

## April 27, 2026, Advisory Group Meeting

### Notes:

#### In attendance

Jenny Barta, Ashley Berg (for Kirsten Lejonvarn), Terrie Jorgenson, Krista Early, Teresa Severson, Hillary Spray, Amy Wittnebel, Amanda Schueler, Jill Wilson, Katie Galloway, Somadee Cheam, Michelle Weberg, Maria Bernhardt, Amber Converse, Amy Bowles, Kate Franken, Tami Matti, Tammie Edmundson, Jessie Zins: Rebecca Gruenes, Tina Breitenbach.

#### Everyday hero

The Weekly update May 6 announcement of the everyday hero award will include procedure and timeline links. Nominations occur every two years. We reviewed the award and the role of each WIC regional advisory group representative and local agency coordinator. Nominations will be open from Wednesday, May 6 – Friday, June 12. Each local agency can nominate up to two staff. Nominations and ballots will be sent to local agency coordinators by their regional advisory group representative by Friday, July 10. Local agency coordinators will return ballots by August 4, and winners will be announced. No current, Northwest regional representative, our LPHA representative Amy Bowles offered to be the contact for the Northwest region.

#### Proposal for conference scholarship was discussed

Advisory group members requested a consideration for more local agency staff to attend NWA conferences. After further consideration and discussion, MDH WIC will pay conference registration fees for each regional everyday hero winner. Additional costs such as airfare, hotel, mileage, meals would be the local agency's responsibility if they choose an in-person conference. Each year there are two virtual conferences (policy conference, and either technology or nutrition/breastfeeding). Award winners have up to two years to attend a conference (virtual or in person) based on what works best for their local agency. The NWA annual training conference or NWA nutrition and breastfeeding conference may be the best fit, however, NWA offers two other conferences each year (technology and program integrity, and policy). Once winners are selected, MDH WIC will work with their local agency coordinators to discuss the process.

#### Shopping videos

Rebecca reviewed the website location of the shopping videos, and the usage clicks for each video and language. Data is from March 2026. We translated the videos based on the top seven languages marked as read and spoken in our MIS system

**Shopping videos views/clicks** – top four for each language. Slides available upon request.

**English** – 11, 053 views. Juice, checking out with WIC foods, Infant fruits/vegetables, and the WIC card were the top four views.

**Spanish** - 6,993 views. WIC card and PIN, infant fruits/vegetables, juice, and fruit/vegetables.

**Somali** – 407 views. Peanut butter/beans, checking out with WIC foods, juice, tools to help find WIC foods.

**Oromo** – 511 views. Fruits/vegetables, peanut butter/beans, infant fruit/vegetables, and juice.

**Hmong** – 147 views. Fruits/vegetables, dairy, infant fruit/vegetables, and peanut butter/beans.

**French** – 198 views. WIC card and setting the PIN, checking out with WIC foods, tools to help find WIC-allowed foods, and fruits/vegetables.

**Amharic** – 998 views. Juice, fruits/vegetables, tools to help find WIC-allowed foods, and peanut butter/beans.

**Karen** – 2,623 views. Juice, cereal, dairy, and fruits/vegetables.

**Other shopping video of interest** - Farmers' Market coupons

**Other languages needed** - language ideas shared by advisory group were Ojibwe, Chuukese, Russian, Ukrainian, Dari, and Pashto. We will discuss this further internally and evaluate cost and additional data on language needs to determine if we are able to translate in additional languages.

## Question

### **Update on annual budget proposal that was discussed in January - what is the status?**

A state work group is considering the use of a budget template. Another meeting is coming up for the workgroup. We connected with other state agencies to learn about their process and what templates they use and requested what other programs within our division use. We do not have all the details worked through and we will report back to the advisory group when we have more information to share.

Minnesota Department of Health - WIC Program, 625 Robert St N, PO BOX 64975, ST PAUL MN 55164-0975; 1-800-657-3942, [health.wic@state.mn.us](mailto:health.wic@state.mn.us), [www.health.state.mn.us](http://www.health.state.mn.us); to obtain this information in a different format, call: 1-800-657-3942.

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