

MODERNIZING

THE FUTURE OF

WIC

2024 NWA WIC Technology, Innovation, and Vendor Management Conference

August 6-7, 2024 | VIRTUAL

TENTATIVE AGENDA

Tuesday, August 6, 2024

11:00am - 12:15pm

Opening General Session: Center for Innovative Practices in WIC: A Resource for NWA Members

Darlana Birch, MBA, RDN; Chloe Dillaway, MSPH, RD, LDN; Stacy Davis, MPH, IBCLC

12:15pm - 12:40pm

Break

12:40pm - 1:40pm

WIC Online Shopping: Updates from the Field

Cara Cliburn Allen, Sarah Rogers, Mary Blocksidge, Steven Strong, Kate Franken, Wendy Speaect, Hanna Skadsen

1:40pm - 2:15pm

Break

2:15pm - 3:15pm

General Session: Let's Work Together: What Vendor Managers Wish WIC Staff Knew

Kelli Darland, Jessie Zins, Ross Bradley, Carlos Dees

3:15pm - 3:30pm

Break

3:30pm - 4:30pm

Streamlining Referrals Using Data Sharing: Lessons from the Field

Ceping Chao, Karen Farley, Jared Medeiros, Tanisha Magaoay, Olivia Pascual, Caiti Roth Eisenburg, Michelle Estrade

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CELEBRATING
50 years
of WIC
National WIC Association

Wednesday, August 7, 2024

11:00am - 12:00pm

General Session: WIC Farmers Market Nutrition Program - Current Landscape and Opportunities

Darlana Birch, MBA, RDN; Veronica Griego, Steve Strong, Legita Wilson

12:00pm - 12:15pm

Break

12:15pm - 1:15pm

Concurrent Sessions

Texas WIC Shopping Game: A Virtual Training Experience

Celeste Lunceford, Chris LaFleur, Jeff Lopez, and Eric Thompson.

Enhancing Your Data Capacity: Designing Accessible Data Dashboards

Rachel Freund, Leonard Littleton (CDP), Bagya Kodur

1:15pm - 1:45pm

Break

1:45pm - 2:45pm

General Session: Improving the WIC Experience through Technology: USDA Perspective

Amy Herring, Patricia Bailey, Rebecca Piazza

2:45pm - 3:10pm

Break

3:10pm - 4:10pm

Concurrent Sessions

Unlocking the Potential of Medicaid to Increase WIC Take-up

Zoë Neuberger, Alicia Huguelet, Greta Allen, Linnea Sallack, Jeanne Kettles

AI, Automation, Chatbots, Oh My!

Martelle Esposito, Rebecca Piazza, Anna Kravets, Monica Chaudhari, Kevin Boyer, Chloe Dillaway

4:10pm - 4:15pm

Break

4:15pm - 4:45pm

Closing Remarks: What have we learned and where do we go from here?

Georgia Machell, NWA President and CEO; Kate Franken, NWA Board Chair

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