

# Be a Voice for WIC

## Part 2: Communicating the WIC Message



National WIC  
Association

# Workshop Agenda

- Current political and fiscal landscapes
- Designing the WIC value proposition
- WIC key messages
- Tailoring messages to Democrats and Republicans
- Understanding and Communicating the NWA Legislative Agenda
- Sequestration talking points
- Role play practice



# Current political and fiscal landscape



*"My new year's resolution is to vote 'yes' on something."*

# Uncertainty, Uncertainty, Uncertainty, Uncertainty!

*Run up to 1 March and Sequestration:*

Congress punts!

Conversations at the White House fail!

# Federal Reserve Chairman Ben Bernanke on Sequestration!

*“Congress and the Administration should consider replacing the sharp, front-loaded spending cuts required by the sequestration with policies that reduce the federal deficit more gradually in the near term but more substantially in the longer run.”*

*Testimony before House and Senate Committees on 27 February 2013*

# The Congressional Budget Office on Sequestration!

*The Congressional Budget Office, CBO, estimates that sequestration will shave 0.6% from the economy's growth rate.*

*Not much if we were growing at a 3.4% clip, but we are crawling along at a paltry 2%!* The Congressional Budget Office estimates the automatic budget cuts that go into effect Friday will shave 0.6 percent from

# Uncertainty, Uncertainty, Uncertainty, Uncertainty!

## FY 2014 Budgets:

- President's: Early March
- Senate's: Mid-March
- House's: Mid-March

27 March: First half fiscal year 2013 CR expires.

18 May: Congress to allow increase debt ceiling \$16.4 trillion to avoid default with passage of House and Senate budgets



# Sequestration? What is it?

## How did we get here?

- Sequestration refers to automatic, across-the-board spending cuts set to take effect 1 March 2013 if Congress fails to negotiate an alternative.
- Sequestration was set in motion as a result of the failure of the Congressional Joint Select Committee on Deficit Reduction, created under terms of the Budget Control Act of 2011, to come to a budget agreement on revenues and spending cuts. It was the trigger mechanism that was intended to make the Committee find a solution.

# What is the level of the cut?

- Under the Budget Control Act of 2011 and the American Taxpayer Relief Act of 2012, WIC is scheduled to experience an 5.1% cut as a result of sequestration.
- This will require WIC clinics across the country to collectively cut 600,000+ mothers and young children from the program and make dramatic changes to service delivery impacting program effectiveness and undermining improved health outcomes.
- Perhaps 1,600 state and local WIC staff could lose their jobs and thousands may face furloughs

# What are the dollar amounts?

- Fiscal Year 2013 Appropriated Funding (CR): \$6,618,497,000
- Fiscal Year 2013 Appropriated Grant level (CR): **\$6,547,497,000**
- Inflation Adjustment of .612%: \$6,587,567,682
- Sequester Reduction: \$ 329,378,384
- Sequestered Grant to States: **\$6,258,189,298**
  
- BF Peer Counselor Funding: \$ 57,348,840
- Federal Oversight Funding: \$ 5,734,884
- Studies \$ 4,779,070
- **Total FY2013 WIC Funding less Sequester: \$6,326,052,092**

# Are there carry-over or contingency funds available to help out?

- As of 28 February 2013 Unspent Recovered Funds available for reallocation: **\$ 380,000,000**
- Currently available WIC Contingency Funds: **\$ 125,000,000**
- Currently available remaining SNAP Transfer Funds: **\$ 31,744,781**
- Total Funds available to help out: **\$ 536,744,781**

# FY 2012 vs FY 2013 and effective reduction in funding

▪ Fiscal Year 2012 Appropriated Grant level:	\$6,618,497,000
▪ SNAP Transfer Available via USDA interchange authority:	\$ 400,000,000
▪ SNAP Transfer Allocated:	\$ 386,255,219
▪ Reallocated funds:	\$ 158,153,099
▪ <b>Total Available FY 2012 Funding:</b>	<b>\$7,073,905,318</b>
▪ <b>Total Available FY 2013 Grant less Sequester:</b>	<b>\$6,258,189,298</b>
▪ <b>Total Available for Reallocation:</b>	<b>\$ 536,744,781</b>
▪ <b>Total Available for FY 2013</b>	<b>\$6,794,934,079</b>
▪ Effective reduction between FY 2012 & FY 2013:	<b>\$ 278,971,239</b>

# How will monies be allocated?

- Money is split between Food and NSA and run through a pro-rata reduction using the funding formula
- Both the Sequestered Appropriation amount of **\$6,258,189,298** and the Unspent Recovered Funds of **\$380,000,000** will be run through the funding formula
- The Contingency Funds of **\$125,000,000** and the Unspent SNAP Transfer Funds of **\$31,744,781** will be allocated on case by case basis to assure the most equitable impact to caseload disruptions

What are the national average expected food cost and guaranteed AGP levels under the Sequestration scenario?

The average per participant cost breaks down as follows:

- Food at \$46.73
- NSA at \$18.11
- Total average per participant cost: \$64.84

# What are NWA and USDA recommending as an appropriate course of action?

- **Refrain from taking any actions** to limit access or reduce the number of eligible persons receiving benefits through 31 March 2013
- **Before doing anything** related to managing caseload contact your regional office staff who are working in partnership with USDA/FNS Headquarters staff

## **Consider** these available options for **future** action:

- Adjustments to WIC foods for administrative convenience and to control costs, while assuring the full quantities of authorized foods are provided to participants to meet their supplemental nutrition needs
- Consider whether there may be foods available for rebate and invoice for rebates in a timely manner
- Establish a priority system for wait listing applicants
- Establish a priority system for discontinuing or temporarily suspending benefits during a certification period



# What next?

- USDA/FNS will provide further guidance regarding available funding as quickly as clearances allows
- Congress has been engaged in negotiations to respond to their next deadline of 27 March 2013 when the current FY 2013 Continuing Resolution (CR) expires and funding for all Federal Programs will run out and the Federal Government will face a shutdown
- Congress may or may not resolve the impact of sequestration in their CR discussions
- Congress may pass one or more CR's or a combination of an omnibus for negotiated funding bills and a CR to continue funding for Federal Programs through the remainder of the Fiscal Year 2013

# What can you do?

- As a WIC employee you can, with permission from your supervisors, educate your elected representatives about WIC's important role in improving public health nutrition, WIC's contribution to the local economy, and the consequences of funding shortfalls
- As a private citizen or resident you may contact your elected representatives on your personal time using personal communications tools to urge them to take action to protect WIC funding for all WIC participants and eligible participants

To take action visit:

<http://capwiz.com/national-wic-association/home/>

# What does the CBO see for 2013?

## *The Economic Outlook for 2013*

CBO expects that economic activity will expand slowly this year, with real GDP growing by just 1.4 percent. That slow growth reflects a combination of ongoing improvement in underlying economic factors and fiscal tightening that has already begun or is scheduled to occur—including the expiration of a 2 percentage-point cut in the Social Security payroll tax, an increase in tax rates on income above certain thresholds, and scheduled automatic reductions in federal spending. That subdued economic growth will limit businesses' need to hire additional workers, thereby causing the unemployment rate to stay near 8 percent this year, CBO projects. The rate of inflation and interest rates are projected to remain low. 2/5/2013

# CBO on the deficit?

The deficit — the annual gap between taxes and spending — is projected to fall to \$845 billion this year, the first time it has come in under \$1 trillion since 2008, 5.3% of GDP.

February 5, 2013

# What does the CBO see for the future?

## *The Economic Outlook for 2014 to 2018 - 2/5/2013*

After the economy adjusts to the fiscal tightening inherent in current law, underlying economic factors will lead to more rapid growth—3.4 percent in 2014 and an average of 3.6 percent a year from 2015 through 2018. CBO expects that the effects of the housing and financial crisis will continue to fade and that an upswing in housing construction (though from a very low level), rising real estate and stock prices, and increasing availability of credit will help to spur a virtuous cycle of faster growth in employment, income, consumer spending, and business investment over the next few years.

Nevertheless, CBO expects the unemployment rate to remain high—above 7½ percent through 2014—before falling to 5½ percent at the end of 2017. The rate of inflation is projected to rise slowly after this year: CBO estimates that the annual increase in the price index for personal consumption expenditures will reach about 2 percent in 2015.



# Communicating the WIC Value Proposition

# What is a Value Proposition?



- *An analysis or statement of the combination of goods and services offered by a company to its customers -*

*BusinessDictionary.com*

- *A business or marketing statement that summarizes why a consumer should buy a product or use a service. This statement should convince a potential consumer that one particular product or service will add more value or better solve a problem than other similar offerings*

*- investopedia.com*

# Establishing WIC's Value Proposition

- Essential to clearly describe the services provided by WIC clinics
- Essential to 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.





# Focus Your Value Proposition Communications

- **The program targets nutrition health risks to prevent unfavorable health outcomes:**
  - ➔ Clients are assessed for specific nutritional needs, given targeted nutrition education, and provided with a food package tailored to them
  - ➔ Share one or two success stories
- **The program works:**
  - ➔ Provide data from your agency (# clients served, health behaviors, health outcomes)
- **The program has long-term benefits:**
  - ➔ Improves health behaviors and health outcomes
  - ➔ Contributes to lower health care costs
  - ➔ Children arrive at school ready to learn
  - ➔ Improves access to healthy foods
- **WIC has the potential to benefit numerous future clients**
- **Contributes to the local economy**



# User-Friendly Data Presentation

Presenting data that describes the value proposition of WIC.

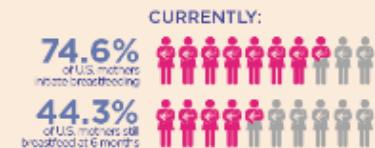
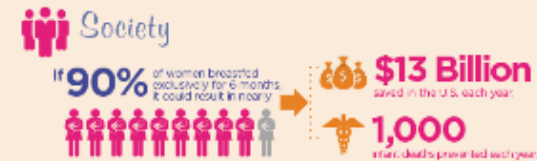
- Tailor message to audience who will be viewing the data – clients, civic groups, others?
- Identify areas that are better explained through illustrative data, e.g. pie charts, etc.
- How might the data reasoning be illustrated? Use of color? Background?

## HOW THE WIC PROGRAM Supports Breastfeeding

WIC provides nutrition and breastfeeding education, nutrition, foods, and medical healthcare access for 8 million at-risk, low-income women, infants, and children.

### WHY IT'S IMPORTANT TO SUPPORT BREASTFEEDING

#### BREASTFEEDING BENEFITS:



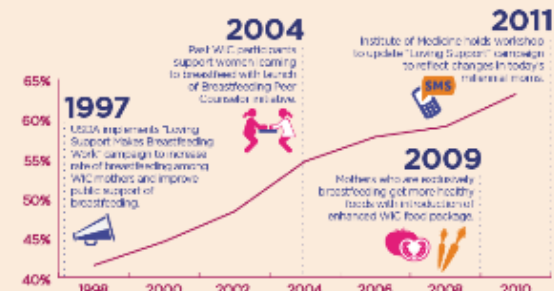
### HOW THE WIC PROGRAM HELPS

WIC promotes breastfeeding as the optimal infant feeding choice.

#### THE WIC PROGRAM PROVIDES



#### BREASTFEEDING INITIATIVES



# User-Friendly Data Presentation

Framing and packaging info:

- The KISS -KeeP It Simple Sweetie! – method is always best.
- Font should be large enough to read.
- Colors should be easy to see.
- The illustration should be easily read online.



# State WIC Profiles



## How WIC Impacts the People of Massachusetts

### ROLE OF THE WIC PROGRAM

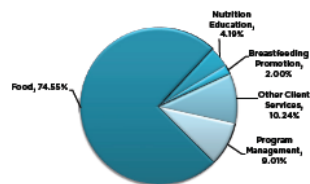
With firm commitment to safeguarding and advancing the nutrition status and health of mothers and children and to promoting breastfeeding in the U.S., the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) works within each state to improve healthcare access for low and moderate income women and children with, or at risk of developing, nutrition-related health problems, including obesity and type 2 diabetes. WIC provides nutrition education and healthy foods enabling families to make lifelong healthy eating and lifestyle choices. The foods in the WIC food packages are specifically selected for their nutritional value to supplement the dietary needs of participants to ensure good health, growth and development. See how WIC impacts the people of Massachusetts.

Average Massachusetts Monthly WIC Participation October 2010 – September 2011 FY 2011 (preliminary)	Pregnant Women	11,782
	Breastfeeding Women	8,574
	Postpartum Women	7,387
	Infants	27,411
	Children	63,954
	Total Participation	119,108

### Massachusetts WIC Food and Services Benefits October 2010 – September 2011 FY 2011 (preliminary)

Total Food Benefit Value Per Participant (monthly)	\$54.95
Total Food Benefit Spent in State (Food + Rebate)	\$78,539,119
Manufacturer Cost Containment Rebate	(\$16,584,981)
Net Federal Food Cost	\$61,954,138
Nutrition Service Benefits	\$27,402,548

### Massachusetts WIC Funding FY 2011 (Pre-rebates)



The WIC Funding for FY 2011 graph illustrates Food Costs and the allocation of Nutrition Services Benefits in Massachusetts:

- Food (pre-rebate): 74.55%
- Nutrition Education: 4.19%
- Breastfeeding Promotion: 2.00%
- Other Client Services: 10.24%
- Program Management (Admin): 9.01%

## WIC PROMOTES HEALTH AND HEALTHCARE SAVINGS

### HEALTHY EATING

WIC provides nutrition education and healthy foods to help families make healthy choices. The WIC food package includes fruits, vegetables, low-fat dairy, and whole grains. The food package helps combat food insecurity, and contributes to healthy diets which aid in reducing obesity and chronic disease.

**17%**  
of Massachusetts children are food insecure.\*

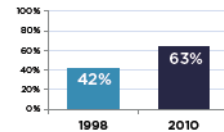
\*Food insecurity refers to a lack of access, at times, to enough food or nutritionally adequate food!

WIC helps families combat food insecurity and nutrition-related health problems including obesity and type 2 diabetes.

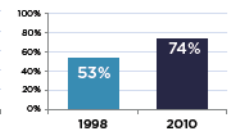
### BREASTFEEDING

Research shows that breastfeeding provides numerous health benefits to both the mother and her baby, helping to reduce healthcare costs. Breastfeeding lowers a child's risk of obesity, type 2 diabetes, and asthma. WIC is the largest public breastfeeding promotion program in the nation, providing mothers with education and support.

#### National WIC Participant Breastfeeding Rates



#### Massachusetts WIC Participant Breastfeeding Rates



Source: USDA 2010 WIC Participant and Program Characteristics (PC) Report. PC data allows for standardized comparisons to demonstrate overall progress. Some states collect more data than required by the PC Report and may yield different and more current results than shown.

### PROGRAM INTEGRITY

Participants and retail vendors will experience easier benefit access and delivery as WIC aims to implement Electronic Benefit Transfer (EBT) nationwide by 2020. EBT helps reduce opportunities for vendor food cost price fraud and abuse.

Massachusetts is currently in the planning phase for WIC EBT implementation.

### VOICES OF MASSACHUSETTS WIC PARTICIPANTS

*"I was a single mom of three children and WIC helped me survive some hard times. I knew if I didn't have anything I always had food to feed my family."*  
—WIC Participant, Massachusetts

*"I felt supported by a group of women that encouraged me to live a healthy lifestyle while breastfeeding and making healthy food choices for me and my growing son. The most important choice that I made while on WIC was that I made a commitment to be a cook and to make foods from scratch using whole food ingredients. WIC provided a stepping stone for my family that embraced us, listened to our concerns, gave us recipe suggestions and never judged us."*  
—WIC Participant, Massachusetts

State WIC Director  
**Judy Hause**  
250 Washington Street  
6th Floor  
Boston, MA 02108  
T: 617-624-6145  
F: 617-624-6179  
E: Judy.hause@state.ma.us

Nutrition Coordinator  
**Rachel Colchamiro**  
250 Washington Street  
6th Floor  
Boston, MA 02108  
T: 617-624-6153  
F: 617-624-6179  
E: Rachel.colchamiro@state.ma.us

Breastfeeding Coordinator  
**Ellen Tolan**  
250 Washington Street  
6th Floor  
Boston, MA 02108  
T: 617-624-6128  
F: 617-624-6179  
E: Ellen.tolan@state.ma.us

State Vendor Manager  
**Mary Bockslidge**  
250 Washington Street  
6th Floor  
Boston, MA 02108  
T: 617-624-6112  
F: 617-624-6179  
E: Mary.bockslidge@state.ma.us

NWA's mission: Providing leadership to promote quality nutrition services; advocating for services for all eligible women, infants, and children; assuring the sound and responsive management of WIC.

Feeding America. *Mind the Meal Gap.* Retrieved July 2012 from <http://feedingamerica.org/hunger-in-america/hunger-studies/map-the-meal-gap.aspx>

# How WIC Impacts the People of Massachusetts

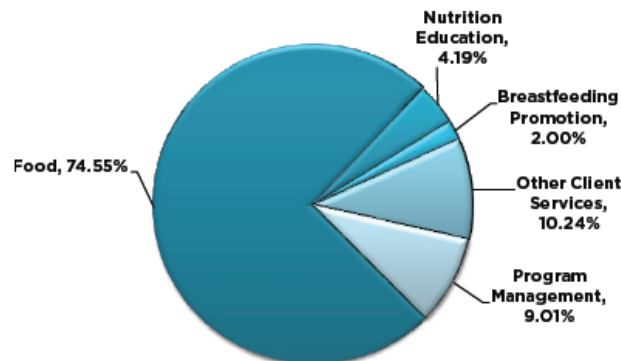
Average Massachusetts  
Monthly WIC Participation  
October 2010 - September 2011  
FY 2011 (preliminary)

Pregnant Women	11,782
Breastfeeding Women	8,574
Postpartum Women	7,387
Infants	27,411
Children	63,954
<b>Total Participation</b>	<b>119,108</b>

Massachusetts  
WIC Food and Services Benefits  
October 2010 - September 2011  
FY 2011 (preliminary)

Total Food Benefit Value Per Participant (monthly)	\$54.95
Total Food Benefit Spent in State (Food + Rebate)	<b>\$78,539,119</b>
Manufacturer Cost Containment Rebate	<b>(\$16,584,981)</b>
Net Federal Food Cost	<b>\$61,954,138</b>
Nutrition Service Benefits	\$27,402,548

Massachusetts WIC Funding FY 2011  
(Pre-rebates)



The WIC Funding for FY 2011 graph illustrates Food Costs and the allocation of Nutrition Services Benefits in Massachusetts:

- Food (pre-rebate): 74.55%
- Nutrition Education: 4.19%
- Breastfeeding Promotion: 2.00%
- Other Client Services: 10.24%
- Program Management (Admin): 9.01%

# How WIC Impacts the People of Massachusetts

---

## HEALTHY EATING

WIC provides nutrition education and healthy foods to help families make healthy choices. The WIC food package includes fruits, vegetables, low-fat dairy, and whole grains. The food package helps combat food insecurity, and contributes to healthy diets which aid in reducing obesity and chronic disease.

**17%**  
of **Massachusetts** children  
are food insecure.\*

\*Food insecurity refers to a lack of access, at times, to enough food or nutritionally adequate food!

WIC helps families combat food insecurity and nutrition-related health problems including obesity and type 2 diabetes.

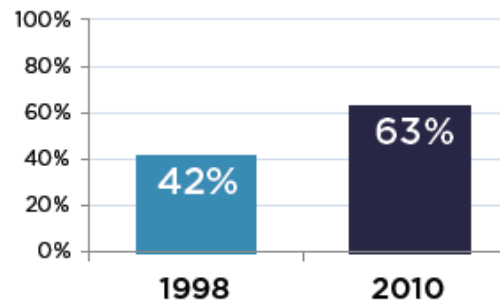
---

# How WIC Impacts the People of Massachusetts

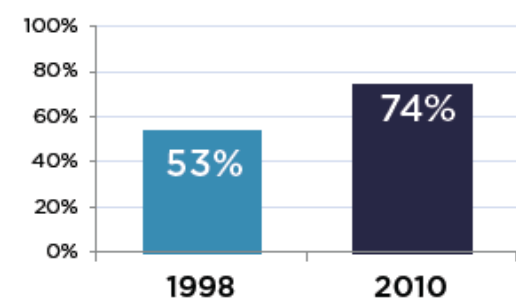
## BREASTFEEDING

Research shows that breastfeeding provides numerous health benefits to both the mother and her baby, helping to reduce healthcare costs. Breastfeeding lowers a child's risk of obesity, type 2 diabetes, and asthma. WIC is the largest public breastfeeding promotion program in the nation, providing mothers with education and support.

**National** WIC Participant Breastfeeding Rates



**Massachusetts** WIC Participant Breastfeeding Rates



Source: USDA 2010 WIC Participant and Program Characteristics (PC) Report. PC data allows for standardized comparisons to demonstrate overall progress. Some states collect more data than required by the PC Report and may yield different and more current results than shown.

---

## VOICES OF MASSACHUSETTS WIC PARTICIPANTS

*"I was a single mom of three children and WIC helped me survive some hard times. I knew if I didn't have anything I always had food to feed my family."*

—WIC Participant, **Massachusetts**

*"I felt supported by a group of women that encouraged me to live a healthy lifestyle while breastfeeding and making healthy food choices for me and my growing son. The most important choice that I made while on WIC was that I made a commitment to be a cook and to make foods from scratch using whole food ingredients. WIC provided a stepping stone for my family that embraced us, listened to our concerns, gave us recipe suggestions and never judged us."*

—WIC Participant, **Massachusetts**

---



# The Value of Client Stories

- ✓ Come from individuals who have been helped by WIC
- ✓ They're unique
- ✓ Illustrate the value proposition of WIC from many perspectives
- ✓ Can highlight specific aspects of WIC such as breastfeeding, preventing childhood obesity or other important programmatic features



Client/WIC  
Staff/Community  
Member Stories



## What types of stories would you want to highlight?

- ✓ Improvement in health status
- ✓ Positive changes in health behaviors
- ✓ The value of breastfeeding and overcoming challenges, and how peer counselors helped
- ✓ Overcoming obesity, diabetes, or other reversible conditions
- ✓ How WIC saved a child's life
- ✓ How a client provided a recommendation for improving the efficiency of the WIC office

# Stories

"When I became acquainted with the WIC Lactation Consultant, she helped me overcome many personal difficulties as well as ensure that I could successfully breastfeed my child. I was able to nurse my daughter up till 11 months and now have a healthy 2 ½ year old. I thought I had no support out here, but then I found WIC and other support in the community. I am very thankful and appreciative."

—WIC Participant, California

"I was young, single, fresh out of high school, scared, and, yes, pregnant. I was truly in need. Not only in need of financial assistance, but above all things, in need of sound advice and encouragement to make the right decisions for me and my unborn baby. "

—WIC Participant, Florida

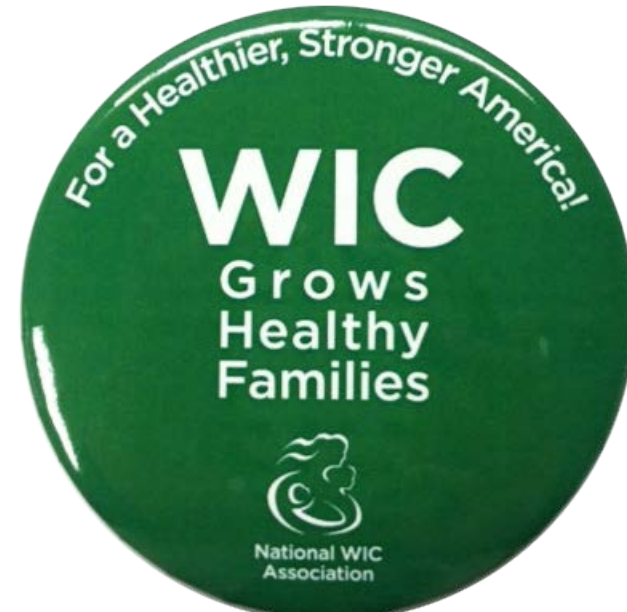
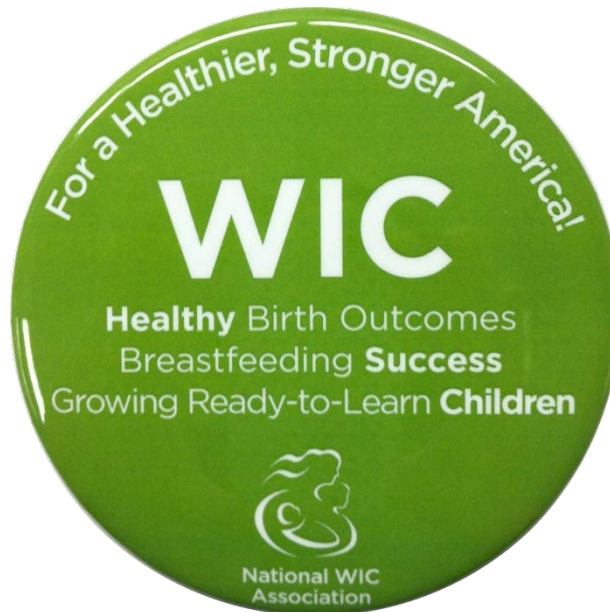
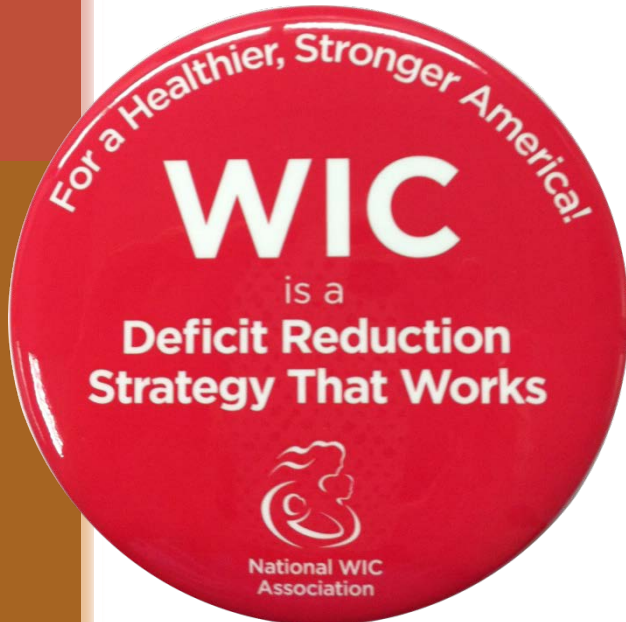
"We have a history of obesity and diabetes back to our grandparents and being part of the WIC Program has helped change this repetitive course to structuring a healthy lifestyle. "

—WIC Participant, Arizona

# Activity: Defining Your WIC Proposition

- WIC Directors
- Nutritionist
- Breastfeeding support staff
- Vendor management staff
- Other WIC staff
- WIC partners

# Activity: WIC Key Messages



# Examples



Nourish:



Breastfeeding:



Efficient:



Deficit Reduction:



Healthy Outcomes:



Grows Healthy:

# Review: Communicating the WIC message

Your Value Proposition  
WIC Key Messages

# Targeting WIC Messages to Democrats & Republicans

## Progressives/Liberals/Democrats

### Core values:

- Communitarian: Greater together than on our own
- Everyone gets a fair shot, plays by the same rules

### More likely to champion these issues:

- Increased access to healthcare
- Hunger/poverty
- Prevention
- Children's health and Education

## Conservatives/Republicans

### Core values:

- Limited Government
- Maximizing individual freedom

### More likely to champion these issues:

- Strong military and national security
- Strong economy
- Business



# Targeting WIC Messages to Democrats & Republicans

## Progressives/Liberals/Democrats

### WIC Talking Points:

- WIC provides a holistic response to mothers and young children
- Provides nutritional health
- Families, Retailers, community, and nation all benefit

## Conservatives/Republicans

### WIC Talking Points:

- WIC is a hand up not a hand out
- WIC is not a dependency program
- WIC educates to make informed choices
- WIC saves Federal taxpayer dollars

# Your Talking Points

## Progressives/Liberals/Democrats

### WIC Talking Points:

- WIC provides a holistic response to mothers and young children
- Provides nutritional health
- Families, Retailers, community, and nation all benefit

## Conservatives/Republicans

### WIC Talking Points:

- WIC is a hand up not a hand out
- WIC is not a dependency program
- WIC educates to make informed choices
- WIC saves Federal taxpayer dollars

# Target Button Messaging



**Democrat:** Healthy children ready to learn

**Republican:** Healthy children ready to learn on a track to contribute to society



**Democrat:** Breastfeeding improves the health of mom & baby

**Republican:** Breastfeeding reduces healthcare costs



**Democrat:** WIC is able to serve participants through formula manufacturers' rebates

**Republican:** WIC brings money into local economies

**Both:** WIC is a lean program that yields positive health outcomes & cost savings



**Democrat & Republicans:** WIC provides significant return on investment. The small investment in WIC saves future healthcare dollars and results in healthier families.



**Democrat:** Children are given a healthy start in life.

**Republican:** The cost of pre-term & low birthweight babies are expensive; there are increased healthcare costs associated w/formula feeding; children ready to learn will likely contribute better to society.



**Democrat:** WIC education & food package helps improve health & nutrition intake in families.

**Republican:** WIC improves family health, helping children grow smart and strong to contribute to society & the military.

# Sequestration Talking Points

## 1) What will happen:

- Sequestration will result in up to 600,000 mothers and young children being removed from the program nationally and up to 1600 state and local jobs losses.
- Mothers and young children will be cut or denied services, and will suffer immediate nutrition consequences resulting in long term health and developmental consequences.

## 2) What the WIC community is doing about it:

- The WIC community is, like all federally funded programs, waiting to see if Congress will resolve this fiscal crisis.
- In the event of inadequate funding for nutrition services, agencies are considering a range of strategies that depending upon local conditions may include
  - Managing and containing food costs;
  - Considering rebate options and assuring speedy invoicing of rebates;
  - Creating waiting lists for lower priority\* applicants;
  - Triaging caseload by priority\* over a longer period of time, removing lower nutrition-risk priority participants from the program all together, and not certifying lower-risk priority participants to participate in the program. (note: since **all** WIC participants are at nutrition-risk, any participant removal means negative health consequences for the unserved.)

# Additional Talking Points

- 1) What you would have to do in the event of a funding shortfall (waiting list, priority list, turning people away, lay off staff, reduce quality of services)
- 2) Explain that you would have to do these things because WIC is an efficient program with low overhead in your state (and nationally), so funding cuts are cuts to services
- 3) Why WIC services are important: nutrition education for making healthy choices, breastfeeding benefits, referral services to critical medical and social services like pediatrics and prenatal care, domestic violence abuse, smoking cessation etc.
- 4) What WIC does well and positive health outcomes/return on investment/health care cost savings/increasing breastfeeding rates
- 5) Why these cuts don't make sense to try to reduce the deficit: WIC is a deficit reduction strategy that works

# NWA Legislative Agenda

The NWA Legislative Agenda contains NWA's asks for Congress for FY 2013 and FY 2014

Leave the Agenda with offices you visit. If staffers have questions, they can follow up Martelle at [mesposito@nwica.org](mailto:mesposito@nwica.org) (NWA phone # at bottom of Agenda)

# Review: Communicating the WIC Message

1. Your value proposition
2. WIC Key Messages
  - Tailored to your Senators' and Representatives' interests and political ideology
3. Sequestration talking points
4. NWA Legislative Agenda