

Wisconsin WIC Association

2024 Annual
Membership
Discussion



November 14, 2024

Presented by Beth Scheelk, MPH, RD, CD, CPH
2024-2025 WWA Chairperson

Objectives

Attendees will be able to:

- Identify the WWA Vision, Mission and the importance of a State WIC Association
- Identify 2 benefits of being a WWA member
- Differentiate between Advocacy and Lobbying
- Identify 2-3 types of advocacy efforts that can be performed on a local level
- Review Bylaw Changes for vote



Meet Your WWA Board

2025 Executive Committee:

- Beth Scheelk (Chairperson)
- Kim Damrow (Past Chair)
- Vacant (Vice Chair)
- Shawn Handfelt (Treasurer)
- Rachel Bauer (Secretary)



Regional Representatives:

- Kim Damrow (Northern Region)
- Amy Richter (Western Region)
- Alex Forsythe (Southeast Region)
- Rachel Bauer (Northeast Region)
- Emily Seltzner (Southern Region)

At Large Representatives:

- Shawn Handfelt
- Angela Ellis
- Morgan Thums
- Heidi McCann
- Alyssa Gollon
- Beth Scheelk



WWA Vision & Mission

Vision:

Wisconsin WIC Association is the leader in advocating for the voices of the WIC community.

Mission:

The mission of the Wisconsin WIC Association (WWA) is to inspire and empower the Wisconsin WIC community to advocate for and promote quality nutrition services and assure effectiveness through collaboration, cooperation and education.

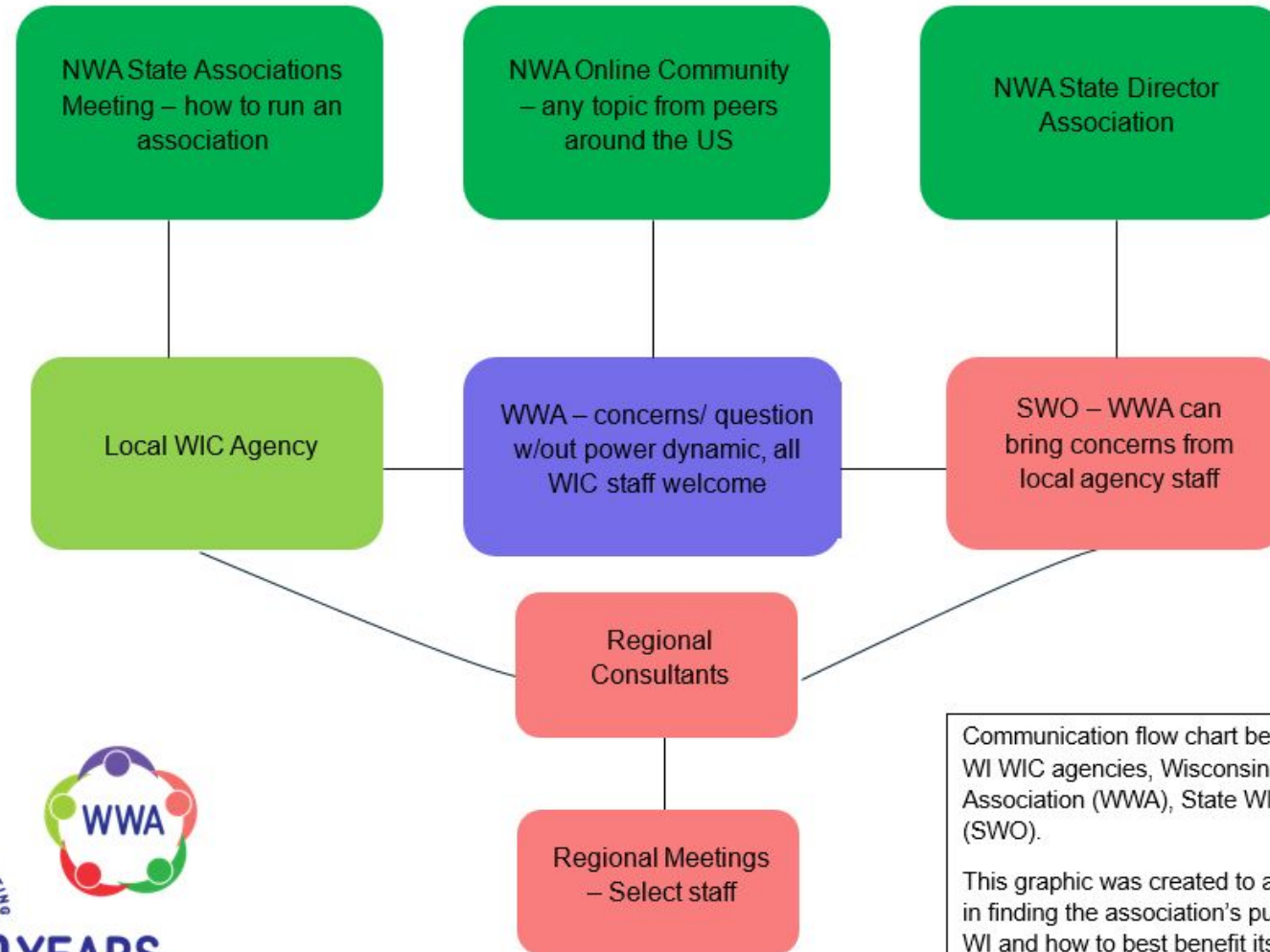


Membership Benefits

- Leadership Building
- Advocacy Education and Tools
- Scholarships
- Access to events and information with partners (WAND, NWA, State assoc)
- New in 2025 - Member Discussion Sessions



Member Relationships



WWA Committees



ADVOCACY



CONNECTION



FINANCE



PROFESSIONAL
DEVELOPMENT



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



Finance Committee

Income

- Membership Dues
- Apparel Sale

SCHOLARSHIP



Expenses

- Scholarships/ Sponsorships
- Liability Insurance
- Website
- Meeting Platform
- Taxes
- 50th Anniversary Gift



Connection Committee

SPRING 2024 | WISCONSIN WIC ASSOCIATION

WWA NEWS BREAK

IN THIS ISSUE:

Advocacy Update (1) | WWA Scholarship - NWA Policy Conference (2) | Membership Benefits (3) | WWA Committee Information & Recruitment (3) | WWA Committee Spotlight (4) | Scholarships (4) | Board Members (5) | WIC Action Network sign up (5)

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!



Building Bridges | Strengthening Families

[Home](#) [WWA Updates](#) [About Us](#) [Members](#) [Advocacy](#) [Continuing Education/Scholarships](#) [Resources](#)

Welcome to the Wisconsin WIC Association!

Thank you for visiting our website!

Please explore to learn more about how our organization supports the WIC staff who serve Wisconsin WIC participants.



On October 17th, 2024, the outgoing, current and incoming WWA Board met at the Food + Farm Exploration center to discuss the past year and make plans for the year ahead.


Board members L to R: Er Representative), Rachel E Representative), Morgan (At-Large Representative), Kristina Ingrouille (outgoing Richter (Western Regiona (Chairperson), Shawn Ha (outgoing Western Region

 Wisconsin WIC Association
October 31 at 7:31 AM · 🌐

Wisconsin WIC Day

CELEBRATING
 50 YEARS



 Wisconsin Department of Health Services
October 30 at 12:00 PM · 🌐

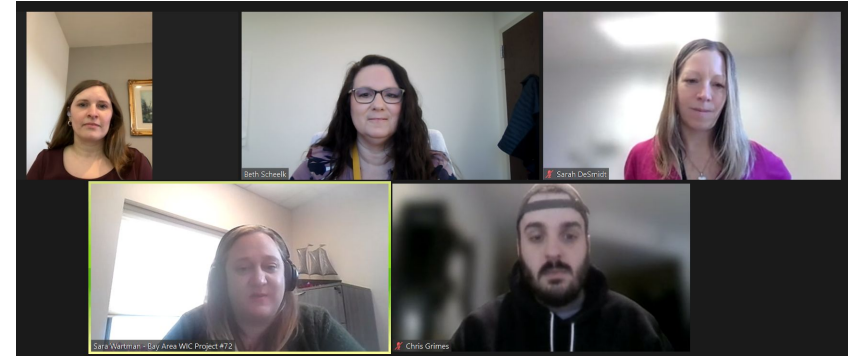
Governor Tony Evers has proclaimed today #Wisconsin WIC Day to celebrate the 50 years of helping women, infants, and children access healthy food, nutrition edu... [See more](#)



Advocacy Committee

- Educate WWA members on how to best advocate for WIC
- Provide opportunities for WIC staff to advocate
- Document legislative/advocacy efforts put forth by WWA Board and members
- Develop and maintain advocacy partnerships with organizations that have a similar mission and focus
- [NWA Policy Conference 2025!](#)

WIC ACTION NETWORK





Which committee are you interested in joining?



Benefits of Advocacy

- Brings your story to life
- Elevates personal and community 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



Advocacy

Advocacy/Education	Grassroots Lobbying	Direct Lobbying
Providing a Member of Congress with key messages about importance of the WIC program and the impact on your community	Sending an email blast to a listserv with contact information for a legislator and stating your organization's opposition to that legislator's bill cutting funding.	Calling a Member of Congress or Congressional staffer to vote to provide full funding to WIC.
Inviting a Member of Congress to visit your local clinic to meet participants, learn about WIC and post for pictures.	Distributing flyers in WIC Clinic asking participant to call their Member of Congress in favor of full WIC Funding	Asking the governor to veto a budget bill if it includes a provision that would cut funding for breastfeeding promotion.
Writing a letter to the editor highlighting how budget shortfalls have affected the administration of WIC initiatives.	Tweeting to your network that they should call their Member of Congress in opposition of decreasing WIC Funding	Emailing you legislator and expressing your opposition to provisions in the appropriation process that cuts WIC funding.
*Adapted from NWA document		



Ways YOU can advocate



Local Level *Neighbors, Alderman, Mayor*

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



State Level *Policy Makers: Governor, State Legislators*

- Tell your story to Wisconsin state-level stakeholders
- Show the importance of WIC for the health of Wisconsin families

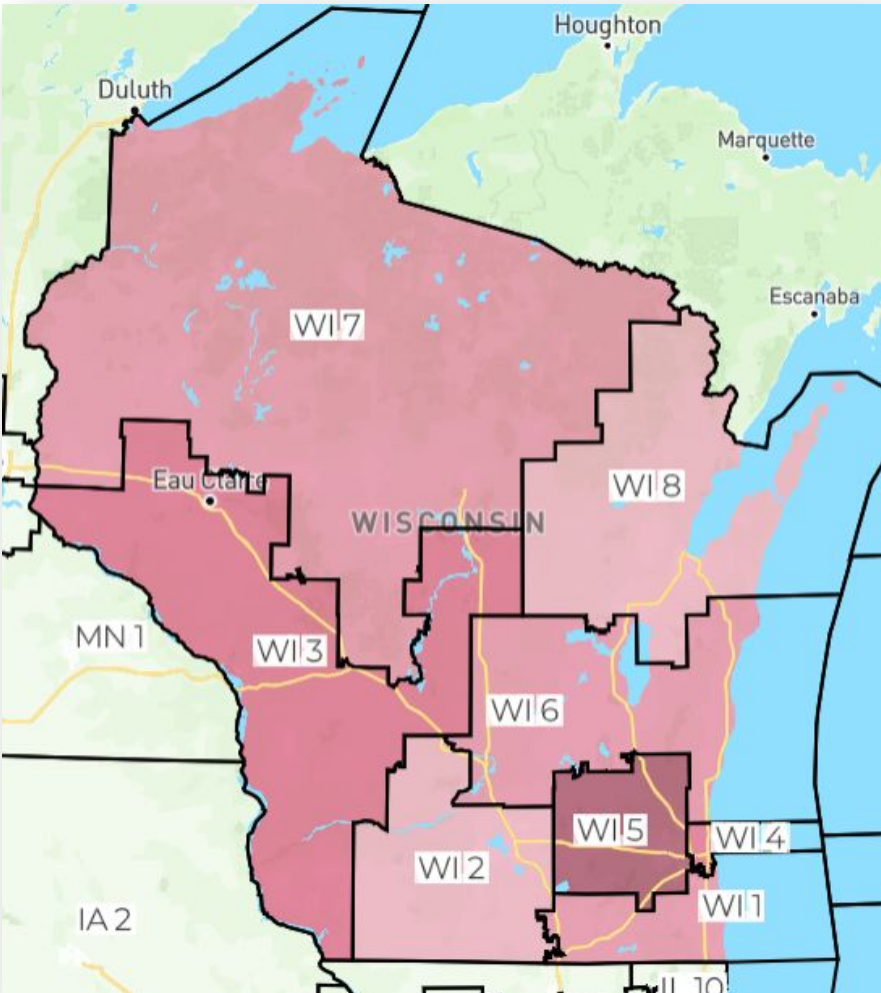


National Level *Congress, Senators, Representatives*

- Be the voice as a Constituent
- Tell your story



Who represents me?



Senior Senator
Ron Johnson

Republican
Since Jan 5, 2011
Next Election in 2028



Junior Senator
Tammy Baldwin

Democrat
Since Jan 3, 2013
Next Election in 2024



1st District
Bryan Steil

Republican
Since Jan 3, 2019



2nd District
Mark Pocan

Democrat
Since Jan 3, 2013



3rd District
Derrick Van Orden

Republican
Since Jan 3, 2023



4th District
Gwen Moore

Democrat
Since Jan 4, 2005



5th District
Scott Fitzgerald

Republican
Since Jan 3, 2021



6th District
Glenn Grothman

Republican
Since Jan 6, 2015



7th District
Thomas Tiffany

Republican
Since May 19, 2020

8th
District is
currently
vacant

[Govtrack.us/congress/members/WI](https://govtrack.us/congress/members/WI)



Action Steps to Increase your Advocacy

1. Visit the [NWA Advocacy Toolkit](#)
2. Attend NWA WIC Action Network Meetings for latest information on WIC
3. Locally – invite your representatives to the WIC office to share **YOUR STORY** to show what WIC means to you and the community you work in
4. Read NWA and WWA update communications



WWA Bylaws Update

- October 2024 Annual Board Meeting updated the Bylaws
- Based on changes that occurred throughout the year to better align the organization
- Examples: (7 total proposed changes)
 - Project Nutritionist changed to Nutrition Coordinator to align with WIC language
 - Extension of term when board member is elected vice Chair and co-Treasure
 - Removal of Support Member on the board
- Watch for the email to vote on approval of the proposed Changes with the member survey coming soon.

References and Resources

[Wisconsin WIC Association](#)

[NWA Advocacy Toolkit](#)

[U.S. Congress Members - Wisconsin](#)

[Wisconsin State Legislature](#)

[NWA Policy Conference](#)

[State of Wisconsin WIC Fact Sheet](#)

Current NWA Lobbying Opportunity (off work hours):

[FY25 Budget Appropriations](#)



Questions?



Connect with WWA

Facebook @wisconsinwicassocation

WWA Email WIC.WI.Association@gmail.com

Chair Beth.Scheelk@outagamie.org or Regional/At-Large Board Members

Website www.wiwica.org
Newsletter sign up
Submit testimonials

