

ENGAGE INSPIRE

ENERGIZE

Dallas, TX
May 27 - 30, 2026

TENTATIVE AGENDA

Tuesday, May 26

3:00 PM - 6:00 PM	Registration Open - Check in		Pick up your name badge and swag bag!
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Wednesday, May 27

9:00 AM - 5:30 PM	Registration Open - Check in		Pick up your name badge and swag bag!
10:00 AM - 12:00 PM	Local Agency Staff Section Meeting		Open to <u>all</u> local agency staff
10:00 AM - 12:00 PM	State Director Section Meeting		State Directors only
2:00 PM - 3:30 PM	Welcome Remarks and Opening General Session		

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

Concurrent Sessions 4:00 PM - 5:00 PM

Workforce Sustainability Retention	POWER 30 <i>Cultivating a Well-Supported and Resilient WIC Workforce: The WIC TAPC Center and National Workforce Development Initiative</i>		
Community Engagement and Support	<i>& Impacts of Hybrid, Remote and Live Services on WIC Program Engagement</i>		
Workforce Sustainability Retention	<i>You're a New Supervisor! Now What? Practical Strategies for Leading Change in WIC Programs</i>		
Innovation in Service Delivery	<i>Using Data to Understand Capacity and Demand for WIC Services</i>		
Community Engagement and Support	<i>Leveraging Local Partnerships to Improve Infant and Maternal Health Outcomes</i>		

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Wednesday 5:00PM - 6:30PM

 **Welcome Reception - Visit Booths, Sponsors, Network**   

Thursday, May 28

7:50 AM - 4:00 PM	Registration Open - Check in		Pick up your name badge and swag bag!
7:50 AM - 8:50 AM	Continental Breakfast		
9:00 AM - 10:00 AM	General Session: Journey Mapping the WIC Participant Experience		

 **10:00AM - 10:30AM**  **Networking Break Sponsored by Danone/Silk**   

Concurrent Sessions 10:30 AM - 11:30 PM

Workforce Sustainability Retention	Building a Thriving Workforce: Retention Strategies for WIC Agencies		
Community Engagement and Support	The WV WIC Landscape of Potentially Eligible and Access: Interactive Maps Driving Outreach and Quality Improvement		
Nutrition Education	Nourishing Mothers, Empowering Birth: The Impact of Doula Support and Nutrition Education During Pregnancy and Postpartum		
	USDA Research		

 **11:30AM - 1:00PM**  **Lunch on your own - Exhibit Hall Open!**

Thursday, May 28 Continued

Concurrent Sessions 1:00 PM - 2:00 PM

Innovation in Service Delivery	<p>POWER 30</p> <p><i>From Evidence to Action: New Resources to Support Maternal Health in WIC & Promising Approaches to Improve Maternal Health in WIC: Insights from an Evidence Review</i></p>		
Policy & Advocacy	<p><i>Findings from the 2025 Multi-State WIC Participant Satisfaction Survey</i></p>		
Nutrition Education	<p><i>Beyond Jarred Baby Food – Infant CVB as a Tool to Engage WIC Participants and Staff</i></p>		

★ **2:00PM - 2:40PM** ★ **Networking Break** ★ ★ ★

Concurrent Sessions 2:40 PM - 3:40 PM

Breastfeeding Education	<p><i>Michigan WIC: Exploring Trends in Breastfeeding Disparities</i></p>		
Innovation in Service Delivery	<p><i>Innovative Pediatric Primary Care & Local Agency Partnership to Adapt WIC and Improve Access</i></p>		
Community Engagement and Support	<p><i>Milestones Matter: Real-World Experiences, Partnerships, and Free Resources</i></p>		
Policy & Advocacy	<p>POWER 30</p> <p><i>Ensuring WIC Access for All Eligible Families, A New Model for Forecasting WIC Funding Needs for FY 2027 and Beyond & Enhancing Access to WIC Through the Implementation of Modernized Communication Software.</i></p>		

Thursday, May 28 Continued

★ 3:40PM - 4:00PM ★ Networking Break ★ ★ ★

Concurrent Sessions 4:00 PM - 5:00 PM

Workforce Sustainability Retention	<i>Setting the Table for Success: Using Chart Review to Enhance CPA Practice</i>		
Community Engagement and Support	<i>Happy, Healthy, and Lead-Free in Maine</i>		
Policy & Advocacy	<i>Higher Geographic Access to WIC-Approved Vendors is Associated with Higher Benefit Redemption</i>		
Nutrition Education	<i>Personalizing Nutrition Education Through Technology</i>		

Friday, May 29

7:00 AM - 4:00 PM	<i>Registration Open - Check in</i>	Pick up your name badge and swag bag!
7:00 AM - 8:00 AM	<i>Continental Breakfast</i>	

Concurrent Sessions 8:10 AM - 9:10 AM

Policy & Advocacy	<i>Change for Good: Documenting the Impact of the 2026 WIC Food Package Change</i>		
Community Engagement and Support	<i>Engaging Communities through Celebration: A Community Baby Shower Model</i>		
Nutrition Education	<i>Reinventing Nutrition Counseling at the City of Dallas WIC Program</i>		
	<i>MIS Modernization Strategy</i>		

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Friday, May 29 Continued

★ 9:10 AM - 9:30 AM ★ Networking Break ★ ★ ★

Concurrent Sessions 9:30 AM - 10:30 AM

Innovation in Service Delivery	<i>Power 30: How Montana WIC Modernized Engagement Through Participant-Centered Digital Services & Lost in Translation: Reducing "Language Barrier" as a Barrier to Services</i>		
Breastfeeding Education	<i>Mother's Own, Donor Milk, Shared Milk, Oh My!</i>		
Workforce Sustainability Retention	<i>Meet the Martins: Revolutionizing Staff Training with a Longitudinal Case Study Approach</i>		
	<i>Improving WIC-Healthcare Coordination: Landscape Findings and Practical Tools</i>		

★ 10:30 AM - 11:30 AM ★ Networking Break - Last Chance to Visit Exhibit Hall and Posters

Concurrent Sessions 11:30 AM - 12:30 PM

Workforce Sustainability Retention	<i>Improving the WIC Shopping Experience through Cashier Focused Training: An Overview of State Agency Design and Implementation</i>		
Community Engagement and Support	<i>Improving Breastfeeding Outcomes and Workforce Capacity Through a WIC-Baby Café Partnership: Early Outcomes from Davidson County</i>		
Nutrition Education	<i>Honoring Familismo: Culturally Sensitive Nutrition Counseling & Education for Hispanic Families in WIC</i>		

Friday, May 29 Continued

★ 12:30 PM - 2:00 AM ★ Lunch on your own ★ ★ ★

Concurrent Sessions 2:00 PM - 3:00 PM

Breastfeeding Education	<i>But First, Trust: How Connection Over Complexity Supports Breastfeeding Outcomes</i>		
Community Engagement and Support	<i>Improving WIC Operations Through Participant Feedback: From Insights to Action</i>		
Workforce Sustainability Retention	<i>What the WIC Workforce is Telling Us About Staffing: Stories from the First Year of the I Matter Project</i>		
Innovation in Service Delivery	<i>Reproductive Health: Strategies for Effective Referrals within the WIC Visit</i>		

★ 3:00 PM - 3:30 PM ★ Networking Break ★ ★ ★

3:30 PM - 4:45 PM	<i>General Session: USDA Updates</i>		
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Saturday, May 30

7:45 AM - 8:45 AM	<i>Continental Breakfast</i>		
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Concurrent Sessions 9:00 AM - 10:00 AM

Innovation in Service Delivery	<i>WIC Online Ordering and Delivery with Chickasaw WIC</i>		
Breastfeeding Education	<i>Barriers to Successful Lactation and Breastfeeding in Women with Ehlers Danlos Syndrome</i>		

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Saturday, May 30 Continued

Concurrent Sessions Continued

9:00 AM - 10:00 AM

Community Engagement and Support

Participants are Uninterested in Outreach Messaging! Are They Really? Fact, Fiction or Something Else & Lessons from Chicago's West Side: How Community, Clinics, & Retailers Can Collaborate to Promote WIC



10:00 AM - 10:40 AM

★ **Networking Break** ★ ★ ★

10:40 AM - 12:00 PM

Closing General Session



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POSTERS

#55 Examining the Association Between Food Insecurity and Pregnancy Outcomes	
#80 Continuity Counts: WIC’s Community Connection	
#77 Expanding Our Reach Together: How Illinois WIC and Head Start Programs Collaborate	
#60 Michigan WIC Vendor+ Certification Project	