



# 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 7.3 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 GROW WIC LEADERS.** 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:

- » Strong WIC representation among the over 266,000 comments in response to the public charge proposed rule, impacting immigrant families accessing WIC and other public services.
- » Launched a three-year extension of the national recruitment & retention campaign to bring more families to WIC, keep families on WIC longer, and improve public perception of the program.
- » NWA received a three-year grant from the Robert Wood Johnson Foundation to support a new NWA project called Catalyzing Retention Efforts in WIC (CREW): Developing and Disseminating Evidence-Based Resources to Enhance the WIC Participant Experience.
- » NWA received funding from the David & Lucile Packard Foundation to hold regional convenings with WIC staff for advocacy and social media trainings, discuss WIC's role in addressing maternal and infant mortality, and explore growing state WIC associations.
- » NWA unveiled a multimedia exhibit called "WIC Voices," highlighting the personal experience of WIC participants in 12 clinics nationwide.
- » NWA submitted public comments on menu labeling, added sugars, the Dietary Guidelines for Americans, FDA's Nutrition Innovation Strategy, detention of migrant children, and the 2020 Census.
- » NWA convened new task forces to address maternal mortality, infant mortality, farmer's markets, the recruitment and retention of Registered Dietitians in WIC, and the inclusion of dads in WIC.
- » WIC agencies in New Jersey, Puerto Rico, and the US Virgin Islands hosted NWA staff to discuss WIC advocacy around health disparities, including maternal and infant mortality.

*\*NWA does not invite formula manufacturers as members, exhibitors, advertisers or sponsors.*