Partner Engagement
Spotlight: Pediatricians Supporting WIC

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AABOUT THE AAP

Professional organization of 64,000 pediatricians

Dedicated to the health, safety, and well-being of infants, children, adolescents, and young adults since its founding in 1930

66 Chapters in U.S. & Canada

Made up of numerous organized committees, councils and sections

DC office founded in 1970

17 full-time employees serve as AAP’s voice at the federal level through lobbying, coalition-building and raising public awareness

Engage pediatricians in federal advocacy

Work with all three branches of government to advance child health priorities
Pediatricians as Advocates
PEDiatricians AS AdvocATES

- Credible
- Nonpartisan
- Firsthand experience with WIC
- Medical expertise
- Geographic diversity
- Care for patients who can’t speak up for themselves
AAP & NWA: Partnership spotlight

• The need: To convince Congress to maintain the linkage between WIC & Medicaid eligibility, which was under threat

• AAP’s value: Credible national brand, individual pediatrician voices to speak firsthand about WIC’s value

• The message: Linking WIC (a preventive health program) to Medicaid (a health insurance program) just makes sense: WIC helps prevent nutrition related illnesses, developmental problems, and chronic diseases, which would be paid for by Medicaid
AAP & NWA: Partnership Spotlight

- **The outcome:** Positive op-eds, blogs and LTEs written by pediatricians in local and national media outlets promoting Medicaid-WIC adjunctive eligibility and defending WIC against other attacks.
SOCIAL MEDIA AMPLIFICATION

WIC Helped my mom get formula when she was a new mom in a new country 27 years ago! #wicmatters

Semana @fensemee

WICMatters: May be the only nutrition education a family receives. It was for mine.

WIC helped start my healthy food journey.

Alicia Pointer @DoctorPointer

Breast is best but it's not always easy. WIC has breastfeeding peer counselors who've been there and can help. #WICMatters

Dennis Cooley: WIC nutrition program is a source of pride

I care for children enrolled in WIC, and I understand firsthand just how essential the program has become to my young patients and their families.

DYK WIC serves 53% of all infants born in the US? Let's keep WIC strong for children & families – they depend on it! #WICmatters
COMPLEMENTARY COMMUNICATIONS

WIC works for our state

- Grass-roots
- Partner outreach
- Targeted media
- Social media sharing
- Hill ask
QUESTIONS?

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