

FRAC Handout – WIC Food Package Implementation in Wisconsin

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I. New WIC Food Package

- Opportunity to work with state and local administrators, advocates, and private sector and build relationships
- Huge change means outreach to clients will be very important toward successful implementation
- In WI, Milwaukee has over one-third of statewide caseload – diverse outreach critical (especially to Spanish-speakers)

II. WIC Advisory Committee

- One key to implementation
- JJ – Chair since 2006
- Good vehicle for detailed feedback about how program rules get carried out on the ground
- Good opportunity for advocates to work with public, private, and non-profit sector on policy and procedures that help clients
- Focus on involving WIC participants for customer feedback
- Votes are recorded, but are advisory – final policy decisions rest with state
- One key mechanism for debating food package options and making recommendations to state

III. Other Planning and Implementation Feedback

- Other WIC subcommittees will also help with planning and implementation
- Food list workgroup (state staff, local WIC project staff)
- Participant surveys to see what kind of culturally relevant foods client would prefer (esp. Hmong and Hispanic populations)
- Retailer workgroup (state staff, vendors, local WIC project staff)