

# ENGAGE, INSPIRE, ENERGIZE!



**NWA  
ANNUAL  
CONFERENCE**

April 22-25  
2025

LAS  
VEGAS, NV



**NWA**  
Annual  **EDUCATION  
and TRAINING  
CONFERENCE**

## TENTATIVE AGENDA

### Monday, April 21

<b>3:00 PM - 6:00 PM</b>	<i>Registration Open - Check in</i>	<b>Conference Center – Rotunda</b>	Pick up your name badge and swag bag!
<b>3:00 PM - 6:00 PM</b>	<i>Exhibitor Move-in &amp; Set-up</i>	<b>Rio Pavilion 9</b>	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

<b>9:00am - 3:00pm</b>	<i>Exhibitor Move-in &amp; Set-up Continued</i>	<b>Rio Pavilion 9</b>	
<b>9:00 AM - 5:30 PM</b>	<i>Registration Open - Check in</i>	<b>Conference Center – Rotunda</b>	Pick up your name badge and swag bag!
<b>11:00 AM - 12:00 PM</b>	<i>Local Agency Staff Section Meeting</i>		
<b>11:00 AM - 12:00 PM</b>	<i>State Breastfeeding Coordinator Section Meeting</i>		
<b>11:00 AM - 12:00 PM</b>	<i>State Director Section Meeting</i>		
<b>11:00 AM - 12:00 PM</b>	<i>State Nutrition Coordinator Section Meeting</i>		
<b>11:00 AM - 12:00 PM</b>	<i>State Vendor Manager Section Meeting</i>		
<b>2:00 PM - 3:30 PM</b>	<i>Welcome Remarks and Opening General Session: Disrupting Burnout!</i>		

**3:30 PM - 3:50 PM**

*Networking Break*



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TUESDAY April 22

## Concurrent Sessions 3:50 PM - 4:50 PM

<p>Advocacy &amp; Policy</p>	<p><i>A WIC Public Policy Update from the National WIC Association</i></p>		<p>National WIC Association</p>
<p>Breastfeeding Promotion &amp; Support</p>	<p><b>POWER 30</b> <i>Turning Ideas Into Action for Pregnant Participants on Their Breastfeeding Journey</i></p> <p><i>Leveraging State and Local Partnerships to Improve Access to Breastfeeding Services</i></p>		<p>Fresnoeoc</p> <p>State of Michigan WIC Division</p>
<p>Leadership, Management &amp; Workforce Development</p>	<p><i>Building a Stronger Future: Strengthening the Backbone of WIC through Innovative Workforce Development</i></p>		<p>South Carolina Department of Public Health</p>
<p>Outreach &amp; Community Partnerships</p>	<p><i>Simple Ways to Promote Child Development with WIC Families</i></p>		<p>The Association of State Public Health Nutritionists</p> <p>Centers for Disease Control and Prevention</p>
<p>Research, Data, &amp; 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>Nutrition Policy Institute, University of California, Agriculture and Natural Resources</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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## TENTATIVE AGENDA

### 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 9**

9:00 AM -  
10:00AM

*General Session: Updates from USDA*

**10:00AM - 10:30 AM**

*Networking Break - Visit the Posters!*

**Concurrent Sessions**

**10:30 AM - 11:30 AM**

**Technology,  
Innovation &  
Modernization**

*WIC Farmers Market Nutrition  
Program: Landscape Report Findings  
and Recommendations*

**Outreach &  
Community  
Partnerships**

*Addressing Care Gaps & Access  
Barriers Through Inter-Agency  
Partnerships: Imbedded WIC &  
Lactation Support Services in a Rural  
NC Critical Access Hospital*

Piedmont Health Services

**Leadership,  
Management  
& Workforce  
Development**

*Building a Resilient Workforce:  
Supporting Growth, Communication,  
and Empowerment in WIC*

Chickasaw Nation WIC

**Advocacy  
& Policy**

*Lactation is for Everyone! How WIC  
staff can Provide Quality Lactation  
Care to LGBTQ+ Families*

Adams County Health Department WIC

**Research,  
Data, &  
Evaluation**

*The impacts of live and remote WIC  
services on benefit redemption and  
ongoing program participation*

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

POWER 30			
Advocacy & Policy	<i>Leveraging Frontline Staff Perspectives to Identify Barriers to WIC Access for Refugee, Immigrant, and Migrant Families</i>		Saint Louis University and Washington University School of Medicine
	<i>A Recipe for Gaining Support: Sharing the Story of WIC Through Plain Language and Design Principles</i>		Westat
Outreach & Community Partnerships	<i>WIC on Wheels: Expanding WIC Access Through Mobile Clinics</i>		The Family Van Mobile Health Map, PA Dept of Health
Technology, Innovation & Modernization	<i>Models for Data Matching and Outreach – Panel Discussion Exploring What Works and Where We’re Headed</i>		Johns Hopkins WIC
Research, Data, & Evaluation	<i>WIC Online Shopping: Lessons Learned from Planning and Implementation</i>		

**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	<i>Harnessing Technology to Transform Early Childhood Systems</i>		
Research, Data, & Evaluation	<i>Improving participation in the Jackson County WIC Program using Participant Feedback</i>		Jackson County Health and Human Services WA State Department of Health
Leadership, Management & Workforce Development	<i>Striking the Right Balance: Participant to Staff Ratios in WIC Clinical Settings</i>		Virginia Department of Health Old Dominion University
Outreach & Community Partnerships	<i>Honoring Tribal Sovereignty and the Role of Strong Allyship in WIC</i>		American Indian Health Commission

**3:45 PM - 4:00 PM** Networking Break - Visit the Booths!

**4:00 PM - 5:00 PM** *General Session: History of NWA Panel Discussion*

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## TENTATIVE AGENDA

**THURSDAY**

**April 24**

7:00 AM -  
4:00 PM

*Registration Open - Check in*

Pick up your name badge and swag bag!

7:15 AM -  
8:15 AM

*Continental Breakfast*

### Concurrent Sessions 8:30 AM - 9:30 AM

Research, Data,  
& Evaluation

*Designing the Future of WIC Virtual Services: A Collaborative Session*

Lab at OPM

Outreach &  
Community  
Partnerships

*Expanding Access to Farm Fresh Pennsylvania Produce (EAT Farm Fresh PA)*

Dillner Family Farms Adagio Health  
Meadville Medical Center

Technology,  
Innovation &  
Modernization

*Florida's Willow: Enhancing WIC Accessibility and Efficiency with AI Automation*

Florida Department of Health - State WIC

Nutrition  
Education

*Food Allergy Prevention in Action: Empowering WIC Providers with Early Feeding Strategies*

Malina Malkani Nutrition

Nutrition  
Education

*Reduce the Risk of Lead Poisoning: the role of nutrition*

Nutrition Matters, Inc

**9:30 AM - 9:50 AM**

*Break*

### Concurrent Sessions 9:50 AM - 10:50 AM

Technology,  
Innovation &  
Modernization

*MIS Modernization Strategy (NWA CIPWIC)*

Lab at OPM

Outreach &  
Community  
Partnerships

*Beyond Basic Training: Strengthening Food Security in the Military through Outreach, Partnerships, and Professional Development*

University of Illinois Department of Defense

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THURSDAY April 24

## Concurrent Sessions 9:50 AM - 10:50 AM

Advocacy & Policy	<i>Facilitating Fatherhood within Early Relational Health (ERH): Changing the Narrative in Early Childhood Systems and Supports</i>		Washington State Department of Health
Research, Data, & Evaluation	<i>Understanding Redemption Patterns of WIC Participants in Michigan and Arizona</i>		Michigan WIC, Arizona WIC
Outreach & Community Partnerships	<i>Lessons Learned from a Sustainability Summit on Strategies for Implementing the Diabetes Prevention Program in WIC Clinics</i>		Tulane University Bureau of Nutrition Services, Office of Public Health, Louisiana Department of Health

10:50 AM - 11:30 AM Networking Break

## Concurrent Sessions 11:30 AM - 12:30 PM

Research, Data, & Evaluation	<i>USDA Research Updates</i>		USDA FNS
Leadership, Management & Workforce Development	<i>WIC Reimagined - Serving our Community Post-COVID and Guiding Teams Through Rapid Change</i>		MultiCare Mary Bridge WIC
Outreach & Community Partnerships	<i>WIC CIAO: Findings and Lessons Learned from Locally led Innovative WIC Outreach Projects</i>		Food Research Action Center
Leadership, Management & Workforce Development	<i>You Belong Here: A Surprising Key to Workforce Excellence in WIC</i>		CCI Health Services

11:30 AM - 12:15 PM

Research, Data, & Evaluation	<i>Power 30: WIC Farmers Market Nutrition Program: Social Media Toolkit</i>		
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## TENTATIVE AGENDA

**12:30 PM - 2:00 PM**

*Lunch on your own*

**Exhibit Hall Open**

**Concurrent Sessions**

**2:00 PM - 3:00 PM**

<b>POWER 30</b>			
<b>Outreach &amp; Community Partnerships</b>	<i>Bringing Farmers into the WIC Fold</i>		MarketLink
	<i>Geography Matters: WIC Vendor Accessibility and Administrative Burden</i>		Georgetown University
<b>Leadership, Management &amp; Workforce Development</b>	<i>Peer Navigators Paving the Way for Increased WIC Benefit Redemption Among Asylum-Seeking Participants</i>		CAI
<b>Technology, Innovation &amp; Modernization</b>	<i>Online Nutrition Education (ONE) in Wisconsin: lessons learned from pilot to statewide implementation</i>		Wisconsin Department of Health Services
<b>Outreach &amp; Community Partnerships</b>	<i>Social Media Engagement: Why it Matters!</i>		Massachusetts WIC Program

**3:00 PM - 3:45 PM**

*Networking Break - Last Chance to Visit Booth & Posters!*

<b>3:45 PM-5:00 PM</b>	<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

Continental Breakfast

9:00 AM - 9:15 AM

Break

### Concurrent Sessions

9:00 AM - 10:00 AM

Outreach & Community Partnerships	NWA Signup WIC Session		National WIC Association
Technology, Innovation & Modernization	<b>POWER 30</b> <i>Modernizing WIC: Enhancing Access and Efficiency through Strategic Innovation</i>		Oklahoma State Department of Health, Healthy Together
	<i>Breaking Barriers: Creating an Inclusive and Accessible Digital WIC Food Guide</i>		Western Maia Synergy, Illinois Department of Human Services
Leadership, Management & Workforce Development	<i>Strategies for Implementing a New WIC MIS: Phased Rollouts vs. Big Bang Approaches</i>		CDP, Minnesota WIC, Chickasaw Nation WIC
Research, Data, & Evaluation	<i>Engaging State agencies, local agencies, and participants in research</i>		Arizona WIC, Westat

10:00 AM - 10:40 AM

Break

10:40 AM -  
12:00 PM

General Session