



WHAT IS THE NATIONAL WIC ASSOCIATION?

The National WIC Association (NWA) is the go-to voice of and for WIC leaders at the nation's more than 12,000 WIC locations across the country. We provide member-driven advocacy; educate, guide, and support WIC staff; and drive innovation to improve and strengthen WIC for the health of the nation's over 7 million women, infants, children, and their families.

OUR MISSION is to provide our members with tools and leadership to expand and sustain effective nutrition services for mothers and young children.

OUR MEMBERS are state and local WIC agencies; individuals, students and retired members; and industry members whose vision for WIC aligns with our own.

WE ARE GOVERNED BY a board of directors comprising a geographically diverse group of state, local, and Indian Nation volunteer representatives from across the United States. Board members help shape the future of NWA and the WIC Program.

WE ADVOCATE FOR WIC. We educate policy makers to help them understand maternal/child nutrition and health needs, and advocate for a stronger, more robust WIC program. We engage with USDA and Administration leadership, communicating our policy priorities. We stay abreast of changes in policies that impact WIC and share them with our members.

WE DRIVE INNOVATION. We connect our members to the latest news, information, tools and resources, equipping them to develop innovative, creative implementation strategies

and assure top drawer WIC services for mothers and young children.

WE EMPOWER WIC LEADERS. We connect state and local programs and WIC leaders to one another and to policy makers to ensure their unique perspectives are essential components of policy discussions, empowering members to have significant influence on WIC program policies and operations.

We provide ongoing training and education opportunities through:

- Weekly webinars on timely topics.
- Three yearly conferences on topics ranging from leadership to technology, nutrition to management, and other valuable subjects.
- Our Leadership Academy - an online certificate program that provides training for WIC staff to become successful WIC voices and leaders.

MEMBER BENEFITS:

- E-newsletters with up-to-date WIC program and association news.
- Discounts to educational offerings including three yearly conferences.
- Ongoing in-person and online networking opportunities.
- Representation with USDA, Congress, the White House, and other federal departments and agencies.
- Opportunities to volunteer with the board of directors, committees, task forces and at NWA events.
- Assistance from knowledgeable National Office staff.

RECENT ACCOMPLISHMENTS AND PROJECTS:

- Testimony and comments to the National Academies of Sciences, Engineering and Medicine (NASEM) expert committee reviewing the WIC food package.
- Ongoing advocacy and education for WIC policy and legislation, including the Child Nutrition Act and annual WIC funding legislation.
- Successful inclusion of key NWA/WIC priorities in authorizing, funding, and other legislation.
- CDC funded Community Partnerships for Healthy Mothers and Children project, launching policy, systems and environmental projects in 31 communities.
- National recruitment & retention campaign working to bring more families to WIC, keep families on WIC longer, and improving public perception of the program.
- Creation of signupwic.com with a national WIC site locator.
- Collaborations with national advocacy and strategic partners.
- Creation of a brand new quarterly e-newsletter: WIC Research to Practice.
- A large variety of fact sheets and position papers, including information specific to each state agency.

NWA does not invite infant formula manufacturers to be members, exhibitors at conferences, advertisers or sponsors of events and activities.

