

WWA NEWS BREAK

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FULL FUNDING FOR WIC!

By Cheri Nemec, RDN, CD, CLS, IBC of Great Lakes Inter-Tribal Council, Inc.

The WIC Community and its many partners are celebrating after Congress passed a bipartisan budget bill that secured full WIC funding for 2024, avoiding the threat of waiting lists and ensuring any family that needs WIC services will have access to them. This funding secures the increased fruit and vegetable benefit that so many of our families have enjoyed.

Thank you to all who participated in advocacy efforts over the past months. Any contact you made with lawmakers or communication with partners about WIC has an impact.

What is next?

- The Final Food Rule is expected to be released soon! USDA received more than 15,000 public comments on the proposed food rule. Once the final rule is released, states will go to work to apply those rules to their food lists. Watch for more information on this in the coming weeks.
- The 2025 Budget was released. The budget shows a continued commitment to WIC and includes additional funding. Watch for upcoming opportunities to advocate for WIC in the FY25 budget process.

For more information, see NWA's statement about the proposed budget. [Biden's Proposed FY25 Budget Demonstrates Continued Commitment to WIC, Congress Must Follow Suit | National WIC Association \(nwica.org\)](#)

WIC STAFF AND SUPPORTERS CAN MAKE A DIFFERENCE

- Continue to share WIC news and benefits to partners and community members with Proven Outcomes from NWA.
- Collect stories and testimonials from WIC participants about how the program makes a difference to their family. Share with [WWA's testimonial portal](#).
- Look for updates on the WWA Facebook page and NWA Facebook page or contact your WWA Regional Representative.

WIC Advocacy:
Everyone can make a
difference!

THE 2024 NWA POLICY CONFERENCE

By Beth Scheelk, MPH, RD, CD, CPH
Director, Outagamie county

The 2024 NWA Virtual Policy Conference was held February 20-21 focused on celebrating the 50 years of WI. Sessions included sharing reflections of how WIC came to be and how we continue to grow the WIC impact.

A theme of the conference was WIC continuing to be supported by sound science and the importance of education to the public and policy makers on impact of WIC in communities.

As a scholarship recipient from WWA, I was honored to be able to learn and be inspired by those that set the foundation of WIC.

Through this conference I continue to feel confident as a strong advocate for WIC and the families we serve.

The conference commenced with a day to meet with Wisconsin legislators. WWA members connected with Congressional staffers of both Senators and 6 of the 8 Wisconsin Representatives.

The main messages shared were:

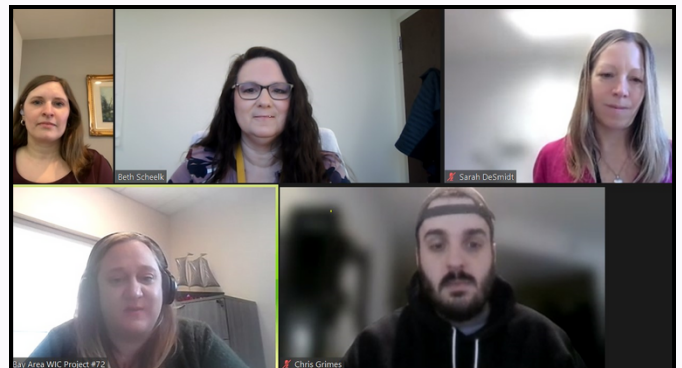
- 1) Fully Funding WIC
- 2) Finalizing the science-based revisions to the WIC food package and
- 3) Securing the flexibilities of hybrid WIC Services through the Modernize WIC Act.

Thank you to all of the WIC Staff from across the state who shared their WIC stories and the importance of fully funding WIC for Wisconsin residents with legislators. The education we shared lead to WIC being fully funded for 2024!



“Attending the conference helped me to feel more solidarity among WIC programs across Wisconsin. As part of a smaller WIC project, I really appreciated the opportunity to hear from WIC agencies not only across Wisconsin but the entire United States. For me, this was energy-giving and I really appreciate the opportunity to feel like a part of something bigger.”

-Sara Wartman, Director, Bay Area WIC



WWA members meet with Rep. Mark Pocan (2nd Dist.) office staffer, Chris Grimes during NWA Policy Conference Hill Day.

“This was my first National Policy Conference. I was thankful to attend through the WWA Scholarship. What impacted me the most was the conversations with staff of congressional leaders. I enjoyed hearing their awareness, experience and knowledge of WIC. It felt so wonderful hearing positive stories and enthusiasm from staffers. It was also a reminder of the importance to continue sharing our personal stories of our work with WIC participants.”

-Sarah DeSmidt, Manager, City of Milwaukee WIC

2024 MEMBERSHIP

MEMBER BENEFITS:

- Access to latest advocacy opportunities
- Develop leadership skills through participation of committees and Board positions
- Scholarship funds to assist with continuing education
- Networking with other WI WIC staff
- Continuing education offerings
- Professional growth

The State WIC Office has dedicated funds to cover WWA membership fees for all local WIC Projects. Thank you to the State WIC Office for the support of membership for all WIC staff members.

Please share this newsletter with new staff and have them SIGN UP for email communications (scroll to bottom of the page) to stay up to date with WWA happenings.

INTRODUCING THE NEW WWA LOGO

The New WWA Logo was developed in the fall of 2023 to represent how we can come together to build bridges in communities and advocate to strengthen the families we serve daily. a

The work of WWA is achieved through various committees to meet the needs of members and the WIC community.



WWA COMMITTEE RECRUITMENT

WWA has a variety of committees supporting different aspects of the association. Please visit the [WWA Committees page](#) or use the image above to learn about the different committees and see which one would be a good fit for you! All the committees are currently accepting new members.

WWA COMMITTEE SPOTLIGHT - PDC

Are you interested in building leadership skills and connecting with local and national professionals while using creativity? Then the **Professional Development Committee** (PDC) is for you!

The PDC assists WWA Members in finding continuing education opportunities as well as managing scholarship applications and awards. It provides qualified speakers and represents the mission of WWA during statewide conferences. This committee heads fundraisers for WWA to raise funds for scholarships and other benefits WWA members can enjoy.

A few of the previous year's activities planned by PDC include:

- *Organizing and leading the 2023 WWA Maternal Mental Health Conference.
- *Organizing the 2022 WIC apparel sale.
- *Organizing and leading the 2021 Professional Development Conference Co-led by Anne Blocker & Jennifer Harris of the Ellyn Satter Institute.

If you are interested in joining this committee, please email the PDC Chair [Kristina Ingrouille](mailto:kristina.ingrouille@wwa-wisconsin.org). Thank you!

WWA SCHOLASHIPS

WWA wants to support your professional development and recognizes the importance of providing a means to do so. Scholarships are available for WWA members to pursue professional development opportunities that impact WIC.

Click [here](#) if interested in applying for a scholarship.

Below are links to other organizations with educational events that can positively impact WIC Staff. Scholarships can be used toward WIC related (WWA, WI WIC, NWA) and non-WIC related events.



SPRING 2024 | WISCONSIN WIC ASSOCIATION



Welcome New 2024 WWA Board Members!

Beth Scheelk, Vice Chair - Member at large

Alex Forsythe, Southeastern Regional Rep

Annika Crossley, Southern Regional Rep

Cheri Nemec, Northern Regional Rep

Rachel Bauer, Northeastern Regional Rep



Meet the WWA Board

Executive Committee

Kim Damrow: Chair

Beth Scheelk: Vice Chair

Past Chair: Vacant

Treasurer: Morgan Thums

Secretary: Rachel Bauer

Regional Representatives

Northern Region: [Cheri Nemec](#)

Northeastern Region: [Rachel Bauer](#)

Southeastern Region: [Alex Forsythe](#)

Southern Region: [Annika Crossley](#)

Western Region: [Sarah Nix](#)

At Large Representatives:

Kim Damrow

Kristina Ingrouille

Morgan Thums

Beth Scheelk

Shawn Handfelt

WIC ACTION NETWORK

The National WIC Association hosts WIC Action Network meetings every other Friday from 2:00-3:00 CST to share the latest updates on WIC policy and advocacy. Meetings are open to all members. [Don't miss out – register today!](#)

Visit us at:

www.wiwica.org

[WWA Facebook](#)