1<sup>st</sup> term)

### Regional Representatives

#### ► Northeastern:

**Megan Mueller**

(1<sup>st</sup> term)

#### ► Southeastern:

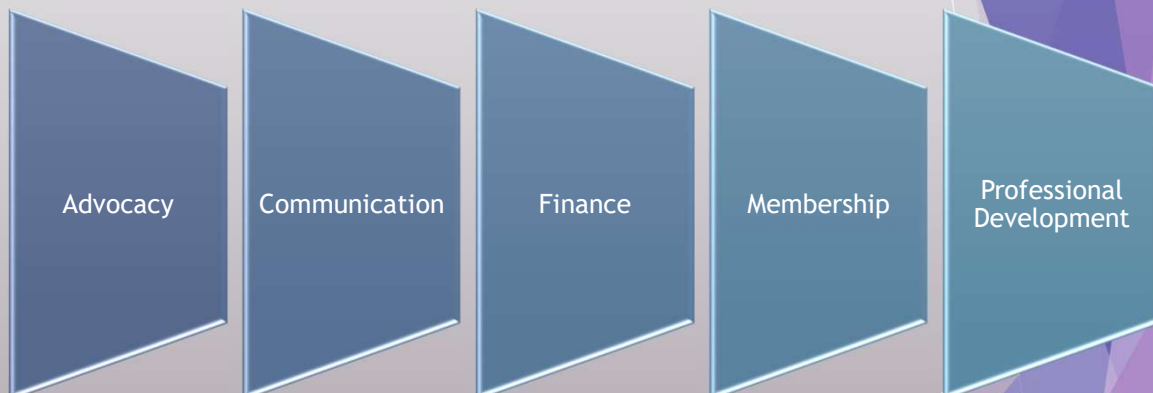
**Lindsay Kohut**

(1<sup>st</sup> "official" term)

## Activities in 2021



## WWA Committees



## Advocacy Committee

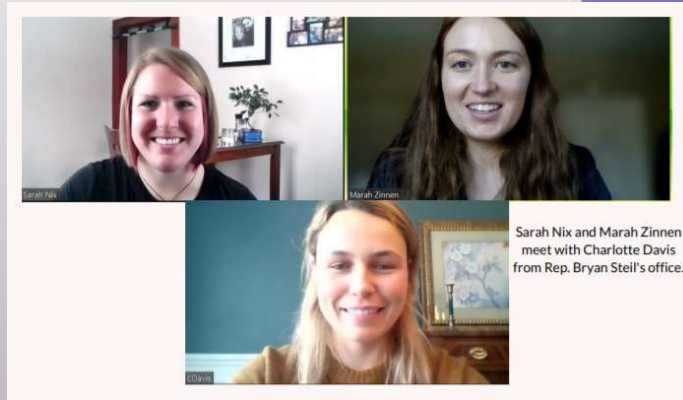
- ▶ Increase engagement with stakeholders
- ▶ Educate stakeholders on the benefits of the WIC Program and how it can be improved
- ▶ Provide awareness on how policy change affects the Wisconsin WIC Program
- ▶ Highlighting achievements of the program and local WIC clinics
- ▶ Use various methods of communication to get our message out (social media, email, meetings, projects, events).



## NWA National Policy Conference 2021

*"Attending the NWA conference this year greatly impacted my interest in legislative policy (something I honestly never thought would happen!). I am very passionate about WIC and this conference helped me to better understand the need to advocate at this level to be able to better serve our families. 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."*

- ▶ Sarah Nix

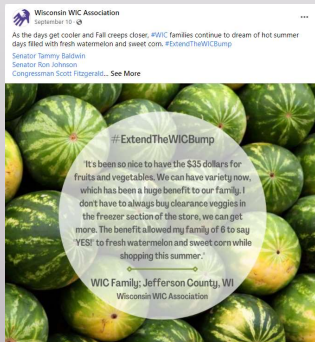


Sarah Nix and Marah Zinnen meet with Charlotte Davis from Rep. Bryan Steil's office.

*"The NWA conference was an inspiring opportunity to understand how policy can shape the WIC program to better serve participants. I'm so excited to be a better-informed advocate for the families and communities we serve."*

- ▶ Marah Zinnen

## Communication Committee



## Follow us!

Follow us on Facebook



Stay up-to-date with all things WWA! Sign-up to receive newsletters and more!

First Name

Last Name

Email address:



wiwica.org  
@WISCONSINWICASSOCIATION



## Finance Committee

Management of all  
finances for WWA

- ▶ Income to WWA:
  - ▶ membership drive
  - ▶ apparel sale
  - ▶ conferences
- ▶ Expenses:
  - ▶ Scholarships/ Sponsorships
  - ▶ Conference Fees
  - ▶ Liability insurance
  - ▶ Website / Meeting Platform
- ▶ Taxes
- ▶ Yearly budget

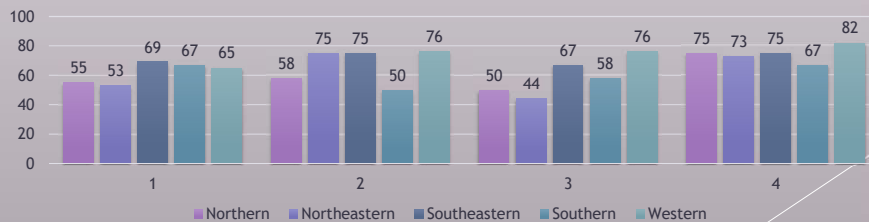


## Membership Committee

### WWA MEMBERSHIP



### WWA Membership 2018-2021



## Professional Development Committee

- ▶ Trainings and education opportunities
- ▶ Ensures and advocates for CDR continuing education credits at WWA events for RDNs and NDTRs
- ▶ Provides quality speakers that represent the mission of WWA during State and WWA conferences



**Do you enjoy  
creating social  
media content?**

**Do you need a  
creative outlet?**

**Do you want to  
plan an event?**

**POLL:**  
What committee would you be interested in joining?



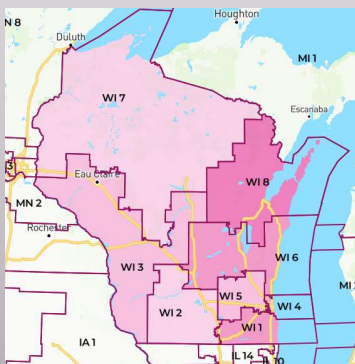
Write in the CHAT:

Out of what you've seen,  
what do YOU want to see WWA  
do in the next few years?

# Advocacy!



First.... How do I know who represents me on the "Hill" (aka- Washington D.C.)



► Govtrack.us



Wisconsin's eight representatives are:



## What is Advocacy?

### Advocacy is...

- ▶ Crucial
- ▶ Broad!
- ▶ Speaking out on issues or supporting a proposal or cause
- ▶ A spectrum
  - ▶ Public Education
  - ▶ Medial Outreach
  - ▶ Direct Lobbying
  - ▶ Grassroots Lobbying
  - ▶ Partisan Political Activities



## Benefits of Advocacy

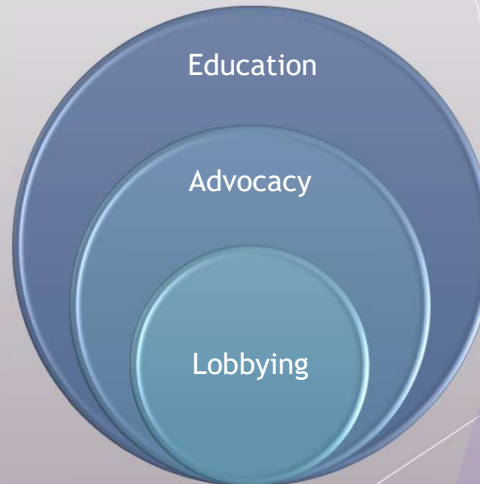
- ▶ Brings your story to life
- ▶ Elevates YOUR voice and YOUR community's voices
- ▶ Advocacy has positively influenced:
  - ▶ Funding increases
  - ▶ Policy changes
  - ▶ WIC Food Package
  - ▶ WIC enrollment populations
  - ▶ Initiation of and continuous funding towards the Breastfeeding Peer Counselor Program
  - ▶ And the list goes on...



## Advocacy vs Lobbying

- ▶ Lobbying is...
  - ▶ Targeted at influencing the outcome of specific legislation
  - ▶ Freedom of Speech
- ▶ Direct lobbying
- ▶ Grassroots lobbying

\*\*\*Lobby with CAUTION!\*\*\*



## QUIZ time! Advocacy vs Lobbying



1. I share a NWA Instagram post on my story that promotes the fruit and veggie extension
2. I call Rep. Gwen Moore and ask her to vote “yes” to support the increase of CVB for WIC in the current Continuing Resolution (Short term funding bill)
3. I write a letter to Senator Johnson that expresses the benefits that WIC mom’s have when using a BF Peer and how it decreases medical costs
4. The WIC father I talked to today was frustrated with the decrease in CVB. I offered the suggestion that he could contact Rep. Steil (his district Rep) and tell his story as a WIC father and how the increased CVB his family
5. WWA sends an Action Alert via E-mail to “ACT NOW” to “sign-on” in support of a letter that asks for Congressional support in passing the “PUMP for Nursing Mothers Act”(H.R. 3110)

## Answers...

1. I share a NWA Instagram post on my story that promotes the fruit and veggie extension  
▶ **ADVOCACY**
2. I call Rep. Gwen Moore and ask her to vote “yes” to support the increase of CVB for WIC in the current Continuing Resolution (Short term funding bill)  
▶ **LOBBYING**
3. I write a letter to Senator Johnson that expresses the benefits that WIC mom’s have when using a BF Peer and how it decreases medical costs  
▶ **ADVOCACY**
4. The WIC father I talked to today was frustrated with the decrease in CVB. I offered the suggestion that he could contact Rep. Steil (his district Rep) and tell his story as a WIC father and how the increased CVB his family  
▶ **ADVOCACY**
5. WWA sends an Action Alert via E-mail to “ACT NOW” to “sign-on” in support of a letter that asks for Congressional support in passing the “PUMP for Nursing Mothers Act” (H.R. 3110)  
▶ **LOBBYING**

## Get confused between advocating and lobbying?

- When in doubt....

*Bragging beats Begging*

*Tell your Story*

*Highlight your Success*

Save the “lobbying” actions for after work!

## Ways YOU can advocate

**Local Level**

- Educate members in the community
- Clear up any myths and misinformation
- Ensure your community has a positive opinion of WIC
- Neighbors  
Alderman  
Mayor

**State Level**

- Tell your story to Wisconsin state-level stakeholders
- Show how WIC is important for the health of Wisconsin families
- Policy makers in Madison:  
Governor  
State legislators

**National Level**

- Be the voice as a Constituent
- Tell your story
- Congress:  
Senators  
Representatives

### Educate the Public

- Outreach
- Have meaningful conversations with Community members and WIC participants

### Social Media

- Post, Share, Tweet, Like
- @ Partners, Stakeholders, and Policy Makers

### Meet

- virtual or in-person
- Call, Zoom, or Face-to-Face

### Write

- Letters and Emails
- Submit testimonials to WWA

### GO!

- NWA National Policy Conference
- WAND Advocacy Day



“ Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it's the only thing that ever has. ”

-Margaret Mead  
*Advocate Passionately*



POLL:

How are you going to advocate for WIC over the next year?

Where can you go for more WIC specific advocacy information?



POLL:

Are you ready for a WWA membership yet?

## Contact information



- ▶ Aryn DeGrave, Chair
  - ▶ [adegra@Milwaukee.gov](mailto:adegra@Milwaukee.gov)
- ▶ Camen Haessig, Vice Chair
  - ▶ [chaessig@co.wood.wi.us](mailto:chaessig@co.wood.wi.us)
- ▶ Kristina Ingrouille, Professional Development Committee Chair
  - ▶ [Kristina.ingouille@co.Waupaca.wi.us](mailto:Kristina.ingouille@co.Waupaca.wi.us)
- ▶ Ellen Ellingsworth, Treasurer
  - ▶ [Ellen.ellingsworth@co.columbia.wi.us](mailto:Ellen.ellingsworth@co.columbia.wi.us)

## Connect with us!



- @wisconsinwicassociation

### E-MAIL

- [WIC.WI.Association@gmail.com](mailto:WIC.WI.Association@gmail.com)
- Chair: [adegra@Milwaukee.gov](mailto:adegra@Milwaukee.gov)
- Regional or At-Large Board Members



- [wiwica.org](http://wiwica.org)
- Newsletter sign up
- Submit testimonials

### Connection Tool

- WWA website >> Contact us

## References and Resources

- ▶ Wisconsin WIC Association: <https://www.wiwica.org/>
- ▶ National WIC Association: <https://www.nwica.org/>
  - ▶ Advocacy Toolkit
    - ▶ “Why Advocacy Matters”
    - ▶ When Does Advocacy Become Lobbying?”
- ▶ Govtrack.us: <https://www.govtrack.us/congress/members/WI>
- ▶ Wisconsin State Legislators: <https://legis.wisconsin.gov/>