

# **HER NOPREN WIC LEARNING COLLABORATIVE SEMINAR**

## **NWA WIC Research Priorities: Shaping the Future of WIC Research**

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# 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

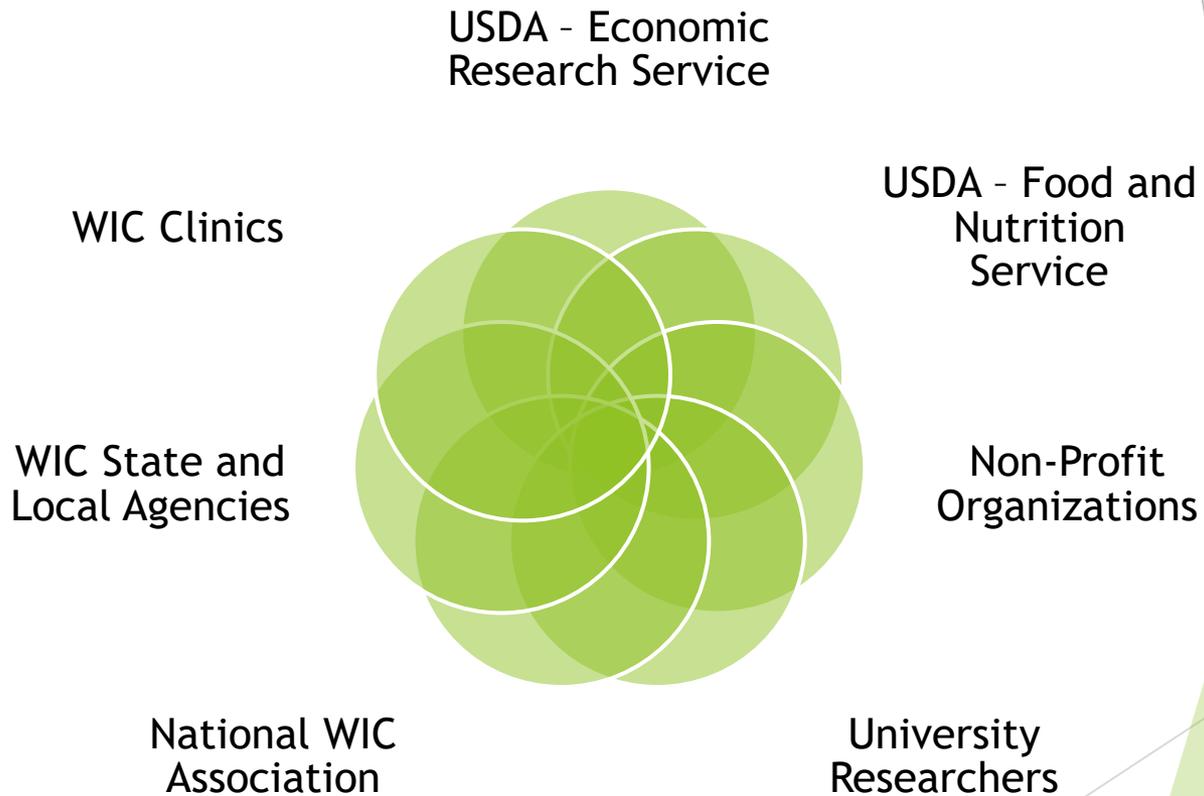
# Why is research and evaluation important to WIC?



There is also a BIG  
picture goal...



# Who is doing WIC Research?



# 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

Struggling to provide healthy food for your young child during the COVID-19 crisis? WIC is here to help. Most WIC programs are enrolling people by phone or online. Use the zip code locator to find the phone number.



[En español](#)

MOM, WE'RE HERE FOR YOU.

## 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/>

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