

All Hands On Deck!

The logo features the words "WE", "need", and "WIC" stacked vertically. "WE" is in red, "need" is in purple with a green underline, and "WIC" is in red.

WIC IS IN TROUBLE.

For the first time in 15 years, our program faces the possibility that there could be insufficient food funding to support current and future participation. WIC Nutrition Services are also at risk of being slashed, threatening to derail quality WIC support for families and destroy all the recent public health strides WIC has achieved.

WIC is vulnerable to cuts in the Super Committee process, when everything will be “on the table.” Moreover, if the Super Committee fails to make a deal, and automatic, across-the-board cuts are implemented, **WIC is not exempt!** We must ensure that WIC is protected from these devastating cuts.

While scary, these cuts are not in any way inevitable. With your help, CWA will work strategically and aggressively to ensure that there is sufficient funding in the coming years to support both food and nutrition services. More than ever, it is essential to tell Congress why **WE NEED WIC.**

The WIC community has fought back cuts before, and we can do it again. Over the next 4 months, we invite you to join an aggressive campaign to protect WIC current and future WIC funding. Your participation is critical to our success!

FIVE EASY ACTION STEPS

1- NOW! GET INFORMED. Go to our new WE NEED WIC page at www.calwic.org. Read the background materials and detailed plans on our webpage. Learn the key messages and targets. Figure out how you can help us with the Campaign over the next four months.

2- By Nov. 7th: WRITE CONGRESS. Write your members of Congress and our two Senators urging them to protect WIC! Use the template letter on the We Need WIC webpage at www.calwic.org.

3- By Nov. 14th: ALERT STATE LEGISLATORS: Email and call your local State Senate & Assembly members and encourage them to sign on to a letter urging Congress to protect WIC during upcoming deficit reduction proceedings. A copy of the letter is on www.calwic.org.

4- Oct. 24- Nov. 23: MAKE A VIDEO. Collect 30-second videos for the **We Need WIC** video campaign, and post them to the Campaign [YouTube Site](http://www.youtube.com/weneedwic) (www.youtube.com/weneedwic). These can be from staff, participants, grocers, medical providers – all of your community partners. Ask them to explain briefly why They Need WIC! CWA will make sure Congressional staff and members see the videos!

5 - Oct. 24-Nov. 23: RUN A PAPER PLATE CAMPAIGN. Implement **We Need WIC's** paper plate letter-writing campaign at your WIC center. Set up a table, explain the campaign, and ask Participants to write why they need WIC and sign their names. Ship them to CWA and we will deliver to Congressional Offices! Materials are all posted at www.calwic.org.