

Saturday, April 1 & Sunday, April 2

Saturday, April 1

9:00 a.m. - 6:00 p.m.

Pre-Conference Workshop: Community Partnerships for Healthy Mothers and Children

Room 401/402

This session is for CDC Sub-Recipients Only.

1:00 - 2:00 p.m.

NWA Finance Committee Meeting (Closed Meeting)

Room 407/408

1:00 - 3:00 p.m.

State Directors' Section Representative Meeting (Closed Meeting)

Room 406

Local Agency Section Representative Meeting (Closed Meeting)

Room 403

Nutrition Services Section Representative Meeting (Closed Meeting)

Room 404

2:00 - 3:00 p.m.

Executive Committee Meeting (Closed Meeting)

Room 407/408

3:00 - 3:30 p.m.

Break

3:30 - 6:00 p.m.

Spring Board of Directors Meeting (Closed Meeting)

Room 407/408

4:00 - 6:00 p.m.

Registration Open

Grand Ballroom Foyer

Sunday, April 2

8:00 a.m. - 12:00 p.m.

National Indian and Native American WIC Coalition Meeting (Closed Meeting)

Room 407/408

8:00 a.m. - 6:00 p.m.

Registration Open

Grand Ballroom Foyer

Lactation Suite Open

Room 410

Sponsored by **medela** 

Speaker/Media Ready Room

Room 405

9:00 - 11:00 a.m.

Local Agency Meet and Greet (For Local Agency Staff Only.)

Salon ABCD

9:30 - 11:00 a.m.

State Agency Meet and Greet (For State Agency Staff Only.)

Salon IJ

12:15 p.m.

Doors Open for Opening General Session

Salon EF

12:30 - 1:15 p.m.

Welcome and Opening Remarks

Salon EF

1:15 - 2:00 p.m.

National Indian and Native American WIC Honoring Ceremony

Salon EF

Since the establishment of NINAWC, the honorary ceremony has been part of the National WIC Association conference. The traditional ceremony is symbolic in Indian country to honor our leaders.

Sunday, April 2

It is with respect and pride to dance with leaders in recognition of the talents, abilities, strengths and wisdom for they sacrificed time away from family to serve the Association. The song, while sung in the Zuni Language, is about leaders soaring like an eagle to watch over all people. NWA leadership certainly serves Indian Country effectively and recognizes the unique needs for ITO's, for this we honor them.

Performer:

- **Chris Edaakie**, Traditional Educator/Performer, Nawetsau Dance Group

2:00 - 2:15 p.m.

Stretch Break

Salon EF

2:15 - 3:15 p.m.

Opening General Session

Keynote Address: The Double Edged Sword: Supporting Those in Need

Salon EF

Safeguarding the health of low-income women, infants and children is a noble cause that needs to be supported and administered effectively. The Beachum family relied on WIC to help support the nutritional needs of the children, including Kelvin. Mr. Beachum and his mother, Culetta Rena Beachum, will team up to talk about their experiences with WIC on a very personal level. Kelvin, who is not only a 6-year veteran starting NFL player, but a professional speaker, will also talk about the importance of valuing and appreciating hard-working and committed professionals, like everyone in the audience, who bring programs like WIC to life every day through their interactions with families in need and the critical nature of constantly examining selection criteria and implementation.

Presenter:

- **Kelvin Beachum**, Professional Football Player, Jacksonville Jaguars, National Football League (NFL)

3:15 - 3:45 p.m.

Break

3:45 - 4:45 p.m.

Concurrent Sessions

From Strategy to Action: Increasing Program Participation through Quality Improvement and Certification Practices

Salon AB



This session will highlight strategic, actionable approaches to increasing WIC program participation and retaining participants including the use of data, quality improvement, and streamlining certification practices. State and local Colorado WIC staff will discuss: 1. Colorado's state strategic planning efforts including a focus on increasing program participation. 2. An initiative that introduced performance management and quality improvement principles and practices into state and local Colorado WIC programs. 3. One local agency's quality improvement project to increase WIC enrollment. This session will also support state and local WIC staff who wish to comprehensively assess their certification policies and practices to identify opportunities to streamline them. Streamlining these processes could free up staff time to devote to providing WIC's core services and could make it easier for eligible families to enroll in WIC and continue receiving benefits as their babies become toddlers. The Center on Budget and Policy Priorities will describe opportunities for streamlining or simplification related to: 1) WIC clinic processes; 2) communicating with applicants and participants; 3) policy flexibility; 4) data and reports; and 5) collaboration and outreach.

Presenters:

- **Gina Febraro**, MPH, Planning and Improvement Consultant, Colorado Department of Public Health and Environment
- **Erin Ulric**, MPH, Colorado WIC Director, Colorado Department of Public Health and Environment
- **Jill Bonczynski**, MS, RD, Director of Nutrition, Tri-County Health Department
- **Zoe Neuberger**, MPP, JD, Senior Policy Analyst, Center on Budget and Policy Priorities

Sunday, April 2

WIC Outreach and Partnership with Head Start

Salon CD



Research shows that reaching children at a young age improves their chances of embracing healthy messages and behaviors for a lifetime. Early childcare education is an established critical strategy in the fight against childhood obesity and other chronic diseases. As part of our NWA grant, SJBH partnered with local Head Starts on a number of initiatives: implementation of evidence-based coordinated school health curriculum, preschool gardens, free farm stands, and a strong referral system. The WIC/Head Start partnership is multifaceted and led to increased WIC referrals and chronic-disease prevention initiatives. This partnership should be a model for local WIC agencies nationwide.

Presenter:

- **Sloan Gingg**, MPH, Grant Coordinator, San Juan Basin Health Department

Making the Digital Connection: Using Integrated Marketing to Connect Families to WIC

Salon EF



Due to the proliferation of smartphones, social media and the internet, technology is proving to be a core component of how Americans find information. As more families turn to the internet for information, it becomes critical that WIC agencies are there to connect them to the resources they need.

Technology may also prove to be a valuable tool for the provision of breastfeeding-related support and education. An intervention that allowed WIC participants and peer counselors 24/7 access to IBCLC's, nutritionists, and nurses via smartphone technology may provide evidence of the value of technological advances.

There are a wide variety of online tools available to support WIC agencies and breastfeeding initiatives. This session will review these tools and best practices

for using them to connect WIC participants to local and state WIC agencies.

Presenters:

- **Jean Holmgren**, Online Marketing Specialist, Maternal and Family Health Services, Inc.
- **Jameshya Thompson**, RDN, LD, CLC, Deputy Bureau Director, Mississippi State Department of Health WIC Program

WIC Participation and Breastfeeding Initiation Among Adjunctively-Eligible Women in Montana

Salon IJ



Despite WIC efforts to promote breastfeeding, it remains unclear if WIC participation during pregnancy increases breastfeeding rates; while some sources indicate a positive association between breastfeeding and WIC enrollment, other sources show a negative association. We use linked data to assess the relationship between prenatal WIC participation and breastfeeding initiation among Montanan women eligible for WIC.

Presenter:

- **K. Elaine Broadaway**, PhD, Epidemiologist, Montana Department of Public Health and Human Services

4:45 - 7:45 p.m.

NWA Board Chair's Reception & Trade Show Opening

Franklin Hall A

Monday, April 3

6:45 - 7:30 a.m.

Yoga with Krista!

Room 407/408

7:30 a.m. - 6:00 p.m.

Registration Open

Grand Ballroom Foyer

7:30 - 9:00 a.m.

Continental Breakfast in Exhibit Hall & Poster Viewing

Franklin Hall A & Grand Ballroom Corridor

View Exhibits. Network. Sponsored by



8:00 a.m. - 5:30 p.m.

Lactation Suite Open

Room 410

Sponsored by medela

Speaker/Media Ready Room

Room 405

Campaign Room

Room 401

Come by to learn more about the National Recruitment and Retention Campaign. Hosted by



9:00 - 10:30 a.m.

General Session

Communicating Collective Compassion: Caring Together for Ourselves and Others

Salon EF

WIC employees give a lot of themselves each day in the workplace in support of their clients – mothers, infants, and caregivers. While routinely servicing a multitude of stakeholders is essential in the WIC mission, for employees it also means balancing this important organizational work with equally important personal work, self-care. Care for oneself is fundamental to bringing your best self to the workplace in service of others. This presentation will

feature stories, research, and practical tips related to compassion and resilience in the workplace designed to encourage and support WIC employees in meeting their professional goals while striving for personal well-being.

Presenter:

- **Lou Clark**, Medical Education Consultant & Independent Scholar

10:30 - 11:00 a.m.

Networking with Exhibitors & Posters

Franklin Hall A & Grand Ballroom Corridor

Sponsored by



11:00 a.m. - 12:00 p.m.

Concurrent Sessions

Serving Diversity: The National Standards for Culturally and Linguistically Appropriate Services in Healthcare

Salon AB



CLAS standards are key in implementing a sustainable program to address diversity. Programs faced with serving a higher than average population needing language services require the implementation of key internal processes to address issues effectively. Providing language services is not enough. Program staff must understand local demographics to ensure appropriate knowledge of cultural beliefs and practices necessary to address issues around health, wellness and nutrition.

Presenter:

- **Sabrina Morales**, MPA, CEO, Linguistica International

Monday, April 3

Evaluation of a Prenatal Breastfeeding Education and Counseling Approach

Salon JJ



There has been a vast increase in the number of birthing facilities practicing the Ten Steps to Successful Breastfeeding, the cornerstone of the Baby Friendly Hospital Initiative. Step 3 requires that facilities ensure patients are educated about breastfeeding before delivery. This necessitates coordination among community health clinics where patients receive prenatal care or services. Counseling expectant mothers about breastfeeding is a required nutrition education topic for prenatal WIC participants, yet there are vast differences in implementation, and the education may not be sufficient to prepare mothers for delivery in a facility practicing the Ten Steps.

Presenters:

- **Kathy Parry**, MPH, IBCLC, Project Director, Carolina Global Breastfeeding Institute
- **Sara Moss**, MPH, RD, Nutrition Program Consultant, NC Division of Public Health, Nutrition Services Branch
- **Catherine Sullivan**, MPH, RD, IBCLC, Director, Carolina Global Breastfeeding Institute, UNC Chapel Hill

Using Data to Help Triage Caseload Retention Efforts

Salon EF



Retaining children on the WIC program is a significant focus of WIC programs nationwide. This session focuses on (1) the use of WIC MIS data to identify factors that predict program retention and program drop-off, (2) the development of a model designed to help identify and support participants at highest risk of dropping off of WIC, and (3) strategies to support retention of families on the program.

Presenter:

- **Mike Whaley**, IT Director, PHFE WIC Program

Feeding Trends in the First Year of Life: Results from the WIC Infant and Toddler Feeding Practices Study

Salon CD



Over the past two decades, several national studies have monitored and reported on the dietary practices of prenatal and post-partum women, infants, and young children in the United States. In many cases, these studies have demonstrated marked improvements in desirable health and nutrition outcomes; however, these studies were not specifically designed to investigate the dietary behaviors of mothers and children receiving WIC benefits. As such, in 2011 USDA Food and Nutrition Service commissioned a longitudinal study to specifically evaluate the WIC population.

Presenter:

- **Courtney Paolicelli**, DrPH, RDN, LD, CDE, Federal Government, USDA Food and Nutrition Service
- **Nancy Weinfeld**, PhD, Senior Study Director, Westat
- **Shannon Whaley**, PhD, Director of Research and Evaluation, PHFE WIC

12:00 - 1:30 p.m.

Lunch on Your Own

12:45 - 1:30 p.m.

Listening Session: NWA Membership

Room 402/403

Come join NWA and tell us about your experience as a Member of the National WIC Association. Whether you've been with us since the beginning, or joined last week, we want to hear from you! Please feel free to bring your lunch. A raffle prize will be awarded at each Listening Session. Open to State, Local, and Individual members.

Monday, April 3

1:30 - 2:30 p.m.

Concurrent Sessions

Improving the WIC Participant Experience

Salon EF



In the business sector, experts note that the customer experience plays a large role in a company's ability to recruit and retain loyal customers—often even more so than the quality of the product offered. As WIC caseloads decline nationwide, some observers have questioned the ability of the program to keep pace with the changing demands of the 21st century participant. However, some state and local agencies have explored opportunities for innovative participant outreach and retention. In this session, a panel of representatives from the states of Washington and Georgia will share their states' strategies to research and improve the WIC participant experience.

Presenters:

- **Susan Mountin**, RDN, Health Services Consultant, Washington State Department of Health
- **Brandon Whitney**, MPH, WIC Regional Advisor, GA Department of Public Health
- **Sharon Joseph**, MPA, CLC, WIC Regional Advisor, GA Department of Public Health
- **Barbara Stahnke**, MEd, RD, LD, WIC Advisory Team Manager, GA Department of Public Health

Addressing Breastfeeding Disparities through WIC

Salon CD



WIC offers a unique opportunity to reduce breastfeeding disparities by reaching the most vulnerable populations. This panel session will address how WIC staff and other public health professionals can better support communities with low breastfeeding rates and understand and overcome barriers to breastfeeding support services. The panel will highlight factors that serve as predictors of optimal breastfeeding in these

populations. Participants will hear about a report describing infant feeding practices and predictors of optimal infant feeding among a sample of predominately Hispanic women participating in WIC and the results of an academic-community partnership formed to study barriers and facilitators to infant feeding among low-income African American women. Attendees will also learn about successful strategies used to engage hard-to-reach mothers by former grantees of the Reducing Breastfeeding Disparities through Peer and Professional support project. Participants will also hear about a report describing infant feeding practices and predictors of optimal infant feeding among a sample of predominately Hispanic women participating in WIC and the results of an academic-community partnership formed to study barriers and facilitators to infant feeding among low-income African American women.

Presenters:

- **Amara Channell Doig**, MPH, BS, Nutrition Research Assistant, Department of Nutrition and Food Studies, George Mason University
- **Cecilia Barbosa**, PhD, MPH, MCP, Principal, cBe consulting
- **Nikia Sankofa**, MPH, MPA, Project Director, National Association of County and City Health Officials

Assessing the Diet and Health Behaviors of Participants in the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) with the Feeding Infants and Toddlers Study (FITS)

Salon AB



WIC aims to help ensure nutritional adequacy for young children from low-income households in the U.S. The promotion of breastfeeding and food packages designed to support mothers in making nutritious food choices are key for developing healthy eating habits and providing essential nutrients like iron that are critical for growth and development. WIC food packages and approaches to nutrition education are continually improving to meet the needs of participants; however, there are limited

Monday, April 3

nationally representative data sources to measure and assess progress in food and nutrient intakes of young children in WIC.

Presenters:

- **Erin Quann**, PhD, RD, LDN, Associate Director, Nutrition Research, Gerber
- **Wendy Johnson-Askew**, PhD, MPH, RD, Vice President, Corporate Affairs, Gerber

Capturing “Golden” Opportunities in WIC Nutrition Counseling

Salon IJ



Every WIC session represents an opportunity. One-on-one WIC nutrition discussions are unique, fluid encounters, filled with small decision points that offer us the chance to move closer toward the goal of supporting positive nutrition-related behaviors. Unfortunately, it is often easy to overlook these “golden” opportunities within the larger WIC process. Don’t let these important moments slip through your fingers. This session will outline several of these decision points with concrete strategies to promote positive behavior change in WIC families.

Presenters:

- **Karen Deehy**, MS, RD, Senior Associate, Altarum Institute

2:30 - 3:00 p.m.

Networking with Exhibitors & Posters

Franklin Hall A & Grand Ballroom Corridor

3:00 - 4:15 p.m.

General Session

Strong First Impressions Lead to Great Client Experiences

Salon EF

Initial results of the outreach campaign show the promise of driving new potential participants into WIC offices. The prospect of serving more mothers, caregivers and children is exciting, but are you prepared? First impressions can ruin the confidence

of a potential participant and significantly diminish the likelihood of a return visit. Not everything is within your control, but we'll share some battle-tested solutions that you can implement to help ensure a positive first WIC experience.”

Presenter:

- **Georgia Galanoudis**, Senior Vice President, Managing Director, Pace

4:30 - 6:00 p.m.

Section Forums

State Agency Directors Section Forum

Salon AB

State Nutrition Services Section Forum

Salon CD

Local Agency Section Forum

Salon IJ

Conscious Communications Impact Customer Service

You cannot control the way you are PERCEIVED. You can control how you are PRESENTED. How you PRESENT yourself influences how you are PERCEIVED

Communications Master, Anne Palmer, will share an engaging and interactive discussion to look at "Customer Service" from a new perspective that helps you reframe how you are BEING rather than always focusing on what you are DOING.

You will walk away from this informative session with:

- A new attitude about the significance of your role within your agency; and
- Actionable "Best Practices" allowing you to create more meaningful and memorable exchanges with WIC participants

Tuesday, April 4

6:45 - 7:30 a.m.

Yoga with Krista!

Room 407/408

7:00 - 7:30 a.m.

Voter Registration for NWA Business Meeting

Salon KL

7:30 a.m. - 6:00 p.m.

Registration Open

Grand Ballroom Foyer

7:30 - 9:00 a.m.

Continental Breakfast in Exhibit Hall & Poster Viewing

Franklin Hall A & Grand Ballroom Corridor

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GENERAL MILLS

NWA Business Meeting (NWA Voting Members Only)

Salon IJ

8:00 a.m. - 5:30 p.m.

Lactation Suite Open

Suite 410

Sponsored by **medela** 

Speaker/Media Ready Room

Suite 405

Campaign Room

Room 401

Come by to learn more about the National Recruitment and Retention Campaign. Hosted by



Tuesday, April 4

9:00 - 10:30 a.m.

General Session

The Power of Partnerships to Prevent Chronic Disease and Improve Community Health

Salon EF

NWA has a 3-year cooperative agreement with CDC, the American College of Obstetricians and Gynecologists, and 32 local WIC agencies to build and enhance community coalitions, perform community needs assessments, and develop and implement plans to reduce and prevent chronic disease by improving access to healthy food environments and improving access to prevention and disease management services, like WIC. This session will provide an overview of the project, progress and lessons learned so far, and opportunities moving forward. It will also walk through tools that NWA has developed on building strong multi-sector partnerships and coalitions in your community as well as tools around conducting community needs assessments. The session will provide training on project strategies that any local WIC agency can implement to reach clients and support healthy behavior change beyond the clinic.

Moderator:

- **Elisabet Eppes**, Senior Associate, CDC Community Partnerships Grant/ Government Affairs, National WIC Association

Presenters:

- **Quinney D. Harris**, MPH, Senior Program Manager, Community Partnerships CDC Project, National WIC Association
- **Linnea Sallack**, MPH, RD, Director, Center for Food and Nutrition, Altarum Institute
- **Loren Bell**, Fellow, Center for Food and Nutrition, Altarum Institute
- **Amber France**, MS, MPH, IBCLC, Nutrition & Lactation Program Supervisor, Wood County Health Department
- **Susan M. Gross**, PhD, MPH, RD, LDN, Assistant Scientist/Nutritionist, Women, Infants & Children Program (WIC), Department of Population, Family and Reproductive Health, Johns Hopkins Bloomberg School of Public Health

- **Nanci Jenkins, MS, RDN, LD, WIC** Registered Dietitian, CPHMC Grant Manager, Panhandle Health District 1
- **Sloan Gingg**, MPH, Grant Coordinator, San Juan Basin Health Department
- **Molly Kimball**, RD, CSSD, Founder, Ochsner Eat Fit Nutrition Manager Ochsner Fitness

10:30 - 11:00 a.m.

Networking with Exhibitors & Poster Viewing

Franklin Hall A & Grand Ballroom Corridor

11:00 a.m. - 12:00 p.m.

Concurrent Sessions

Creating Continuity: Collaborating with Community Partners to Increase Knowledge of WIC Breastfeeding Services and Promote Unified Breastfeeding Messaging

Salon IJ



Knowledge gaps and misinformation surrounding the WIC program are pervasive and especially acute regarding breastfeeding services and support. While some community partners still perceive WIC as “the free formula program”, even more are unaware of the host of breastfeeding services WIC provides. Moreover, mothers are using multiple agencies for pre and postnatal support and education, but not receiving consistent messaging regarding breastfeeding best practices. In order to improve community partner knowledge of WIC breastfeeding services, increase referrals to WIC for breastfeeding support and develop unified breastfeeding messaging, Richmond City WIC developed a three prong approach which entailed 1) delivering WIC 101 presentations to over 50 community partners 2) co-hosting a citywide breastfeeding symposium to implement a singular, train-the-trainer breastfeeding curriculum and 3) implementing this curriculum at our respective organizations. This presentation will provide insight on how to leverage community partners to increase knowledge surrounding WIC breastfeeding services and develop unified messaging surrounding breastfeeding best practices.

Presenters:

Tuesday, April 4

- **Ryan R Karim**, RN, IBCLC, Assistant Breastfeeding Coordinator, Marion County WIC
- **Lisa Diamond**, CLS, Breastfeeding Peer Counselor, Marion County WIC
- **Maria DeLimas**, CLS, Breastfeeding Peer Counselor, Marion County WIC
- **Julie Lothamer**, MS, RD, IBCLC, Breastfeeding Peer Counselor Coordinator, State of Michigan, Michigan Department of Health & Human Services, WIC Division
- **Glencora Gudger**, MA, Community Partnership Coordinators, Richmond City Health District
- **Leslie Lytle**, MS, LCCE, E-RYT500, Breastfeeding Coordinator, City of Richmond

Infant Vitamin D Supplementation: Practices of Mothers Participating in a Local WIC Program

Salon EF



In 2008, the American Academy of Pediatrics (AAP) revised their recommendation that all breastfed infants should receive vitamin D supplement of 400 IU per day. Although, it is well known that infant vitamin D deficiency causes rickets; there is accumulating evidence that it may be a potential risk factor for a wide range of pediatric and adult diseases. WIC provides an optimal opportunity to endorse the AAP recommendation yet, compliance with infant vitamin D supplementation among WIC infants is unclear. The objective of this study is to describe the vitamin D supplementation practices of local mothers participating in WIC.

Presenters:

- **Sina Gallo**, RD, PhD, Assistant Professor, Department of Nutrition and Food Studies, George Mason University

Disaster Preparedness Planning in 3 Easy Steps

Salon AB



The Question Is Not "If", but "When"... Studies show that over the past two decades 78% of organizations that did not have a Disaster Preparedness/Business Continuity Plan but suffered a catastrophic loss found that client loyalty, a trained workforce as well as cash flow were gone within two years. Most of these organizations had business interruption insurance (BII) coverage! Without a Disaster Preparedness/Business Continuity Plan, WIC offices do not have a "roadmap" to recovery! Don't let this happen to your WIC office!

Presenter:

- **Peg Jackson**, Chartered Property & Casualty Underwriter (CPCU), Leadership Academy consultant for NWA, Peg Jackson & Associates

The Impact of WIC: Modeling Program Participation and Increases in the CVV on WIC Participant Health Outcomes

Salon CD



In Los Angeles County, home to 400,000 children aged 2-5 years, obesity rates in early childhood decreased from a peak of nearly 20% in 2008 to 18% in 2014, following national trends. However, this decrease in obesity prevalence occurred more slowly for children from the lowest socioeconomic families and the lowest income neighborhoods where affordable fresh produce is not easily accessible. This study was conducted to evaluate the impact of the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) on reducing early childhood obesity in Los Angeles County where over 60% of babies are enrolled in WIC.

In 2015, the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) provided nutrition assistance to over eight million low-income enrollees in the United States. In 2009, changes to WIC included the introduction of a cash value voucher (CVV) specifically for purchasing fruits and

Tuesday, April 4

vegetables. We sought to investigate a hypothetical impact of changes in the CVV's dollar value on fruit and vegetable access and consumption among preschool-aged children.

Presenters:

- **Jerzy Eisenberg-Guyot**, MPH, PhD Student, Research Assistant, University of Washington
- **Roch Nianogo**, MD, MPH, PhD, Postdoctoral Fellow, UCLA

12:00 - 1:30 p.m.

Lunch on Your Own

12:30 - 1:30 p.m.

FNS Program Update (Limited Space Available. RSVP Required.)

Salon AB

12:45 - 1:30 p.m.

Listening Session: NWA Membership

Room 402/403

Come join NWA and tell us about your experience as a Member of the National WIC Association. Whether you've been with us since the beginning, or joined last week, we want to hear from you! Please feel free to bring your lunch. A raffle prize will be awarded at each Listening Session. Open to State, Local, and Individual members.

1:30 - 2:30 p.m.

Concurrent Sessions

Beyond Traditional Grocery Stores: Partnering with Farmer's Markets and Corner Stores in WIC

Salon IJ



Sometimes creative out-of-the-box thinking is needed to ensure that WIC participants are receiving the most value out of their benefits including ways to receive and obtain nutritious foods. During this session, attendees will hear how local agency and state WIC programs created partnerships to meet the growing needs of their participants. Through the Farmers' Market Nutrition Program (FMNP), WIC

participants are able to redeem additional checks at local farmers' markets and receive a variety of fresh and locally grown produce. Historically, the program suffers from low participation and redemption rates.

During the 2016 farmers' market season, Maricopa County WIC implemented a pilot program and collaborated with Phoenix Public Market, a centrally located market that hosts multiple vendors including seven growers who accept WIC benefits. Results from the Phoenix Public Market FMNP Pilot suggest that reducing the amount of time between check and redemption helps increase participation and redemption rates. Across the country, small stores face unique barriers to participating in the WIC program. These challenges include access to reliable distribution channels, need for adequate equipment to store inventory, and lack of technical skill to stock and sell items, particularly fresh produce. Beginning June 1, 2014, The New Jersey WIC program instituted a policy requiring WIC-authorized stores to stock more fresh fruits and vegetables. To support this new requirement, particularly for small stores, the New Jersey Department of Health funded The Food Trust to build capacity of vendors to sell healthy food and comply with the new policy.

Presenters:

- **Tasha Williams**, MS, RD, Nutrition Services Program Manager, Maricopa County Department of Public Health
- **Carrie Zavala**, MS, RD, WIC Program Manager, Maricopa County Department of Public Health
- **Jennifer Dykhuizen**, MPH, Management Analyst, Maricopa County Department of Public Health
- **Miriam Manon**, Senior Associate, The Food Trust
- **Johanna Garcia**, MPA, Vendor Manager, New Jersey Department of Health – WIC
- **Karen Mille**, MS, RDN, Nutrition and Physical Activity Specialist, New Jersey Department of Health

Tuesday, April 4

Innovations in Breastfeeding: Examples from the Association of Maternal & Child Health Innovation Station Database

Salon CD



While there is general consensus over the burgeoning need to utilize evidence-based practices, the practical implementation and replication of these effective practices has lagged behind significantly. As many factors contribute to increased breastfeeding rates, the documentation of specific program strategies, activities, challenges, and lessons learned is important to share across different sectors engaged in this work. To make strides towards contributing to the evidence base of effective breastfeeding initiatives, we must encourage innovative ideas, build off successful strategies, and learn from barriers and challenges to implementation.

Presenters:

- **Lynda Krisowaty**, MHS, Program Manager, Evidence-Based Practice, Association of Maternal and Child Health Programs
- **Brenda Bandy**, IBCLC, Executive Director, Kansas Breastfeeding Coalition, Inc.
- **Tikvah Wadley**, AAS, CD (DONA), BDT (DONA), Project Coordinator, HealthConnect One

Big Changes Coming to Packaged Food Nutrition Labels!

Salon AB



The biggest change to the Nutrition Facts panel in over 20 years is expected to reach grocery shelves in 2018. These changes are significant and include overall format changes, serving size changes, the addition of an added sugar line, and changes to mandatory listing of certain vitamins and minerals, among others. It is expected that USDA will adopt most of the FDA's recommended changes and the vast majority of food products must carry the new label by July 26, 2018. WIC health professionals will learn about these changes to help develop nutrition education, and determine changes to RFI submission requests.

Presenter:

- **Tammy Seitel**, MBA, Director, WIC, General Mills

Breastfeeding in the Community: Increasing Access to Breastfeeding Support through Local WIC Agency Services Expansion

Salon EF



Breastfeeding initiation, duration, and exclusivity rates among WIC recipients and low-income women have climbed steadily in recent years, however, inequities persist when compared to national averages. The WIC program actively addresses these inequities through breastfeeding education, promotion and support to women and families. However, structural barriers to accessing such lactation support services exist in underserved communities. Next level efforts to tackle breastfeeding inequities require that WIC agencies commit to understanding and removing these barriers through expansion of traditional WIC services.

Presenters:

- **Nikia Sankofa**, MPH, MPA, Breastfeeding Project Director, National Association of County and City Health Officials
- **Margaret Carr**, Senior Program Assistant, National Association of County and City Health Officials

2:30 - 3:00 p.m.

Networking & Posters

Grand Ballroom Foyer

Tuesday, April 4

3:00 - 4:30 p.m.

General Session

Review of WIC Food Packages: Improving Balance and Choice

Salon EF

The WIC food packages are the cornerstone of the WIC program. Unlike other food assistance programs, WIC provides specific, healthy foods that are selected based on scientific evidence supporting their optimal impact on the health of pregnant and post-partum women, infants and young children. By Congressional mandate, the WIC food packages must be reviewed every 10 years in order to stay aligned with current dietary guidance. On January 5, 2017, the National Academies of Sciences, Engineering, and Medicine's Committee to Review the WIC Food Package released their recommendations for future changes to the WIC food packages such that they are aligned with current scientific evidence and the 2015 Dietary Guidelines for Americans. Come and enjoy

the details of the committee's review process and the details of their recommendations.

Moderator:

- **Darlana Birch**, Public Health Nutritionist, National WIC Association

Presenters:

- **Shannon E. Whaley**, Director of Research and Evaluation, PHFE WIC
- **Kathleen Rasmussen**, Nancy Schlegel Meinig Professor of Maternal and Child Nutrition, Cornell University

4:30 - 5:45 p.m.

Poster Awards; Leadership Awards; Leadership Academy Graduation

Salon EF

6:00 to 11:00 p.m.

State Agency Reception (For State Agency Staff Only)

Suite 690

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Brush Art Corporation.



Wednesday, April 5

6:45 - 7:30 a.m.

Yoga with Krista!

Room 407/408

7:30 a.m. - 12:00 p.m.

Registration Open

Grand Ballroom Foyer

7:30 - 9:00 a.m.

Continental Breakfast

Grand Ballroom Foyer

9:00 - 10:00 a.m.

Concurrent Sessions

Heart Button Counseling: Triggering Behavior Change by Tapping into Emotional Drivers

Salon IJ



WIC educators are charged with changing nutrition-related behaviors of mothers and children. Tapping into the emotional drivers or 'Heart Buttons' of WIC moms can lead to behavior change. The Chickasaw Nation WIC program invested the past four years into the development of emotion based approaches that engage clients to choose healthy behaviors. We have developed a website where WIC educators can download unique, fun and powerful Heart Button activities, tools and videos that demonstrate Heart Button behavior change sessions. The website targets behavior changes related to pregnancy, infants and children and includes sensitive topics like smoking and postpartum weight gain. Triggering powerful emotional drivers may be key to triggering behavior change. In this session, you'll see videos of Heart Button sessions and tools, hear the testimony of Chickasaw Nation and Texas staff who used Heart Button activities and listen to client reaction to Heart Button counseling. You will also leave with access to the Heart Button website where the lessons, tools and videos are available for you to download and use.

Presenters:

- **Melinda Newport**, RDN/LD, Director, Chickasaw Nation WIC Program

- **Debi Tipton**, RDN/LD, Manager, Chickasaw Nation WIC Program

Improving the Retail Experience Using Behavioral Economics and EBT/Redemption Data

Salon EF



This session showcases economic applications that address policy issues pertinent to nearly all state WIC programs. There are two key foci to the presented research. The first research focus is on applications leveraging invaluable WIC redemption data (from both EBT and paper vouchers) to evaluate the tradeoff between food cost containment and participant satisfaction, which includes concerns over access to authorized vendors, the tendency to fully redeem certain benefits, and the overall shopping experience. The second focus is identifying frictions or barriers in the WIC shopping experience that may reduce participant satisfaction and/or benefit redemption, and exploring potential policy solutions drawn from behavioral economics. The presented research studies three diverse state programs: the California, New Mexico, and Virginia WIC programs. The session consists of three 10-15 minute presentations followed by a Q&A panel with the presenters.

Presenters:

- **Patrick McLaughlin**, PhD, Research Agricultural Economist, USDA-Economic Research Service
- **Harry Zhang**, Ph.D., Associate Professor, Old Dominion University
- **Mihai Niculescu**, PhD, Associate Professor & Co-director NMSU Consumer Behavior Lab, New Mexico State University

Wednesday, April 5

Lifting Up Your WIC Voice to Protect WIC in our New Political Environment

Salon AB



This session will explain key WIC policy issues given our new political landscape and provide context for why standing up for WIC is now more important than ever. We will discuss NWA's 2017 advocacy strategy, legislative priorities, and key strategic messages aimed at protecting and strengthening WIC. Session attendees will be trained in how to use these messages to effectively educate various audiences—including policymakers—about the value of WIC.

Presenters:

- **Hannah Shultz**, Communications, Media, and Marketing Coordinator, National WIC Association
- **Elisabet Eppes**, Senior Public Policy Associate, National WIC Association
- **Georgia Machell**, Research and Evaluation Manager, National WIC Association

WIC Staff and Clients Do Not Receive Standardized Food Allergies Training: What Can We Do to Change That?

Salon CD



Food allergies (FA) are common and are increasing in prevalence; milk, eggs, peanuts, tree nuts, fish, shellfish, soy, and wheat account for over 90% of all FA. When the allergic individual is exposed to food or food additives to which they are sensitized they can experience a variety of reactions ranging from mild symptoms to fatal episodes of anaphylaxis. Understanding how Women, Infants, and Children (WIC) nutrition counselors help low-income mothers and their children manage FAs is critically important to insure that WIC clients' nutritional requirements are met and that potentially life-threatening allergens are avoided.

Presenters:

- **Maureen George**, PhD RN AE-C FAAN, Associate Professor, Columbia University School of Nursing

- **Lynda Mitchell**, MA, Chief Operating Officer, Kids With Food Allergies Foundation

10:00 - 10:30 a.m.

Break

10:30 - 11:30 a.m.

Closing General Session

Being Great ... How Conscious Communications Lead to Remarkable Transformations

Salon EF

The intention of this session is to enlighten attendees on how to improve conscious communication skills that help agencies show up with behavioral awareness to help them Be Great – thus connect with the client and have remarkably transformative experiences. The learning objectives will be to: (1) Increase awareness and understanding about PB&Js™ (Perceptions, Beliefs and Judgments) as key influencers that exist in every human interaction that either limit you or empower you; (2) Provide tools for managing PB&Js effectively to create more successful outcomes; (3) Conscious Communication tools to better align the message, the messenger and the messaging

Presenters:

- **Anne Palmer**, Author of "The Gifted Trap"

11:30 a.m. - 12:00 p.m.

Closing Remarks

Salon EF

12:00 p.m.

Conference Adjournment

12:30 - 3:00 p.m.

NWA Board of Directors Luncheon Meeting (Closed Meeting)

Room 302/303/304

This meeting is for the 2016-2017 Board Members, 2017-2018 Board Members, and Invited Guests Only.