



The Commonwealth of Massachusetts
Executive Office of Health and Human Services
Department of Public Health
250 Washington Street, Boston, MA 02108-4619

MAURA T. HEALEY
Governor

KIMBERLEY DRISCOLL
Lieutenant Governor

KATHLEEN E. WALSH
Secretary

ROBERT GOLDSTEIN, MD, PhD
Commissioner

Tel: 617-624-6000
www.mass.gov/dph

WIC Advisory Council Meeting
May 14, 2025
10:00 am – 11:00 am
Meeting Minutes

Council Members Present: Kate Warren-Barnes, Khara Shearrior, Rebecca Davidson, Kevin Reed, Mary Feuer, Kinnari Chitalia, Rachel Burgun, Rachel Roccanti, Megan Diaz, Rafaela Mogauro, Samantha Boyden, Brian Houghton, Lorraine Ward

WIC Staff: Rachel Colchamiro, Diana Hoek

Members of the Public:

Updates:

- **Projected State and Federal Funding**
 - Proposed FY26 State funding as expected. State funding provides 10 – 15% of the total WIC program budget.
 - WIC is currently funded federally via a continuing resolution. The program received its federal funding through June 30th. The President's budget did provide adequate funds to run the program. At this time, it is uncertain if there may be a decrease in the Cash Value Benefit which provides monies for fruits and vegetables.
- **Caseload Trends**
 - Caseload has remained stable at about 125,000 active participants for the last several months.
- **Food Costs**
 - Food costs average greater than \$300,000 per day.
- **New Food Package**
 - The new food packages better reflect the nutritional requirements of women, infants and children.
 - The quantities of milk and juice are reduced, fish is added, whole grains expanded, and variety increased to allow for personal and cultural preferences.
 - Infants can now receive fruits and vegetables instead of jarred baby foods
 - Other changes will be implemented this fall.

Discussion – WIC Request for Information (RFI)

The WIC State Office is seeking input from agencies, local WIC programs, and other stakeholders to inform the next local WIC program contracting cycle.

- **Service Area and Clinic Size**
 - WIC State Office staff provided updates on demographic changes across Massachusetts since the last WIC procurement. The Berkshires and Outer Cape have seen the percentage of residents aged over 60 increase and many young families have left the area.
 - Rents have increased in Boston and surrounding areas resulting in families with young children moving outside of the city.
 - Some Boston Programs saw caseload decreases since 2015 ranging from 7.6% - 58%.
 - Caseloads also decreased in rural areas ranging from 12% - 29.5%.
- **Staffing Patterns**
 - Discussed increasing the number of staff hired from program communities who speak different languages and could be trained internally to provide services.
- **Staff Recruitment & Retention**
 - Discussed salary as a challenge to recruitment and retention of staff
- **Supporting Rural Local WIC Programs**
 - The Council discussed ways to provide services in rural areas. Increased use of technology helps to connect program participants with services though there are areas where the internet is inadequate. Community partners can provide entryways to the program if physical waivers expire. Program sites can be collocated in family resource centers and with other shared services. Programs should consider shared services so that staff are not alone in small sites
- **Administrative Rate**
 - Rates charged vary across local programs.
 - Rates reflect actual overhead costs of agencies. If costs are capped below the actual rate, monies will need to be taken from another program.
- **Other RFI Questions**
 - The Council discussed reaching out to Early Intervention to explore their model of providing services and working with other community partners who serve the same population as WIC.
 - Comments were made to make regular use of students.