

Become a California WIC Ambassador!



What is a WIC Ambassador? *A WIC ambassador is a WIC employee who is interested in advocating for the policy objectives of the California WIC Association and the California WIC Program, and becoming WIC's voice for advocacy in both Sacramento and Washington DC. WIC Ambassadors are organized by Congressional District, so each WIC ambassador becomes part of the advocacy team for the Congressional District that they live in, or that their WIC agency is in.*

As a WIC Ambassador you will:

- Become involved in WIC advocacy efforts at a local, state and federal level.
- Build and maintain relationships with California's Congress, State Assembly and Senate members.
- Communicate CWA messages and positions on legislative bills or regulations to Members of Congress, Assembly, and Senate and/or their staffs at key times.
- Respond to Action Alerts by emailing or calling legislators or other WIC agencies.
- Attend CWA's State Policy Day in Sacramento and NWA's Leadership Conference in Washington, DC, if possible.
- Communicate regularly with CWA Staff and Legislative Team regarding CWA's advocacy priorities.



If you would like to become a WIC Ambassador or would like more information, please contact Donna Hoffman at dhoffman@calwic.org.