



# KEY MESSAGES AND TALKING POINTS FOR 2018

When speaking with members of Congress or to their staff, talking to the media, bringing up a WIC issue at a town hall meeting, or promoting WIC to the general public, NWA encourages you to incorporate some of these key messages and talking points into your advocacy communications. Consistently communicating these messages and talking points will help mitigate misconceptions about WIC and hopefully integrate them into the political discourse about WIC. Please note: All of the statistics used in the talking points below also appear in our WIC For A Stronger, Healthier America fact sheet. You can find the references there.

KEY MESSAGES	TALKING POINTS
WIC is efficient and leads to healthcare cost savings.	WIC participation is associated with improved birth outcomes, including: fewer low birth weight and very low birth weight babies.
	Moms on WIC seek prenatal care earlier in their pregnancies, and are more likely to carry their pregnancies to term.
	In FY 2013, \$6.3 billion of WIC benefits were spent in local communities.
	WIC helps to ensure normal physical growth and development in children, reduces levels of anemia, and improves access to healthcare and social services.
	WIC's benefits extend throughout families and communities: when some members of a family participate in WIC, the entire family eats healthier. When stores participate as WIC vendors, healthy foods are available to all families in the community.
	From 1998 to 2002, breastfeeding among WIC participants rose from 42% to 67%. It is estimated that \$13 billion per year would be saved if 90% of U.S. infants were exclusively breastfed for six months.
WIC empowers parents and caregivers, giving them the tools to raise healthy, productive members of society.	WIC empowers parents and caregivers to raise productive, healthy members of society.
	WIC gives parents and caregivers information, tools, and support to be the parents they want to be.
	WIC is a time-limited program that gives families the tools to make healthy decisions for the rest of their lives.
	Through tailored education, WIC supports families in making informed choices about their infant feeding plan.

## KEY MESSAGES

## TALKING POINTS

WIC is a hub, connecting families with the support they need and ensuring efficiency and coordination between programs.

WIC is a short-term program that can lift multiple generations of families out of poverty.

WIC works closely with community partners to streamline services and serve families efficiently.

Children who participate in WIC are more likely to receive regular healthcare, and experience fewer childhood illnesses, such as ear infections, stomach viruses, and colds.

WIC helps expecting moms access the tools and services they need to have a healthy pregnancy and raise a healthy child.

Children participating in WIC for at least one year are 1.7 times more likely to go to have two or more dental visits per year than children who never participated. Children between ages one to two years have lower dental-related Medicaid costs compared to children who do not participate in WIC.

Children who participate in WIC have higher immunization rates than children in families with similar incomes who do not participate in WIC.

Having a baby can put an extra financial strain on families. WIC is a supplemental program that helps fill in the gaps to make sure families can afford healthy foods.

WIC starts children off on the right foot. It improves cognitive outcomes, setting kids up to lead productive lives.