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

12:15pm - 12:40pm

Break

12:40pm - 1:40pm

Concurrent Sessions

Considering the Role of Program Integrity in Innovations and New Technologies in WIC
Speakers TBA

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: What Do Vendor Managers Need to Know WIC Technology and Innovations in 2024?
Speakers TBA

3:15pm - 3:30pm

Break

3:30pm - 4:30pm

Concurrent Sessions

Streamlining Referrals Using Data Sharing: Lessons from the Field
Ceping Chao, Karen Farley, Jared Medeiros, Tanisha Magaoay, Olivia Pascual, Caiti Roth Eisenburg, Michelle Estrade

Leveraging Management Information Systems to Innovate Program Effectiveness and Efficiency
Speakers TBA

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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
Darlena 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*

11:00am - 12:00pm

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

Enhancing Your Data Capacity: Designing Accessible Data Dashboards
Rachel Freund, Leonard Littleton (CDP), Bagya Kodur

4:10pm - 4:15pm *Break*

4:15pm - 5:15pm *Closing General Session*

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