

National Indian and Native American WIC Coalition

JULY 9 -11, 2019

NINAWC

2019 NATIONAL CONFERENCE

*Connecting Tradition and Culture
for Healthy Families*



ATTENDEE
REGISTRATION
INFORMATION



Harrah's Cherokee Casino ☀ *Cherokee, North Carolina*



NUTRITION
EDUCATION

BREASTFEEDING

LEADERSHIP
&
CUSTOMER
SERVICE

COLLABORATION
&
ENGAGEMENT

TABLE OF CONTENTS

INTRODUCTION.....3

DATES & SCHEDULE4

KEYNOTES5

WORKSHOPS7

REGISTRATION 14

ACCOMMODATIONS 14

*Connecting Tradition and Culture
for Healthy Families*



[CLICK TO REGISTER](#)

[Click for Cherokee Tourism Information](#)

<http://visitcherokeenc.com/#home>

*The 2019 NINAWC Conference
is hosted by the
Eastern Band of Cherokee Indians
WIC Program.*



INTRODUCTION

NINAWC invites you to join us in Cherokee, North Carolina at the upcoming 2019 bi-annual conference. The theme for this year is “Connecting Tradition and Family for Healthy Families”.

WHO IS NINAWC?

NINAWC is a coalition representing over 45 Native American and Indian communities and their non-profit WIC organizations. These organizations provide services for women, children and infants. WIC associations are the front line of nutrition education and health care services for the nation’s most vulnerable families.

WHY ATTEND?

The three-day conference offers attendees opportunities to network with WIC colleagues, keep up to date on nutrition and breastfeeding trends, visit with participating WIC exhibitors, and meet and discuss current WIC topics. The conference will also offer opportunities to meet with USDA officials and learn more about relevant changes and updates.

We hope that you will join us in Cherokee, North Carolina. This event is being hosted by the Eastern Band of Cherokee Indians. Kim Lambert and Deborah Lowery are the co-chairs for the local tribal WIC community.

We hope that you will join us in the North Carolina for the 2019 NINAWC Conference. Register as soon as possible! Early Bird Registration will be available through April 30th with a \$25 discount per person. All registrations must be finalized by June 15th.

All registrations will be done online. To register: [click here.](http://bit.ly/NINAWC2019) (<http://bit.ly/NINAWC2019>)

If you have questions, please contact Susan Shaffette: susan@teamdynamicsweb.com or call a team member at Team Dynamics, our conference coordination group (985-624-3514 x1). We have a [link on our website](#) that will have alerts and updates prior to registration opening.



SCHEDULE

CONFERENCE AGENDA

Monday, July 8th

5-7pm Registration Desk Open

Tuesday, July 9th

9:30am-1pm Exhibits & Networking

9:30am-3pm Registration Desk Open—*Check in your silent auction items.*

1-2:30pm Welcome & Opening Keynote - *Update on National WIC—Rev. Doug Greenaway*

3-4pm Workshops

4:15-4:45pm Keynote: *Grief and History of Cherokee Culture—Tashina Pheasant*

Wednesday, July 10th

8am – 4pm Registration Desk Open

9-10:30am Opening Comments & Keynote: *Enjoying Excellence - Becoming the Best You Can Be—Dr. Earl Suttle*

10:45-11:45am Workshops

11:45am-1:15pm Networking & Lunch on your own

1:15-2:15pm Workshops

2:30-3:30pm Workshops

3:45-4:45pm Keynote: *We Love Whom We Serve —Vickie Lambert Bradley, RN, MPH*

5-6:30pm Reception—All attendees, speakers, sponsors and exhibitors invited

Silent Auction will close at the reception. Funds due by close of the conference.

Thursday, July 11th

8am-4pm Registration Desk Open

9-10:30am Opening Comments & Keynote: *The Impact of Social Media on New Mothers—Laurel Wilson, IBCLC, CLE, CCCE, CLD*

10: 45-11:45am Workshops

11:45am-1:15pm Networking & Lunch on your own

1:15-2:15pm Workshops

2:30-3:30pm Workshops

3:45-4:45pm Keynote: *In Lak'ech Ala Kin: I Am Another Yourself—Robert A. Lee, MA*

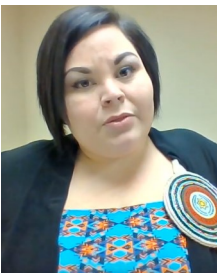
4:45-5pm Wrap-Up and Closing Comments

KEYNOTE SPEAKERS



Update on National WIC - Following the annual National WIC Conference in Baltimore, Maryland, Rev. Greenaway will give policy and practice updates to the attending WIC leaders and team members.

Rev. Fr. Douglas A. G. Greenaway is responsible for directing the Association as well as representing the WIC community's interests to the White House, Congress, the US Department of Agriculture, and other federal agencies and departments. He has served as President and CEO of NWA since 1990.



Grief and History of Cherokee Culture - This presentation will focus on training and education surrounding the trauma and health of Native Americans.

Tashina Pheasant works at Tribal In-Home Care Services for the Public Health & Human Services Division. She is an enrolled member of the Eastern Band of Cherokee Indians. She is currently working on a degree in Public Health. She has been in health care as a Certified Nurse Aide, Administrative Assistant, Co-facilitator for the Cherokee Alzheimer's Support Group, Historical Grief and Trauma Instructor: PHS Onboarding Process, and TOT: Train Our Teams Planning Committee member.



Enjoying Excellence - Becoming the Best You Can Be - The trick is not only to excel at everything you want to do, but to enjoy the process along the way. This highly charged interactive presentation helps to shape your attitude towards your professional and personal success. It is about creating winners who learn and apply the keys to successful living.

Dr. Earl Suttle is the Founder and Chairman of Leadership Success International, LLC, an international training and consulting company that specializes in working with organizations to increase productivity through developing their people. Dr. Suttle delivers numerous presentations throughout the year in the United States and South Africa. He conducts life skills workshops at universities and schools across the country. After 25 years in healthcare, he has a unique perspective in building leadership skills and motivating teams.



We Love Whom We Serve - In a time when it is popular to excel and receive recognition for our achievements, why is it important, to lose ourselves in the service of others? This presentation will cross walk Servant Leadership Core Values with Cherokee Core Values and explore why this style of leadership may be effective for an organization.

Vickie Lambert Bradley is an enrolled member of the Eastern Band of Cherokee Indians. She is the Secretary of Public Health and Human Services and sits on the National Indian Health Board Tribal Public Health Accreditation Board. Recently the Eastern Band has consolidated and expanded services creating an integrated Public Health and Human organization. We are the 7th tribe approved by the United States Department of Health and Human Services for the federal IV-E Plan, which gives the EBCI Family Safety Program the ability to operate Foster Care, Adoption Assistance, and Guardianship Assistance Programs.

KEYNOTE SPEAKERS



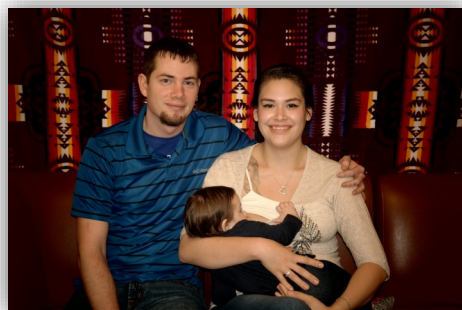
The Impact of Social Media on New Mothers - Many healthcare providers wish to utilize social media to engage, educate, inform and interact with their patients and patients to be. However, due to a lack of distinct guideline and misunderstanding about privacy practices with social media, many healthcare providers are unknowingly sharing personal and private healthcare information. Learn how to use social media in a way that engages their clientele without compromising privacy.

Laurel Wilson, IBCLC, CLE, CCCE, CLD, CPPFE, CPPI is a perinatal professional, focusing her career on offering the latest evidence-based information to help update professionals on practices, policies and the hot topics in lactation. She has a unique interest in epigenetics and the microbiome, marijuana and breastfeeding, the influence of the prenatal period and attachment on long-term development, breast-milk and brain development, milk expression research, community counseling skills, and long-term impact of skin to skin care and biological nurturing.



In Lak'ech Ala Kin: I Am Another Yourself - In the traditional Mayan culture there was a wisdom practice greeting *In Lak'ech Ala Kin* that is equally interpreted today as "I am another of yourself" and "I am you, you are me." This was their way of honoring each other. As our country and work environment has responded to the call "globalize locally," we see that we are made up of many "we" as we bear witness to the many cultures, languages, religions that are now rooted in America. We are now called upon to challenge our personal perception of reality and frame of reference and to respond to the ancient Mayan statement which creates an intentional presence of unity and oneness. Attendees will be guided in three pace setting segments that brings us closer to that focal point of unity and oneness. Each segment will include interaction with the audience and together we will share our role to acknowledge with compassion and respect to the other, which could be you.

Robert A. Lee, MA has been involved with WIC in various avenues since 2008, having served as the National Membership Coordinator and Leadership Academy Administrator first and then as the Education, Training and Development Manager for a total of almost 9 years. He has since been working with ADK Strategy Group, whom WIC is a major focus, and is working directly with the food manufacturing end to connect them to the WIC end users. During this time, he also finds time to volunteer at the Smithsonian Museum as a Docent and Special Events Volunteer. Robert has a Masters of Arts Degree in Communication and Media Studies.



WORKSHOPS

Workshop Session Titles are Color-Coded:

Breastfeeding sessions are Blue

Nutrition and Child Development sessions are Green

Leadership and Customer Service sessions are Purple

Collaboration and Engagement sessions are Red

Not all sessions have their full information turned in yet. We will continue to add to descriptions, but wanted to get the online registration opened.

Tuesday, July 9: Workshop Sessions 3:00-4:00pm



101 Breastfeeding Session—Jenner Ledferd with the Great Lakes Inter Tribal Council
More information to be shared very soon!

102 Mealtime Blessings—Katrina Lewis

Mealtime Blessings, an initiative of Chickasaw Nation Nutrition Services, encourages families to make the most of family and mealtime by enjoying meals together. Busy schedules make it difficult for families to have dinner together at the table but sharing a family meal four to seven times per week has a variety of benefits for children and teens. Studies show family mealtimes lower the risk of eating disorders, obesity, bullying and substance abuse, and can increase academic success, high school graduation and college acceptance rates. Mealtime Blessings offers resources to help families make the most of mealtime. Conversation starters, blessing journals and recipes provided by the program encourage parent and children to slow down and enrich family time.

103 Developing Your WIC Leadership Team—Robert A. Lee, MA

Never in our office work history have we had four generations sharing a workplace. These generations have a perception of reality based on their experiences. These variant perceptions present challenges and opportunities that impacts the mission and focus of an organization. This learning session will provide evidence-based tools and resources for the attendee to create an inclusive work flow with intention and purpose.

104 Promoting Collaboration: WIC and the Nurse-Family Partnership—Tricia Carver, BSN, RN

Attend this session to learn more about this community-based program that helps pregnant mothers and their babies. In conjunction with WIC services, the Nurse-Family Partnership Program promotes healthy pregnancy, healthy babies which means healthy families.

WORKSHOPS

Wednesday, July 10: Workshop Sessions 10:45-11:45am

201 Leveraging Resources to Increase Breastfeeding Rates—Norma Escobar, Chiara Phillips, MS, RD, LDN, IBCLC; and Georganna Cogburn, MSHE, RD, LDN, IBCLC, RLC

Breastfeeding promotion and support is a priority of the WIC Program, with the objective of increasing breastfeeding rates while programs experience challenges such as reaching diverse communities across large rural regions. North Carolina has met these challenges by providing breastfeeding education and technical assistance to all local WIC agencies through the Regional Lactation Training Center (RLTC) model. Since 2010, the RLTCs have enabled all of the state's 100 counties to have direct access to an IBCLC for breastfeeding education, management, and mentorship. The objective of this presentation is to discuss the development and implementation of the RLTC model and maintenance of this model across the state as a guide for other states in increasing access to breastfeeding services and experts. The presentation will outline how the six perinatal care regions of the RLTC model are funded and managed to meet the requirements of the Loving Support Model.

202 Food Marketing Strategies for Improving Redemption Rates—Melanie Hall, RD

In this session, attendees will build a WIC shopper “Path to Purchase” and identify how to use food forward messaging at different touchpoints to make WIC foods more appealing.

203 Master Your Stress for Better Success—Dr. Earl Suttle

Mastering your stress means that it doesn't manipulate you. The challenge is to learn not only how to master stress, but to make it work to your advantage. You will learn a simple stress mastery model that will help you self-manage any stressors in your professional or personal life. It will also help you identify the combustible areas of stress and turn them into fuel to increase your productivity, vitality, success, and peace of mind.

204 Promoting Collaboration: WIC and the Nurse-Family Partnership—Tricia Carver, RN, BSN (REPEATED)

Attend this session to learn more about this community-based program that helps pregnant mothers and their babies. In conjunction with WIC services, the Nurse-Family Partnership Program promotes healthy pregnancy, healthy babies which means healthy families.



WORKSHOPS

Wednesday, July 10: Workshop Sessions 1-2pm

301 National Breastfeeding Curriculum—Cathy Carothers, BLA, IBCLC, FILCA

The USDA Food and Nutrition Service has created national staff training resources to equip and prepare WIC staff with supporting breastfeeding families. This session will provide an overview of the resources that were developed, as well as planned counseling components specific for Indian Tribal Organizations. The session will also serve as a “listening session” to identify content and cultural perspectives and feedback on issues that apply when counseling Native American families.

302 Celebrating Behavioral Diversity for Better Results—Melanie Hall, RD

In this session, attendees will learn how to identify the behavioral traits of others and use emotional intelligence to improve trust, teamwork, and client engagement.

303 Building Confident Leadership—Christina Theodorou

Participants will learn how applying principles of exemplary and servant leadership will enable them to learn leadership aptitudes and use their findings in their careers. Leaders will work to develop insight into how they see themselves as leaders, how others view them, and what actions they can take to improve their leadership skills.



304 Every Child Deserves a Tooth Fairy—Mellie Burns

This session will provide participants with information about discussion topics that affect a child’s oral health.

Wednesday, July 10: Workshop Sessions 2:30-3:30pm

401 Breastfeeding Support for High Risk Situations—Georganna Cogburn, MSHE, RD, LDN, IBCLC, RLC

Breastfeeding rates among the Native American and Alaskan Native are the lowest among all population groups in the United States. Historical trauma has led to an increased incidence of diabetes, obesity, tobacco use and substance use disorder which has impacted breastfeeding initiation and duration. Infant mortality is also higher among the Native American and Alaskan Native. From a public health standpoint, breastfeeding is one intervention that can lower infant mortality and impact maternal and infant health for generations. All of the Indian Health Services Hospitals that provide maternity care have achieved designation as a Baby Friendly Hospital. This assures that breastfeeding supportive practices are available to the families receiving prenatal and postpartum care at these hospitals. This also has a positive influence on the breastfeeding messages provided to patients. However, there are times that we are not sure how to respond to a patient’s questions, especially in high risk situations. The goal of this workshop is to provide tips for breastfeeding success for patients with diabetes, obesity, tobacco use and substance use disorder.

WORKSHOPS

402 The Importance of Folic Acid and Multi-vitamins BEFORE Pregnancy—Jennifer Vickery

Attend this session to learn more about the benefits and importance of daily folic acid consumption. Participants will increase knowledge about applying strategies for counseling women relevant to their ages and perspectives.

403 What Does It Take To Lead? - Christina Theodorou

What are the tools necessary to foster, develop, and empower leaders? Today, leadership isn't viewed simply an innate ability to lead. Leadership is a set of measurable skills honed and measured for effectiveness in professional and personal settings. In higher levels of think, inspirational leadership ushers the kind of breakthrough energy necessary to foster innovation and making effective human connections. This energy is necessary for impactful outcomes, relationships and simply making amazing things happen.

404 Innovations in WIC Participant Recruitment and Retention Across the US—Elisabeth Eppes, MPH

This session will cover national and state-level WIC participation trends from the last ten years and discuss reasons for caseload declines. The speaker will then describe different initiatives that state and local WIC agencies and other WIC stakeholders have introduced to recruit and retain more WIC participants. Technological and non-technological interventions will be described.

Thursday, July 11: Workshop Sessions 10:45-11:45am

501 The Times Are A Changing: Discovering Strategies for Effective and Engaging Breastfeeding Education for Today's Parents—Laurel Wilson, IBCLC, CLE, CCCE, CLD, CPPFE, CPPI

Lactation education has come a long way in the past few decades and yet, the research shows that most of what is offered is not what is advantageous for parents in this day and age. Laurel Wilson has been a lactation educator, faculty, and lactation director in the community, in hospital settings, and for professionals for nearly two decades, and she has seen what works and what clearly fails. It is not uncommon today in classrooms to have dozens of parents listening to hours of lecture and watching endless power points without having the opportunity to step in to their own educational experience and OWN their breastfeeding journey. In fact, some parents are foregoing traditional classroom education all together and learning exclusively on You Tube and other social media sites, which comes at the price of accuracy and connection. Come with me on a journey through today's classrooms, discussing what is and isn't successful. Learn what works, not just for early initiation and surviving the hospital breastfeeding experience but to help parents meet their own feeding goals. Research has identified that what is efficacious for some families and situations will not work for others. Discover unique strategies to address the specific learning needs of your families. The session will end with some favorite engaging activities to use in breastfeeding classes and support groups, gleaned from two decades on the job and having had the opportunity to learn from and work with the best of the best educators of our time.

WORKSHOPS



502 Pregnancy and Substance Use: The Importance of Integrated Care —Judith Johnson-Hostler, MA, LCAS
More Information to Come Soon!

503 Trauma-Informed Customer Service—Elizabeth Powers, M.Ed.
Customers are the lifeblood of every program. What do they need and want? How do we solve their problems with the least hassle and most benefit possible and operate in ways that result in their being enthusiastic about our services? How does a history of traumatic experiences factor in to their behavior (and ours)? This workshop helps participants consider these questions through the lens of traditional values.

504 Syringe Services Program and Promoting Community Engagement—Ginger Parker-Southard, RN, BSN

Attend this session to learn more about this community engagement program that helps preventing the transmission of blood borne diseases in people who inject drugs and also helps to prevent transmission to pregnant women and newborn children.

Thursday, July 11: Workshop Sessions 1-2pm

601 The Times Are A Changing: Discovering Strategies for Effective and Engaging Breastfeeding Education for Today’s Parents—Laurel Wilson, IBCLC, CLE, CCCE, CLD, CPPFE, CPPI (REPEATED)

Lactation education has come a long way in the past few decades and yet, the research shows that most of what is offered is not what is advantageous for parents in this day and age. Laurel Wilson has been a lactation educator, faculty, and lactation director in the community, in hospital settings, and for professionals for nearly two decades, and she has seen what works and what clearly fails. It is not uncommon today in classrooms to have dozens of parents listening to hours of lecture and watching endless power points without having the opportunity to step in to their own educational experience and OWN their breastfeeding journey. In fact, some parents are foregoing traditional classroom education all together and learning exclusively on You Tube and other social media sites, which comes at the price of accuracy and connection. Come with me on a journey through today’s classrooms, discussing what is and isn’t successful. Learn what works, not just for early initiation and surviving the hospital breastfeeding experience but to help parents meet their own feeding goals. Research has identified that what is efficacious for some families and situations will not work for others. Discover unique strategies to address the specific learning needs of your families. The session will end with some favorite engaging activities to use in breastfeeding classes and support groups, gleaned from two decades on the job and having had the opportunity to learn from and work with the best of the best educators of our time.

WORKSHOPS

602 Diabetes Prevention Across the Lifespan: Weaving Science & Tradition—Robin Bailey-Callahan, RD, LDN, MHS

Review of a diabetes prevention framework across the lifespan among the Eastern Band of Cherokee Indians implemented by Cherokee Choices, a Chronic Disease Prevention Program for the Eastern Band of Cherokee Indians. Key Concepts used with the framework include embracing Cherokee culture, use of the CDC social/ecological model for behavior change, and results-based accountability (RBA). Diabetes Prevention strategies highlighted include 1. Creating a Healthy Environment. 2. Integrating Cherokee Culture into Evidence Based Practices 3. Empowering Community Members 4. Incorporating Wellness: Mind, Body, Spirit Connection.

603 Trauma-Informed Customer Service—Elizabeth Powers, M.Ed. (REPEATED)

Customers are the lifeblood of every program. What do they need and want? How do we solve their problems with the least hassle and most benefit possible and operate in ways that result in their being enthusiastic about our services? How does a history of traumatic experiences factor in to their behavior (and ours)? This workshop helps participants consider these questions through the lens of traditional values.

604 Building Community Collaborations—Sherry Guarisco, M.Ed.

What is a collaborative learning approach? Attend this session to learn more about engaging and supporting families of young children. This approach helps to recognize and include their voices in design and delivery of services and supports. It provides a mechanism for more coordination and aligned approaches.

Thursday, July 11: Workshop Sessions 2:30-3:30pm

701 North Carolina Breastfeeding Coalition—Rebecca Ruelen, Ph.D., IBCLC

More information to come soon!

702 Diabetes Prevention Across the Lifespan: Weaving Science & Tradition—Robin Bailey-Callahan, RD, LDN, MHS (REPEATED)

Review of a diabetes prevention framework across the lifespan among the Eastern Band of Cherokee Indians implemented by Cherokee Choices, a Chronic Disease Prevention Program for the Eastern Band of Cherokee Indians. Key Concepts used with the framework include embracing Cherokee culture, use of the CDC social/ecological model for behavior change, and results-based accountability (RBA). Diabetes Prevention strategies highlighted include 1. Creating a Healthy Environment. 2. Integrating Cherokee Culture into Evidence Based Practices 3. Empowering Community Members 4. Incorporating Wellness: Mind, Body, Spirit Connection.



WORKSHOPS

703 Collaborative Leadership: Making Your Meeting Work for All—Elisabeth Eppes, MPH

This session will cover national and state-level WIC participation trends from the last ten years and discuss reasons for caseload declines. The speaker will then describe different initiatives that state and local WIC agencies and other WIC stakeholders have introduced to recruit and retain more WIC participants. Technological and non-tech interventions will be described.

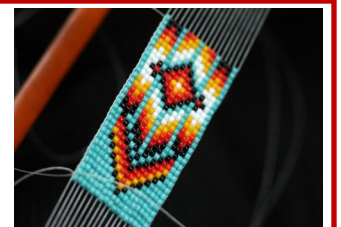
704 Building Community Collaborations—Sherry Guarisco, M.Ed. (REPEATED)

What is a collaborative learning approach? Attend this session to learn more about engaging and supporting families of young children. This approach helps to recognize and include their voices in design and delivery of services and supports. It provides a mechanism for more coordination and aligned approaches.



SILENT AUCTION!

PLEASE BRING ITEMS TO CONTRIBUTE AND FUNDS TO BID! ALL MONEY RAISED GOES TO THE NINAWC OPERATING FUNDS FOR THE ASSOCIATION. DROP OFF AT THE CONFERENCE OFFICE WHEN YOU ARRIVE.



REGISTRATION/HOTEL

REGISTRATION FEES

All registrations will be done online unless arranged with the conference coordinator. [CLICK TO REGISTER](#)

\$200 per person if registered by April 30, 2019

\$250 each beginning on May 1, 2019

Deadline to Register: June 15, 2019

Cancellation or Refund: There are no cancellations or refunds. Please try to find a substitute attendee and transfer the registration to them.

Registration Transfers: You may transfer your registration to another person through June 14th. After that date, you may attend in someone's place, but you will need to check-in with their name and then complete a request for your attendance certificate to be emailed.



HOTEL ACCOMMODATIONS

Harrah's Cherokee Casino Resort is the conference hotel. The discounted conference rate for the event is \$139 per night plus applicable taxes and fees. The discounted rooms are in the Soco Tower. To make your reservation, you can either call the hotel directly at 1-828-497-7777 and use the group code: **S07WICC** or [click here*](#) to make your reservation online. There is a \$50.00 per night hold that will be applied to your credit card. If possible, please make sure you have a credit card available and not a debit card. If you use a debit card, please be aware the funds will be placed on hold at check-in and won't be released until 5-7 days later after check-out. Hotel check-in time is 4:00 pm and check-out time is 11:00 am. Hotel rooms may be pre-paid by check. Checks must be received before June 24, 2019.

All NINAWC room block hotel guests will receive:

- ◆ Complimentary WIFI in the sleeping rooms – limited to one device per room
- ◆ Complimentary WIFI in the conference meeting rooms
- ◆ Complimentary valet parking
- ◆ Players Club Card with \$20 of Free Play loaded

Harrah's Cherokee Casino Resort is located at 777 Casino Drive, Cherokee, NC 28719. 828-497-7777

*Hotel reservation code link: <https://www.totalrewards.com/reserve/?propCode=CHE&action=FindRooms&groupcode=S07WICC>

AIRPORT OPTIONS

Asheville Regional Airport is located 54 miles east of Cherokee. Hartsfield-Jackson Atlanta International Airport is located 171 miles south of Cherokee. Charlotte Douglas International Airport is located 161 miles east of the conference. Greenville-Spartanburg International Airport is located 117 miles south/east of Cherokee. There are various options for transportation to and from all above airports.