



National WIC Association

**27th Annual Washington Leadership Conference:
Lifting Up Your WIC Voice
Sunday, February 26th – Tuesday, February 28th, 2017
Invite-Only Post Conference on Wednesday, March 1st, 2017**

Agenda

Sunday, February 26, 2017 — The Westin Georgetown		
8:30 a.m. – 6:00 p.m.	Conference Registration Desk Open Grand Ballroom	
8:45 a.m. – 9:45 a.m.	Breakfast Will Be Provided	
9:45 a.m. – 10:40 a.m.	Welcome & Opening Remarks, Grand Ballroom	Donna Bister , Board Chair, National WIC Association Rev. Douglas Greenaway , President & CEO, National WIC Association
10:40 a.m. – 10:45 a.m.	Call for Nominations, Grand Ballroom	Janet Jackson-Charles , Chair Emeritus, National WIC Association
10:45 a.m. – 11:15 a.m.	Special Remarks from USDA, Grand Ballroom	Diane Kriviski , Deputy Administrator, Supplemental Nutrition & Safety Programs, USDA/FNS, <i>confirmed</i> Sarah Widor , Director, Supplemental Food Programs Division, USDA/FNS, <i>confirmed</i>
11:15 a.m. – 11:45 a.m.	Networking Break	
11:45 a.m. – 12:30 p.m.	Breakout Workshops	
	Grand Ballroom	<p>“The State of WIC: WIC Policy Overview and Current Issues,” Rev. Douglas Greenaway, President & CEO, National WIC Association</p> <ul style="list-style-type: none"> This WIC policy 101 session is geared toward new Leadership Conference attendees and will explain key WIC policy processes and WIC policy issues, including advocacy vs. lobbying. This session will also address the new policy landscape in 2017 and NWA's 2017 advocacy strategy.
	Scott Room	<p>“The State of WIC: Current Issues and Politics,” Elisabet Eppes, Senior Public Policy Associate, National WIC Association and Darlana Birch, Public Policy Nutritionist, National WIC Association</p> <ul style="list-style-type: none"> This WIC policy 201 session is geared toward attendees who already have a basic understanding of WIC policy processes and issues. This session will dive deeper into the details about complex WIC policy issues and will review

		advocacy vs. lobbying. This session will also address the new policy landscape in 2017 and NWA's 2017 advocacy strategy.
12:30 p.m. – 2:00 p.m.	Lunch On Your Own or with Colleagues	
2:00 p.m. – 2:45 p.m.	Immigration and WIC, Grand Ballroom	<p>Jackie Vimo, Economic Justice Policy Analyst, National Immigration Law Center</p> <ul style="list-style-type: none"> • This session will address the following questions: <ul style="list-style-type: none"> ○ What are the risks related to WIC and immigration? ○ What can we do to prevent these risks from being realized? ○ How can we handle the situation if these threats do come to pass?
2:45 p.m. – 3:45 p.m.	Panel Discussion: The 2016 Federal Elections and Implications for WIC, Grand Ballroom	<p>Moderator: Elisabet Eppes, Senior Public Policy Associate, National WIC Association. Panelists: Linnea Sallack, Director, Altarum Institute Center for Food and Nutrition, Ed Cooney, Former Director, Congressional Hunger Center, Betsy Clarke, WIC Director, Minnesota Department of Health Community and Family Health/WIC Program, and Donna Bister, WIC Program Director, Vermont Department of Health</p> <ul style="list-style-type: none"> • This session will feature WIC and anti-hunger experts who have experienced dramatic political transitions in the past. Panelists will speak about their experiences and address audience members' concerns about the election and our new political landscape. Panelists will provide insights on how to protect and preserve WIC during politically challenging times.
3:45 p.m. – 4:00 p.m.	Break	
4:00 p.m. – 4:30 p.m.	Workshop: Developing WIC Video Stories	<p>Sarah Diaz, Policy and Media Coordinator, California WIC Association</p> <ul style="list-style-type: none"> • WIC story collection will be an important advocacy strategy in 2017, and videos are a compelling and attention-grabbing form of story-telling. This session will briefly discuss why video stories are powerful, what is involved in the process of video story collection, and will feature some sample videos that have been collected by the California WIC Association.
4:30 p.m. – 5:45 p.m.	Developing WIC Messages Workshop, Grand Ballroom	<p>Hannah Shultz, Communications, Media, and Marketing Coordinator, Elisabet Eppes, Senior Public Policy Associate, and Georgia Machell, Research and Evaluation Manager, National WIC Association</p>

		<ul style="list-style-type: none"> This session will go over NWA's key strategic WIC messages for 2017 and train attendees in how to use these messages to effectively talk about the value of WIC. Workshop presenters will walk you through fine-tuning these messages for various audiences and discuss how to combine data, research, and stories to effectively educate about WIC. This session will also cover the NWA fact sheets that will be included in this year's Congressional packets.
5:45 p.m.	Dinner on Your Own or with Colleagues	
5:45 p.m. – 6:45 p.m.	Section & Regional Caucuses California WIC Association , Thomas Room NY WIC Association , DuPont Room	

Monday, February 27, 2017 — The Westin Georgetown

8:00 a.m. – 9:00 a.m.	Breakfast Will Be Provided	
9:00 a.m. – 9:30 a.m.	Rethinking Expanded WIC Eligibility and Enrollment, Grand Ballroom	Douglas Besharov , Professor of Public Policy, University of Maryland, <i>confirmed</i>
9:30 a.m. – 10:30 a.m.	Budget Update, Grand Ballroom	Robert Greenstein , President, Center for Budget and Policy Priorities, <i>confirmed</i> <ul style="list-style-type: none"> This session will cover how WIC fits into the broader federal budget and will discuss potential threats to programs like WIC under the new political leadership.
10:30 a.m. – 10:45 a.m.	Break	
10:45 a.m. – 11:30 a.m.	WIC Food Package Update, Grand Ballroom	Moderator: Darlena Birch , Public Health Nutritionist, National WIC Association. Panelists: Marie Latulippe , Study Director, NASEM Review of the WIC Food Package and Shannon Whaley , Director of Research and Evaluation, PHFE WIC <ul style="list-style-type: none"> This session will provide an update on the current National Academies of Sciences, Engineering, and Medicine Review of the WIC Food Package and any expected changes to the package based on NASEM's recommendations.
11:30 a.m. – 12:30 p.m.	WIC Leadership in States and Communities, Grand Ballroom	Moderator: Karen Farley , Executive Director, California WIC Association. Panelists: Zoë Neuberger , Senior Policy Analyst, Center on Budget and Policy Priorities, Martelle Esposito , Community Partnerships and Policy Consultant, National WIC Association, and Hannah Shultz , Communications, Media, and Marketing Coordinator, National WIC Association. <ul style="list-style-type: none"> During this session, panelists will discuss ways that WIC agencies can play a leadership role in improving policies, procedures, and promotion at the state and local level to improve the WIC experience and increase recruitment and retention.
12:30 p.m. – 2:00 p.m.	Lunch on Your Own or with Colleagues	
2:00 p.m. – 3:00 p.m.	Other National Programs that Serve the WIC Population:	Moderator: Samar McGregor , Senior Nutritionist, PHFE WIC. Panelists: Margo Wootan , Director, Nutrition Policy, Center for Science in the Public Interest, Ellen Teller , Director of Government Affairs, Food Research and Action Center, Shannon Attanasio , Senior Director,

	Facing a New Political Climate	Government Affairs, Families USA, and Megan Renner , Executive Director, United States Breastfeeding Committee <ul style="list-style-type: none"> This session will discuss the implications of the new political climate on programs and policies such as Medicaid, SNAP, breastfeeding policy, and others
3:00 p.m. – 4:00 p.m.	Community Policy and Systems Changes that Reinforce WIC’s Impact, Grand Ballroom (Local Directors and Staff) WIC Program Updates, Scott Room (State Directors Only)	Quinney Harris , Senior Program Manager, National WIC Association, Glencora Gudger , Community Partnerships Coordinator, Richmond City Health District, Marycatherine Augustyn , Research Associate, Family and Reproductive Health, Johns Hopkins Bloomberg School of Public Health, and Janine Rethy , Physician Advisor, Obesity and Chronic Disease Prevention, Loudoun County Health Department <ul style="list-style-type: none"> This session will cover how local WIC agencies can play a leadership role in advocating for community-level policy changes outside the normal realm of WIC. These changes include improving access to healthy foods and improving breastfeeding policy. Moderator: Rev. Douglas Greenaway , President & CEO, National WIC Association. Panelists: The following representatives from the Supplemental Food Programs Division of FNS: Sarah Widor , Director, Anne Bartholomew , Chief, Nutrition Services Branch, Hayes Brown , Chief, Funding, Reporting and Analysis Branch, Jerilyn Malliet , Chief, WIC EBT Branch, and Kurtria Watson , Chief, Policy Branch
4:00 p.m. – 4:15 p.m.	Break	
4:15 p.m. – 5:00 p.m.	WIC Research Update, Grand Ballroom	Panelists: Victor Oliveira , Assistant Deputy Director for Program Research and Information, Food and Economics Division, Economic Research Service, USDA, Kelley Scanlon , Director, Special Nutrition Research and Analysis Division, Office of Policy Support, FNS, and Georgia Machell , Research and Evaluation Manager, National WIC Association <ul style="list-style-type: none"> This session will provide a summary of research currently being funded by FNS and ERS and discuss the important role of WIC research and data in advocacy.
5:30 p.m. – 7:00 p.m.	Tony and Joe’s Seafood Place, 3000 K St NW Washington, DC	WIC Social Hour
7:00 p.m.	Dinner on Your Own or with Colleagues	

Tuesday, February 28, 2017 – Capitol Hill: Dirksen Senate Office Building Room G50			
8:00 a.m. – 9:00 a.m.	Breakfast on Your Own or with Colleagues		
9:00 a.m. – 9:30 a.m.	Hill Perspectives	Congressman Jim McGovern (D-MA)	Hill Visits
9:30 a.m. – 10:00 a.m.	2017 Leadership Award Presentation	During this award presentation, we will recognize colleagues for their outstanding WIC service.	
10:00 a.m. – 10:25 a.m.	Preparing for WIC Education Day	Rev. Douglas Greenaway , President & CEO and Elisabet Eppes , Senior Public Policy Associate, National WIC Association <ul style="list-style-type: none"> • During this session, we will go over key messages and ensure that all attendees are prepared for their Hill visits. 	
10:25 a.m. – 10:30 a.m.	Closing Remarks		
10:30 a.m. – 5:00 p.m.	WIC Education Day: Coordinated Hill Visits		

Wednesday, March 1, 2017 – Westin Georgetown, Scott Room	
Invitation Only Post Conference	
9:00 a.m. – 4:00 p.m.	NWA Vendor Business Task Force/Food Marketing Institute/USDA-FNS/e-WIC Stakeholders Meeting, Invitation Only