



QUARTERLY NEWSLETTER



WE WANT TO HEAR FROM YOU!

The NYS WIC Conference planning is underway, and we want to hear from you!

If you know of a great speaker or presentation that you would like to see at our 2024, in-person event, please email their contact information and why you think they would be a good fit to our planning committee at wicassociationofnys@gmail.com.

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BOARD DEVELOPMENT COMMITTEE UPDATE:

The Board Development Committee has been busy doing some housecleaning . Since COVID-19, the WIC Association of NYS' committee meetings and board meetings have permanently changed. This requires updating the job descriptions and reviewing the language in our bylaws for consistency and relevance.

This committee has also been accepting nominations to the board, reviewing those applications, coordinating the election slate, and notifying candidates of the outcome.



Legislative Update

WOW! We are blown away by our network's willingness to advocate! Since the last newsletter we have received 3,000+ quotes from local WIC participants about the value the current CVB is to their children and how it would impact them if it was decreased. These testimonies came in mere days after we asked local agencies to send [this survey](#) to their participants this summer. We have shared many with the entire NYS Congressional delegation. Here are just 3 of the 3,000:

- Decreasing the cash value would completely eliminate the help in WIC benefits. With the increased and rising cost of food today, decreasing the cash value would mean very little to no fresh fruit and vegetables for my family. If you look at the price of produce today in grocery stores you can quickly see that \$9-\$11 is completely unreasonable. That number is equal to maybe 2 or 3 items and that would not be enough food to give myself and/or my kids the necessary nutrients for the week, let alone the month. I wish the prices in grocery stores remained the same as 2019 but they didn't and we all know that. Please don't make our families suffer. – Kassidy
- WIC is the main source of fruits and vegetables in our household. It gives us a chance to try new foods with our children. Without it we would be less likely to let them try new foods at the risk of them wasting it. - Beth
- The loss of this benefit would be devastating to my family as we utilize this more than any other benefit. Many of the benefits are for sugary peanut butter and cereal rather than wholesome good foods. We purchase apples, lettuce, string beans and so much more with the produce benefit. I always deplete it first because we love to have fresh fruits and vegetables. I also use this benefit to make my 6 month old baby fresh purées. What a loss it will be! - Corinne

Please keep it up!

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Here are the other ways you can help protect and strengthen WIC today, and in the coming days and weeks:

- Raise your voice Now with our NYS leaders by using this [simple NWA online tool](#). Remind our leaders that NYS has seen over a 16% overall increase in participation since March 2020, and over 26% in children! The message? **Congress must act to serve projected caseloads with the current science based food package.**
- If you didn't before, use the [NYSWICA survey](#) to make your own, send out to your participants, and then share their thoughts with your elected officials and on your social media (tagging them and us so we can reshare!). We found posting testimony shared in bulk on our [facebook](#) and [instagram](#) channels effective this summer.
- Participate in biweekly calls for the NWA's WIC Action Network and hear the latest on what's happening in DC and what education you can provide to support state and national efforts. [Register for the WIC Action Network here](#).
- Consider joining the [NWA's Leadership Summit](#) in November.
- Learn the Facts: [Can you Lobby as a 501c3](#) terrific factsheet for all of us who educate and advocate for WIC!

Go Team NYSWIC!

Your Legislative and Public Policy Committee



CHECK IT OUT

The Executive Director of the WIC Association of NYS is responsible for overseeing the strategic vision, driving membership and financial growth, supporting and managing relationships with stakeholders, assisting with developing the organizational culture, and promoting transparency and collaboration throughout the Association. All to protect the interests of the NYS WIC Program.

Job Summary

- Represent and support NYSWICA, build relationships within the WIC community, and seek out partnerships for collaboration and advocacy.
- Execute NYSWICA's strategic plan.
- Cultivate and enhance membership expansion and opportunities.
- Identify and secure revenue streams.



FISCAL COMMITTEE UPDATE:

The Board of Directors are legally responsible for the finances of the Association. The Finance Committee meets every other month to review revenue and expenditures for the previous months' activities. The Committee provides oversight to activities conducted by the Treasurer. Financial Statements, prepared by the Association's Accountant, are also reviewed.

The Finance Committee develops a budget each year. In recent months, the Committee has been working on some action steps of the Association's Strategic Plan. A new budget request form was developed and approved by the Board in June. This form will be utilized by all Committee Chairs when developing their annual Committee budgets. The Committee's latest project is drafting a purchasing policy to ensure procedures are in compliance with regulations set forth for non-profit incorporations by the IRS.

Congratulations to Loriann Spatola-Davis of Tioga Opportunities!

Loriann was awarded the Community Action Service Award. It is an award given to someone who positively impacts individuals and families through their day-to-day work. The awardee demonstrates the following qualities:

- Professionalism
- A "just do it" attitude.
- Willingness to go the extra mile to help someone in need.
- Respect for all people
- Willingness to work with a variety of people, and
- A dedication to the mission and values of Community Action

Thanks for your hard work and dedication to our WIC families!!!



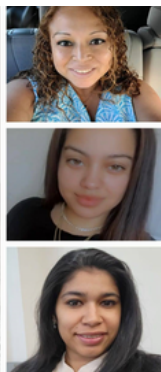
In celebration of World Breastfeeding Week, the Marketing and Membership committee held a Meet and Greet on August 3, 2023. Harmony HealthCare Long Island- HHLI presented their FFY 2023 LACASA goal to support 15 mother/baby dyads selecting to exclusively breastfeed and have 25% of these dyads remain exclusively breastfeeding for six months. To achieve this goal, their Peer Counselors (PC) established breastfeeding support within 24-48hrs after delivery. The PC's followed an aligned protocol including one on one observations, videos call or sending breastfeeding information. They also provided a tote with water bottles, breastmilk storage bags, cold packs and breast pads to minimize out-of-pocket expenses for each dyad. The totes were provided through collaboration with the Perinatal and Infant Community Health Collaborative (PICHC) program.

All 15 mother/baby dyads remained exclusively breastfeeding at six months! To honor these Moms and babies, a celebration was held to commemorate their success.

If your local agency has best practices that ensure success for WIC families, the Meet and Greet sessions are open for you to share best practices. Please email us at wicassociationofnys@gmail.com and tell us your story.



Maria Callejas Breastfeeding Coordinator



PC Sally Sanchez

PC Caro Almonte

PCC Melissa Valerio



HarmonyHealthcare
Long Island

WIC Program LACASA 15 Celebration



MEET & GREET

Join us at our next Meet & Greet where we will be highlighting best practices with wichealth implementation.

Thursday, November 2nd
12:00PM-1:00PM



[Register Now](#)

We hope to see you there!

