



WIC Food Package Advisory Councils Can Bring a Diversity of Voices and Support to the Implementation Process

WIC food package advisory councils can be established to help support and inform the planning and implementation of the new WIC food package. It is important to bring together a diverse group of stakeholders to help maximize the value of the new food package for WIC participants.

Some states, such as Wisconsin, already have an existing WIC advisory council which they will use to help plan the WIC food package implementation. Other states, such as Connecticut, which recently established a WIC advisory council to plan for the package, are getting started now. In addition, City-based WIC councils, such as DC's Nutrition Advisory Council, have been created to work on the new WIC food package.

WIC food package advisory councils can be created by the State or local WIC agency, the governor or advocates. To be most effective, the advisory councils should include WIC participants and representatives of the communities and organizations working to improve the health and well-being of the families served by WIC. Those invited should include anti-hunger advocates, food bankers and other emergency food providers, food policy councils, immigrant groups, grocery stores, farmers' markets and state nutrition and health associations.

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