National WIC Association

President & CEO Report to 2018 Annual Business Meeting

Calendar Year 2017: Chicago, IL
Government Affairs Successes

• Successfully lobbied for $14 million for disaster relief in USVI & PR;
• Added 2 new staff members to GA team;
• Logged over 200 meetings in 9 months
• Fighting back against immigration threats via Congress and the administration;
• Bipartisan letter in support of WIC FY19 appropriations. NWA asks:
  • $6.3 billion + $250 million contingency funding;
  • Set asides - $90 million BF; $14 million infrastructure; $25 million research & evaluation; $5 million maternal & infant mortality; $15 million community health integration.
Nutrition Successes

- RD Recruitment and Retention Task Force
  - Working on 2 surveys gathering
- Infant & maternal mortality in WIC
  - The Infant Mortality Task Force & Maternal Mortality Task Forces were approved to examine research on mortality, identify best practices to address reduce the incidence in WIC.
- Anthem breast pump reimbursement rate drop collaboration
  - In discussions with manufacturers and Anthem regarding rate drop from $169 to $95.
- Reinitiated WIC Dad’s Initiative Project
  - Aims to uplift and spotlight fathers’ role in the family, provide structured support to fathers particularly primary caregivers, and to broaden the perspective of the American family to include “non-traditional” family structures.
Recruitment & Retention

• Campaign Objectives
  • Increasing enrollment of WIC eligible moms
  • Retaining moms and children in WIC
  • Increasing the positive perception of WIC
  • Creating national brand recognition

• Campaign Tools
  • Digital
  • Print
  • Point of Care

• Campaign Successes
  • Positive perceptions of WIC have increased significantly.
  • Print media has changed attitudes about WIC benefits for the better.
  • Digital media has been successful for WIC.
  • Driven 1.1 Million moms to signupwic.com
  • In participating states, 186,000 moms have called a WIC office
  • Customer service has improved as SignupWIC.com referrals are enhancing the client outreach experience.
Grant Successes

• **CDC Community Partnerships Grant**
  - Funded 30 local WIC agencies in 18 states to do community health projects;

  - Developed white paper with national partners: [https://partnering4health.org/](https://partnering4health.org/);

• Funding for Research, Policy, Practice Hub;

• Message Testing with Porter Novelli
  - Public perceptions of WIC and message framing for community partnerships;

• Video Project with Two Parrot Productions
  - Highlighting WIC community health projects in WI, VA, ID, CO, NY, NM Pueblos, and CT
Grant Successes

• **David & Lucille Packard Foundation Grant**
  - Conducted social media trainings in 6/7 WIC regions;
  - Conducted advocacy webinars with approximately 600 attendees;
  - Partnered with WIC Voices Story Team to collect content for exhibits and briefings highlighting WIC’s impact on local communities;
  - Brought three WIC families to Washington Leadership Conference to share their stories in congressional briefing;
  - On track to secure funding for 2018-2019.
SUCCESSFUL NWA CO-BRAND PARTNERSHIPS

• Meredith/The Parents Network Custom Media – magazine publication nutrition education tools;
• NWA Business Council Partner Leadership;
• Sullivan, Meredith, Imprint National Recruitment & Retention Campaign;
• CDC Community Partnerships Grant;
• David & Lucille Packard Foundation Grant.
NWA OUTREACH PRODUCTS

Revenues

2013: 2.94
2014: 3.78
2015: 3.58
2016: 3.42
2017: 2.33

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Gratitude

• **NWA Executive Committee:**
  - Diana Hoek, Board Chair;
  - Donna Bister, Chair Emeritus;
  - Rita Arni, Chair Elect;
  - Nancy Sanchez, Treasurer;
    • NWA Finance Committee;
  - Barbara Riley, Secretary;

• **NWA Board of Directors.**
Gratitude

• Darlena Birch, Public Health Nutritionist;
• Brian Dittmeier, Esq., State Government Affairs Counsel;
• Elisabet Eppes, Senior Associate, Government Affairs;
• Pierre Francois, Office Manager;
• Emily Gilcher, Membership Coordinator;
• Allison Hard, Senior Associate, Government Affairs;
• Quinney Harris, Manager, Community Partnerships;
• Shameka Jennings, Education & Events Manager;
• Georgia Machell, Research & Evaluation Manager;
• Natalie Mulloy, Communications & Reporting Assistant;
• Cecilia Richardson, Nutrition Programs’ & Staff Director.