



## 2025 NWA Annual Education & Training Conference

### Draft Agenda

*\*Subject to Change\**

#### Monday, April 21, 2025

3:00 PM	6:00 PM	Registration Open - Check in
3:00 PM	6:00 PM	Exhibitor Move-in and Setup

#### Tuesday, April 22, 2025

9:00 AM	5:30 PM			<b>Registration Open</b> - Check in	
10:00 AM	3:00 PM			Exhibitor Move-in and Setup Cont.	
11:00 AM	12:00 PM		Section Meeting	Local Agency Voting Member	
11:00 AM	12:00 PM		Section Meeting	State Breastfeeding Coordinator	
11:00 AM	12:00 PM		Section Meeting	State Director	
11:00 AM	12:00 PM		Section Meeting	State Nutrition Coordinator	
11:00 AM	12:00 PM		Section Meeting	State Vendor Manager	
2:00 PM	3:30 PM			<b>Opening General Session: History of NWA, Panel Discussion</b>	National WIC Association
3:30 PM	3:50 PM			Break	
3:50 PM	4:50 PM	132	Advocacy & Policy	Concurrent Session - NWA Policy Updates	National WIC Association
3:50 PM	4:50 PM	12 & 40	Breastfeeding Promotion & Support	<b>Power 30 - Joint Session</b>  12: Turning Ideas Into Action for Pregnant Participants on Their Breastfeeding Journey  40: Leveraging State and Local Partnerships to Improve Access to Breastfeeding Services	12: Fresnoeoc  40: State of Michigan WIC Division
3:50 PM	4:50 PM	100	Leadership, Management & Workforce Development	Concurrent Session - Building a Stronger Future: Strengthening the Backbone of WIC through Innovative Workforce Development	South Carolina Department of Public Health
3:50 PM	4:50 PM	26	Outreach & Community Partnerships	Concurrent Session - Simple Ways to Promote Child Development with WIC Families	The Association of State Public Health Nutritionists  Centers for Disease Control and Prevention

Tuesday, April 22, 2025, Cont....

3:50 PM	4:50 PM	32	Research, Data, & Evaluation	Concurrent Session - Facilitated by social support, challenged by shopping barriers: a qualitative exploration of WIC participant perceptions on program participation and retention	Nutrition Policy Institute, University of California, Agriculture and Natural Resources  Nutrition Policy Institute, University of California, Agriculture and Natural Resources
5:00 PM	7:00 PM			<b>NWA Welcome Reception</b> - Visit Booths, Sponsors, Network	

## Wednesday, April 23, 2025

7:30 AM	4:30 PM			Registration Open - Check in	
7:50 AM	8:50 AM			Continental Breakfast	
9:00 AM	10:00 AM			<b>General Session</b>	
10:00 AM	10:30 AM			Networking Break: Visit the Posters!	
10:30 AM	11:30 AM	134	Technology, Innovation & Modernization	Concurrent Session - Elevance Session (NWA)	TBD
10:30 AM	11:30 AM	55	Technology, Innovation & Modernization	Concurrent Session - WIC Modernization Wins	USDA FNS
10:30 AM	11:30 AM	41	Leadership, Management & Workforce Development	Concurrent Session - Building a Resilient Workforce: Supporting Growth, Communication, and Empowerment in WIC	Chickasaw Nation WIC
10:30 AM	11:30 AM	81	Advocacy & Policy	Concurrent Session - Lactation is for everyone! How WIC staff can provide quality lactation care to LGBTQ+ families	Adams County Health Department WIC
10:30 AM	11:30 AM	107 & 120	Research, Data, & Evaluation	<b>Power 30 - Joint Session</b>  107: What's New with the WIC Eligibility Estimates Report? Recent Updates to Better Meet the Needs of WIC State Agencies  120: Adapting Validated Type 2 Diabetes Mellitus Nutrition Education Programs for WIC Participants at Risk for Gestational Diabetes Mellitus: Healthy Hapai Hui	107: Westat & Great Lakes Inter-Tribal Council, Inc.  120: Waimanalo Health Center WIC
11:30 AM	1:00 PM			Lunch on your Own - Exhibit Hall Open	
12:00 PM	1:00 PM			State Directors Lunch (Invite Only)	

1:00 PM	2:00 PM	72 & 117	Advocacy & Policy	<p><b>Power 30 - Joint Session</b></p> <p>72: Leveraging Frontline Staff Perspectives to Identify Barriers to WIC Access for Refugee, Immigrant, and Migrant Families</p> <p>117: A Recipe for Gaining Support: Sharing the Story of WIC Through Plain Language and Design Principles</p>	<p>72: Saint Louis University and Washington University School of Medicine</p> <p>117: Westat</p>
1:00 PM	2:00 PM	20	Outreach & Community Partnerships	Concurrent Session - WIC on Wheels: Expanding WIC Access through Mobile Clinics	<p>The Family Van Mobile Health Map</p> <p>PA Dept of Health</p>
1:00 PM	2:00 PM	94	Technology, Innovation & Modernization	Concurrent Session - Models for Data Matching and Outreach – Panel Discussion Exploring What Works and Where We're Headed	Johns Hopkins WIC
1:00 PM	2:00 PM	44	Research, Data, & Evaluation	Concurrent Session - WIC Online Shopping: Lessons Learned from Planning and Implementation	Center for Nutrition and Health Impact
2:00 PM	2:45 PM			<p>Networking Break - Coffee</p> <ul style="list-style-type: none"> <li>- Visit the Posters</li> <li>- Visit the Booths</li> </ul>	
2:45 PM	3:45 PM	135	Outreach & Community Partnerships	Concurrent Session - NWA Signup WIC Session (Comms)	National WIC Association
2:45 PM	3:45 PM	43	Advocacy & Policy	Concurrent Session - The Final Countdown! Implementing the Revised Food Packages	USDA FNS
2:45 PM	3:45 PM	124 & 59	Research, Data, & Evaluation	<p><b>Power 30 - Joint Session</b></p> <p>124: Improving participation in the Jackson County WIC Program using Participant Feedback</p> <p>59: Participants are uninterested in Outreach messaging! Are they really, fact or fiction, or something else.</p>	<p>124: Jackson County Health and Human Services</p> <p>59: WA State Department of Health</p>
2:45 PM	3:45 PM	79	Leadership, Management & Workforce Development	Concurrent Session - Striking the Right Balance: Participant to Staff Ratios in WIC Clinical Settings	<p>Virginia Department of Health</p> <p>Old Dominion University</p>
2:45 PM	3:45 PM	128	Outreach & Community Partnerships	Concurrent Session - Honoring Tribal Sovereignty and the Role of Strong Allyship in WIC	American Indian Health Commission
3:45 PM	4:00 PM			Networking Break - Visit the Booths	
4:00 PM	5:00 PM			<b>General Session</b>	

## Thursday, April 24, 2025

7:00 AM	4:00 PM			Registration Open - Check in	
7:15 AM	8:15 AM			Continental Breakfast	
8:30 AM	9:30 AM	110	Research, Data, & Evaluation	Concurrent Session - Designing the Future of WIC Virtual Services: A Collaborative Session	Lab at OPM
8:30 AM	9:30 AM	38	Outreach & Community Partnerships	Concurrent Session - Expanding Access to Farm Fresh Pennsylvania Produce (EAT Farm Fresh PA)	Dillner Family Farms Adagio Health Meadville Medical Center
8:30 AM	9:30 AM	67	Technology, Innovation & Modernization	Concurrent Session - Florida's Willow: Enhancing WIC Accessibility and Efficiency with AI Automation	Florida Department of Health - State WIC
8:30 AM	9:30 AM	45 & 73	Nutrition Education	<b>Power 30 - Joint Session</b>  45: Food Allergy Prevention in Action: Empowering WIC Providers with Early Feeding Strategies  73: Reduce the Risk of Lead Poisoning: the role of nutrition	45: Malina Malkani Nutrition  73: Nutrition Matters, Inc
9:30 AM	9:50 AM			Break	
9:50 AM	10:50 AM	1	Technology, Innovation & Modernization	Concurrent Session - MIS Modernization Strategy (NWA CIPWIC)	
9:50 AM	10:50 AM	25	Outreach & Community Partnerships	Concurrent Session - Beyond Basic Training: Strengthening Food Security in the Military through Outreach, Partnerships, and Professional Development	University of Illinois Department of Defense
9:50 AM	10:50 AM	60	Advocacy & Policy	Concurrent Session - Facilitating Fatherhood within Early Relational Health (ERH): Changing the Narrative in Early Childhood Systems and Supports	Washington State Department of Health
9:50 AM	10:50 AM	65	Research, Data, & Evaluation	Concurrent Session - Understanding Redemption Patterns of WIC Participants in Michigan and Arizona	Michigan WIC Arizona WIC
9:50 AM	10:50 AM	89	Outreach & Community Partnerships	Concurrent Session - Lessons Learned from a Sustainability Summit on Strategies for Implementing the Diabetes Prevention Program in WIC Clinics	Tulane University Bureau of Nutrition Services, Office of Public Health, Louisiana Department of Health
10:50 AM	11:30 AM			Networking Break	
11:30 AM	12:30 PM	42	Research, Data, & Evaluation	Concurrent Session - Designing the Future of WIC: Leveraging Human-Centered Approaches to Optimize Virtual Services	USDA FNS
11:30 AM	12:30 PM	96	Breastfeeding Promotion & Support	Concurrent Session - Breastfeeding Blues: Bridging Data with Action to Support Perinatal Mental Health and Infant Feeding Success in Our Communities	North Carolina Agricultural & Technical State University

Thursday, April 24, 2025, Cont....

11:30 PM	12:30 PM	48	Outreach & Community Partnerships	Concurrent Session - Addressing Care Gaps & Access Barriers Through Inter-Agency Partnerships: Imbedded WIC & Lactation Support Services in a Rural NC Critical Access Hospital	Piedmont Health Services
11:30 PM	12:30 PM	62	Outreach & Community Partnerships	Concurrent Session - WIC CIAO: Findings and Lessons Learned from Locally led Innovative WIC Outreach Projects	Food Research Action Center
11:30 PM	12:30 PM	37 & 116	Leadership, Management & Workforce Development	<b>Power 30 - Joint Session</b>  37: WIC Reimagined - Serving our Community Post-COVID and Guiding Teams Through Rapid Change  116: You Belong Here: A Surprising Key to Workforce Excellence in WIC	MultiCare Mary Bridge WIC  CCI Health Services
12:30 PM	2:00 PM			Lunch on your Own	
2:00 PM	3:00 PM	64 & 106	Outreach & Community Partnerships	<b>Power 30 - Joint Session</b>  64: Bringing Farmers into the WIC Fold  106: Geography Matters: WIC Vendor Accessibility and Administrative Burden	MarketLink  Georgetown University
2:00 PM	3:00 PM	95	Leadership, Management & Workforce Development	Concurrent Session - Peer Navigators Paving the Way for Increased WIC Benefit Redemption Among Asylum-Seeking Participants	CAI
2:00 PM	3:00 PM	108	Technology, Innovation & Modernization	Concurrent Session - Online Nutrition Education (ONE) in Wisconsin: lessons learned from pilot to statewide implementation	Wisconsin Department of Health Services
2:00 PM	3:00 PM	83	Research, Data, & Evaluation	Concurrent Session- The Long Game – Findings from all 9 years of the WIC Infant and Toddler Feeding Practices Study (WIC ITFPS-2) and what’s next	USDA FNS
3:00 PM	3:45 PM			Networking Break - Last Chance to Visit the Exhibit Hall and Posters	
3:50 PM	6:00 PM			Exhibitor Teardown & Move-Out	
3:45 PM	5:00 PM			<b>General Session</b>	

Friday, April 25, 2025

7:00 AM	7:50 AM			Continental Breakfast	
8:00 AM	9:00 AM	99	Nutrition Education	Concurrent Session - Telehealth to Deliver Nutrition Education and Breastfeeding Support: Key Findings from 7 WIC State Agency Projects	USDA FNS
8:00 AM	9:00 AM	52	Leadership, Management & Workforce Development	Concurrent Session - Strategies for Implementing a New WIC MIS: Phased Rollouts vs. Big Bang Approaches	CDP Minnesota WIC Chickasaw Nation WIC

Friday, April 25, 2025, Cont....

8:00 AM	9:00 AM	76	Research, Data, & Evaluation	Concurrent Session - Engaging State agencies, local agencies, and participants in research	Arizona WIC Westat
9:00 AM	9:15 AM			Break	
9:15 AM	10:15 AM	21	Research, Data, & Evaluation	Concurrent Session - The impacts of live and remote WIC services on benefit redemption and ongoing program participation	Public Health Foundation Enterprises (PHFE) WIC
9:15 AM	10:15 AM	63	Outreach & Community Partnerships	Concurrent Session - Social Media Engagement: Why it Matters!	Massachusetts WIC Program
9:15 AM	10:15 AM	47 & 74	Technology, Innovation & Modernization	<p><b>Power 30 - Joint Session</b></p> <p>47: Modernizing WIC: Enhancing Access and Efficiency through Strategic Innovation</p> <p>74: Breaking Barriers: Creating an Inclusive and Accessible Digital WIC Food Guide</p>	<p>Oklahoma State Department of Health Healthy Together</p> <p>Western Maia Synergy Illinois Department of Human Services</p>
10:15 AM	10:40 AM			Break	
10:40 AM	12:00 PM			<b>Closing General Session</b>	

