

# WIC Local Agency Conference Call

WEDNESDAY, JUNE 12, 2024, 8:30-9:30 AM

## Agenda and Summary Notes

### Agenda Items:

- National Updates
- WIC LA Supplemental Funding – Kate
- Planning for WIC 50<sup>th</sup> Anniversary Celebration – Kate
- WIC Participant Advisory Group – Tina
- MN WIC Conference Reminders – Tina
- WIC Online Shopping Expansion – Jessie/Kate

### National Updates- Kate

#### Congress Working on FY 2025 Appropriations

The House Agriculture Appropriations Subcommittee is scheduled to consider its proposed funding bill for FY2025 this week, which will include funding for WIC. Committee leaders have indicated that total agriculture spending will be lower than in FY24, creating an extremely challenging funding environment, as many food and nutrition programs are seeking funding increases. FNS has indicated that WIC will need approximately \$7.7 billion in funding in FY25 to serve projected caseloads, a \$700 million increase over the program's FY24 funding level.

#### NWA Opens Registration for Virtual Tech Conference

The NWA WIC [2024 Virtual NWA Technology, Innovation, and Vendor Management Conference](#) will take place August 6-7. This virtual conference brings together WIC staff from state and local agencies, researchers, technologists, and other stakeholders to share about efforts to innovate the WIC participant experience.

### Other Program Updates

#### WIC LA Supplemental Funding – Kate

We requested in the April reallocation supplemental grant funding this Fiscal Year to help cover WIC program expenses. Funds will be allocated to LAs based on an average of the most recent closed-out quarter of monthly participation to help provide more funding to agencies that have grown their caseload. The process to get the funds to agencies will take some time to administer. Funding letters will go out in July.

#### Planning for WIC 50<sup>th</sup> – Kate

The year 2024 marks the 50<sup>th</sup> anniversary; we have shared tool kits, program highlights, videos and social media information. Check out [USDA 50th Anniversary of WIC](#) and [NWA Celebrating 50 years of WIC](#) for resources. We will celebrate this milestone at the State WIC conference in September and a separate 50<sup>th</sup> anniversary celebration tentatively in September. We will send information when we have more details.

### **WIC Online Shopping Expansion – Jessie/Kate**

With the success of the Hy-Vee online shopping project, Minnesota has expanded to 28 other Hy-Vee stores on May 27, 2024. Nebraska and Iowa, also participating in this project, have rolled out online shopping at additional Hy-Vee stores. Last month we held a training. We are seeing an increase in online shopping and repeat shoppers. There was a press release that went out early this week on the project and it is getting positive attention. Kate had an opportunity to do some additional media interviews sharing about the expansion.

At the total 28 Hy-Vee sites, we are seeing online redemptions increasing, and we are receiving positive feedback so far. A satisfaction survey was sent via text message to anyone that shopped from February through May 2024. The Weekly Update today has more links and other information about the online ordering project.

### **WIC Participant Advisory Group – Tina**

Plans were shared for our first Minnesota WIC participant advisory group. The hope is to recruit 8-10 participants from across the state. We're asking local agencies to post flyers at WIC clinics in July/August/Sept. The flyer includes a QR code for an interest form. Goal is to hold first meeting in November 2024.

### **MN WIC Conference Reminders – Tina**

For conference information, including registration and funding, view the website page [MN WIC 2024 Training Conference](#). Peers and clerks are included in funding considerations and registration. If anyone has any WIC artifacts such as old food lists, nutrition materials, posters, TACOS, etc., please send a photo to [tina.breitenbach@state.mn.us](mailto:tina.breitenbach@state.mn.us) or [megan.leonard@state.mn.us](mailto:megan.leonard@state.mn.us). We want to put a slideshow together for the conference and the 50<sup>th</sup> anniversary event.

## **Questions & Answers**

### **Does that mean there are online orders that are not picked up?**

Orders are placed online, and benefits are removed from the card right away as a place holder. Online orders may not be picked up for a few days depending on the pickup or delivery window they select. Orders aren't considered fulfilled until the products are picked and bagged and the transaction is re-run as items or quantities may change. At the time of fulfillment, benefits will be adjusted and the participant receives their foods. When we are tracking orders daily, we only considered fulfilled orders in our count. Occasionally an order isn't picked up or is cancelled but in that instance the benefits would be put back on the card.

### **Is there compensation for participants that are part of the participant advisory group?**

Yes, there will be compensation, a \$50 gift card for each meeting.

### **Will a participant advisory group flyer be available electronically (or a website) so we could text it out if folks are interested?**

Flyers will be emailed out.

### **How many participants are you hoping to recruit for the advisory group?**

8-10 individuals

### **Will the participant advisory group have input opportunity on the food package and asked how it meets their family's needs?**

Yes, there will be opportunity for discussion on the food package with the participant advisory group.

### **For the Video conference prior to Sept 26, do we need to register for this as well?**

## WIC LOCAL AGENCY CONFERENCE CALL

The preconference event will be separate and available on the MDH Learning Center. All but two sessions will be recorded.

### Reference – Complete Listing of Hyperlinks

[2024 Virtual NWA Technology, Innovation, and Vendor Management Conference](https://www.nwica.org/events/info/2024-virtual-nwa-technology-innovation-and-vendor-management-conference#tab_eid-137-registration-details?eType=EmailBlastContent&eld=be7ef021-228c-426c-a554-c5cede7d8794)

([https://www.nwica.org/events/info/2024-virtual-nwa-technology-innovation-and-vendor-management-conference#tab\\_eid-137-registration-details?eType=EmailBlastContent&eld=be7ef021-228c-426c-a554-c5cede7d8794](https://www.nwica.org/events/info/2024-virtual-nwa-technology-innovation-and-vendor-management-conference#tab_eid-137-registration-details?eType=EmailBlastContent&eld=be7ef021-228c-426c-a554-c5cede7d8794))

[USDA 50th Anniversary of WIC](https://wicworks.fns.usda.gov/50th-anniversary-wic) (<https://wicworks.fns.usda.gov/50th-anniversary-wic>)

[NWA Celebrating 50 years of WIC](https://wic50th.nwica.org/) (<https://wic50th.nwica.org/>)

[MN WIC 2024 Training Conference](https://www.health.state.mn.us/people/wic/localagency/24conference.html)

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Minnesota Department of Health - WIC Program, 625 Robert St N, PO BOX 64975, ST PAUL MN 55164-0975; 1-800-657-3942, [health.wic@state.mn.us](mailto:health.wic@state.mn.us), [www.health.state.mn.us](http://www.health.state.mn.us); to obtain this information in a different format, call: 1-800-657-3942.

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