About FNS

Our Vision:
To End Hunger and Improve Nutrition in America

Food and Nutrition Service Mission:
Increase food security and reduce hunger by providing children and low-income people access to food, a healthful diet and nutrition education in a way that supports American agriculture and inspires public confidence.
ABOUT FNS

❖ Over 12.7% of households in the U.S. report some level of food insecurity; highest rates are in rural America.

❖ Over one-third of adults (36.5%) and approximately 17% of children in the U.S. are clinically obese.

❖ FNS works to end food insecurity and obesity through the administration of 15 federal nutrition assistance programs including WIC, Supplemental Nutrition Assistance Program (SNAP), child nutrition programs, food distribution and food safety.

❖ In partnership with state and tribal governments, FNS programs serve 1 in 4 Americans during the course of a year.
FNS administers several programs that provide healthy food to children including:

- National School Lunch Program,
- School Breakfast Program,
- Child and Adult Care Food Program,
- Summer Food Service Program,
- Fresh Fruit and Vegetable Program, and
- Special Milk Program.

Administered by State agencies, CN programs help fight hunger and obesity by reimbursing organizations such as schools, child care centers, and after-school programs for providing healthy meals to children.
SUMMER FOOD SERVICE PROGRAM

❖ Reimburses local organizations who combine a feeding program with a summer activity program for children.
❖ Ensures that low-income children continue to receive nutritious meals when school is not in session.
❖ Organizations, schools, local government agencies, and others serve free, nutritious meals at safe and convenient sites in communities.
❖ In 2016, over 179 million meals served in the summer meals programs to children and teens at over 50,000 summer meal sites nationwide.
SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM (SNAP)

Administered by State and local offices
❖ E.g., Local Dept. of Social Service

Benefits provided on an EBT card (no cash)
❖ Used for allowable foods
❖ At authorized retailers

In 2016
❖ ~44 million participants
❖ ~21.8 million households
SUPPLEMENTAL NUTRITION AND SAFETY PROGRAMS (SNAS)

The mission of SNAS is to ensure that individuals, Tribes, community based organizations and schools across America receive the assistance needed in order to provide safe and healthy food for children and families and to support American agriculture.

❖ Special Supplemental Nutrition Program for Women, Infants and Children (WIC)
❖ WIC Farmers’ Market Nutrition Program
❖ Senior Farmers’ Market Nutrition Program
❖ USDA Foods in Child Nutrition Programs
❖ The Emergency Food Assistance Program
❖ Food Distribution Program on Indian Reservations
❖ Commodity Supplemental Food Program
WIC

- WIC serves as an adjunct to good health care during critical times of growth and development, in order to safeguard the health of infants, mothers and children at nutritional risk.

- WIC provides food benefits, breastfeeding support, nutrition education, and referrals to other public assistance programs (TANF, Medicaid, SNAP) and services.

- FNS provides grants to WIC State agencies. The program is administered through 90 State agencies (State health departments and Indian Tribal Organizations).
  - 1,900 local agencies and about 10,000 Clinics
  - About 45,000 authorized retailers

- 7.7 million participants (2016)
BREASTFEEDING PROMOTION & SUPPORT

- WIC mothers are strongly encouraged to breastfeed.

- USDA’s Loving Support Makes Breastfeeding Work national breastfeeding promotion and support campaign serves as the foundation for WIC breastfeeding education, counseling, and promotion efforts.

- Percentage of WIC breastfeeding infants increased significantly from 2002 to 2014.
WIC ELIGIBILITY

❖ Categorical

❖ Income

❖ Residency

❖ Nutritional Risk

❖ WIC Prescreening Tool:
  http://wic.fns.usda.gov/wps/pages/start.jsf
WIC MAKES A DIFFERENCE

WIC:
❖ Improves the dietary intake of pregnant and postpartum women and improves weight gain in pregnant women.
❖ Increases the duration of pregnancy and reduces low birth weight rates.
❖ Reduces fetal deaths and infant mortality.
❖ Saves money by preventing costly health problems.
❖ Decreases the incidence of iron deficiency anemia in children.
❖ Significantly improves children’s diets.
❖ Improves the growth of at-risk infants and children.
WIC Resources

- For more information go to [https://www.fns.usda.gov/wic](https://www.fns.usda.gov/wic)

- The WIC website includes State agency contact information, including toll-free numbers for many States
RESOURCES

Hunger Hotline: 1-866-3-HUNGRY; (1-877-8-HAMBRE)


FNS regional office contact information:  [www.fns.usda.gov/fns-regional-offices](http://www.fns.usda.gov/fns-regional-offices)

SFSP resources:  [www.fns.usda.gov/summerfoodrocks](http://www.fns.usda.gov/summerfoodrocks)

SNAP benefits can be used at authorized farmers’ markets:


SNAP application and local office finder:


SNAP Retailer Locator:

THANK YOU!

GARY.VESELSS@FNS.USDA.GOV
PILLARS OF WIC

• Science-based, prescriptive food package
• Breastfeeding support
• Nutrition Education
• Referrals to other health and social services
% of infants in WIC aged 6-13 months who were ever breastfed

BREASTFEEDING SUCCESS

2014
1998
WHAT IS NWA?

• Membership association for WIC
• Represent 90 state agencies, 1200 local agencies and more than 10,000 WIC sites
• Advocacy voice of WIC
• Three educational conferences per year
• On-going support to WIC agencies
RECENT NWA PROJECTS

• Client experience
• Connecting WIC staff to researchers
• Recruitment & retention campaign
• Ongoing advocacy & lobbying
• Community Partnerships for Healthy Mothers and Children projects
RECRUITMENT & RETENTION CAMPAIGN

• Drive recruitment
• Help with retention
• Improve perception
WHAT IS IT?

Three year campaign
Point of care
Welcome Baby packets
Print ads
Digital ads
Local activation
WHERE ARE WE NOW?

Digital campaign
Print ads
Point of care
Provider outreach
CALL TO ACTION

Call
Text
Signupwic.com
MOST SUCCESSFUL MESSAGES ARE THOSE EMPOWERING MOMS!
BE THE MOM
YOU WANT TO BE.
Start by signing up for WIC, a nutrition program for moms and children. You’ll receive food, breastfeeding support, and other benefits.

SIGN UP NOW

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WE HELP MOMS RULE.

WIC is a nutrition program that provides moms and children with food, breastfeeding support, and other benefits.

LEARN MORE

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WHAT DO WE DO WITH THIS?

• Direct people to signupwic.com
• Promote WIC on social media
• Refer to WIC
• Connect with Hannah (hshultz@nwica.org)
ALL CAREGivers ARE WELCOME.

We talk a lot about moms, but we offer support to anyone—working or not—who cares for a child, including:
- Moms
- Single parents
- Grandparents
- Foster parents
- Stepparents
- Guardians

WE'RE HERE FOR YOU.

We're here for more moms and caregivers than you might think—In fact, we serve over half of all infants born in the U.S. To get WIC assistance, participants:
- Should be pregnant or have infants or children under 5 years old
- May be in need of income assistance
- Can be receiving other benefits like foster care, medical assistance, or SNAP

FIND WIC NEAR YOU.

WIC is here to serve moms across the U.S. With over 10,000 clinics sites, there's almost always a WIC clinic nearby.
Your local WIC office:

NUTRITION, SUPPORT, AND THE POWER OF MOMS.
NEXT STEP: BABY
WE'RE WITH YOU ALL THE WAY.

WIC provides free food, nutrition education, and community support to pregnant women, moms of babies, and kids up to five years old.

SEE IF YOU QUALIFY
CALL 1-800-000-000
TEXT WIC to 000-00
VISIT wicmom.com
HANNAH SHULTZ
HSHULTZ@NWICA.ORG
202-232-5492
Co-creating to keep moms and children on WIC

4.25.17
Share Our Strength is ending childhood hunger in America by ensuring all children get the healthy food they need, every day.
Our proven, three-pronged approach is propelling transformational change nationwide by:

**ENDING CHILDHOOD HUNGER**

- **ACCESS**
- **EDUCATION**
- **AWARENESS**

• **1. INCREASING ACCESS** to and participation in federal nutrition programs currently available to children in-need, including school breakfast, summer meals and afterschool meals/snacks.

• **2. EMPOWERING FAMILIES** with the skills and knowledge to shop for and prepare nutritious meals at home on a limited budget through our direct service nutrition education program, Cooking Matters.

• **3. DRIVING AWARENESS OF CHILD HUNGER** and No Kid Hungry at the national, state and local levels by engaging the public around this critical issue.
The WIC program is backed by a large body of research showing improved outcomes for infants and children.
WHY WIC?

Example. We have a chance to help 5 million more kids get the nutritious foods they need.

- 6.5 million kids 0-5 eligible but NOT covered
- 4.9 million kids 0-5 covered by WIC
THE CHALLENGE

While WIC serves 84% of all eligible infants, it has a retention problem. Only 50% of eligible children ages 1-4 continue on the program.

COVERAGE RATES

CONTRIBUTING FACTORS

• Value of the food package decreases after age 1
• Breastfeeding support likely not needed as much
• Moms are busy, have competing priorities
OUR INNOVATION QUESTION

How might we ensure all eligible children stay on WIC until age 5, preparing them to enter kindergarten healthy and ready to learn?
Giving moms a voice to make WIC better
The New Mom: Nutrition Newbie

The Experienced Mom: Respect Required

The Former WIC Mom: Convenience Craver
## Moms' Ideas and Votes

### Use tech to make fulfilling WIC reqs easier (9 votes)
- **Phone reminders**
- **Faxing in paperwork**
- **Recently via email/phone**
- **Test cancellations or confirmations of apppts**
- **Online classes**
- **Online scheduling and rescheduling**
- **Kiosk to check in, upload paperwork, etc.**
- **Open evenings, weekends, before work, lunch hours**
- **Every 6 months instead of 3**
- **Book check re-load appts for 5 min interval**
- **More time for questions and brainstorming together**
- **More different classes**

### Flexibility (6 votes)
- **Accept me at any time before my appt**
- **Window of times to choose from**
- **Prompt service, no waiting**
- **Info on what to do when it’s your time**
- **Culturally aware information**
- **Diet choices as child gets older**
- **Mom mentors or support groups**
- **More choice over foods for moms**
- **More locations**

### Better/more relevant nutrition info and foods (5 votes)
- **Help with natural ways to feed kids**
- **Take into account foods kids eat**
- **Provide 2% milk**
- **Info on what foods are good for kids**
- **Help parents with nutrition needs at every stage**
- **Are there ways to give more education about nutrition?**
- **More time for questions and brainstorming together**
- **More different classes**

### Alternative Locations (4 votes)
- **Drive-thru check reload**
- **WIC come to daycare or home**
- **WIC express line**
- **Kiosk at the store - check balance, foods pre-ordered foods**
- **Measurement checks at pharmacy (4 votes)**
- **Kiosk or phone WIC appst**
- **More WIC items available on Amazon**
- **More locations**

### Shopping Improvements (4 votes)
- **Curbside delivery of groceries**
- **More stores accept WIC (like ACis)**
- **More stores accept WIC**
- **App lists of foods**
- **Have most WIC stuff in one place**
- **WIC items available on Amazon**
- **More locations**

### Games/activities for kids (4 votes)
- **Interactive family games**
- **Offer drinks/snacks for kids**
- **Class for older kids about healthy eating**
- **More locations**

### Customer service (2 votes)
- **Warm greeting, eye contact, smiles**
- **Be genuine**
- **Ask to new ideas and input form parents (3 votes)**
- **Treat moms as valued, hard-working individuals**
- **Empathy - “Be patient with us”**
- **Translators in offices**
- **Less crowded space**
National Survey Validates Co-Creation Findings

A national survey of 1,000 WIC-eligible caregivers, commissioned by Share Our Strength and implemented by APCO, validated the findings from our small sample in Virginia. Four of the top 5 selected features in this national survey map directly to the ideas selected and built out by the Virginia moms.

**Figure 2. WIC participants would like an easier experience using the services**

- Getting in/out of the clinic in a reasonable amount of time: 42%
- Easily finding WIC foods at the store: 36%
- Waiting for appointments in a clean room with things for kids to do: 29%
- Handing in required forms by text or email: 24%
- Scheduling or rescheduling appointments by text or online: 24%

As asked of those who have participated or participate in WIC:
If you could create your dream WIC experience, what features would be MOST important to you? Please select up to 3.
Online Scheduling

Online Grocery Pre-Order
Thank You!
Childhood and Maternal Nutrition Programs Webinar

#TRCCWebSeries

Gary Vessels  
Food and Nutrition Service

Hannah Shultz  
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Jill Panichelli  
Share Our Strength