

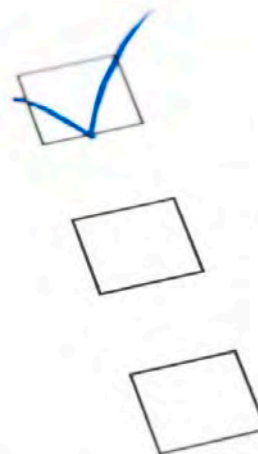
NWA Leadership Academy:

Communicating the WIC Message in the Post Election Environment

Part 4 of 4: *Be a Voice for WIC Series*
November 14, 2012: 3-4pm ET



National WIC
Association





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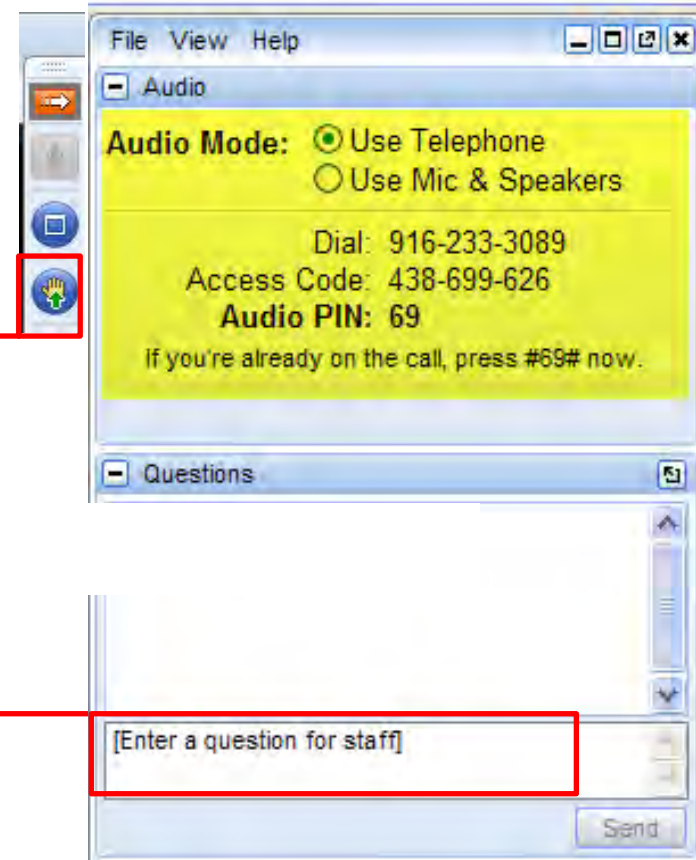
Webinar Series

NWA is pleased to announce a new educational webinar series. We invite you to share this information with your colleagues.

www.nwica.org ► Community ► Leadership Academy

HOUSEKEEPING ITEMS

Click "raise hand" button
to ask a question.



Type in question, only
moderator will see

WEEK 4 OBJECTIVES

1. Learn How the Federal Election and Executive and Congressional Landscapes Affect WIC
2. Understand Immediate Legislative Policy Priorities and Their Relevance to WIC
3. Learn How to Communicate the WIC Message in the Post-Election Environment



PRESIDENT

3,373,213 popular margin, 126 electoral vote margin as of 9am 11/14/12

332 Obama ✓

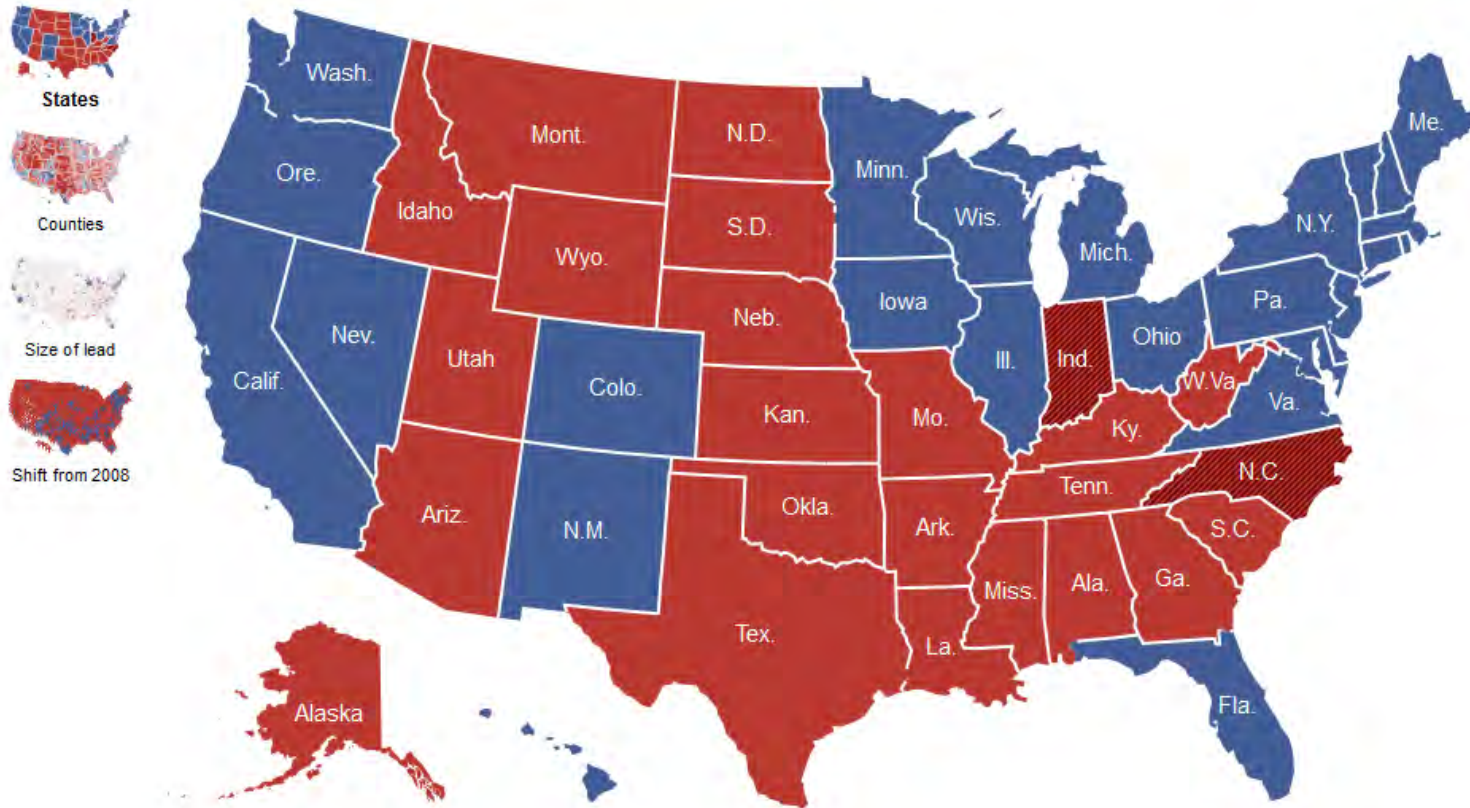
0 undecided

Romney **206**

62,351,896 votes

270 to win

58,978,683 votes



- States
- Counties
- Size of lead
- Shift from 2008

Obama Lead Win Gain Romney Lead Win Gain No results

Battleground states are called by New York Times editors. Other states are by The Associated Press

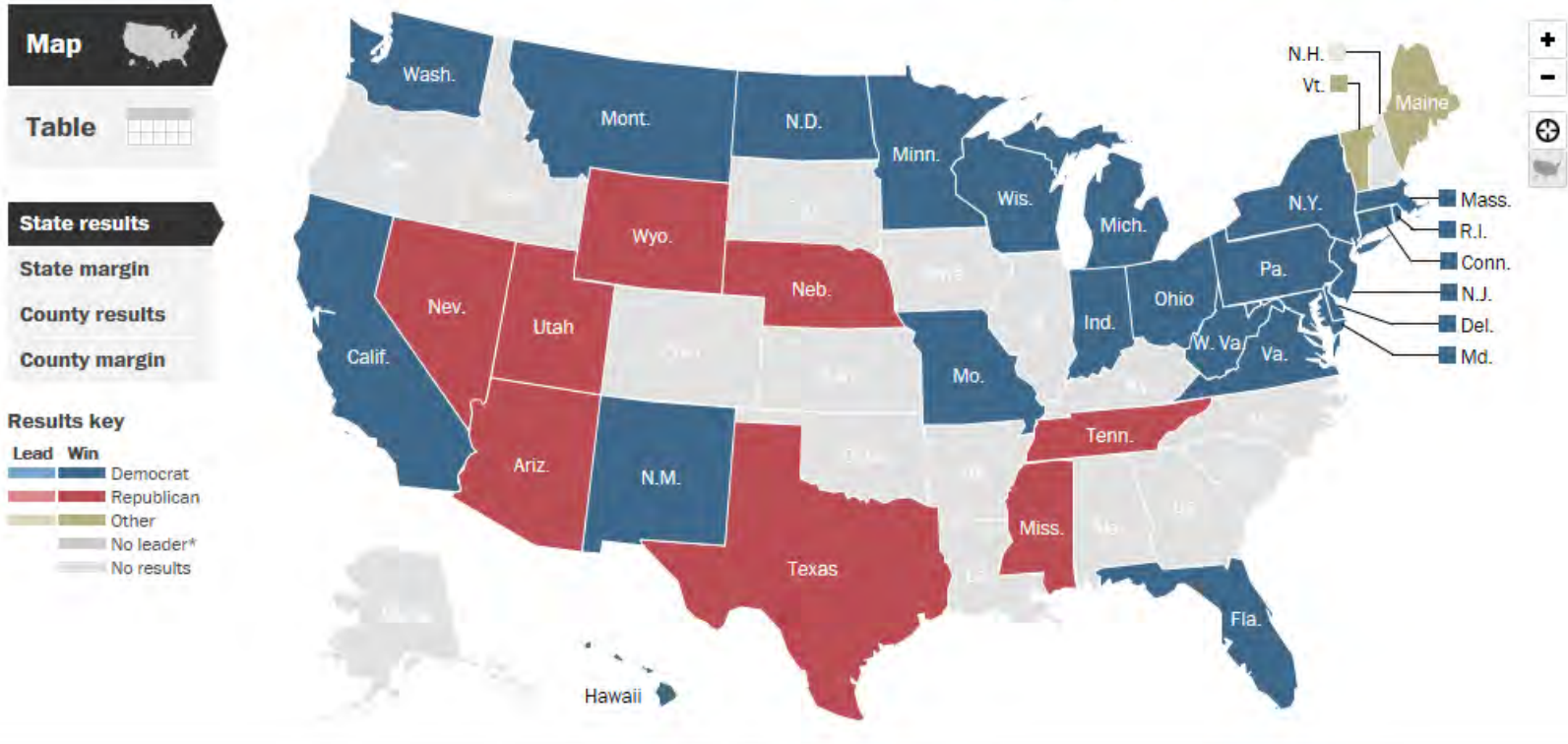
<http://elections.nytimes.com/2012/results/president>

SENATE



30 Democrats not up for election

37 Republicans not up for election



HOUSE OF REPRESENTATIVES



195 DEMOCRATS

218 SEATS NEEDED FOR MAJORITY

6 remaining

REPUBLICANS **234**



Map



Table

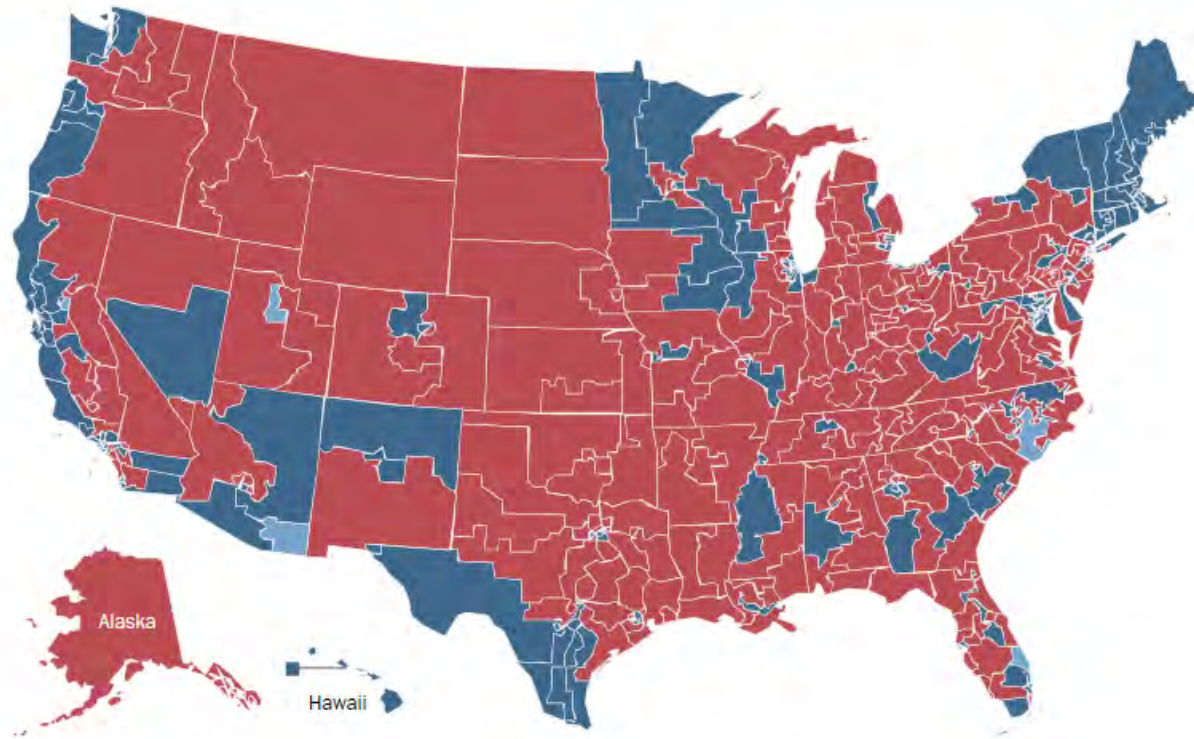


Results

Margin of victory

Results key

Lead Win
Democrat
Republican
Other
No leader*
No results



POTENTIAL NEW LEADERSHIP

President Obama has had one of the most stable cabinets in history during his first term.

His second term will mark significant changes in leadership.





Secretary Vilsack

- Likely staying, but the length of stay may be less than expected now that his wife lost the race for an Iowa House Seat
- Potential replacements include: former Senators Blanche Lincoln (D-AR) and Kent Conrad (D-ND) and Senator Jon Tester (D-MT)

Others likely to stay on at FNS

- Under Secretary Kevin Concannon
- Deputy Under Secretary Janey Thornton
- Administrator Audrey Rowe

WIC-RELATED COMMITTEE VACANCIES/SHUFFLING

House Education and Labor Committee

- Vacancies: 5 Democrats, 2 Republicans

House Agriculture Appropriations

- No election-related changes

Senate Agriculture Committee

- Vacancies: 2 Democrats, 1 Republican

Senate Agriculture Appropriations

- Vacancies: 1 Democrat as Chair, 1 other Democrat
- Possible that Sen. Thad Cochran may become ranking member due to term limit as ranking member of full appropriations committee



http://blog.nj.com/njv_editorial_page/2009/08/congressional_debate_over_heal.html

NOTE: Senate Democrats may demand a two-vote majority on all the committees versus the current one-vote majority

NO CONGRESSIONAL LEADERSHIP SHUFFLING

Leadership to Stay On:

- Speaker of the House John Boehner (R-OH)
- Senate Majority Leader Harry Reid (D-NV)
- Senate Minority Leader Mitch McConnell (R-KY)
- House Minority Leader Nancy Pelosi (D-CA)

NEW MEMBERS

A CONGRESS OF FIRSTS

The 113th Congress will be the most diverse in US History.
A look at some of the new faces of our federal government.

LGBT

FRESHMEN LGBT CONGRESSPEOPLE

FIRST BISEXUAL REPRESENTATIVE

FIRST LGBT CONGRESSMAN OF COLOR



REP. SEAN MALONEY
DEMOCRAT, NY



REP. MARK POCAN
DEMOCRAT, WI



SEN. TAMMY BALDWIN
DEMOCRAT, WI



REP. KYRSTEN SINEMA
DEMOCRAT, AZ



REP. MARK TAKANO
DEMOCRAT, CA



SEN. MAZIE HIRONO
DEMOCRAT, HI



REP. GRACE MENG
DEMOCRAT, NY



REP. JACKIE WALORSKI
REPUBLICAN, IN



SEN. HEIDI HEITKAMP
DEMOCRAT, ND



REP. KYRSTEN SINEMA
DEMOCRAT, AZ



REP. DONALD PAYNE JR.
DEMOCRAT, NJ



REP. STEVEN HORSFORD
DEMOCRAT, NV



REP. MARC VEASEY
DEMOCRAT, TX



REP. HAKEEM JEFFRIES
DEMOCRAT, NY



REP. SUZAN DELBENE
DEMOCRAT, WA



REP. ANN KIRKPATRICK
DEMOCRAT, AZ



REP. ELIZABETH ESTY
DEMOCRAT, CT



SEN. DEB FISCHER
REPUBLICAN, NE



REP. DINA TITUS
DEMOCRAT, NV



SEN. ELIZABETH WARREN
DEMOCRAT, MA



REP. TONY CARDENAS
DEMOCRAT, CA



REP. JOAQUIN CASTRO
DEMOCRAT, TX



REP. RAUL RUIZ
DEMOCRAT, CA



REP. MICHELLE LUJAN-GRISHAM
DEMOCRAT, NM



REP. SUSAN BROOKS
REPUBLICAN, IN



SEN. TAMMY BALDWIN
DEMOCRAT, WI



REP. CAROL SHEA-PORTER
DEMOCRAT, CA



REP. ANN KUSTER
DEMOCRAT, NH



REP. MICHELLE LUJAN-GRISHAM
DEMOCRAT, NM



REP. ANN WAGNER
REPUBLICAN, MO



REP. FILMON VELA
DEMOCRAT, TX



REP. PETE GALLEGO
DEMOCRAT, TX



REP. JUAN VARGAS
DEMOCRAT, CA



REP. JOE GARCIA
DEMOCRAT, FL



REP. CHERI BUSTOS
DEMOCRAT, IL



SEN. GLORIA NEGRETE MCLEOD
DEMOCRAT, CA



SEN. TAMMY DUCKWORTH
DEMOCRAT, IL



REP. JOYCE BEATTY
DEMOCRAT, OH



REP. LOIS FRANKEL
DEMOCRAT, FL



REP. JULIA BROWNLEY
DEMOCRAT, CA



SEN. TED CRUZ
REPUBLICAN, TX



REP. GLORIA NEGRETE MCLEOD
DEMOCRAT, CA



REP. MARK TAKANO
DEMOCRAT, CA



SEN. MAZIE HIRONO
DEMOCRAT, HI



REP. JOSEPH KENNEDY
DEMOCRAT, MA



REP. PATRICK MURPHY
DEMOCRAT, FL



REP. KYRSTEN SINEMA
DEMOCRAT, AZ



SEN. MAZIE HIRONO
DEMOCRAT, HI



REP. TULSI GABBARD
DEMOCRAT, HI



REP. TULSI GABBARD
DEMOCRAT, HI



REP. GRACE MENG
DEMOCRAT, NY



SEN. TAMMY DUCKWORTH
DEMOCRAT, IL



REP. AMI BERA
DEMOCRAT, CA



REP. TULSI GABBARD
DEMOCRAT, HI



REP. ERIC SWALWELL
DEMOCRAT, CA



REP. TULSI GABBARD
DEMOCRAT, HI



REP. AMI BERA
DEMOCRAT, CA

WOMEN

ASIAN-AMERICAN CONGRESSPEOPLE

AFRICAN-AMERICAN CONGRESSPEOPLE

LATINO CONGRESSPEOPLE

FIRST BUDDHIST SENATOR

FIRST HINDU REPRESENTATIVES

ONLY NON-THEIST

*AMI BERA LEADS HIS RACE THOUGH IT HAS NOT BEEN CALLED YET.

AGE BORN IN THE 1980.

RELIGION

THINK PROGRESS

DEMOGRAPHICS OF NEW MEMBERS



SENATE – 11 New

- 8 Democrats,
3 Republicans
- 5 women, 7 men
- 2 minorities

HOUSE – 81 New*

- 46 Democrats,
35 Republicans
- 19 women, 62 men
- 19 minorities

*undecided as of 11/13/12

NEW SENATE MEMBERS



Senator Tammy Baldwin (D-WI)

- Former House Member
- Critical of the Ryan Budget
- 1ST openly lesbian Member of the Senate



Senator Deb Fischer (R-NE)

- Has 3 children
- 8 years in Nebraska's state legislature guided by principle that state government has four main duties: education, infrastructure, public safety, and providing a safety net for the needy
- Spoke out in favor of the Senate's version of the Farm Bill
- Says she can work well with both parties



Senator Heidi Heitkamp (D-ND)

- Centrist Democrat with 2 children
- As North Dakota's Attorney General. Lead efforts against tobacco companies, efforts to reshape the state's juvenile justice laws, and improve the anti-domestic-violence system



Senator Mazie Hirono (D-HI)

- Member of the House with one child
- As a member of the Education and Labor Committee, she has made early childhood education one of her signature issues

NEW SENATE MEMBERS



Senator Elizabeth Warren (D-MA)

- Harvard Law School Professor
- Named the chair of the Congressional Oversight Panel for the \$700 billion Troubled Asset Relief Program
- Assistant to President Obama and special advisor to Treasury Secretary Timothy Geithner
- Helped design and launch the Consumer Financial Protection Bureau; Republicans blocked her appointment as the first director



Senator Donnelly (D-IN)

- Fiscally conservative “Blue Dog Coalition” Democratic Member of the House with a moderate voting record and two children
- Focused on veterans’ issues



Senator Heinrich (D-NM)

- Member of the House with 2 children
- Strong on science
- Supported ACA and many of President Obama’s other initiatives
- Endorsed spending cuts in some appropriations bills



Senator Tim Kaine (D-VA)

- Former governor of Virginia and former DNC chairman with 3 children
- Had some successes working with a Republican-controlled legislature

NEW SENATE MEMBERS



Senator Angus King (I-ME)

- Former governor of Maine with 5 children
- Originally a democrat, he ran a non-partisan campaign and sees himself as a true independent: "My desire is to be as independent as I can be, as long as I can be, subject to being effective"



Senator Chris Murphy (D-CT)

- Member of the House aligning with senior leaders of the Democratic Caucus with one child
- Strong advocate of "buy American" and government transparency



Senator Jeff Flake (R-AZ)

- Fiscal conservative with 5 children
- Member of the House who was a leading opponent of earmarking, voted against the 2001 No Child Left Behind education overhaul and the 2003 law extending benefits under Medicare for prescription drugs



Senator Ted Cruz (R-TX)

- Tea Party Republican with two children
- Served as associate deputy general at the Justice Department and then as director of the Office of Policy Planning for the Federal Trade Commission during the Bush Administration

NEW HOUSE MEMBERS



Ann Kirkpatrick (D),
Arizona



Kyrsten Sinema (D)
Arizona



Julia Brownley (D)
California



Gloria Negrete
McLeod (D) -
California



Elizabeth Esty
(D), **Connecticut**



Lois Frankel (D),
Florida



Tulsi Gabbard
(D), **Hawaii**



Cheri Bustos (D),
Illinois



Tammy
Duckworth (D),
Illinois



Susan W. Brooks
(R), **Indiana**



Jackie Walorski
(R), **Indiana**



Ann Wagner
(R), **Missouri**



Ann McLane
Kuster (D), **New
Hampshire**



Carol Shea-
Porter (D), **New
Hampshire**



Michelle Lujan
Grisham (D),
New Mexico



Grace Meng (D),
New York



Dina Titus (D),
Nevada



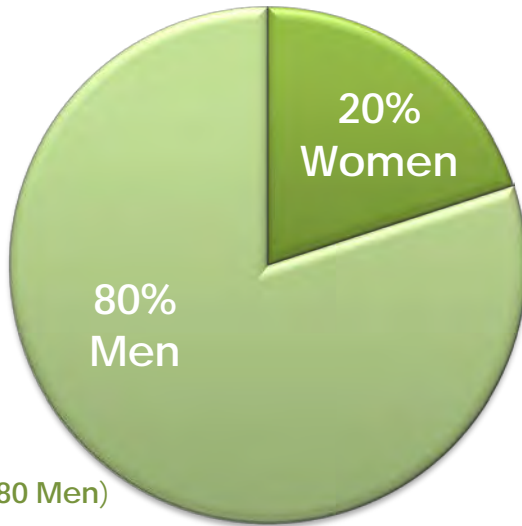
Joyce Beatty
(D), **Ohio**



Joyce Beatty
(D), **Ohio**

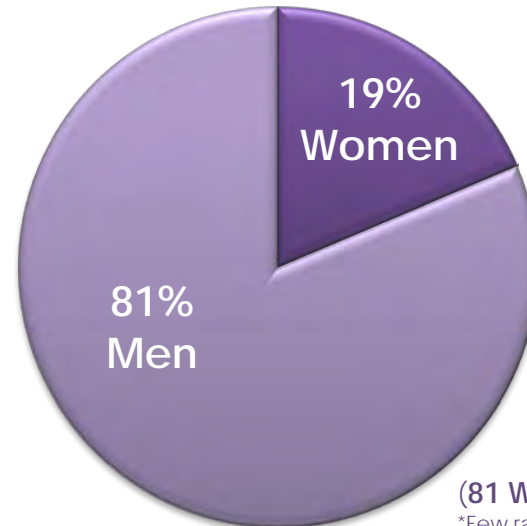
WOMEN IN CONGRESS

Senate



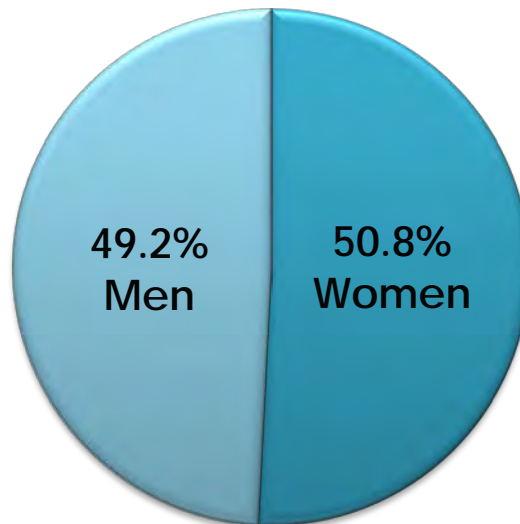
(20 Women, 80 Men)

House



(81 Women, 354 Men*)
*Few races still undecided

U.S. Population



CBO PROJECTIONS OF 2013 FISCAL TIGHTENING

IF ALL THE FISCAL TIGHTENING OCCURS:

- **Real (inflation-adjusted) GDP will drop** by 0.5% in 2013 (1/4th quarter 2012 – 1/4th quarter 2013);
- **Employment will decline**, the unemployment rate will rise to 9.1% in the fourth quarter of 2013.

CBO PROJECTIONS OF 2013 FISCAL TIGHTENING

Eliminating Sequestration:

Extending all expiring tax provisions:

Making both changes:

Extending all expiring tax provisions, except on income above \$250K for couples and \$200K for singles:



Boost
Economy

2013 WIC BUDGET COMPARISONS

WIC provides nutrition and breastfeeding education, nutritious foods, and improved healthcare access for 9 million at-risk low-income mothers and young children.

BUDGET PLANS	President Obama	Senate Agriculture Appropriations Committee	House Agriculture Appropriations Committee	Sequestration, law under the Budget Control Act of 2011	House Budget Committee Chair Paul Ryan**
Change in WIC Funding % From Fiscal Year 2012* 	+6.4%	+6.4%	+4.6%	-8.2%	-22%
Estimated Caseload Cut = 250,000 WIC Mothers & Young Children	NO Cut	NO Cut	NO Cut	735,000 	2,000,000
Probable Other Cuts	NO OTHER CUTS	NO OTHER CUTS	Breastfeeding Peer Counselors Infrastructure MIS/EBT	Breastfeeding Peer Counselors Infrastructure MIS/EBT	Breastfeeding Peer Counselors Infrastructure MIS/EBT
Date Changes Scheduled to Go into Effect, Pending Congressional Approval	2013	2013	2013	JANUARY 2013	OCTOBER + 2013

*Details of the Ryan plan have not been released. This is the aggregate estimated cut for WIC and other programs like WIC.

**The Ryan budget proposes aggregate cuts of 22% to non-defense domestic discretionary programs. WIC is a non-defense domestic discretionary program.

SOURCES

Approximate caseload cut estimate is based on FY 2011 total caseload of 8,950,593
<http://www.cbpp.org/cms/?fa=view&id=3635>
<http://www.cbpp.org/cms/index.cfm?fa=view&id=3816>
<http://www.cbpp.org/cms/?fa=view&id=3658>



National WIC Association

KEY PLAYERS IN DEFICIT REDUCTION – PART 1

Executive

- President Barack Obama
- Vice-President Joe Biden

Congressional

- Senate Majority Leader Harry Reid – Obama's chief ally in Congress
- House Speaker John Boehner
- Senate Minority Leader Mitch McConnell
- House Minority Leader Nancy Pelosi
- Rep. Paul Ryan, Chairman of the House Budget Committee



WORKING TOGETHER ON DEBT REDUCTION

President Obama



I'm not wedded to every detail of my plan. I am open to compromise. I am committed to solving our fiscal challenges. But, I refuse to accept any approach that is not balanced.

Speaker of the House John Boehner



Let's rise above the dysfunction, and do the right thing together for our country in a bipartisan way.

Senate Majority Leader Harry Reid



I'm going to do everything in my power to be conciliatory. I want to work together, but I want everyone to also understand, you cannot push us around.

Senate Minority Leader Mitch McConnell



To the extent [Obama] wants to move to the political center, which is where the work gets done in a divided government, we'll be there to meet him half way.

KEY PLAYERS IN DEFICIT REDUCTION – PART 2

Labor Unions and Liberal Groups

Americans for Tax Reform

Super PACs

Business Community

Fix the Debt Campaign

PRESIDENT OBAMA'S 2ND TERM PRIORITY ISSUES

- Fiscal cliff
- Jobs and Growth
- Climate Change
- Immigration
- Peaceful foreign policy with a strong military
- Education



LEGISLATIVE TIMING

- Fiscal tightening: Goal is year-end
- President's fiscal year 2014 budget
- First half fiscal year 2013 WIC funding
- Resolve second half 2013 WIC funding
- House & Senate take 2014 budget action
- Fiscal year 2014 WIC funding



WOMEN SUPPORTERS

Women Voters Hold Steady

55 % voted for President Obama, about the same as 2008.

<http://www.nytimes.com/interactive/2012/11/07/us/politics/obamas-diverse-base-of-support.html>



Women made up **54% of the electorate** on Nov. 6, 2012 and the gender gap was at a record high of 18 points.



MA, WI and HI elected their **first female senators**: Elizabeth Warren, Tammy Baldwin and Mazie Hirono. (Hirono is also the first Asian-American woman to be elected to the U.S. Senate.)



A **record number of women**, 20, will serve in the U.S. Senate starting in 2013.



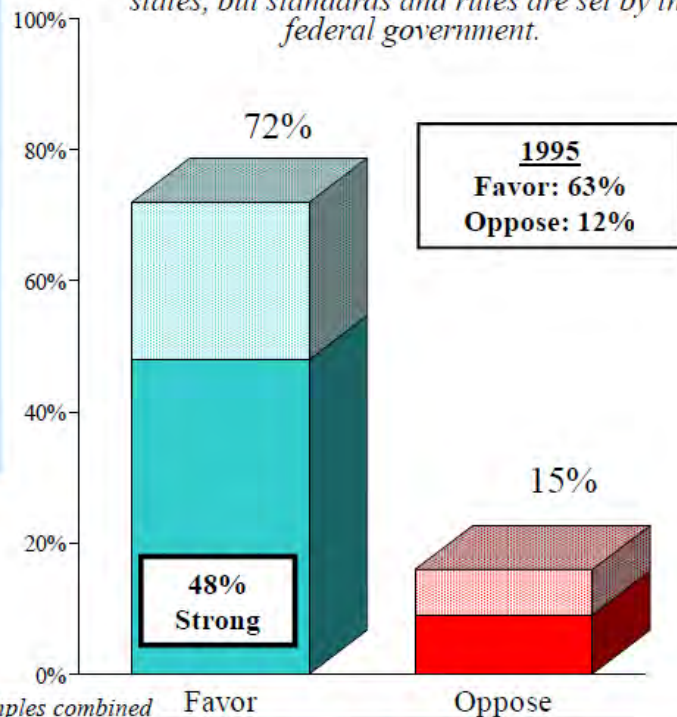
New Hampshire elected **an all-female** congressional delegation and governor.

<http://www.weareultraviolet.org/>

NWA NATIONAL POLL RESULTS

A Broad Description Of WIC Garner Significant And Widespread Support Which Has Grown Over The Last 16 Years

WIC provides nutrition assistance and counseling, as well as health care referrals, to low income pregnant women and children under five, who health professionals certify as being nutritionally at risk. WIC is administered by the states, but standards and rules are set by the federal government.



	Fav	Oppose
Strong Dem	89%	2%
Weak Dem	83%	9%
Independent	69%	21%
Strong GOP	60%	25%
Weak GOP	61%	20%
Liberal	86%	7%
Moderate	78%	10%
Conservative	59%	26%
White	70%	18%
Black	89%	4%
Hispanic	79%	9%
Upper	78%	14%
Coll Middle	72%	15%
Non-Coll Middle	70%	18%
Working/Lower	74%	14%
Moms	83%	7%
Dads	74%	15%
Not Moms	77%	12%
Not Dads	63%	22%

Split samples combined

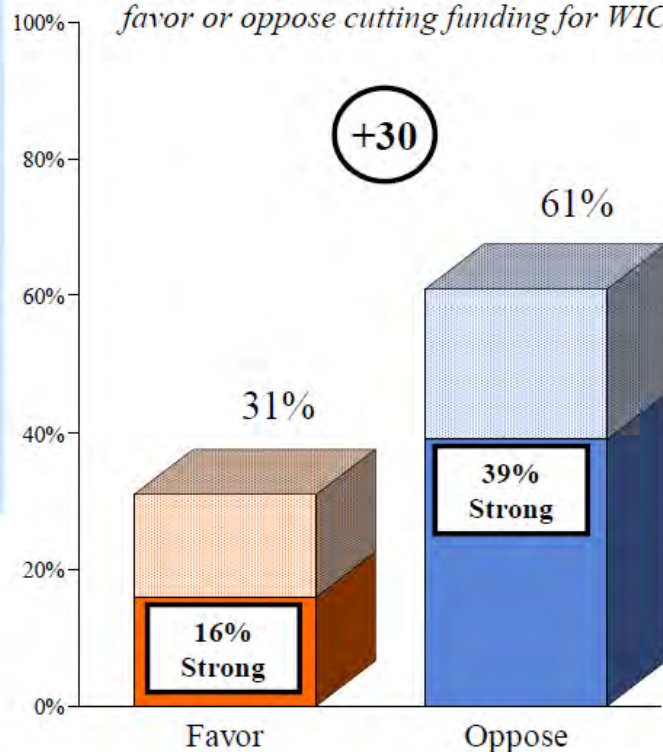


NWA NATIONAL POLL RESULTS

By Two To One Voters Oppose Cutting WIC To Reduce The Deficit

A Majority Of Republican Women Oppose Cutting WIC

To reduce the federal budget deficit, Congress has agreed to cut total federal spending by \$1.2 trillion dollars. As part of those cuts, do you favor or oppose cutting funding for WIC?



	Favor	Oppose
Strong Dem	15%	81%
Weak Dem	17%	77%
Independent	35%	55%
Strong GOP	48%	42%
Weak GOP	42%	48%
GOP Women	38%	54%
GOP Men	52%	37%
Liberal	16%	80%
Moderate	27%	62%
Conservative	46%	45%
White	34%	57%
Black	21%	76%
Hispanic	23%	73%
Upper	33%	61%
Coll Middle	31%	61%
Non-Coll Middle	37%	55%
Working/Lower	26%	66%
Moms	24%	70%
Dads	30%	63%
Not Moms	29%	63%
Not Dads	37%	53%



NEW CONGRESSIONAL WOMEN



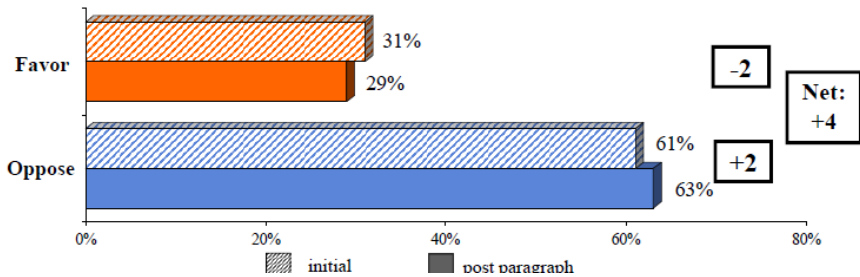
Total of 101 Women in Congress.

NWA NATIONAL POLL RESULTS - MESSAGING

An Argument Centered On The Costs/Benefits Of WIC And The Harm Cuts Would Do Effectively Blunts An Argument In Favor Of Cutting WIC Funding

ONE THIRD OF THE SAMPLE WAS READ:

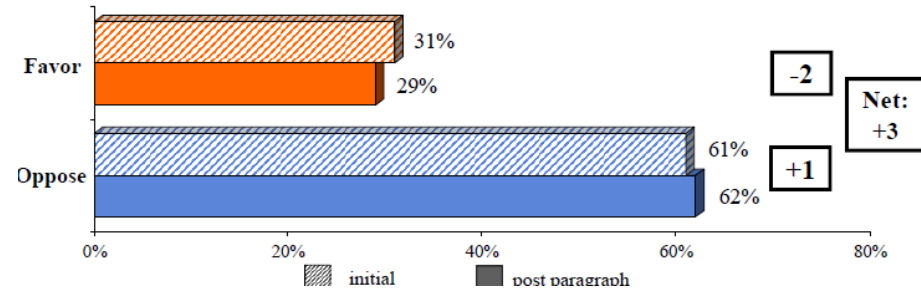
Those who oppose cutting funding for WIC say it is an effective program that saves taxpayers money. We can either pay a little now to prevent low birth weight babies or pay much more later to care for them.



WIC's Record Of Results Is Equally Strong

ONE THIRD OF THE SAMPLE WAS READ:

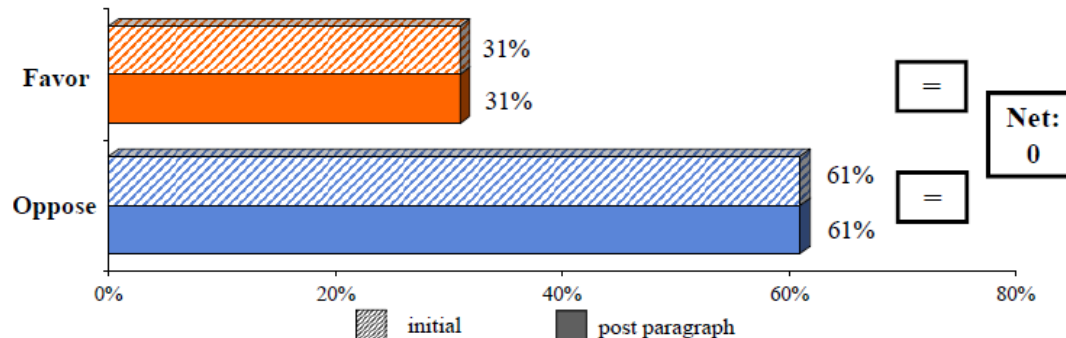
Those who oppose cutting funding for WIC say it is a proven program with proven results that are worth the cost. Instead of cutting WIC, where the benefits far outweigh its costs, Congress should cut from the billions we waste on other programs.



Real Life Instances Of WIC Making A Difference Are Also Effective

ONE THIRD OF THE SAMPLE WAS READ:

Those who oppose cutting funding for WIC say WIC makes a real difference in the lives of women and children, and saves lives. While we have to cut government spending, the budget shouldn't be balanced on the backs of pregnant women, their infants and young children.



WHAT DOES IT MEAN FOR US?

It's essential to establish WIC's Value Proposition

- Clearly describe WIC clinics services
- Describe how WIC services add value:
 - Achieves Medicaid savings;
 - Decreases infant mortality;
 - Improves birth outcomes and reduces low and very-low birthweight infants;
 - Improves overall health of women and children;
 - Increases breastfeeding rates;
 - Contributes to the local economy.

Press message that WIC is
**efficient,
effective,
entrepreneurial.**



ACTION STEPS YOU CAN TAKE

1. Use NWA's resources to identify, strengthen, and personalize your WIC value proposition
2. Articulate WIC's value proposition in your immediate and local environment
3. Create partnerships to help promote WIC's value proposition
4. Share WIC's value proposition with policymakers

Resources to Help You Develop a Value Proposition for WIC

Visit nwica.org
“[Advocacy Action Center](#)”
and “[Position Papers](#)”
sections for more
information on:

- ➔ Advocacy vs. lobbying
- ➔ National WIC statistics
- ➔ How WIC plays a role in solving important public health problems, like improving breastfeeding rates

Visit the “Local WIC” section on NWA’s website to find state profiles with WIC-related data for each state

Questions?

Thank You for Participating!



National WIC Association