

# California WIC Association (CWA) 2016-2020 Strategic Plan

## Our Mission

Our mission is to lead California communities to nourish, educate, support, and empower families in building a healthy future.

## Who We Are

The California WIC Association (CWA) is a non-profit, public health organization formed by directors of local WIC agencies in 1992. CWA represents all parties interested in the operation of the federal Special Supplemental Nutrition Program for Women, Infants, and Children (WIC). CWA supports local agencies through training and staff development, public education and advocacy, research and policy analysis, and participation in allied public health and nutrition networks and coalitions.

CWA seeks inclusion and partnership beyond the traditional WIC network, including other service providers, business and corporations, vendors, and the general public.

## Our Values

- Building health equity among families with young children
  - Ensuring food security
- Supporting families with nutrition and breastfeeding education
  - Advocating for strong public health policy
  - Fostering collaboration and strong working relationships
- Promoting transparency, open communication and accountability
- Innovating to promote best practices and quality improvement

## Strategic Plan Priorities: 2016-2020

- 1) Local Agency Support** Provide opportunities for local agencies to build professional networks and stay informed on policy developments
- 2) Innovation** Facilitate the development and understanding of innovative programs and practices at local WIC agencies
- 3) Policy and Advocacy** Educate elected officials and stakeholders about the essential role of WIC programs/services, and promote legislation, policies and program enhancements that advance the goals of our programs
- 4) Collaboration** Cultivate stronger relationships and new collaboration with other organizations and public agencies serving families

# CWA Strategic Plan: 2016-2020

## Overview of Priorities, Strategies and Outcomes

### PRIORITIES

### STRATEGIES

### OUTCOMES

#### 1) Local Agency Support

*Provide opportunities for local agencies to build professional networks and stay informed on policy developments*

- 1) Act as spokesperson and connector with CADPH for local agencies
- 2) Facilitate the implementation of new technology in local agencies by providing training and information sharing resources
- 3) Sponsor spring/fall conferences, regional trainings and webinars
- 4) Modernize communication and information dissemination strategies to reach more subscribers and achieve more active participation
- 5) Expand scholarship, education, mentorship and other programs for local agencies
- 6) Recruit and engage diverse members for CWA Board of Directors

- # of update subscribers to policy/other updates
- # of conference attendees annually
- # of annual participants in trainings and webinars
- Mobile friendly website
- Toolkits and reports distributed to # of individuals annually
- Increased board involvement
- Engagement of new local agency directors

#### 2) Innovation

*Facilitate the development and understanding of innovative programs and practices at local WIC agencies*

- 1) Assemble innovative best-practices from local agencies and stakeholders
- 2) Develop innovative best-practices tools and disseminate to local agencies through listservs, web sites, social media and other venues
- 3) Sponsor in-person and webinar best-practices trainings on promising tools and programs
- 4) Secure new funding for diverse innovative projects and pilot programs
- 5) Help local agencies integrate into services with other key health programs and stakeholders

- New tools developed and disseminated to state and national programs
- Mobile friendly website
- Secure new funding for innovative programs
- # of people attending trainings

## PRIORITIES

## STRATEGIES

## OUTCOMES

### 3) Policy and Advocacy

*Educate elected officials and stakeholders about the essential role of WIC programs/services, and promote legislation, policies and program enhancements that advance the goals of our programs*

- 1) Educate State and Federal legislators about WIC/CWA services and funding through continued support for Capitol Education Day, NWA Leadership Conference, and hosting legislative visits at clinic sites, among other strategies
- 2) Advocate for WIC program improvements with State WIC and USDA staff
- 3) Monitor legislation/policies and distribute policy updates to CWA members through multiple venues, such as web site listings, social media postings and Flash e-news, among others
- 4) Develop collaborative policy proposals with other organizations that advance WIC goals and financial sustainability
- 5) Cultivate and expand the WIC Ambassador Program
- 6) Advance new legislation to promote WIC priorities, such as quality nutrition, breastfeeding services and health care reform data collection

- # Bills introduced, sponsored, supported and passed into law
- # of California WIC local agencies host visits from legislators
- #/% WIC local agencies participate in legislative office visits each year
- Checklist for legislative visits
- Increase # of participants in WIC Ambassador Program – 1 per region

### 4) Collaboration

*Cultivate stronger relationships and new collaboration with other organizations and public agencies serving families*

- 1) Invest in stronger public agency relationships, including California WIC, the California Department of Public Health and the Department of Health Care Services
- 2) Strengthen relationship and support for NWA
- 3) Grow relationships with other California organizations serving families like CPCA, MCAH Action, First 5 California, Medi-Cal health plans and others
- 4) Strategize with other advocacy groups who work with families
- 5) Continue to collaborate with vendors

- Meet monthly with state WIC leadership
- At least 6 meetings annually with other key California organizations
- At least 2 meetings annually with national organizations
- At least 3 meetings per year with California public agencies
- 2 educational events with California public agencies per year