

ENGAGE, INSPIRE, ENERGIZE!

NWA
ANNUAL
CONFERENCE

April 22-25
2025
LAS
VEGAS, NV



NWA Annual EDUCATION and TRAINING CONFERENCE

AGENDA

Monday, April 21

3:00 PM - 6:00 PM	<i>Registration Open - Check in</i>	Conference Center – Rotunda	Pick up your name badge and swag bag!
3:00 PM - 6:00 PM	<i>Exhibitor Move-in & Set-up</i>	Rio Pavilion 2	Exhibitors will be setting up and getting their booths conference-ready! Get ready to explore, connect, and engage. The Exhibit Hall will Open on Tuesday evening at the Welcome Reception!

TUESDAY April 22

9:00am - 3:00pm	<i>Exhibitor Move-in & Set-up Continued</i>	Rio Pavilion 2	
9:00 AM - 5:30 PM	<i>Registration Open - Check in</i>	Conference Center – Rotunda	Pick up your name badge and swag bag!
11:00 AM - 12:00 PM	<i>Local Agency Staff Section Meeting</i>	Tropical	Open to <u>all</u> local agency staff
11:00 AM - 12:00 PM	<i>State Breastfeeding Coordinator Section Meeting</i>	Miranda 5	Open to <u>all</u> state or local breastfeeding staff
11:00 AM - 12:00 PM	<i>State Director Section Meeting</i>	Miranda 1	Open to State Directors <u>only</u>
11:00 AM - 12:00 PM	<i>State Nutrition Coordinator Section Meeting</i>	Rio Pavilion 10	Open to <u>all</u> state nutrition staff
11:00 AM - 12:00 PM	<i>State Vendor Manager Section Meeting</i>	Miranda7	Open to <u>all</u> state vendor staff
REC 2:00 PM - 3:30 PM	<i>Welcome Remarks and Opening General Session: Disrupting Burnout!</i> *Not receiving CPE*	Rio Pavilion 10	Dr. Patrice Buckner Jackson Intro: Blanca Ayala, Georgia Machell

3:30 PM - 4:00 PM *Networking Break*

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TUESDAY April 22

Concurrent Sessions 4:00 PM - 5:00 PM

<p>Advocacy & Policy</p>	<p>REC <i>A WIC Public Policy Update from the National WIC Association</i></p>	<p>Rio Pavilion 10</p>	<p>Alison Hard, Marie Gualtieri, Nell Menefee-Libey, NWA</p>
<p>Breastfeeding Promotion & Support</p>	<p>POWER 30 REC <i>Turning Ideas Into Action for Pregnant Participants on Their Breastfeeding Journey</i> <i>Leveraging State and Local Partnerships to Improve Access to Breastfeeding Services</i></p>	<p>Miranda 7</p>	<p>Lexi Brinkman, Fresnoec Rana Strankman, Fresnoec Julie Lothamer State of Michigan WIC Division</p>
<p>Leadership, Management & Workforce Development</p>	<p><i>Building a Stronger Future: Strengthening the Backbone of WIC through Innovative Workforce Development</i></p>	<p>Miranda 1</p>	<p>Kate Gerweck, South Carolina Department of Public Health; Berry Kelly, SC Department of Public Health</p>
<p>Outreach & Community Partnerships</p>	<p><i>Simple Ways to Promote Child Development with WIC Families</i></p>	<p>Tropical</p>	<p>Amber Brown, The Association of State Public Health Nutritionists</p>
<p>Research, Data, & Evaluation</p>	<p><i>Facilitated by Social Support, Challenged by Shopping Barriers: A Qualitative Exploration of WIC Participant Perceptions on Program Participation and Retention</i></p>	<p>Miranda 5</p>	<p>Danielle Lee, Nutrition Policy Institute, University of California, Agriculture and Natural Resources; Jessica Rangel, University of California, Berkeley; Rebeca Oropeza</p>

NWA Welcome Reception 5:00 PM - 7:00 PM

Shine Bright: NWA's 40-Year Glow-Up

Get ready to light up the night as we celebrate 40 years of NWA! Mingle with fellow attendees, exhibitors, hit the dance floor, and let your glow shine. Suggested Attire: Neon, metallics, and anything that sparkles—dress to glow and celebrate in style!

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WEDNESDAY April 23

7:30 AM - 4:30 PM	Registration Open - Check in	Conference Center – Rotunda	Pick up your name badge and swag bag!
7:50 AM - 8:50 AM	Continental Breakfast	Exhibit Hall - Rio Pavilion 2	
9:00 AM - 10:00AM	General Session: Updates from USDA	Rio Pavilion 10	Sarah Widor, and Sara Olson

10:00AM - 10:30 AM Networking Break - Visit the Posters!

Concurrent Sessions 10:30 AM - 11:30 AM

Technology, Innovation & Modernization	<i>WIC Farmers Market Nutrition Program: Landscape Report Findings and Recommendations</i>	Miranda 5	Dr. Kimberley Broomfield-Massey
Outreach & Community Partnerships	<i>Addressing Care Gaps & Access Barriers Through Inter-Agency Partnerships: Imbedded WIC & Lactation Support Services in a Rural NC Critical Access Hospital</i>	Miranda 1	Alisha Bailey, Ashley Brewer, Kim Nguyen, Piedmont Health Services
Leadership, Management & Workforce Development	REC <i>Building a Resilient Workforce: Supporting Growth, Communication, and Empowerment in WIC</i>	Miranda 7	Laura Robinson, Katrina Lewis, Chickasaw Nation WIC
Advocacy & Policy	<i>Lactation is for Everyone! How WIC staff can Provide Quality Lactation Care to LGBTQ+ Families</i>	Tropical	Emma Sickles, Adams County Health Department WIC
Research, Data, & Evaluation	REC <i>The impacts of live and remote WIC services on benefit redemption and ongoing program participation</i>	Rio Pavilion 10	Dr. Christopher Anderson. Dr. Shannon Whaley, Public Health Foundation Enterprises (PHFE) WIC

11:30 AM - 1:00 PM

Lunch on your own

Exhibit hall open

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WEDNESDAY April 23

Concurrent Sessions 1:00 PM - 2:00 PM

Advocacy & Policy	POWER 30 REC <i>Leveraging Frontline Staff Perspectives to Identify Barriers to WIC Access for Refugee, Immigrant, and Migrant Families</i>	Rio Pavilion 10	Elaine Ganninger, Saint Louis University and Washington U School of Medicine
	<i>A Recipe for Gaining Support: Sharing the Story of WIC Through Plain Language and Design Principles</i>		Hollie Harsanyi, Lissa Sirois, Westat
Outreach & Community Partnerships	<i>WIC on Wheels: Expanding WIC Access Through Mobile Clinics</i>	Tropical	Brad Lechleitner, Family Health Council of Central PA; Kait Guild, The Family Van Mobile Health Map; Mark Shirk, PA Dept of Health
Technology, Innovation & Modernization	REC <i>Models for Data Matching and Outreach – Panel Discussion Exploring What Works and Where We’re Headed</i>	Miranda 7	Mrs. Jeneé Saffold, J.D., The Johns Hopkins Bloomberg School of Public Health Ms. Mindy Jossefides, Inter Tribal Council of Arizona WIC Ms. Kate Franken, Minnesota WIC
Research, Data, & Evaluation	<i>WIC Online Shopping: Lessons Learned from Planning and Implementation</i>	Miranda 1	Dr. Jennie Hill, Dr. Allison Nitto, Stephanie Porto, Center for Nutrition and Health Impact

2:00 PM - 2:45 PM Networking Break Sponsored by Bush's Best - Coffee, Exhibits, Posters!

Concurrent Sessions 2:45 PM - 3:45 PM

Technology, Innovation & Modernization	REC <i>Harnessing Technology to Transform Early Childhood Systems</i> *Not receiving CPE*	Miranda 7	Rachal Hatton-Moore, SC Early Childhood Advisory Council Berry Kelly, SC Department of Public Health Nadya Brown, SC Family Voice Council
Research, Data, & Evaluation	<i>Improving participation in the Jackson County WIC Program using Participant Feedback</i>	Tropical	Autumn Chadbourne, Jackson County Health and Human Services
Leadership, Management & Workforce Development	REC <i>Striking the Right Balance: Participant to Staff Ratios in WIC Clinical Settings</i>	Rio Pavilion 10	Paula Garrett, Virginia Department of Health; Dr. Harry Zhang, Old Dominion University
Outreach & Community Partnerships	<i>Honoring Tribal Sovereignty and the Role of Strong Allyship in WIC</i>	Miranda 1	Cindy Gamble, American Indian Health Commission; Jan Marie Ward, American Indian Health Commission; Kathy Pierre, WA State Department of Health; Sheryl Pickering, WA State Department of Health
Research, Data, & Evaluation	<i>Telehealth to Deliver Nutrition Education and Breastfeeding Support: Key findings from 7 WIC State Agency projects</i>	Miranda 5	Erin Hennessy, Tufts University

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WEDNESDAY April 23

AGENDA

3:45 PM - 4:00 PM

Networking Break - Visit the Booths!

4:05 PM - 5:05 PM	<p>REC General Session: NWA: 40 Years of Protecting and Promoting WIC</p> <p>*Not receiving CPE*</p>	Rio Pavilion 10	Betsy Clarke, Kiran Saluja, Georgia Machell
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THURSDAY

April 24

7:00 AM - 4:00 PM

Registration Open - Check in

Conference Center - Rotunda

Pick up your name badge and swag bag!

7:15 AM - 8:15 AM

Continental Breakfast

Concurrent Sessions 8:30 AM - 9:30 AM

<p>Outreach & Community Partnerships</p>	<p>Expanding Access to Farm Fresh Pennsylvania Produce (EAT Farm Fresh PA)</p>	Miranda 5	Robyn Dillner, Dillner Family Farms, Marla Breitbarth, Adagio Health, Carrie Powell, Meadville Medical Center
<p>Technology, Innovation & Modernization</p>	<p>Florida's Willow: Enhancing WIC Accessibility and Efficiency with AI Automation</p>	Tropical	Paul Ladny, Florida Department of Health - State WIC
<p>Nutrition Education</p>	<p>REC Food Allergy Prevention in Action: Empowering WIC Providers with Early Feeding Strategies</p>	Rio Pavilion 10	Malina Malkani, Malina Malkani Nutrition Michael Pistiner, Mass General for Children, Harvard Medical School
<p>Nutrition Education</p>	<p>REC Reduce the Risk of Lead Poisoning: the role of nutrition</p>	Miranda 7	Susan Krahn, Nutrition Matters, Inc

9:30 AM - 9:50 AM

Break

Concurrent Sessions 9:50 AM - 10:50 AM

<p>Technology, Innovation & Modernization</p>	<p>REC Modernizing WIC's Management Information System: A Collaborative Approach to Shaping the Future(NWA CIPWIC)</p>	Rio Pavilion 10	Lucia Graves, Carrie Harris and Claire Sadegzadeh
<p>Outreach & Community Partnerships</p>	<p>Beyond Basic Training: Strengthening Food Security in the Military through Outreach, Partnerships, and Professional Development</p>	Miranda 5	Bethany Daugherty, Dr. Kristen DiFilippo, Dr. Courtney Paolicelli

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THURSDAY April 24

Concurrent Sessions 9:50 AM - 10:50 AM

<p>Advocacy & Policy</p>	<p>REC <i>Facilitating Fatherhood within Early Relational Health (ERH): Changing the Narrative in Early Childhood Systems and Supports</i></p>	<p>Miranda 7</p>	<p>Jose Romo Ramirez, Washington State Department of Health; David Willis, Georgetown University Thrive Center for Children, Families and Communities</p>
<p>Research, Data, & Evaluation</p>	<p><i>Understanding Redemption Patterns of WIC Participants in Michigan and Arizona</i></p>	<p>Miranda 1</p>	<p>Bagyalakshmi Kodur, Michigan WIC Dr. Madhur Chandra, Michigan WIC Dr. Devina Wadhwa, Arizona WIC</p>
<p>Outreach & Community Partnerships</p>	<p><i>Lessons Learned from a Sustainability Summit on Strategies for Implementing the Diabetes Prevention Program in WIC Clinics</i></p>	<p>Tropical</p>	<p>Dr. Kirsten Dorans, Tulane University Dr. Celia Bridgeforth, Bureau of Nutrition Services, Office of Public Health, Louisiana Department of Health Ms. Mary Schultheis, Crescent City Family Services</p>

10:50 AM - 11:30 AM *Networking Break* Sponsored by A Friend of WIC

Concurrent Sessions 11:30 AM - 12:30 PM

<p>Leadership, Management & Workforce Development</p>	<p>REC <i>WIC Reimagined - Serving our Community Post-COVID and Guiding Teams Through Rapid Change</i></p>	<p>Miranda 7</p>	<p>Hope Roberts, Tiffany Eriksen, Lanay Baty, MultiCare Mary Bridge WIC</p>
<p>Outreach & Community Partnerships</p>	<p><i>WIC CIAO: Findings and Lessons Learned from Locally led Innovative WIC Outreach Projects</i></p>	<p>Miranda 1</p>	<p>Tommi-Grace Melito Alvaro, Food Research Action Center</p>
<p>Leadership, Management & Workforce Development</p>	<p>REC <i>You Belong Here: A Surprising Key to Workforce Excellence in WIC</i> *Not receiving CPE*</p>	<p>Rio Pavillion 10</p>	<p>Jose Luis Diaz, CCI Health Services</p>
<p>11:30 AM - 12:15 PM</p>			
<p>Research, Data, & Evaluation</p>	<p><i>Power 30: WIC Farmers Market Nutrition Program: Social Media Toolkit</i> *Not receiving CPE*</p>	<p>Miranda 5</p>	<p>Hanna Griffin, , Victoria Micalizzi, NWA</p>

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TENTATIVE AGENDA

THURSDAY April 24

12:30 PM - 2:00 PM

Lunch on your own

Exhibit Hall Open

Concurrent Sessions

2:00 PM - 3:00 PM

Outreach & Community Partnerships	POWER 30	Miranda 5	Phil Blalock, MarketLink
	<i>Bringing Farmers into the WIC Fold</i>		Dr. Zhaowen Guo, Georgetown University
Leadership, Management & Workforce Development	REC	Miranda 7	Clare Friedrich, Ladonnis Lucas
	<i>Peer Navigators Paving the Way for Increased WIC Benefit Redemption Among Asylum-Seeking Participants</i>		
Technology, Innovation & Modernization		Tropical	Kaila Baer, Wisconsin Department of Health Services; Susan Krahn, Nutrition Matters, Inc
	<i>Online Nutrition Education (ONE) in Wisconsin: lessons learned from pilot to statewide implementation</i>		*Not receiving CPE*
Outreach & Community Partnerships	REC	Miranda 1	Karan DiMartino, Massachusetts WIC Program
	<i>Social Media Engagement: Why it Matters!</i>		
Research, Data, & Evaluation		Rio Pavilion 10	USDA FNS
	<i>USDA Research Updates</i>		

3:00 PM - 3:45 PM

Networking Break - Last Chance to Visit Booth & Posters!

3:45 PM-5:00 PM	REC	Rio Pavilion 10	Tyra Gross, Mona Liza Hamlin, Olivia Harper
	<i>General Session: Bridging the Gap: Solutions for Safer Pregnancies and Birth Outcomes</i>		

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FRIDAY

April 25

7:45 AM -
8:45 AM

Breakfast

9:00 AM - 10:00 AM

Break

Concurrent Sessions

9:00 AM - 10:00 AM

<p>Outreach & Community Partnerships</p>	<p><i>Introducing the New SignUpWIC.com</i> *Not receiving CPE*</p>	<p>Miranda 5</p>	<p>Mariah Cowsert, NWA</p>
<p>Technology, Innovation & Modernization</p>	<p>POWER 30 REC <i>Modernizing WIC: Enhancing Access and Efficiency through Strategic Innovation</i> <i>Breaking Barriers: Creating an Inclusive and Accessible Digital WIC Food Guide</i></p>	<p>Rio Pavilion 10</p>	<p>Tyler Gomez, Healthy Together Jared Allgood, Healthy Together Jason Rivas, Maia Synergy</p>
<p>Leadership, Management & Workforce Development</p>	<p><i>Strategies for Implementing a New WIC MIS: Phased Rollouts vs. Big Bang Approaches</i></p>	<p>Miranda 1</p>	<p>Heidi Morin, CDP, Tami Matti, Minnesota WIC, Melody Schrank, Chickasaw Nation WIC</p>
<p>Research, Data, & Evaluation</p>	<p>REC <i>Engaging State agencies, local agencies, and participants in research</i></p>	<p>Miranda 7</p>	<p>Dr. Devina Wadhera, Arizona WIC Dr. Jacob Beckerman-Hsu, Westat Dr. Kiara Amaro-Rivera, Westat Polina Zvavitch</p>
<p>10:00 AM - 10:40 AM</p>		<p>Break</p>	
<p>10:40 AM - 12:00 PM</p>	<p>REC <i>Closing General Session: How WIC Supports Military Families</i></p>	<p>Rio Pavilion 10</p>	<p>Berry Kelly (Moderator), Marie Gualtieri, Virginia Carrillo Johnson, WIC Overseas Courtney Paolicelli, Department of Defense Delia Johnson, Military Family Action Network</p>

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POSTERS

Examining the Influence of Geospatial Factors on County-level Military and Veteran Coverage Rates in the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC)	Jennifer Carpenter	Tufts University
Setting up for Breastfeeding Success	Mikayla Klaesen	
Hospital Certifications: How One Local Agency is Increasing Accessibility	Alanna Foster	West Virginia WIC
City of Dallas WIC Community Innovation and Outreach (CIAO) Subgrant Project FY23-24	Kevin Hall	City of Dallas WIC Program
Household participation in nutrition assistance programs is associated with food security among children who have aged out of WIC.	Catherine Yopez	Public Health Foundation Enterprises (PHFE) WIC
Not Everything Stays in Vegas: What About Alcohol in Breastmilk?	Melanie Boullion, Emily Grimes, Pam DiBiase	Pender County Health Department
A Descriptive Study Investigating Pediatrician Perspectives: The Role of FDA-Approved AI-Assisted Bassinets in Postpartum Cardiovascular Risk Reduction	Cheyenne Page	University of California Riverside, School of Medicine
Enhancing Community Breastfeeding Support: Insights and Innovations from Arapahoe County WIC's Baby Café Program	Heidi Williams, Grace Perez	Arapahoe County Public Health
Technology, Innovation & Modernization at the Linn County Health Department	Amanda Snyder	Linn County Health Department
The development and predictive validity of the BELiefs in Breastfeeding Empowerment scale on breastfeeding outcomes through the first 12 months of life	Alana Chaney	University of California, Davis
Boosting Breastfeeding Success: How Telelactation Support Improved Outcomes for Louisiana WIC *Not receiving CPE*	Christopher Pottle	Louisiana Office of Public Health, Lindsey Gregerson, Pacify Health, LLC