

**2017 Biennial NWA WIC Technology, Program Integrity, and Vendor
Management Education & Networking Conference and Exhibits**

TENTATIVE AGENDA

Monday, September 25

1:00 – 4:00 p.m.

Pre-Conference Workshop: Social Media: Opportunities for Ongoing Engagement

Social media can be intimidating. There is a lot to consider, a lot to learn and – let's be honest – we are all way too busy to add something else to our to do lists. But it can be a really great tool to stay engaged with families between appointments. Join us for a pre-conference workshop to learn what social media is, why it's important to your work and how to build a social media strategy. We ask that all participants come with their agency's social media policy (if they have one). By the end of this workshop, participants will:

- understand the difference between a variety of social platforms and how to use them.
- have a social media plan outline.
- have information to support the creation of a social media policy.
- create several posts that are ready to share.

Presenter(s):

- Hannah Shultz, National WIC Association

Limited space available. RSVP Required. Email sjennings@nwica.org to reserve your seat.

4:00 - 6:00 p.m.

Registration Open

Tuesday, September 26

7:30 a.m. - 5:00 p.m.

Registration Open

7:30 - 8:45 a.m.

Breakfast

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

Lactation Suite Open

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

Speaker/Media Ready Room

9:00 – 9:30 a.m.

Opening Remarks

9:30 - 10:30 a.m.

Protecting the Integrity of the WIC Mission – Mainstreaming our Participants, Adapting to the Evolving Food Industry, and Implementing Agile Policies and Procedures

This presentation will explore the history and newly identified opportunities to enhance the quality of WIC participant services, ensuring the integrity of our partnership with the retail grocery industry, and improving the effectiveness of the tools WIC staffs use on a day-to-day basis.

Presenter(s):

- Art Burger, Burger, Carroll & Associates, Inc.

10:30 - 11:00 a.m.

Break

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

CONCURRENT SESSIONS

Leveraging Partnerships and Technology to Increase WIC Participation

In an effort to increase participation in WIC, Colorado WIC has partnered with Colorado PEAK, an online service for Coloradans to screen and apply for medical, food, cash, and early childhood assistance programs. Applicant's eligible for WIC can submit a WIC "application of interest" online, allowing local agencies to contact potentially-eligible participants directly. This presentation discusses how leveraging partnerships and using technology can positively impact WIC participation.

Presenter(s):

- Erin Johnson, Colorado WIC Program
- Erin Ulric, Colorado WIC Program

Using NWA Resources to Advance Your WIC Program

An introduction to the National WIC Association website and the tools, resources and materials available on the site. Participants will learn how to manage their and their agency's profile via nwica.org and learn how to access and use the online communities.

Presenter(s):

- Hannah Shultz, National WIC Association

eWIC Transaction Data...A Vendor case study from "Suspicion to Sanction"

In September 2015 Wisconsin successfully completed roll-out of eWIC technology statewide. Forty days later, Wisconsin WIC undercover investigators documented their first case of eWIC trafficking at a small Milwaukee grocery store. In addition to these findings, investigators discovered from on-going investigations numerous incidents of vendors allowing substitutions of non-approved WIC foods. Based on these findings, it was clear vendors were quickly adjusting to this new technology, and easily finding ways to defraud the system, despite new eWIC fraud controls. It was apparent the need to research, design and develop high risk vendor reports that could identify suspicious transactions from our current MIS data system. With this backdrop, Wisconsin implemented several high risk program integrity reports and internal EBT controls to assist in identifying suspicious transaction data for both trafficking investigations and inventory audits. Once a vendor displays high risk indicators, the investigation process begins. In Wisconsin, these procedures include the initial data analysis, review of the vendor's WIC history, potential compliance buys with undercover investigators, and possible inventory audit. Based on numerous successful outcomes, this process has now become standard for all Wisconsin WIC compliance investigations. In order to explore the role and function of these investigation procedures, each step will be further discussed in the context of an actual Wisconsin WIC compliance investigation, providing the audience with a detailed look into the investigation process, from "Suspicion to Sanction."

Presenter(s):

- Alan Sheil, CFE, State of Wisconsin, Office of the Inspector General
- Michelle Bostick, FIS Government Solutions

Implementing MIS/EBT – Whatever It Takes (WIT)

In 2012, Florida's Legislature required WIC EBT in the state by July 1, 2013 - no alternative. A MIS project was converted. WIC was added to the SNAP EBT acquisition. Florida was fortunate to land experienced, dedicated contractors for the MIS in 3Sigma and for the EBT in FIS and CDP. The roll out schedule was synchronized with training and equipage. Super users were taught rapidly – a dedicated team. The full roll-out from November to March had to "flow" without stopping. Participant families were included in the transition and made it work in their area. Hear Florida's experience and lessons learned in their one-year MIS-EBT joint implementation.

Presenter(s):

- Brad Christy, WIC Program Services, Florida Department of Health
- Mike Drew, USDA Food and Nutrition Service

Why Your State Should Authorize A-50 Stores

WIC is one of the nation's most successful public health programs bringing vital nutrition and health benefits to mothers, infants and children. But the Program is challenged with declining caseloads and a complicated shopping experience for participants. A-50 stores can be part of the solution to these problems. 15 years ago some A-50 stores were charging the Program too much for food. This resulted in legislation that virtually outlawed outreach to WIC clients by the stores and imposed strict controls on how A-50 stores were reimbursed. Many States abandoned A-50 stores. But some continued to allow A-50 stores. What happened? Hear from a panel consisting of a former WIC Mom; a State vendor manager, and A-50 store owners to better understand how these unique stores operate, how they affect WIC Mom's and State vendor operations. Find out how why, as WIC confronts the challenges of declining caseloads and a complicated shopping experience it is time to look at A-50 stores again. Learn how your state can use authorization criteria to get better stores and leverage WIC dollars to reduce food deserts.

Presenter(s):

- Tim O'Connor, Former Associate Administrator of Special Nutrition Programs, FNS
- Cristina Yrigoyen, Former WIC mom
- Shawn Brown, WIC Vendor Manager, Oklahoma
- Mike Amiri, Nutricion Fundamental Inc
- Richard Flores, Mothers Nutritional Centers

12:00 - 1:30 p.m.

Lunch

12:15 – 1:15 p.m.

Listening Session

The National WIC Association is partnering with the Food Research and Action Center (FRAC) and the Center on Budget and Policy Priorities (CBPP) to host a series of interactive listening sessions at the upcoming conference to capture your great ideas and suggestions related to client-facing technology. We'll be exploring topics such as:

- Do you have experience using participant-facing technology in your local or state agency? These technologies include in-clinic kiosks, online-based classes, telehealth, online appointment scheduling, text-messaging services, WIC shopping apps, etc.

- If you do have experience with these technologies in your state or local agency, where did you find the information needed to choose a vendor? How did you assess your vendor options? What was your process for requesting proposals?
- What has worked and what hasn't with the use of these technologies in your state or local agency?

We are planning to use the information we gather during these sessions, along with a number of other data sources, to create a guide for WIC agencies to use when they are deciding to launch a new participant-facing technology.

Lunch will be provided. Limited space available. RSVP Required. – to reserve your spot please [complete this form](#).

1:30 - 2:30 p.m.

CONCURRENT SESSIONS

It's Cloudy in Washington

Washington State is known for its cloudy skies and refreshing rain. That's why we are called the Evergreen State. Our WIC Program now has a very special cloud of its own. Participants attending this session will hear the political and technical challenges for hosting the WIC Cascades system in the Amazon Web Service Government Cloud. Washington State Department of Health and their vendor DXC.technology will share information about this skyward journey and the anticipated benefits for cloud hosting in Washington.

Presenter(s):

- Janet Jackson Charles, MSW, Washington State Department of Health
- Becky Waite, Washington State Department of Health
- Bob Nash, DXC.technology

Best Strategic Practices and Cost Containment

Learn how Florida uses competitive price to improve compliance, and product availability, and reduce cost and program abuse. Florida's WIC EBT cost containment process provides better compliance and nearly \$1 million in food cost reductions annually. It focuses on peer group competitive pricing and Above 50 Percent vendor controls. WIC vendor prices never increase to levels that would make them ineligible for authorization. All vendors meet cost containment requirements. The exclusive mathematical approach provides the best answer to the perennial vendor question – "What price should I charge?" The only answer - "your best price – you are in a competitive market." Competitive pricing, and higher stock levels, cut program abuse. Vendors appreciate the simplicity and that business model. Cost containment is today's gateway to quality compliance enforcement and building a strong WIC food distribution system. WIC EBT is a data rich universe. WIC's paid prices are predicated exclusively on competitive price – from the market. There is no disagreement. Monthly 1.3 million redemptions, annually 17 million. Over 2,000 vendors who support over 480,000 WIC participants. The APL has over 19,000 individual universal product codes (UPC). Learn how two automated steps treat the vendor and the program equally and fairly. First, control program cost growth and reduce vendor pricing errors. Start each month with not-to-exceed (NTE) value based upon the prior month's redemption levels. Second, identify the actual competitive price. The vendor redemptions from the market compete to state that value at the end of each month. That sets the maximum allowable reimbursement level (MARL) for each peer group. For Above 50 Percent vendors, the MARL is 100 percent of the statewide average of all redemptions (exclusive of the above-50-

percent vendors). With mathematical certainty, WIC ensures no vendor is paid more than the established MARL – regardless of their classification.

Presenter(s):

- Brad Christy, WIC Program Services, Florida Department of Health
- Felicia Heard, USDA Food and Nutrition Service

To Millennials..... and BEYOND!

Over the last decade, technology has changed the way that people communicate and access information. Millennials also known as Generation Y, are the first generation to have the opportunity to indulge in technology and all of its advancements. Millennials depend on technology as a way to communicate. The WIC Program has improved client services by following the trend of technology and began implementing an online certification system integrated with electronic benefits also known as EBT; yet client needs are still unmet. Technology has removed the face to face interaction for Millennials because almost everything can be accessed through technology. The focus of this study was to see how WIC can meet Millennials needs and in return increase WIC Participation numbers; and to assess the WIC program social media presence. Through this study, twenty WIC clients under the age of 21 who called to schedule an appointment were surveyed to assess how WIC can better assist their needs. The top issues for clients were keeping up with appointments, identifying WIC foods in stores, Transportation. This study also revealed the small WIC presence on Social Media that are centered around WIC clients. For the future, the WIC Program should consider an interactive website or application for WIC participants that would make it easier to obtain their WIC information and transportation services. The WIC program can send reminder appointment emails, or send more than one SMS notification a week prior to appointment. The WIC program can also create ads to appear on social media to grab the attention of participants and future participants. Millennials always have a digital device in their hands surfing the internet. The WIC program has to tailor the program to meet Millennials where they are and have a larger presence on social media; Technology is where they are.

Presenter(s):

- Paris Hutchinson, City of Detroit Health Department

Stakeholders Speak: Lessons Learned after EBT Implementation

WIC EBT implementation results in benefits to many stakeholders, but can be a long and stressful effort. In 2016, two WIC Agencies reflected on their projects by asking key stakeholders about their experience and what challenges exist after implementation. Wisconsin WIC conducted interviews and surveys with State Staff, Clinic Staff, and WIC Vendors while Oregon WIC conducted interviews and surveys with Clinic Staff and WIC Vendors, interviews with State Staff and a State Staff collaborative session focusing on State level efforts. Some lessons learned that were gathered were expected and some were surprising. Lessons learned include: Education. Participant education is revised in preparation for WIC EBT implementation to cover how to use a card. While learning about changes, staff found that many participants also needed a refresher on WIC approved foods and prescribed benefits. Program Integrity. WIC EBT does not eliminate fraud, it changes it; staff should prepare for the new ways to monitor vendors and participants. Vendor Management. Including clinic staff in live shopping at stores gives staff an invaluable experience that can be shared with participants and an opportunity for cashiers to practice. Technology. Technology changes the tools available to help resolve issues with participants and vendors. Project Management. Establishing a structure for work groups, communication and decisions fosters a team culture.

Presenter(s):

- Katharyn Daun, Cognosante Consulting

- Michelle Bostick, FIS Government Solutions
- Kim Word, Oregon Health Authority
- Jennifer Nagy, USDA Food and Nutrition Service

TeleWIC! Ways to Support Young Families

WIC participants won't always be millennials, but they will always be young. They will stay engaged with WIC if their user experience is comparable and relevant to their general expectations and experiences of how other services are provided and personal business is conducted. Providing multiples ways to communicate and serve participant needs will require increased uses of technology, including video conferencing. This workshop will share recent efforts to provide WIC services and support using video options. Challenges, lessons and opportunities learned from early efforts will be shared. Comparisons of technology used in other industries will be explored for use in WIC to maintain the program value to mothers and their families.

Presenter(s):

- Karen Farley, California WIC Association

2:30 - 3:00 p.m.

Break

3:00 - 4:15 p.m.

How can I use WIC Technology Partners to support my technology projects?

WTP has new features to assist our States in reaching the EBT Mandate and other helpful information in all their technology projects. A demonstration will provide an overview of these features and questions and answer session for all your burning WTP questions.

Presenter(s):

- Jerilyn Malliet, USDA Food and Nutrition Service
- Chad Imker, USDA Food and Nutrition Service

4:30 - 6:30 p.m.

Exhibit Hall Opening

Wednesday, September 27

6:45 - 7:30 a.m.

Exercise

7:30 a.m. - 5:00 p.m.

Registration Open

7:30 - 9:00 a.m.

Continental Breakfast in Exhibit Hall

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

Lactation Suite Open

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

Speaker/Media Ready Room

9:00 - 10:30 a.m.

Greater with WIC: Using Technology to Amplify WIC Assets and Improve Recruitment and Retention of WIC Participants

Technology is an integral component of community health projects and can be leveraged to share tools and resources, advance and build support for community health initiatives, share success stories, and ensure that interventions are sustained. Using funds from the National WIC Association's (NWA) Community Partnerships for Healthy Mothers and Children (CPHMC) Project, local coalitions and national CPHMC staff at NWA and the American College of Obstetricians and Gynecologists (ACOG) developed videos, jingles, toolkits, websites, mobile apps, resource guides, green prescription pads, success stories, and social media campaigns to improve access to healthy foods and beverages and strengthen referral networks.

Presenter(s):

- Quinney Harris, National WIC Association
- Elisabet Eppes, National WIC Association
- Natalie Mulloy, National WIC Association
- Nanci Jenkins, Panhandle Health District
- Glencora Gudger, Richmond City Health District
- Amelia Bandy, Cumberland Plateau Health District
- Mary Schultheis, Crescent City WIC
- Meryl Smith, District Health Department #10
- Pam Halbach, Racine/Kenosha Community Action Agency
- Linnea Sallack, Altarum Institute
- Loren Bell, Altarum Institute

10:30 - 11:00 a.m.

Networking with Exhibitors & Posters

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

CONCURRENT SESSIONS

No Longer Distant – E-Commerce Brings WIC to the Participant!

At 586,412 square miles, Alaska is pretty big, relatively roadless, and largely untenanted. There are authorized WIC vendors in only 105 of the state's 300 or so communities. Since 1985, the Alaska WIC Program has met the challenge of delivering benefits to participants in remote rural areas by operating the Mail Out Vendor (MOV) program. Food packages are mailed monthly to approximately 1,200 WIC participants. Through a harmonic convergence of eWIC, e-Commerce, and young Americans' propensity for online shopping, Alaska has enthusiastically seized the opportunity to develop an interactive online ordering program for WIC participants who are unable to access their benefits at a brick-and-mortar grocery store. This presentation will explore the times and technology that enable an eWIC online ordering option to come to a state not near you in 2018. The model and the technology will likely be adaptable in other states with scattered rural populations. We're here to tell you what we're doing and how we're doing it!

Presenter(s):

- Sandy Harbanuk, State of Alaska
- Melissa Baker, USDA Food and Nutrition Service

Participant Access Criteria

USDA will provide WIC State agencies with resources to use to assess and refine their Participant Access Criteria.

Presenter(s):

- Trish Bailey, USDA Food and Nutrition Service
- Diana Ramos, USDA Food and Nutrition Service

Using Data Exchanges to Strengthen (WIC) Program Integrity

Strengthening program integrity needs to be driven by innovative solutions to not only more effectively serve the beneficiary population, but as importantly, curb the fraud, waste and abuse in our nation's public assistance programs that costs taxpayers billions each year in unauthorized benefits or retailer-based fraud. Unfortunately, agencies are often limited by narrow data sets that do not provide the insight needed to more proactively, efficiently and effectively address important issues. To expand their field of vision, organizations need tools that enable them to collectively contribute their information about identities, businesses, and transactions across agencies and jurisdictions in able to make more informed decisions and conduct enhanced investigations. There are solutions available that model best practices and exemplify the benefits of sharing. LexisNexis Risk Solution has experience deploying contributory data exchanges with our government partners and across other industries. These solutions are driven by our unparalleled core data, analytics, technology, and subject matter expertise. This presentation will discuss the benefits of collaborative efforts for the WIC program which include:

- **Beneficiary Identity Checks.** The National Accuracy Clearinghouse (NAC) exemplifies the benefits of shared data. The NAC is a technology-based solution developed to identify dual participation across states and public assistance programs through a shared database of eligibility information that is updated daily. The project, led by the State of Mississippi, initially was funded by a grant from the USDA's Food and Nutrition Service.
- **Preventing and Detecting Retailer Benefit Trafficking.** LexisNexis® Business Integrity Solution was built to arm government agencies with the advanced data, linking and analytics capabilities they need to monitor, detect and investigate potential business compliance issues across a wide range of regulatory areas including identifying risky businesses and business relationships indicative of benefit trafficking. Business Integrity Solution is an exclusive, government-only exchange enabling agencies to easily see and analyze a combination of in-agency data, other agencies' exchange data and billions of LexisNexis business records. Near real-time results empower users to make actionable and knowledge-based decisions around business compliance issues.
- **Social Network Analytics.** LexisNexis Relationship Mapping is a highly-effective analytical platform that discovers missing links between all parties within or outside of your data to provide unparalleled insight into relationships between beneficiaries, retailers, and previously unknown entities. This reveals non-obvious relationships and geographical analysis to identify possible collusion or other risky behavior. Relationship Mapping overlays agency data, with over four billion established relationships within the LexisNexis database to provide a highly effective, easy to use, investigatory tool.

Presenter(s):

- Justin Hyde, Director, Market Planning, Health and Human Services State and Local Programs, LexisNexis Risk Solutions
- Tim Meeks, Project Lead, PMP – Ciber, Inc. and Consultant to Mississippi Department of Human Services
- Reshma Khatkhate, SNAP/TANF Policy Director, Mississippi Department of Human Services

Deconstructing WIC EBT POS Receipts

Objective: To better understand how receipts are constructed and used to support WIC purchases. Discuss how data from the Authorized Product List and WIC Food Category/Subcategory Table end up on balance inquiry and WIC purchase receipts. Receipt information critical in support of WIC vendor system certifications and to enable WIC agencies to troubleshoot purchasing issues WIC participants raise with clinic and state agency staff.

Presenter(s):

- Erin McBride, USDA Food and Nutrition Service

More Than Inventory Audits

Learn how Florida uses the inventory audit to improve product availability, compliance, and participant satisfaction through a better vendor bottom line. Successful food delivery to WIC participant families requires a dedicated team focused on consistent and reliable delivery of prescribed foods. Team work requires communication. WIC EBT and inventory audits are vehicles for that communication. WIC EBT is a closed system. The last leg of EBT redemptions is confirmation food delivery. A targeted WIC inventory audit offers multiple opportunities to determine that and more. See an automated process that is integrated into compliance review and training visits to vendor facilities. Understand how records are captured. See the multiple uses of inventory information beyond “the count”. In nearly four years, Florida has amplified the human element in the inventory audit – and put it to good use. We focus on both high value and high volume items. Once “the word” is out – vendors tell other vendors. In order to stay in compliance – vendors must have all of their supply invoices and they must be accurate. No invoice – no payment. Once is almost always enough. The inventory delivers more information than just numbers. Learn about wholesalers, distributors, and suppliers – the distribution system and supply chain of WIC products - important to participants in each market. The variety and quality is frequently surprising – improving participant access and food availability. Understand their very different business models and how they interact with your vendors. Watch vendor pricing and actively discourage selling at or below wholesale. Be aggressive in developing and publicizing product sources, and their economies for various vendor types and sizes. Hear first-hand the challenges vendors face getting reliable support. Understand delivery interruptions and impacts on the participants. Hear about participant needs, wants and concerns.

Presenter(s):

- Brad Christy, WIC Program Services, Florida Department of Health
- Justin Wohlsifer, USDA Food and Nutrition Service

12:00 - 2:00 p.m.

Lunch on Your Own

12:15 – 1:15 p.m.

Listening Session

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- What has worked and what hasn't with the use of these technologies in your state or local agency?

We are planning to use the information we gather during these sessions, along with a number of other data sources, to create a guide for WIC agencies to use when they are deciding to launch a new participant-facing technology.

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2:00 - 3:00 p.m.

CONCURRENT SESSIONS

Mosaic - WIC-as-a-Service

MOSAIC represents a shared vision and underpins a significant leap forward in the WIC Management Information System (MIS) technology evolved from antiquated legacy applications, expensive customer development, and aging Transfer Solutions to a state-of-the-art, transformative, evergreen, turn-key “WIC-as-a-Service” cloud-based solution. The solution is aptly named the MOSAIC because it was designed from its inception to include a mosaic of existing requirements provided by the FReD, the Mountain Plains States Consortium (MPSC) transfer solution, plus the collective best practices from the states of Texas, New Mexico, and Louisiana, as well as the Isleta and Cherokee Indian Tribal Organizations' WIC systems. MOSAIC provides turn-key, cloud-based “WIC-as-a-Service” solution comprised of an integrated MIS solution implemented by Microsoft, as well as data migration and integration with electronic benefit transfer (EBT) services provided by Solutran. In addition, the comprehensive Solution includes the software, hardware, change management as well as service desk, maintenance, and operations offerings into a single holistic solution. MOSAIC was designed from the ground up to allow all states to implement and configure it to address their unique technical requirements and operational needs without incurring the time and expense associated with having to hire custom code developers. MOSAIC enables states to transform their WIC information technology (IT) from a capital expense intensive model to a less expensive, more efficient and predictable operational expense model while at the same time empowering the WIC program to focus more of its time and funding back on participants. MOSAIC improves scheduling and adds text and email notifications, improved nutritional counseling tools. In some legacy WIC systems, statewide reports must be generated by special manual requests that are scheduled and completed by IT staff. MOSAIC includes expanded, on-demand, statewide reports, as well as native dashboards to allow users and admins to create ad-hoc reports on their own.

Presenter(s):

- Karen Clements, Texas Department of State Health Services
- John Hannemann, Texas Department of State Health Services - WIC
- Sarah Flores-Sievers, New Mexico Health Department Family, Food and Nutrition Section
- Joetta Ferrell, Louisiana Office of Public Health

Vendor Selection Criteria

Provide best practices in front end vendor management and cost containment.

Presenter(s):

- Trish Bailey, USDA FNS
- State Agency Partners

WIC PNSS & PedNSS; A Multi State Collaboration

Michigan has developed the WIC PNSS ; PedNSS data system based on the CDC model. The systems have been piloted and implemented for the Mid West Regional States. Currently Michigan is working with MWR States and the Mountain Plain Regional States to implement PNSS ; PedNSS at a multi State multi Region level. This session will cover funding source, MOU process and progress of this project.

Presenter(s):

- Kobra Eghtedary, State of Michigan WIC Program

Bringing Automation, Efficiency Expanded Product Choice to the WIC Program

Generating lists of approved products that pass or fail a set of dietary, nutrient and ingredient composition criteria is fraught with complication. The food composition data sets that exist are disparate, unstructured and devoid of context, resulting in manual methods of data collection and analysis. Technology can help your organization automate the generation of WIC Approved Product Lists (APL), and leverage the existing federal and state nutritional criteria in order to transform them into automated algorithms that search against the entire US food and beverage marketplace and produce APL's associated to each state and/or territory. With a database of over 400,000 products, representing more than 80% of the top purchased CPG products in the USA, Label Insight is able to bring automation, efficiency and the ability to expand product choice to the WIC program. With the 2020 EBT deadline looming, learn how Label Insight can help your organization with their data analysis, product categorization and dietary requirements today.

Presenter(s):

- Dagan Xavier, Cofounder, Label Insight

Establishing WIC Food Package Categories and Subcategories to Support Implementation of WIC EBT

State agency participants will gain greater understanding to design the WIC Food Package Category and Subcategory Table in the MIS system to support appropriate issuance of benefits and applicable benefit delivery through EBT system. Additionally, how it relates to assisting participants at the Point of Sale.

Presenter(s):

- Erin McBride, USDA Food and Nutrition Service
- Karen Burns-Hill, USDA Food and Nutrition Service

3:00 - 3:30 p.m.

Break

3:30 - 4:45 p.m.

Recent Changes to WIC Management Evaluations

Discuss recent changes in FNS MEs, including ME scheduling and ME closure procedures; to provide information on the past two Target ME Cycles; and to provide information on the current ME cycle to help State agencies prepare.

Presenter(s):

- Amy Herring, USDA Food and Nutrition Service
- Elizabeth Barrett, USDA Food and Nutrition Service
- State Agency Partners

5:00 p.m.

Dinner on Your Own

Thursday, September 28

6:45 - 7:30 a.m.

Exercise

7:30 a.m. - 5:00 p.m.

Registration Open

7:30 - 9:00 a.m.

Continental Breakfast in Exhibit Hall

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

Lactation Suite Open

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

Speaker/Media Ready Room

9:00 - 10:30 a.m.

Mobile App Panel

Presenter(s):

- Kobra Eghtedary, State of Michigan WIC Program
- Tami Matti, Minnesota WIC

10:30 - 11:00 a.m.

Networking with Exhibitors & Posters

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

CONCURRENT SESSIONS

Staying Connected: Social Media 101

Social media is an opportunity to stay connected with the families you work with on a daily basis. Moms may only come into the clinic every few months, but you can stay engaged with them between appointments using social media. Participants will leave this session understanding the importance of using social media to recruit new participants and stay engaged with WIC families between appointments. Many WIC agencies face challenges from policy to training to time, keeping them from using social media. We will discuss how to confront and overcome some of these challenges; how to build a social media strategy; and what the day to day work of social media is.

Presenter(s):

- Hannah Shultz, National WIC Association

MOMents That Matter: Incorporating Emotion Into Technology

This session will provide an overview of the facial coding research that led to the development of the MOMents Mobile App as well the nutrition related content of the app.

Presenter(s):

- Debi Tipton, Chickasaw Nation

EBT Equipment Costs: Who pays what, when?

This session distinguishes single-function and multi-function equipment and ongoing costs during implementation and statewide phases of EBT. The presentation aims to demystify payment structure using flowcharts prepared directly from the latest regulations.

Presenter(s):

- Jessica Owen Day, USDA Food and Nutrition Service
- Claire Brown, USDA Food and Nutrition Service

Fraud detection in the world of WIC

The key is the real-time features and how to apply automated detection and remove manual techniques to help the WIC community. As an example, a real-time tracker of when and where someone used their card. On an investigation of a particular person, or merchant, an investigator can receive real-time alerts directly to their phones while on the case, within view of the subject. This type of power narrows the research window from days or months of reviewing data to seconds after the purchase is made. Learn ways to stay ahead of the curve and keep fraud at bay.

Presenter(s):

- Jeff Poli, FIS Global

Understanding Texting Technology

We have done extensive research and experimenting of text messaging processing and are sending hundreds of thousands of messages per month. We have learned many pitfalls and techniques and with everyone moving more into texting this might be interesting. The speed of texting, the filtering cell vendors do without telling you, the disadvantages and advantages of short codes, sending and receiving pictures, and challenges with foreign languages. We have also don't statistical analysis to see how well it is working

Presenter(s):

- Mike Whaley, PHFE WIC Program

12:00 - 1:30 p.m.

Lunch on Your Own

1:30 - 2:30 p.m.

CONCURRENT SESSIONS

Using Social Media to Reach and Retain - Best Practices: Social Media 201

How many moms are engaged with their phones – even when you want them engaged with you? Use social media to your advantage by learning the most effective strategies for sharing information and prompting action. Key words, Facebook Live video and connecting with influencers can make the WIC brand an important resource for your participants. There are many different social media platform:

Snapchat, Instagram, Facebook and Twitter. It can be tough to understand the benefits and limitations of each. The right social media messaging can help you reach moms that where they are already engaged. Research from retail brands shows the right message can create a sense of loyalty and dedication to a product or service. WIC can use these same tactics to reach and retain more moms. Choosing the right platform is challenging - if you want to use them all, there are ways to simply cross-posting for increasing efficiency. Social media videos are the most powerful tool for engagement; retail brands know this and are investing their funds to reach customers through Facebook Live primarily. A successful Facebook Live video should have the key elements of promotion, engagement and analysis. Fortunately, there is enough data about engaging with the WIC demographic (females 18-34) to deepen our understanding of how to connect with our moms. WIC needs to become fluent in the language of social media to use these cheap and effective tools to reach and retain more moms.

Presenter(s):

- Helen Anderson, WICmedia

Harnessing the Latest Technology to Lift Up Your Voice for WIC

Now, more than ever, we need as many strong WIC advocates as possible! This session will provide a basic overview of WIC policy processes and issues, including our current policy landscape. The session will also go over the basics of advocacy: The difference between advocacy and lobbying; NWA's 2017 advocacy strategy; and NWA's key strategic WIC messages. Attendees will be trained in how to use these key messages, along with data, research, and personal stories, to effectively educate stakeholders about the value of WIC using a variety of platforms. The presenter will focus on how to use online communication tools, online resources, and multimedia storytelling to effectively lift up your WIC voice.

Presenter(s):

- Elisabet Eppes, National WIC Association

When Behavioral Economics (BE) Meets Mobile Technology (MT) in the WIC Program

The USDA has a strong interest in exploring behavioral economics (BE) approaches to improve WIC participants' program experience and redemption behaviors. The WIC committee of the National Academies of Science, Engineering, and Medicine (NASEM) pointed out that the BE approach may generate practical strategies beyond nutrition education. Given the increasing popularity of mobile technology (MT), it is important to examine how BE can be integrated with MT to create innovative interventions in the WIC program. This presentation highlights two recently implemented research studies in Virginia. The first study, "Just-in-Time Intervention (JITI)," applied BE principles to developing WIC text reminders. The goal of the text reminders is to nudge WIC participants to redeem more vegetable and fruit benefits. Three BE strategies were used: timing effect, positive nudge, and negative nudge. We developed eight combinations of text modules based on the three BE strategies and randomly assigned 160 WIC participants in Virginia to these text groups. We tested the text messages for three months and compared the redemption rates before and after the intervention and between the eight groups. The second study, "WIC App Project," is the first randomized controlled trial in the nation to examine the effectiveness of a WIC app. This app has been revised based on BE principles and includes two new calculators for the cash value voucher (CVV) and cereal benefits. The goal of the calculators is to reduce the cognitive load (the amount of information to be processed at one time to make a decision) for WIC participants. Twenty WIC districts in Virginia were randomly assigned as app sites and non-app sites. Each site recruited 50 participants. The overall redemption behaviors were compared between the app users and non-app users. Future research is needed to explore more innovative interventions with BE and MT in the WIC program.

Presenter(s):

- Harry Zhang, Old Dominion University

“Embracing the Change”: How Electronic Benefit Transfer (EBT) brings Program Integrity into focus

So now you have EBT, or perhaps you are in the process of converting. What now? With the advent of EBT in WIC, the playing field for Program Integrity is evolving. The way WIC clients redeem their benefits has changed. The way vendors transact WIC has changed. We must embrace this change to enhance our commitment to Program Integrity. How we identify risk, conduct investigations, and how we visualize/utilize data needs to be reimaged in order to capitalize on EBT's true potential. In the coupon environment, accessing and utilizing meaningful data was limited and cumbersome. In EBT, the sheer volume of transactional WIC data that is readily available can often be overwhelming and even intimidating. Thus, appreciating the significance of this change is essential in order to bring program integrity into focus. In this session we will present actual case studies on how EBT data can sharpen your focus, including graphics and simulations on how data can enhance and drive your Program Integrity initiatives. WIC News 14 will present breaking news about how data can be mined and then presented in a user oriented manner. Through these mediums, we will show how empowering staff with EBT data can transform program integrity initiatives and drive meaningful policy decisions. The objectives of this presentation are to highlight the importance of embracing the changes required to effectively use EBT data, and leveraging its advantages to encourage innovation and enhance Program Integrity initiatives. By the end of this session, participants will be able to identify ways in which EBT can bring Program Integrity into focus and begin implementing new ways their Programs can utilize EBT data. Following the presentation, participants will receive a resource manual, with sample documents and tools from the presentation, which will be helpful to reimagining their own Program Integrity initiatives.

Presenter(s):

- Loren Haughn, State of Michigan WIC Program
- Santiago Rios, State of Michigan Attorney General

Using data to help focus caseload retention efforts

We are using WIC data to build predictive models to tell us months in advance which WIC families are likely to fall off WIC. It also predicts the things each family is most likely causing the family problems. The model produces intervention tips specifically designed for each families. Having this kind of lead time gives us several months to address these issues. These issues include their shopping experience, clinic hours, trouble with transportation, their not making use of our texting system or our online education, plus other factors. The model uses 12+ factors which have been shown to have a significant influence on their likelihood to remain on WIC. We have built a software system which puts the family's "risk of leaving WIC" in the hands of our frontline staff along with talking points for each situation. With these tools we can focus on the families most likely to leave WIC with information on their specific issues with using WIC.

Presenter(s):

- Mike Whaley, PHFE WIC Program

2:30 - 3:00 p.m.

Networking

3:00 - 4:30 p.m.

The Future of WIC Technology – What Could be the Focus of a 2030 Mandate?

In this audience-participation session, Mr. Burger will report on the latest research and technology trends that may have appeal to the WIC Program. The audience will be invited to participate in the identification of possible 2030 technology "mandates."

Presenter(s):

- Art Burger, Burger, Carroll & Associates, Inc.