



2024 NWA Nutrition Education & Breastfeeding Conference

*****Draft Agenda*****

Monday, November 18

Registration Check in: 2:00PM – 5:30PM

Tuesday, November 19

Start Time	End Time	Track	Session/Event	Speakers
6:00 AM	7:00 AM		Morning Exercise	
7:00 AM	5:00 PM		Registration Open - Check in	
8:00 AM	9:00 AM		Continental Breakfast - Exhibit Hall	
9:00 AM	10:30 AM		Welcome and Opening General Session	
10:30 AM	11:00 AM		Networking Break - Exhibit Hall	
11:00 AM	12:00 PM	Leadership, Workforce/Workplace	Understanding the WIC Workforce	Dr. Linda Kilby, Jennifer Madden Smith
11:00 AM	12:00 PM	Breastfeeding Education	Latch & Motion: Enhancing Infant Feeding Through Movement	Holly Johnson, Holly Johnson, IBCLC
11:00 AM	12:00 PM	Nutrition Education	Redefining Nutrition and Breastfeeding Information in WIC: Engaging Self-Paced Modules, Recipes, Cooking Videos and More	Carrie Zavala, Maricopa County Department of Public Health

Start Time	End Time	Track	Session/Event	Speakers
11:00 AM	12:00 PM	WIC Policy	Power 30! Shift Happens: The Importance of Moving to Weight Neutral Care in WIC Programs Matching, Outreach, Referrals for Enrollment and Participation in WIC (MORE WIC!)	Taylor Aasand, Taylor Aasand Nutrition Dr. Susan Gross, Johns Hopkins University Bloomberg School of Public Health Dr. Laura Caulfield
12:00 PM	1:30 PM		Lunch on your Own	
1:30 PM	2:30 PM	WIC Policy	WIC Breastfeeding Policies and Practices USDA	Dr. Karen Castellanos-Brown, USDA Dr. Polina Zvavitch, Westat Julia Esposito, Westat
1:30 PM	2:30 PM	Nutrition Education	Preventing Food Allergies: Addressing Disparities and Overcoming Barriers	Sherry Coleman Collins, Southern Fried Nutrition
1:30 PM	2:30 PM	Research, Data, Technology & Evaluation	Power 30! WIC Peer Counselors Support Breastfeeding Among WIC Participants Evaluation of a Post-Lesson Follow-up Feature in the Wichealth Online Nutrition Education Program	Dr. Lisa Rene Wagner, UTMB-Galveston Dr. Robert Bensley, Western Michigan University
1:30 PM	2:30 PM	Breastfeeding Education	The Who, What and Why of Exclusive Breastfeeding Support: How WIC Agencies and Hospitals Achieve Continuity of Care	Dr. Eileen FitzPatrick, Baby-Friendly USA
2:30 PM	3:30 PM		Networking Break - Exhibit Hall	
3:30 PM	4:30 PM		General Session: The Nation's First Food as Medicine Program	Dr. Kofi Essel
4:45 PM	6:00PM		Welcome Reception - Exhibit Hall	

Wednesday, November 20

Start Time	End Time	Track	Session/Event	Speakers
6:00 AM	7:00 AM		Morning Exercise	
7:00 AM	4:00 PM		Registration Open - Check in	
7:30 AM	8:30 AM		Continental Breakfast - Exhibit Hall	
8:30 AM	9:30 AM	Nutrition Education	<p>Power 30!</p> <p>Elevating the WIC Experience Through Garden Yoga!</p> <p>Co-Location of WIC Services and Breastfeeding Support on the Mom/Baby Hospital Unit</p>	<p>Fabiola Dimas, Dallas WIC Program Alba Martinez, Dallas WIC Program Arria Andrews, Dallas WIC Program</p> <p>Angelena Martinez, Denver Health WIC Michelle Grassia, Denver Health WIC Meyru Yahya, Denver Health WIC</p>
8:30 AM	9:30 AM	Leadership, Workforce/Workplace	Better Together: Highlighting Mutually Beneficial Successes of a WIC Family Partner Program	Charlotte Safran, Vermont Department of Health Gillian MacKinnon, Vermont WIC
8:30 AM	9:30 AM	WIC Policy	Origin Story of RISC and VENA and their Importance Today – USDA	Jennifer Ortner, USDA
8:30 AM	9:30 AM	Breastfeeding Education	Building a Community of Support: Breastfeeding and Black Families	Tarisha Fleurmond, Cikatelli Associates Inc (CAI) Ladonnis Lucas, Cikatelli Associates Inc (CAI)
9:30 AM	9:45 PM		Break	
9:45 AM	10:45 AM	Research, Data, Technology & Evaluation	Channel Your Inner Child – Adventures of Zobe & More!	Amanda Hovis, Texas WIC
9:45 AM	10:45 AM	Research, Data, Technology & Evaluation	WIC Virtual Clinic: Innovation of WIC to Benefit Those in Need: A Coordinated Strategy to Streamline Services	Joseris Morales Irizarry, Puerto Rico WIC Daniel Villafuerte, Truenorth Corporation

Start Time	End Time	Track	Session/Event	Speakers
9:45 AM	10:45 AM	Breastfeeding Education	<p>Power 30!</p> <p>Breastfeeding Duration and Reasons for Early Cessation of Breastfeeding Among WIC Mothers</p> <p>Breastfeeding, Health Inequity and Climate Change: The Intersection Between Maternal and Environmental Health in Communities of Color</p>	<p>Amy Willa, The University of Texas Health Science Center</p> <p>LaTasha Reece, Postpartum Peace of Mind Inc</p>
9:45 AM	10:45 AM	Leadership, Workforce/Workplace	WIC Workforce Development: Progress and Projects - USDA	Julie Skolmowski, USDA
10:45 AM	11:30 AM		Networking Break - Exhibit Hall	
11:30 AM	12:30 PM	Leadership, Workforce/Workplace	Enhancing Health Outcomes: The Role of WIC in Improving Health Literacy	<p>Sonia Gamble, Franklin County WIC</p> <p>Meghan Robinson, Franklin County WIC</p> <p>Rochelle Stigger, Franklin County WIC</p>
11:30 AM	12:30 PM	Breastfeeding Education	Breastfeeding Blues: Understanding and Supporting Perinatal Mental Health Amid Infant Feeding Challenges	Cierra Murphy-Higgs, North Carolina Agricultural and Technical State University
11:30 AM	12:30 PM	Research, Data, Technology & Evaluation	Can We Improve Breast Cancer Outcomes Among Maryland Residents Enrolled in the Special Supplemental Nutrition Program for Women Infants and Children by Encouraging Breastfeeding?	Susan Gross, Johns Hopkins University Bloomberg School of Public Health
11:30 AM	12:30 PM	Leadership, Workforce/Workplace	<p>Power 30!</p> <p>A Breastfeed Peer Counselor Framework that Leads to Home-Grown IBCLCs</p> <p>Growing Our Own Experts: Leveraging the Public Health Workforce Development Grant</p>	<p>Cheryl Lorie, Florida Department of Health in Miami-Dade County WIC Program</p> <p>Jarene Fleming, Virginia Department of Health</p>

Start Time	End Time	Track	Session/Event	Speakers
12:30 PM	2:00 PM		Lunch on your Own	
2:00 PM	3:00 PM	Breastfeeding Education	<p>Power 30!</p> <p>Daily Drop: Breastfeeding Education Using an Interactive Gamification App</p> <p>OA Grant: Seven-State Collaboration for Lactation Trainings</p>	<p>Tricia Cassi, Vermont WIC Gillian MacKinnon, Vermont WIC</p> <p>Marji Cyrul, Michigan WIC</p>
2:00 PM	3:00 PM	Leadership, Workforce/Workplace	Reclaiming the Journey: Addressing Barriers to Entry for Underrepresented Communities in Lactation Careers	Monet Kees, North Carolina Department of Health and Human Services
2:00 PM	3:00 PM	Nutrition Education	<p>Power 30!</p> <p>Fill the Food Allergy Knowledge Gap: Support Families with Up-to-Date Nutrition Education</p> <p>It's Complicated: How to Simplify the Pathway to Food Allergies Management</p>	<p>Susan Krahn, Nutrition Matters, Inc.</p> <p>Colleen Pierre, Maryland WIC program</p>
2:00 PM	3:00 PM	Research, Data, Technology & Evaluation	WIC Nutrition Assessment and Tailoring Study: Key Findings and Discussion of Next Steps - USDA	Karen Castellanos-Brown, USDA Mary Gabay, Westat Kathy Wroblewska, Westat
3:00 PM	3:45 PM		Networking Break - Last Chance to Visit the Exhibit Hall	
3:45 PM	4:45 PM		USDA General Session	<p>Melissa Abelev, USDA Kristin Garcia, USDA Julie Skolmowski, USDA</p>

Thursday, November 21

Start Time	End Time	Track	Session/Event	Speakers
7:00 AM	8:00 AM		Continental Breakfast - Foyer	
8:00 AM	9:00 AM	Breastfeeding Education	Social Determinants of Health and Breastfeeding	Marcia Robinson, Columbia University School of Nursing
8:00 AM	9:00 AM	Leadership, Workforce/Workplace	From Peer to Professional: Pathways for BFPC Growth and Retention	Laura Robinson, Chickasaw Nation WIC
8:00 AM	9:00 AM	WIC Policy	Power 30! Breastfeeding Initiation Rates of Pacific Islander Groups by WIC Participation Status Revisions to the WIC Food Package	Leslie Hodges, USDA Jasmine Lusane, University of Maryland Cherisa Andrews, USDA
8:00 AM	9:00 AM	Research, Data, Technology & Evaluation	Enhancing Breastfeeding Support with Technology in WIC Programs	Karla Lewis, Morrisania WIC Program
9:00 AM	9:15 PM		Break	
9:15 AM	10:15 AM	Breastfeeding Education	Power 30! Where's all the Breastmilk Gone? Going Beyond 'Just Breastfeed More' to Exploring Genetic and Environmental Causation Medications and Breast Milk: The Importance of Accurate Information for Informed Decision-Making	Marsha Walker, National Lactation Consultant Alliance Lorrie Harris-Sagaribay, OTIS/MotherToBaby
9:15 AM	10:15 AM		Updates from NWA	

Start Time	End Time	Track	Session/Event	Speakers
9:15 AM	10:15 AM	WIC Policy	Household Experiences of the Infant Formula Shortage: Data from the Household Pulse Survey and LA County WIC	Leslie Hodges, USDA Shannon Whaley, PHFE WIC
9:15 AM	10:15 AM	Research, Data, Technology & Evaluation	Loaner Multi-User Electric Breast Pump Program: Assessing the Value and Investment for Lactation Support	Chiara Phillips, North Carolina Department of Health and Human Services Charlotte Patton, North Carolina Department of Health and Human Services
10:15 AM	11:40 AM		Networking Break	
10:40AM	12:00PM		Closing General Session: Opportunities for WIC Workforce Development	Mary Marczak