

2015 NWA Annual Education and Networking Conference & Exhibits

TENTATIVE AGENDA

(As of 3-17-15)

Saturday, May 16 th	
10:00 am – 6:00 pm	Ad Hoc Meetings of Committees and Task Forces (Meeting spaces must be pre-scheduled and are only available in 1 hr. increments)
11:00 am – 12 noon	NWA 2014/15 Conference Planning Committee Meeting
1:00 pm – 2:00 pm	NWA Finance Committee Meeting (Board Finance Committee Members Only)
1:00 pm – 3:00 pm	State Directors' Section Representative Meeting (Board State Director Members Only)
1:00 pm – 3:00 pm	Nutrition Services Section Representative Meeting (Board Nutrition Services Members Only)
1:00 pm – 3:00 pm	Local Agency Section Representative Meeting (Board Local Agency Members Only)
2:00 pm – 3:00 pm	Executive Committee Meeting (Board Executive Members Only)
3:00 pm – 3:30 pm	Stretch Break
3:30 pm – 6:30 pm	Spring Board Meeting (Board Members Only) (Final 2014/2015)
4:00 pm – 6:00 pm	Registration Desk Opens
Day 1 - Sunday, May 17 th	
6:45 am – 7:30 am	<i>Let's Move!</i> With Regie Thornton (Exercise) Registration for Let's Move Activities Required
8:00 am – 6:00 pm	Registration Desk Opens
8:00 am – 6:00 pm	Speaker/Media Room Opens
8:00 am – 6:00 pm	Lactation Suite Opens
8:00 am – 12 noon	National Indian and Native American WIC Coalition Meeting (NINAWC Members Only)
8:00 am – 6:00 pm	Ad Hoc Meetings of Committees and Task Forces (Meeting spaces must be pre-scheduled and are only available in 1 hr. increments)
9:00 am – 10:30 am	State Agency Meet and Greet (State Directors and State Staff Only)
9:00 am – 10:30 am	Local Agency Meet and Greet (Local Agency Directors and Local Agency Staff Only)
10:30 am – 11:00 am	Break on Your Own / Networking
11:00 am – 12:30 pm	Pre-Conference Session Title: Building Strong Community Partnerships for Healthy Mothers and Children Quinney Harris, MPH, Manager, Community Partnerships CDC Grant, NWA Elisabet Eppes, MPH, Associate, Community Partnerships Grant/Public Policy, NWA
1:00 pm – 2:15 pm	Opening Ceremony Welcome & Remarks Margaret "Peggy" Lewis, Conference Chair Theresa Landau, NWA Board Chair Audrey Rowe, Administrator for Food and Nutrition Services, USDA Vice Admiral Vivek H. Murthy, MD, MBA <i>(Invited)</i> Rev. Douglas Greenaway, NWA President & CEO Jacqueline Marlette-Boras, NWA Chair Emeritus and Nominating Committee Chair

2:15 pm – 2:45 pm	National Indian and Native American Honoring Ceremony		
2:45 pm – 3:00 pm	<i>Let's Move!</i> With Regie Thornton (Chair Exercise I)		
3:00 pm – 4:00 pm	Opening Plenary I Presentation Title: TBA Sandra Hassink, MD, FAAP, President, American Academy of Pediatrics		
4:00 pm – 4:15 pm	<i>Let's Move!</i> With Regie Thornton (Chair Exercise II)		
4:15 pm – 5:15 pm	Opening Plenary II Title: Yes! Scientifically Proven Ways To Be Persuasive Noah Goldstein, PhD, Associate Professor, Management and Organization, UCLA		
5:15 pm – 8:15 pm	NWA Board Chair's Reception & Trade Show Opening		
Day 2 - Monday, May 18th			
6:45 am – 7:30 am	<i>Let's Move!</i> With Regie Thornton (Exercise) Registration for Let's Move Activities Required		
7:30 am – 6:00 pm	Registration Desk Opens		
7:30 am – 6:00 pm	Speaker/Media Room Opens		
7:30 am – 8:30 am	Continental Breakfast, Networking, Visit Exhibits and Poster Sessions		
8:00 am – 6:00 pm	Lactation Suite Opens		
8:00 am – 6:00 pm	Ad Hoc Meetings of Committees and Task Forces (Meeting spaces must be pre-scheduled and are only available in 1 hr. increments)		
8:30 am – 9:30 am	General Session Title: Insights on Reaching, Teaching, and Keeping Clients: Result from NWA's Recent Design and Survey Project Martelle Esposito, MS, MPH, Public Policy Nutritionist, National WIC Association & Brandy Fowler, MDes, Associate Director of Insights and Strategy, Smart Design		
9:30 am – 10:00 am	Break, Networking, Visit Exhibits and Poster Sessions		
Section Forums			
10 am – 12:00 pm	State Agency Directors' Section Forum Co-chairs: Betsy Clarke & Sue Woodbury <i>This forum is designated only For State Directors.</i>	Nutrition Services Section Forum Co-chairs: Nicole Nicholas & Jackie Charnley Guest Speaker: TBA <i>This forum is designated for state level nutritionists.</i>	Local Agency Section Forum Chair: Barbara Riley Guest Speaker: TBA <i>This forum is designated for Local Agency Directors and local agency staff.</i>
12:00 pm – 1:30 pm	Lunch on Your Own / Networking, Visit Exhibits and Poster Sessions		
1:30 pm – 2:30 pm	General Session		

	<p>Title: Integrating WIC and Home Visiting to Improve Child Health and Development David Willis, MD, FAAP, Director, Division of Home Visiting and Early Childhood Systems, Maternal and Child Health Bureau, Health Resources and Services Administration, U.S. Department of Health and Human Services</p>			
	Reach Them	Teach Them	Keep Them	Innovations
2:30 pm – 3:30 pm	<p>Let's Get Social! – Using Social Media to Brand WIC in Massachusetts</p> <p>Karan DiMartino Massachusetts WIC Program</p>	<p>Michigan PNSS and PedNSS: A Progress Report</p> <p>Kobra Eghtedary, PhD Michigan Department of Community Health</p>	<p>Improving WIC Retention: Co-location of Recertification Visits in Primary Care Offices in Vermont</p> <p>Amy Triano, University of Vermont College of Medicine</p>	<p>Yogurt Strategies in the Revised WIC Food Package</p> <p>Yvonne Bronner, ScD Dena Herman, PhD, MPH, RD, and Robert Murray, MD</p>
3:30 pm – 4:00 pm	Break, Networking, Visit Exhibits and Poster Sessions			
4:00 pm – 5:00 pm	<p>General Session USDA Town Hall Meeting</p>			
5:30 pm – Until	Organized Off-site Evening Event – (More information to come soon)			
6:00 pm – 8:00 pm	Sponsored Reception(s) via Sponsor Notification(s)			
6:00 pm – Until	Dinner on Your Own			
Day 3 – Tuesday, May 19th				
6:45 am – 7:30 am	<i>Let's Move!</i> With Regie Thornton (Exercise) Registration for Let's Move Activities Required			
7:30 am – 6:00 pm	Registration Desk Opens			
NWA Business Meeting (NWA Voting Members Only)				
7:00 am – 7:30 am	Voters' Registration			
7:30 am – 9:00 am	Business Meeting			
7:30 am – 6:00 pm	Speaker/Media Room Opens			
7:30 am – 9:00 am	Continental Breakfast, Networking, Visit Exhibits and Poster Sessions			
8:00 am – 6:00 pm	Lactation Suite Opens			
8:00 am – 6:00 pm	Ad Hoc Meetings of Committees and Task Forces (Meeting spaces must be pre-scheduled and are only available in 1 hr. increments)			

	Reach Them	Teach Them	Keep Them	Innovations
9:30 am – 10:30 am	<p>I Won't Eat That! A Cultural Perspective on Nutrition Education for Children</p> <p>Chenniah Patrick, MA JhaZamoraS Publishing</p>	<p>Breastfeeding Promotion 2.0</p> <p>Ellen Robinson, MHS, PMP National Institute of Child Health & Human Development Contractor & Melba Camel, Piedmont Health Services</p>	<p>Strategies for Increasing WIC Child Retention</p> <p>Sarah A. Cannon USDA/FNS</p>	<p>Innovative Partnerships Between WIC and the Research Community: Demonstrating WIC Impact</p> <p>Gail Harrison, PhD, Allison Magness, PhD, RD, Shannon Whaley, PhD PHFE WIC and Suzanne McNutt, PhD Westat</p>
10:30 am – 11:00 am	Break, Networking, Visit Exhibits and Poster Sessions			
	Reach Them	Teach Them	Keep Them	Innovations
11:00 am – 12:00 pm	<p>Stepping Up Your Baby Friendly Game: Building Momentum Through Partnerships</p> <p>Christine Wiseman, RN, IBCLC, Linda Jackson, MA, IBCLC, LCCE, Janice Ballou, DNP, PPC-NP, IBCLC, & Reba Godfrey, RNC- MNN, IBCLC, LCCE</p>	<p>WIC Client Shopping Experience Training</p> <p>Tamika King Texas Department of State Health Services</p>	<p>Enhancing Referrals & Family Support in Massachusetts</p> <p>Elizabeth Denny, PhD Jane Dvorak, MPA Alicia High, MPH</p>	<p>Addressing Childhood Obesity Within the Child Welfare System Through Innovative Partnerships</p> <p>Kelly A. Dumke, MS Los Angeles County Department of Public Health</p>
12:00 pm – 2:00 pm	<p>Awards Luncheon</p> <p>Title: The Case For Make Believe: Nurturing Play in a Screen-Saturated, Commercialized World Susan Linn, Ed.D, Director for a Commercial-Free Childhood</p>			
	Reach Them	Teach Them	Keep Them	Innovations
2:00 pm – 3:00 pm	<p>Using Integrated Communications to Reach Modern Audiences</p> <p>David Bowles Creative Marketing Resources, Inc.</p>	<p>How Online and In-Person Nutrition Education Improves Breakfast Knowledge, Attitudes and Behaviors in WIC Participants</p> <p>Lauren Au, PhD and Maria Koleilat, DrPh</p>	<p>The Effects of the WIC Food Package Revision on Food Purchases of New England WIC Households</p> <p>Tatiana Andreyeva, PhD Yale University</p>	<p>Continuous Quality Improvement: Planning and Piloting an Electronic Check-in System</p> <p>Kathleen M. Merchant, PhD, MS San Diego State University Research Foundation</p>
3:00 pm – 3:30 pm	Beverage Break			

3:30 pm – 4:30 pm	General Session Edwin J. Nichols, PhD, Director of Nichols and Associates, Inc. Title: Cultural Competency in Leadership			
5:30 pm – Until	Organized Off-site Evening Event – (More information to come soon)			
6:00 pm – Until	Dinner on Your Own			
Day 4 – Wednesday, May 20th				
7:30 am – 9:00 am	Continental Breakfast and Networking			
8:00 am – 12:00 pm	Registration Desk Opens			
8:00 am – 12:00 pm	Speaker/Media Room Open			
9:00 am – 9:15 am	Theresa Landau, NWA Board Chair 2014-2015 (Passing of the Gavel to Janet Jackson Charles, NWA Incoming Board Chair 2015-2016) Janet Jackson Charles, NWA Board Chair 2015-2016 (Introduction of NWA Board of Directors for 2015-2016)			
9:15 am – 9:30 am	Closing Remarks Janet Jackson Charles, NWA Board Chair 2015-2016			
9:30 am – 10:30 am	Reach Them	Teach Them	Keep Them	Innovations
	Go-to-WIC: Business Models for Expanding Client Reach and Services Margaret Saunders, MS, RD, LDN CEDA WIC Program and Martelle Esposito, MS, MPH	The One Thing Bernadette Landers, MPA, RD, IBCLC and Karen Deehy, MS, RD Altarum Institute	Community Partnerships for Holistic Patient Care Lauren Bradford, RD, LDN, CLC and Lauren Bullis, RD, LDN, CLC Nashville Metro Public Health Dept.	Gen Y Learns Breastfeeding through Cell Phones, Texting and YouTube” Meg Beard, MPH, MCHES, RD, IBCLC Santa Barbara County WIC Program
11:30 pm –12:30 pm	Closing Plenary Speaker /Title TBA			
12:30 pm – 3:30 pm	NWA New Board of Directors Luncheon Meeting (Board Members and Invited Guests Only)			