2018 Using Technology to Improve the WIC Participant Experience Virtual Conference
AGENDA

Over the past few years, the role of technology in WIC has been a growing area of program focus. Innovations in technology including smartphone applications, online educational and administrative platforms, and electronic benefits have enabled many WIC agencies to consider how new technology can improve the WIC participant experience, increase program participation, and support more efficient program management.

To facilitate the sharing of best practices, lessons learned, innovations and research, the National WIC Association is offering a virtual conference December 4-6, 2018 on Using Technology to Improve the WIC Participant Experience. This virtual conference will comprise of four live presentations and eight pre-recorded presentations in the form of webinars over the course of three days.

LIVE SESSIONS

Tuesday, December 4, 2018 | 3:00 – 4:30 p.m. ET
Generating Staff Buy-in
While participant uptake of digital tools is the most important consideration when introducing new participant-facing technologies in WIC, generating buy-in from staff is also critical. The panelists for this session will discuss their experiences and insights relating to educating and empowering WIC staff in the adoption of new digital tools.
Speakers
• Karen Deehy, Altarum
• Susan Mountin, Washington State Health Department
• Dani Grodsky, ideas42
• Antonia Violante , ideas42
• Christine Cho, Watts Healthcare Corporation WIC

Wednesday, December 5, 2018 | 12:30 – 2:00 p.m. ET
Stages of Implementation: Lessons Learned
Implementing EBT is a huge undertaking! In this session, three WIC agencies will reflect on key lessons learned through the process of planning, implementing and rolling-out EBT.
Speakers
• Stacey Neumann, Alabama Department of Public Health
• Timothy Goyette, New York State Department of Health
• Wendy Speaect, South Dakota Department of Health WIC Program

Wednesday, December 5, 2018 | 3:00 – 4:00 p.m. ET
Becoming Smart Purchasers of Participant-Facing Technology
This presentation will identify the technology and design features agencies may want to look for, the kind of planning and decisions WIC programs need to consider in advance of purchasing tools, and key questions agencies might want to raise with potential participant-facing technology vendors.
Speakers
• Hilary Dockray, Social Interest Solutions
• Julie Silas, Social Interest Solutions
• Robert Bensley, Western Michigan University
• Jason Rivas, Western Michigan University

Thursday, December 6, 2018 | 3:00 – 4:30 p.m. ET
Using EBT Data to Improve WIC at the State, Local and Clinic Level
Presenters will discuss examples of what EBT states have done with their EBT data to support clinic and state agency operations.
Speakers
• Mary Blocksidge, Massachusetts Department of Health
• Heidi Staats, West Virginia WIC Program
• Mallory Phelps, Inter-Tribal Council of Arizona, Inc.

A New Frontier: How Smartphones Can Transform the Way WIC Agencies Support Breastfeeding Participants & Mobilize WIC!
State WIC agency representatives from Nevada and Washington, DC will discuss how the ubiquity of smartphones among WIC participants has opened a new avenue for supporting breastfeeding.
Speakers
• Shannon Heynen, Nevada WIC
• Ana Saldivar, Nevada WIC
• Akua Boateng, DC WIC

Ensuring Technology Access for Hard-to-Reach Populations
The session will showcase examples of how to provide high quality WIC services to traditionally "hard-to-reach" populations through relationship building and other mechanisms. Presenters will also discuss the importance of the use of technology to counsel and provide services to WIC participants living in remote and/or rural areas.
Speakers
• Kate Girard, Montana Department of Public Health
• Carrie Zavala, Maricopa County Department of Public Health WIC Program

Mobile Technology and the New Participant Contact Under EBT
State WIC agency representatives will present on mobile applications used in EBT states to enhance program operations and the participant experience.
Speakers
• Chris Harr, Maryland WIC Program
• Taffery Lowry, Arizona Department of Health Services

Streamlining and Modernizing Enrollment and Eligibility Processes
This session will focus on how WIC clinics can simplify enrollment and eligibility processes through technological improvements.
Speaker
• Zoe Neuberger, Center on Budget and Policy Priorities
• Carrie Zavala, Maricopa County Department of Public Health WIC Program
• Jacqueline C. Melton, Greater Baden Medical Services

Text, Chat Boxes, Apps...Oh My!
Presenters in this session will discuss a wide range of digital technologies currently used by WIC agencies to improve the participant experience, retain participants on the program longer, and improve health behaviors of participants. Presenters will also touch on what the future of digital technologies in WIC could look like.
Speakers
• Harry Zhang, Old Dominion University
• Kobra Eghtedary, Michigan Department of Health and Human Services
• Lori Emond, Knox County Health Department WIC Program

Use of WIC EBT Data for FNS Research and Evaluation
This session will provide an update on FNS Office of Policy Support research and evaluation efforts that include collection and analysis of WIC EBT data, including the needs assessment and technical requirements gathering for a national WIC EBT Issuance and Redemption Transaction.
Speaker
• Ruth Morgan, FNS

Using Technology to Improve Recruitment and Retention of WIC Participants
This session will focus specifically on technologies currently being used to recruit new participants to the program and retain current participants. Presenters will focus on the latest research and evaluation in this area.
Speakers
• Elisabet Eppes, National WIC Association
• Erin Johnson, Colorado Department of Public Health and Environment

What Every WIC Program Should Know about Promises and Pitfalls of Technology for WIC Participants
Technological innovation is often seen as a way to make life better for people by easing access to information, delivering services to more people at a lower cost, and decreasing the burden on program participants. The potential benefit of these technologies relies on the assumption that all people have affordable access to the internet, devices, and the skills to use both. Collectively, these are called digital inclusion. In this presentation experts in various fields will discuss little-known tips to make sure that the technology that you are considering (or using) doesn't create unintended barriers for your families. Attendees will come away with new information on digital access and literacy, their connection to health, how people acquire digital skills, tech for English language learners, insights from a nonprofit technology company about current trends, and guidance for WIC agencies on the importance of having a tech strategy.

Speaker
• Julie Reeder, Oregon Public Health Division - Nutrition and Health Screening
• Jill Castek, University of Arizona
• Amy Sheon, Case Western Reserve University
• Angela Siefer, National Digital Inclusion Alliance
• Gloria Jacobs, Portland State University and University of Arizona
• Kathy Harris, Portland State University
• Sam Burton, Mozilla Foundation
• Munirih Jester, San Antonio Housing Authority
• Drew Pizzolato, NTEN