



QUARTERLY NEWSLETTER



IN THIS ISSUE

- [47th Annual Conference Registration](#)
- [Advocacy Update and Call to Action](#)
- [Protect Access to WIC](#)
- [Membership Renewal](#)
- [Journal Club](#)
- [National Nutrition Month Post](#)
- [National Nutrition Month Handout](#)

GET READY FOR THE 47TH ANNUAL WIC ASSOCIATION OF NYS CONFERENCE!

This is a fantastic opportunity for WIC staff, Department of Health colleagues, and other like-minded professionals to come together, learn, and enhance their skills in a supportive environment. We have incredible speakers lined up and two dedicated tracks--one focused on nutrition and breastfeeding topics, and another with more generalized topics.

We're also adding a reflection wall for extra engagement, and all sessions will be recorded for later viewing!

Dates: Tuesday, April 28th - Thursday, April 30th 2026

Location: Virtual

Time: 9:00am - 1:00pm (T & Th); 9:00am - 2:30pm (W)

Cost: WICANYS Member Price \$235

Non-Member \$295

[REGISTER TODAY!](#)



Advocacy Update and Call to WIC Action

At both the federal and state level, WICANYS has been hard at work advocating for WIC participants and programs!

As part of the recently approved WICANYS Strategic Planning Priorities for 2025-2028, we are tasked with continuing current advocacy action areas, develop a training/mentorship approach for local agencies to support their advocacy, and identify partnership opportunities to enable WICANYS to have more impact at state and federal levels.

Advocacy takes many shapes; sharing impacts of programs and policy through data and stories in meetings, letters, calls, emails, testimony, and social media. We have invited local WIC agencies to join in advocacy, and updated you along the way, and here in one place is an overview summary of recent WICANYS efforts:

New York State Advocacy

We have been working since the expected added \$9.5M NYSWIC funding to local agencies was rescinded last summer to secure an additional \$30 million in the state budget for NYSWIC in this year's state budget. In October 2025, the 85 local WIC agencies were collectively serving 462,000 New Yorkers, the highest participation since the Great Recession, a dramatic 28% increase since February 2020 with minimal funding adjustments while contracted through 2028 to serve 443,000 New Yorkers. Approximately one-third more eligible New Yorkers could request and receive services.

To address the NYS budget shortfall, we have:

- Launched a NYS WIC advocates group with partners including [NYS AAP](#), [Schuyler Center](#), [CHCANYS](#), and [Hunger Solutions New York](#)
- Authored letters to NYSDOH Commissioner McDonald; Governor Hochul; and NYS Senate Health Committee Chair, Senator Gustavo Rivera
- Surveyed local WIC agencies on the impact of the budget shortfall on participants and programs
- Prepared and distributed 1-pagers on WIC and the budget shortfall to partners and legislators

(Continued on pg. 3)

- Met with many of the NYS Senate and Assembly Health Committees' members in advance of the Governor's FY27 Executive Budget to prepare them for the need for additional WIC funding in state budget
- Co-sponsored a successful Anti-Hunger Advocacy Day in Albany, bringing ~150 advocates amidst the aftermath of a snow-storm for a press conference and ~70 meetings with state legislators
- Secured NYS [Senator Lea Webb](#) and [Assembly member Jessica Gonzalez-Rojas](#) as champions to carry the \$30 million WIC budget ask among their colleagues
- Advocated to the [NYS Assembly Task Force for New Americans](#) and the joint [Legislative Women's Caucus](#) for them to include \$30 million in additional WIC funding in their budget advocacy priorities · submitted [written testimony](#) to the [Joint Legislative Budget Hearing – Health/Medicaid](#)

The NYS Senate and Assembly One-House Budget bills were released last week. While the [Senate](#) added \$15 million to state agencies' shared funding related to providing nutritional services and education to pregnant women, infants and children, the Assembly added \$0.

With the April 1 state budget deadline, this is the final push to speak up about NYSWIC's vital nutrition services and Make Noise for additional \$30 million for NYSWIC in Aid to Localities that would include funds for local agencies and continue needed modernizations, accessibility, and outreach that NYSWIC manages. And we cannot let up until the ink dries on the state budget.

Federal and Congressional Advocacy

One in fifteen [WIC participants nationwide](#) is a New Yorker. What an amazing testimony to the caring and informed work we collectively do every day, and what a responsibility to our participants to continue protecting and strengthening WIC nationwide.

WICANYS continues to:

- Respond with written comments to federal agency proposed regulations that impact WIC participants and programs
- Sponsor National WIC Association Policy Conference registrants and hold virtual meetings with NYS Congressional members
- Urge Congress to fully fund WIC in annual appropriations, including the full CVB amount, increase WIC's contingency fund so there are sufficient resources to operate WIC during unforeseen challenges lasting more than (the current funding for) one week, increase states' spend forward authority from the current 3% to 10%, and reinstate FMNP funding from the current \$10M to the former \$25M before recent cuts
- Urge our state's Representatives to co-sponsor the [MODERN WIC Act](#) to allow permanent virtual certification authority
- Provide Members of Congress with WIC modernized program information, participation data and comments local agencies have shared from WIC participants

We are happy to report that so far, NYS Rep. Morelle, Rep. Lawler, and Rep. LaLota are [MODERN WIC Act co-sponsors](#). On the Senate side, Senator Kirsten Gillibrand introduced the 21st Century WIC act, the bipartisan companion bill to the MODERN WIC Act. Again, without Congressional action to change statute, virtual certifications will end this September 30, 2026.

(Continued on pg. 4)

Our state and federal elected leaders must continue to hear clearly from the WIC community and partners that WIC is a cornerstone of our state's commitment to maternal and child public health. And therefore, full funding is needed to serve current and projected caseloads with the full science based food package.

Please visit and share the new WICANYS website's [Advocacy](#) and [Take Action](#) pages and our social media channels with advocates in your sponsoring agency to learn more about these efforts. And please do not hesitate to reach out when you are interested in ways we can partner together in our shared efforts to strengthen NYS WIC. We invite all WIC staff to join us.

Go Team NYSWIC!

TELL STATE LEADERS TO
**PROTECT
ACCESS
TO WIC.**

**460,000 New Yorkers
rely on WIC for vital
nutrition.**

TAKE ACTION NOW

WIC Voices Needed NOW

In the final days of state budget negotiations, it's vital that all WIC supporters speak up Now and make noise for added \$30M funding for NYSWIC that would include funds for local agencies and continue needed modernizations, accessibility, and outreach that NYSWIC manages.

Our WIC Advocacy Partners have created a [click to action tool](#) your organization can use/revise (and you personally outside of work time!) to email Governor Hochul, your NYS Assembly and Senate representatives, and the leaders of the NYS Legislature negotiating the final budget.

They've also made it easy for your organization and you(!) to post on your social media channels using this [social media toolkit](#).

RENEW YOUR MEMBERSHIP

Now is the perfect time! As a member you'll gain access to a supportive professional community, valuable resources, professional development discounts, and the chance to help advocate for the WIC program.

If you'd like to join us, fill out our membership form [here](#). We'd love to have you on board!



WICANYS Journal Club

Join us for our members-only WIC Journal Club! This quarterly virtual meeting is a great way to stay current on a variety of evidence-based topics relevant to WIC.

From nutrition and breastfeeding insights to operational best practices. Each session is a chance to dive into a new journal article, share resources, and discuss how we can apply what we've learned in our everyday WIC work.

Plus, you'll earn 1 WIC and 1 CPEU credit!

Our next session is on Tuesday, April 21st 1:00pm - 2:00pm.

If you're interested in joining, just reach out to us at info@wicanys.org



Need a Last-Minute National Nutrition Month® Idea?

Celebrate National Nutrition Month® with us! We've included a ready-to-use handout featuring a delicious WIC-friendly recipe that your agency can share right away.

Plus, keep an eye out for our Facebook and Instagram post going live on **Wednesday, March 18th**. Feel free to share it directly with your participants to help everyone join in the celebration of National Nutrition Month®.



WIC Breakfast Tacos

Ingredients

- 4 Eggs
- 4 Whole Wheat Tortillas
- 1 Tbsp Low-fat Milk
- ¼ Red Onion
- 1 medium Tomato
- ½ Lime
- 1/2 Avocado
- ½ C Black Beans
- ¼ C Low-Fat Cheese
- Salt and Pepper to taste

Instructions

- Dice red onion, tomato, and avocado.
- Mash avocado in bowl, mix in lime juice, salt, and pepper (optional: leave it diced!)
- Rinse and season beans to your liking (optional: mash for a smoother texture).
- Crack eggs into a bowl, add a splash of milk, salt and pepper, and whisk.
- Heat a non-stick pan and scramble eggs. Sprinkle ¼ C cheese and remove from heat.
- Toast tortillas or heat in the pan
- Divide the guacamole, eggs, beans, tomatoes, and onions between the tortillas.
- Plate and enjoy!

Nutrition Information

This recipe is a source of whole grains, healthy fats, protein, and fiber, making it a healthy and simple breakfast option. Using your WIC benefits, you can purchase all of the ingredients, save for salt, pepper, and any cooking oil/garnishes you include. Take a look at the nutrition label below for more information!

Nutrition Facts

2 servings per container	
Serving size	2 Tacos
Amount Per Serving	
Calories	400
	% Daily Value*
Total Fat 17g	22%
Saturated Fat 4.5g	23%
Trans Fat 0g	
Polyunsaturated Fat 2.5g	
Monounsaturated Fat 6g	
Cholesterol 375mg	125%
Sodium 590mg	26%
Total Carbohydrate 40g	15%
Dietary Fiber 8g	29%
Total Sugars 2g	
Includes 0g Added Sugars	0%
Protein 22g	44%
Vitamin D 0mcg	0%
Calcium 221mg	15%
Iron 3.6mg	20%
Potassium 728mg	15%
Vitamin A	35%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.