

PPC Action Alert

Tell Congress to Keep WIC Strong for Children and Families

We have a time-sensitive advocacy opportunity for you to advocate to keep the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) strong. **We need you to take action today.**

WIC provides nutritious foods, nutrition education, breastfeeding support, and referrals to health care and social services for millions of low-income women, their infants, and young children who are determined to be nutritionally at-risk. However, WIC is facing a funding shortfall of roughly \$1 billion. **Nearly 2 million** young children and pregnant and postpartum adults nationwide could be turned away by September without additional funding.

WIC is a key nutrition program with proven health benefits.

As the January 19 government funding deadline approaches, lawmakers are currently debating how to allocate funding for programs like WIC.

Today, advocates are joining together for a day of action to ensure WIC is able to serve all eligible families.

That's where we need your help. It is critical that lawmakers hear from you right now about WIC's importance and the need for additional funding.

Please email or call your members of Congress as soon as possible and ask them to fully fund WIC. A template email and phone script specifically for contacting your members of Congress is available below.

Contact Your Members of Congress Today

Reach out to your members of Congress today and urge them to include increased resources for the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) in any federal government funding package. You can reach out to them by phone or email. If you have time, you can call and then follow-up via email to maximize your impact.

By Phone: You can call the U.S. Capitol switchboard at (202) 224-3121 to be connected to your U.S. representative and senators' offices. You also can find your U.S. representative by visiting House.gov and using the "Find Your Representative" feature at the top right of the page. To find your U.S. senators, visit Senate.gov and use the "Find Your Senators" feature at the top left of the page. The contact information for each member's Washington, DC, office is available on their website.

Talking points

- Hello. My name is {**First and last name**} from {**Town**}. I am an academic pediatrician specializing in {**insert your area of research expertise e.g., pediatric endocrinology, etc.**}, and I am calling today to urge {**Member**

of Congress's name} to include increased resources for the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) in any federal government funding package.

- We must ensure that the program can continue providing all eligible women, infants, and children who seek to participate with the full, science-based food packages--particularly the entire fruit and vegetable benefit, which is critical for improving health outcomes and closing disparities in fruit and vegetable consumption.
- Pediatricians know first-hand the importance of WIC to children and families. WIC improves health outcomes for children, reduces healthcare costs, provides nutrition education, and helps make referrals to health care and social services for families.
- Now is not the time to scale back on WIC on the heels of an infant formula shortage crisis and as our country continues to face an obesity epidemic. Congress must provide increased resources for the program so that children and families can continue to rely on it and its proven health benefits.
- I hope **{Member of Congress's name}** will consider supporting increased resources for WIC in any federal government funding package.
- Thank you for all you do for children.

By Email: You can email your members of Congress through their websites. You can find your U.S. representative by visiting House.gov and using the "Find Your Representative" feature at the top right of the page. To find your U.S. senators, visit Senate.gov and use the "Find Your Senators" feature at the top left of the page. Email your U.S. representative and senators through the contact form on their websites by customizing the talking points below.

Email text:

Subject: Keep WIC Strong for Children and Families

As an academic pediatrician and member of *{insert organization name}*, I urge you to please include increased resources for the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) in any federal government funding package.

We must ensure that the program can continue providing all eligible women, infants, and children who seek to participate with the full, science-based food packages--particularly the entire fruit and vegetable benefit, which is critical for improving health outcomes and closing disparities in fruit and vegetable consumption.

Pediatricians know first-hand the importance of WIC to children and families.

The program is key to providing families with nutritious foods, but also, children who receive WIC have improved birth outcomes, increased immunization rates, and better access to health care through a medical home.

WIC reduces healthcare costs, provides nutrition education, and helps make referrals to health care and social services for families.

Now is not the time to scale back on WIC on the heels of an infant formula shortage crisis and as our country continues to face an obesity epidemic. Congress must provide increased resources for the program so that children and families can continue to rely on it and its proven health benefits.

Thank you for all you do for children and families in our state.