

WWA History

In 1973, Wisconsin became a pilot state for the WIC Program. By 1974, three pilot programs were active: Green Bay Area Free clinic, Menominee Tribe, and Great Lakes Intertribal Council. With a total participation count of 1,300 and a budget of approximately \$350,000 WIC began to address a vital need to Wisconsin families. With the success of these three initial programs, the need for WIC was quickly realized and rapidly spread throughout the state.

By 1980, WIC had expanded to over 55 projects, including Wisconsin's major urban locations Milwaukee and Madison.

Due to the rapid growth of the WIC program, by 1990 much of what we see today had already been established. The WIC Program was divided into 5 regions and the majority of today's active WIC locations were already in place. Most notable was that WIC services were being provided in nearly every county of Wisconsin.

As WIC expanded, it became increasingly more difficult to maintain contact and communication with the numerous WIC projects throughout the state.

Recognizing this need, on June 30, 1998 a group of like-minded individuals met together to address these growing concerns. The result of the meeting was the formation of WWA (Wisconsin WIC Association) whose mission was to actively link the Wisconsin State WIC Projects and WIC supporters throughout the state.

At that time, membership included 26 Agencies, 9 individuals, and 1 affiliate agency.

Major Accomplishments

Day at the Capital: (1999-2001) Organized meet and greet event(s) between local WIC employees and their congressional representatives. The overall goal was to secure state GPR funding for the WIC Program.

Farmer's Market Nutrition Program (2001) Program expansion and retention of the program. WWA advocated for all WIC programs to find match for this program and to participate. FPHS agreed to a \$100,000 match from the Wausau community garden for the state to expand the program to some of the projects that could not come up with match. This was done for three or four years.

Advocacy and Education Toolkit (2003) Toolkit development was assisted by several WWA board

members. Each WWA board member assumed responsibility for specific areas of the toolkit; which was then used by all Wisconsin state WIC projects.

Fit Families Project (2005) Fiscal agent for the project and advocated for successful grant approval.

Retention of WIC (2007) Advocated for the retention of the WIC Program within the Division of Public Health and argued against moving WIC to the Department of Family Services (at the state level).

New WIC Way (2009) Introduction and implementation of nationwide food package changes. Collaboration between Ann White and Sixteenth Street Community resulted in an instructional DVD made available to local WIC projects to help WIC participants understand the new changes to the WIC Food Package.