

NATIONAL POLICY CONFERENCE

AGENDA | #NWA2021NPC



TUESDAY, FEBRUARY 16		
11:00am – 12:00pm	Opening General Session: WIC Steps into the New Decade	<p>The Honorable Nancy Pelosi, Speaker of the House Chairwoman Debbie Stabenow, Senate Agriculture Committee Rev. Douglas Greenaway, National WIC Association Berry Kelly, Chair of the NWA Board of Directors Heidi Hoffman, Chair of the NWA Legislative Committee Stacy Dean, Deputy Undersecretary for Food, Nutrition, and Consumer Services, USDA Diane Kriviski, USDA-FNS</p> <p>Over the last year, WIC has swiftly adapted to provide uninterrupted services during the COVID-19 pandemic. The National WIC Association welcomes federal leaders from Congress and USDA in detailing the status of WIC's immediate response to the COVID-19 and the next steps for building the future of WIC services, to improve the program's reach and impact on health outcomes for the nation's moms, babies, and young children.</p>
12:15pm – 1:15pm	Concurrent Sessions #1	
	Track 1: Introduction to WIC Policy	<p>Noora Kanfash, National WIC Association</p> <p>NWA staff will provide an overview of the landscape of WIC policy, providing perspective for how Congress, USDA, and State WIC Agencies work together to administer the program, assure nutritious foods for WIC families, and move forward opportunities for a more modern service-delivery model.</p>
	Track 2: Pandemic-EBT: Enhancing Child Nutrition Benefits during COVID-19	<p>Carolyn Vega, Share Our Strength Tikki Brown, Minnesota Department of Human Services</p> <p>Amid the unprecedented COVID-19 public health crisis, the Pandemic-EBT program has provided additional food benefits for families raising young children. This panel will discuss current developments in the implementation of the Pandemic-EBT program, including for children under age six, and identify opportunities for greater collaboration between Pandemic-EBT, the SNAP agencies implementing the program, and WIC providers.</p>

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	Track 3: Driving Outreach: Updates on NWA's National Recruitment and Retention Campaign	<p>Whitney Carlson, National WIC Association Suzanne Sugar, Meredith, Foundry360</p> <p>Now more than ever, digital communications and outreach are imperative to reaching current and potential WIC participants. Join us as we discuss strategies to reach eligible families where they are — online! You'll hear from NWA and Meredith staff about their roles in the R&R Campaign, what's new with the Campaign, and how you can leverage Campaign materials to reach eligible participants in your area.</p>
1:30pm – 2:30pm	Concurrent Sessions #2	
	Track 1: How to Join NWA Capitol Hill Education Day	<p>Carolyn Conner, Nutrition First Sarah Diaz, California WIC Association</p> <p>In this session, attendees will learn how to get involved in NWA's Capitol Hill Education Day where WIC providers and advocates will have the opportunity educate legislators on WIC services in their districts. This session will also outline what to expect during meetings with legislators, how to tailor your message, and how to set up your own legislative visits, from virtual meetings to site visits, throughout the year.</p>
	Track 2: Improving Nutrition: Next Steps for the WIC Food Package Review Process	<p>Brian Dittmeier, National WIC Association Darlena Birch, National WIC Association</p> <p>A dozen years after successful implementation of the food package review changes, there is new opportunity for USDA to evaluate the food packages and consider changes that will expand the value, variety, and nutritional quality of WIC-approved foods. This presentation will discuss the importance of recent scientific recommendations from the National Academies and the Dietary Guidelines in guiding any forthcoming USDA review process.</p>
	Track 3: Leveraging Media to Highlight WIC Services	<p>Natalie Moran, National WIC Association Tina Sherman, MomsRising Jen Johnson, RDN, CD, Wisconsin Department of Health Services Adrianna Bradley, South Carolina Department of Health & Environmental Control</p> <p>Effective health communication relies on robust written, verbal, and visual media strategies to shape public views and perceptions. This session will focus on best practices to advance agencies' digital and traditional media strategies. By the end of the session, attendees should have a better understanding of how to expand audience outreach and market agency services.</p>

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<p>2:45pm – 3:45pm</p>	<p>General Session: Spotlight: Addressing Racial Disparities in Maternal Health</p>	<p>Congresswoman Alma Adams Congresswoman Lauren Underwood Toncé Jackson, PHFE WIC Maymangwa Flying Earth, Changing Woman Initiative Emily Davis, Arizona Department of Health Services</p> <p>In 2019, the formation of the Congressional Black Maternal Health Caucus helped recenter the conversation about maternal mortality on persistent racial disparities, especially for Black and Indigenous women. As the Biden-Harris Administration looks to resolve racial disparities both during and after the COVID-19 pandemic, WIC can be leveraged as part of the broader solution. The National WIC Association welcomes comments from Congressional leaders, followed by a panel of advocates who will address opportunities for WIC to play a larger role in improving maternal health across racial lines.</p>
<p>4:00pm – 5:00pm</p>	<p>Concurrent Sessions #3</p>	
	<p>Track 1: Advancing Nutrition: An Overview of Past Efforts to Reshape the WIC Food Package</p>	<p>Rev. Douglas Greenaway, National WIC Association Lorelei Disogra</p> <p>WIC's demonstrated impact on improving access to healthy foods and shaping early childhood health outcomes was enhanced by decades of advocacy to strengthen the nutritional quality of the WIC food packages. With new opportunities this year to push USDA for an additional review, this panel will revisit the historic advocacy led by the National WIC Association that resulted in the 2009 changes and the Healthy, Hunger-Free Kids Act of 2010.</p>

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	Track 2: Going Online: Next Steps for the WIC Retail Experience	<p>Jim Chilcoat, CDP Inc. Elyse Kovalsky, Share Our Strength Tres Bailey, Wal-Mart</p> <p>The COVID-19 pandemic has heightened the need to streamline and modernize the WIC shopping experience. Hear from WIC stakeholders, including members of the retail and technology community and members of NWA's WIC Online Ordering Working Group, as they share how they are working and pushing for WIC alternative shopping models, including online ordering, purchasing, and delivery. Learn about the policy and regulatory opportunities to move WIC online purchasing and how you can support creating a more equitable shopping experience for WIC shoppers.</p>
	Track 3: Physician Partnerships: Enhancing Collaboration to Improve Health Outcomes	<p>Gretchen Homan, American Academy of Pediatrics Katie Smith, Yakima Neighborhood Health Services Karen Farley, California WIC Association</p> <p>WIC's public health success is complemented by strong partnerships with healthcare providers, including OB/GYNs and pediatricians. As a trusted source of medical advice, physicians are in a prime position to refer to WIC, collaborate with local agencies, and strengthen community health interventions. This panel will highlight promising practices to partner with physicians and pursue innovative strategies to streamline collaboration and integrate with healthcare services to best deliver care and quality nutrition support for WIC families.</p>
WEDNESDAY, FEBRUARY 17		
11:00am – 12:00pm	General Session: Spotlight: WIC's Effective Response to COVID-19	<p>Congresswoman Kim Schrier Rep. Natalie Manley, Illinois General Assembly Mary Anne Burghardt, North Carolina WIC Lissa Sirois, New Hampshire WIC Paula Garrett, Virginia WIC</p> <p>The COVID-19 pandemic was one of the greatest challenges to WIC service delivery, as providers had to rapidly adapt to provide remote or modified services. The National WIC Association honors legislative champions who stood up for WIC in the midst of this public health crisis. The subsequent panel will discuss state responses to the COVID-19 pandemic, including steps to address the increased demand and integrate telehealth technologies.</p>
12:15pm – 1:15pm	Networking	
1:30pm – 2:30pm	Concurrent Sessions #4	

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	Track 1: Making the Case: The Importance of WIC Advocacy	<p>Noora Kanfash, National WIC Association</p> <p>WIC providers know the WIC program best. This session will highlight the importance of having WIC staff engage and educate their lawmakers on the program at the local, state, and federal level. In their advocacy, WIC providers can share the complexities of administering the program and uplift the voices and experiences of participants. Building advocacy capacity among WIC providers could have lasting impacts on the program and the health outcomes of the families WIC serves.</p>
	Track 2: The Landscape of WIC Research	<p>Courtney Paolicelli, USDA-FNS Kelly Scanlon, USDA-FNS Georgia Machell, National WIC Association Leslie Hodges, USDA-ERS</p> <p>This panel will provide an overview of the importance of research and evaluation in WIC, highlight recent studies and the value of partnerships and collaborations that support WIC research efforts. Key staff from USDA-Food and Nutrition Service and USDA-Economic Research Service, will provide an overview of recent and current research efforts.</p>
	Track 3: Before Online: Retail Partnerships before and during COVID-19	<p>Tim O'Connor, Mom's Fresh Foods Clyde Steele, Mom's Fresh Foods Sarah Metcalf, Nevada WIC Amy Malinowski, Vermont WIC</p> <p>WIC providers have worked across sectors both prior to and throughout the COVID-19 pandemic to enhance the WIC shopping experience. Join this session to hear about the innovative alternative shopping models and partnerships that have emerged across the country. Hear from retailers and providers as they speak to WIC curbside pickup, WIC delivery, and retail vendor liaison programs.</p>
2:45pm – 3:45pm	General Session: Spotlight: The Increasing Importance of Technology in WIC	<p>Congressman Andy Levin Betsy Anderson Steeves, UT-Knoxville Jessi Bull, Nava Edgar Curtis, Texas WIC Marlene Hernandez, Arizona WIC</p> <p>During the COVID-19 pandemic, WIC providers have swiftly adapted to technology based service delivery. The National WIC Association recognizes the legislative champions who support the streamlining and modernization of the WIC program through this pandemic. This panel will discuss the integration of technology into WIC service delivery as well as key opportunities in modernizing WIC services and the shopping experience.</p>

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4:00pm – 5:00pm	Concurrent Sessions #5	
	Track 1: Building the Case: How WIC Legislation in the 2010s Shapes our Agenda	<p>Brian Dittmeier, National WIC Association</p> <p>The Affordable Care Act and Healthy, Hunger-Free Kids Act of 2010 changed the landscape for nutrition assistance programs and public health services. Since 2010, Congress has yet to pass another child nutrition reauthorization. This presentation will discuss how this decade of stalled attempts and inaction has affected the program, present the long-delayed proposals that can enhance WIC’s public health impact, and point to progress in other areas that can be leveraged to strengthen the case for immediate WIC reforms.</p>
	Track 2: Immigrant Access to WIC: Reversing the Chilling Effect	<p>Jackie Vimo, National Immigration Law Center</p> <p>The 2019 public charge rule was one of the most significant changes for immigrant and mixed-status families seeking federal benefits. With new leadership at the Department of Homeland Security, the federal government has the opportunity to revisit public charge and other policies that have chilled immigrant participation in WIC and other federal programs. This session will provide an overview of the federal landscape on immigrant access issues and discuss strategies for reassuring immigrant applicants for WIC about the availability of services.</p>
	Track 3: State WIC Associations: Building WIC Collaboration across States	<p>Lauren Brand, WIC Association of New York State Peggy Trouba, Nebraska WIC Aryn DeGrave, Wisconsin WIC Association Jean Robbins, Indiana WIC Local Directors Steering Committee Tracy Smith, Indiana WIC Local Directors Steering Committee</p> <p>In this session, attendees will learn how to build capacity for WIC through state WIC associations’ within and across states through advocacy, education, and partnerships. Attendees will hear from state WIC providers who work with their state WIC associations in order to develop stronger networks of providers and advocates within the state. Learn about how to start an association, the positive outcomes that have emerged from these efforts, and how NWA can support in your state.</p>

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THURSDAY, FEBRUARY 18		
11:00am – 12:00pm	General Session: Featured Speakers	<p>Angela Odoms-Young, University of Illinois at Chicago Shannon Whaley, PHFE WIC Rachel Colchamiro, Massachusetts WIC Angela Damon, Georgia WIC</p> <p>The 2009 food package changes had a measurable impact on diet quality and health outcomes, particularly for young children. This panel will discuss how WIC’s food package is a model of addressing national health concerns and what steps can be taken in the next year to enhance the food packages to have an even larger impact on children’s health.</p>
12:15pm – 1:15pm	General Session: Spotlight: Rebuilding the Safety Net for WIC Families	<p>Jane Sheehan, Families USA Michelle Dallafior, First Focus for Children Emma Mehrabi, Children’s Defense Fund Shelby Gonzales, Center for Budget and Policy Priorities</p> <p>WIC’s public health success is complemented by strong partnerships with healthcare providers, including OB/GYNs and pediatricians. As a trusted source of medical advice, physicians are in a prime position to refer to WIC, collaborate with local agencies, and strengthen community health interventions. This panel will highlight promising practices to partner with physicians and pursue innovative strategies to streamline collaboration and integrate with healthcare services to best deliver care and quality nutrition support for WIC families.</p>
1:30pm – 2:30pm	Concurrent Sessions #6	

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	<p>Track 1: A WIC Agenda for the New Congress</p>	<p>Brian Dittmeier, National WIC Association Heidi Hoffman, Colorado WIC</p> <p>The chair of NWA's Legislative Committee and NWA staff will walk through opportunities to advance meaningful reforms for WIC through legislation, regulation, and administrative action in 2021. With new leadership in the White House, the Senate, and at USDA, there are new stakeholders who can partner with NWA to advance clinic flexibilities, shopping improvements, enhanced options in the food package, and other reforms that will invest in WIC and enhance WIC's reach.</p>
	<p>Track 2: Tackling Social Determinants of Health</p>	<p>Daphne Delgado, Trust for America's Health Katherine Pruitt, American Lung Association Sarah Brafman, A Better Balance Kiersten Stewart, Futures Without Violence</p> <p>Early childhood health outcomes are shaped by the communities in which children are born and raised. Social determinants - ranging from access to healthy foods and family income to intimate partner violence and environmental conditions - have a pronounced impact on a child's growth and development. This panel of experts will highlight specific social determinants that shape outcomes for WIC families and discuss opportunities for WIC providers to partner with community allies to advance positive solutions on behalf of WIC families.</p>
	<p>Track 3: Session for State Directors</p>	<p>Hayes Brown, USDA-FNS</p> <p>This session will provide an overview of the WIC funding formula and offer best practices for managing WIC grant funds.</p>
2:45pm – 3:45pm	<p>Concurrent Sessions #7</p>	
	<p>Track 1: Breakout Workshops: Preparing for Hill Education Day</p>	<p>Noora Kanfash, National WIC Association Samar McGregor, PHFE WIC Theresa Landau, Morrisania WIC Program</p> <p>This session will provide guidance on how to plan for the Hill Education Day visits and provide dedicated time for conference attendees to work in breakout groups to formulate a plan for their legislative meetings.</p>

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	<p>Track 2: Indian Tribal Organizations and WIC's Role in Promoting Native Health</p>	<p>Mindy Jossefides, Inter-Tribal Council of Arizona WIC Manon Taylor, Osage Nation WIC Cindy Gamble, American Indian Health Commission of Washington State</p> <p>In this session, attendees will learn about WIC's role in promoting the health and safety of Native American families, especially important recognizing the significant health disparities experienced by many Indigenous communities. Join this session to hear from speakers, including WIC providers, who will share information on maternal/child health disparities among Native communities, how they approach their work, and their unique partnerships to ultimately support positive health outcomes in their communities.</p>
	<p>Track 3: State Directors - Back to Basics: A Review of WIC Certification and Nutrition Assessment</p>	<p>Sara Olson, USDA-FNS</p> <p>Join USDA WIC staff for a session on the foundations of the WIC certification process, including assessing eligibility criteria and reviewing documentation. USDA will also describe the fundamentals of the nutrition assessment process, including why the Value-Enhanced Nutrition Assessment (VENA) approach is so important in helping to set the stage for future WIC benefits. Attendees will learn how the VENA guidance has been recently updated and what is next for future VENA training opportunities.</p>
4:00pm – 5:00pm	Concurrent Sessions #8	
	<p>Track 1: Breakout Workshops: Preparing for Hill Education Day</p>	<p>Noora Kanfash, National WIC Association</p> <p>This session will provide guidance on how to plan for the Hill Education Day visits and provide dedicated time for conference attendees to work in breakout groups to formulate a plan for their legislative meetings.</p>
	<p>Track 2: Expanding Breastfeeding Support: Investing in Peer Counselors</p>	<p>Kim Hinnenkamp, North Dakota WIC Amy Resnik, Maryland WIC Marge Kleinberg, Maryland WIC Kayla Fuller, Arkansas WIC Teresa Gates, Arkansas WIC</p> <p>Hear from WIC providers as they share innovative strategies and unique partnerships with the goal to expand their state's WIC breastfeeding program and support. Learn about the Breastfeeding Peer Counselor Program, the role of peer counselors, and opportunities to expand the role of breastfeeding educators and overall support across programs and settings.</p>

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	Track 3: State Directors: FNS Program Updates	Sarah Widor, USDA-FNS This session will provide an update on USDA/FNS WIC projects and activities, and the status of COVID-19 waivers.
FRIDAY, FEBRUARY 19		
11:00am – 12:00pm	Hill Briefing: The State of WIC	Shannon Whaley, PHFE WIC Peggy Trouba, Nebraska WIC Lexie Stoneking, Broadlawns WIC in Iowa Safa Hamad, Wake County WIC in North Carolina
12:00pm – 5:00pm	Legislative Visits	