

## **Ongoing Progress & Support for PA State WIC Director, Sally Zubairu-Cofield** National Nutrition Month

The Pennsylvania WIC Association (PWA) collectively represents the voices of all local WIC agencies within Pennsylvania. Our members work to support quality and equitable WIC programming at the local, community level. PWA priorities remain increasing technology, staffing, funding and outreach. These core matters are necessary for ongoing advancement and modernization of WIC programming.

### **Updates for your attention:**

In August 2022, PWA sent to your attention by email, a statement titled, “Advancements & Progress at Pennsylvania WIC: Impacts led by State WIC Director, Sally Zubairu-Cofield”. PWA writes today to emphasize our ongoing support and appreciation for the great efforts that continue by Ms. Sally Zubairu-Cofield.

### **Sally is leading common sense, great efforts:**

- Establishing timelines for technology advancement and online WIC capabilities are in place and making progress. These advancements and transparency receive acknowledgement on advocate calls, advisory committees, and amongst vendor relations.
- Local agency WIC Directors experience a more engaging level of communication and involvement from State WIC staff. In-person meetings and monthly check-ins are in place and open communication is in practice.
- Local agency budgets have seen increased funding this budget year supporting staff recruitment and retention. There is increased opportunity with grants and mobile WIC projects.
- Sally is working to improve interpretation of federal regulations by aligning PA WIC Policies with those of USDA and other best practice, modern expectations. These less rigid interpretations increase program access and are largely supported by National WIC Association and other state/tribal associations alike PWA.

### **Sally continues to bring a team approach on multiple levels.**

As we enter **National Nutrition Month**, we wish to reiterate the great efforts by Sally Zubairu-Cofield. PWA is happy to return to this level of engagement, a level consistent with other states and national expectations. We look forward to a continued bright future for WIC and assisting families in achieving equitable nutrition and health.

**Respectfully, the Pennsylvania WIC Association (PWA) Executive Committee:**

Shannon Hayward, President  
*Maternal and Family Health Services*

Melissa Bishop, President Elect  
*Family Health Council of Central Pennsylvania*

Carrie Dinsmore, Past-President  
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Filomena Ahlefeld, Legislative Officer  
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