HER NOPREN WIC LEARNING COLLABORATIVE SEMINAR

NWA WIC Research Priorities: Shaping the Future of WIC Research

Christina Chauvenet, PhD
Senior Manager, Research and Program Innovation
National WIC Association
Today’s Session

- Overview of purpose and scope
- Review 10 research priority areas
- Applying the research priorities in your work
- Q & A
About the National WIC Association

- Founded in 1984 as the National Association of WIC Directors
- the nonprofit education arm and advocacy voice of WIC
- membership association, with WIC agencies comprising most of its membership
- does not administer the WIC program and is not a governmental agency
Why is research and evaluation important to WIC?

- Are we accomplishing our mission?
- Identify opportunities and challenges
- Advocacy and Funding
There is also a BIG picture goal...
Who is doing WIC Research?

USDA - Economic Research Service

USDA - Food and Nutrition Service

Non-Profit Organizations

WIC Clinics

WIC State and Local Agencies

National WIC Association

University Researchers
Purpose of NWA Research Priorities

- Identify research areas that support NWA and WIC programs nationwide
- Drive independent WIC research to ensure research is applied and collaborative
- Ensure equity is centered in WIC research
- Provide methodological considerations for WIC research
- Created in collaboration with the Evaluation Committee
Breastfeeding Initiation, Duration, and Exclusivity of WIC Participants

- Examine enablers and barriers
- Longitudinal studies of breastfeeding
- Understand differences in racial and ethnic patterns
- Explore special considerations for participants with disabilities
- Further understand WIC’s impact on breastfeeding
Health Outcomes Associated with WIC Participation

- Diet quality
- Developmental effects
- Explore health effects at various lifestages:
  - Maternal health
  - Early childhood
  - Later childhood
WIC Staff Recruitment, Retention, and Impact on Participant Experience

- How staff impact participant experience
- Recruitment and retention of diverse workforce
- Language ability and cultural competency
- Building on NWA’s AHEAD project
Impact of COVID-19 on WIC Participant Experience and Outcomes

- Effects of COVID-19 on WIC participant experiences and outcomes
- Lessons learned from WIC during the pandemic
- Incorporation of other COVID-19 factors into research
- Equity considerations: race/ethnicity, disability status, accessibility of virtual visits
- Building on NWA’s Multistate WIC Participant Satisfaction Survey
Dietary and Behavioral Changes Associated with Increase to Cash Value Benefit for Fruits and Vegetables

- Examining changes to consumption for all participant groups
- Exploring differences in consumption based on redemption
- Understanding changes to variety of fruits and vegetables consumed
- Longer-term outcomes of CVB increase
WIC Participants Use of Technology and Barriers to Technology Access

- Optimizing WIC service delivery through technology
- Exploring interest and comfort with emerging technologies
- Online platform use and accessibility
- Equity considerations to maximize uptake and use
Economic Value of WIC Participation

- Building on current cost savings models
- Exploring cost savings of emergent areas (e.g. childhood obesity)
- Longitudinal studies related to later life cost savings
- Economic impact of CVB bump
Systems Level Innovations and Cross Program Collaboration in WIC

- Automatic referrals from Medicaid, SNAP, and health care providers
- Collaboration with health care providers
- Utilization of implementation science frameworks
- Understanding impact on participation patterns
Food Package Redemption Patterns and Impact of Potential Changes to WIC Food Packages

- Dose response research of redemption and health outcomes
- Understanding underredemption patterns
- Estimating potential changes to the food package
- Equity considerations around culturally appropriate foods
Changes to WIC Caseload

- 57% of eligible population participating in 2019
- Equity considerations around cessation rates, language ability
- Understanding different groups:
  - Never enrolled
  - Enrolled and stopped participating
  - Participation for full eligibility period
Using the Research Priorities in Your Work

- Springboard for new research ideas
- Context for current research questions
- Methodological and equity considerations for research
Questions?

https://thewichub.org/nwa-2022-2023-research-priorities/

Christina Chauvenet
Senior Manager, Research and Program Innovation
ccchauvenet@nwica.org