



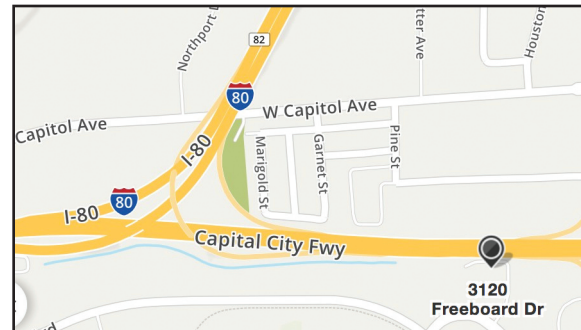
California WIC Association (CWA)

is a non-profit organization formed in 1992 by local WIC agency directors. CWA represents all parties interested in the operation of the Special Supplemental Nutrition Program for Woman Infants and Children (WIC). On behalf of the 83 local WIC agencies and state WIC program, CWA fills a number of roles and needs.

- Pursues collaborative initiatives with local, state, and national partners
- Works to protect the future and high quality standards of the WIC program
- Encourages and provides support for robust WIC programs that serve the local community and improve health outcomes
- Supports healthy business relationships with grocers, farmers' markets and businesses, providing local revenues and employment
- Maintains a national leadership role in designing innovations and initiatives that keep California WIC on the forefront of the nation
- Engages in issues that impact the WIC program, including maternity care, immigration threats, provision of social determinants of health, horizontal integration, and more



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Local WIC Agency Membership



M E M B E R S H I P B E N E F I T S

TRAINING AND DEVELOPMENT

- Training opportunities at the statewide spring and fall conferences, regional trainings and webinars, and intensive lactation consultant training (discounted fees where applicable)
- Provision of required continuing education credits for nutrition and lactation credentials
- Provision of annual California Nutrition Corps Scholarships for educational advancement in nutrition, breastfeeding, public health, and business administration
- Opportunities for leadership development in the WIC Leadership Academy
- Mentoring for all WIC directors and staff with peer local agencies and colleagues
- Provision of WIC employment announcement board



COMMUNICATIONS

- Bi-monthly *Flash* newsletter, distributed nationally, featuring state and national WIC updates, key WIC-related news links, recent research and reports, training opportunities, employee wellness resources, and jobs listings
- Bi-annual *WIC Watch* magazine, distributed nationally, featuring local agency best practices, breastfeeding and nutrition resources, national WIC updates, worksite wellness activities, career insights, and more
- Monthly WIC Directors updates with state specific information and opportunities for local agencies
- Email alerts to all local agencies for time sensitive issues that require attention or request action
- A Members Only area of the CWA website for materials specific to Local Agency Directors
- Private webinars for local and state WIC staff on timely key issues with state and national partners
- Annual meeting at the state conference for local agency directors and new agency directors
- Support for targeted member issues with CWA board caucuses including Small Agencies and Native American Health Centers



SUPPORT

- Monthly *WIC Can Help* resources to support local agencies in their required provision of quality referrals and information
- Support, resources, and training for employee wellness and certification as a Well WIC Worksite
- An online discussion forum, WIC Commons, for local and state California WIC staff to discuss timely WIC operations issues, receive feedback, and share resources
- Conference lines for local agencies to conduct Regional Meetings.
- Develop issue-specific flyers, posters, and PSAs for local and state WIC agencies.



RESOURCES AND ISSUES EDUCATION

- Publication of reports, issue briefs, and toolkits to support WIC participation, outcomes, and best practices including: breastfeeding support, engaging families, including men and dads, WIC modernization and incorporation of technologies such as teleWIC, integration in public health and community health centers, farmers' markets and more
- Provision of resources for timely national issues and WIC program protections, such as immigration and public charge proposals
- Provision of an online library/archive of all WIC-related resources

Local agency membership is foundational for CWA and critical to continued leadership for local WIC agencies and the WIC program. 100% of local agency member dues are used for member services. No portions of local agency member dues are used for lobbying or lobbying activities.