

2018 Nutrition Education & Breastfeeding Promotion Conference and Exhibits

TENTATIVE AGENDA

Monday, September 24

12:00 pm - 6:00 pm

Ad Hoc Meetings

Evergreen

4:00 - 6:00 pm

Registration Open

5th Floor Registration

7:30 pm

Movie Night: *Death by Delivery*

Grand Ballroom CDE

Following NWA's Maternal Mortality Conference, join us to watch *Death by Delivery*, a documentary about the staggering rate of maternal mortality among black women.

Tuesday, September 25

7:30 - 9:00 am

Continental Breakfast in the Exhibit Hall

Napoleon CD

8:00 am - 4:00 pm

Registration Open

5th Floor Registration

8:00 am - 6:00 pm

Lactation Suite Open

Esterwood

8:00 am - 6:00 pm

Committee and Task Force Ad Hoc Meetings

Evergreen

Tuesday, September 25

9:00 - 10:30 am

Ignite a Culture of Food Dignity

Grand Ballroom CDE

With more than 42 million food-insecure Americans, hunger lurks on every corner. Clancy will illuminate for audience members how food insecurity is a hidden epidemic in the United States and review why chronic disease prevention is not a priority for WIC participants struggling to find their

next meal. She will also demonstrate why food access is a top priority and how dignifying food assistance has the power to transform the health of our next generation—to a healthy, well-fed nation. This interactive session integrates inspirational storytelling so that participants possess the mindset and skillset to ignite a culture of food dignity and bust through the stigma associated with food-assistance programs. Attendees will leave inspired to transform their approach to nutrition education and recognize creative ways to engage their clients through effective collaboration. Are you ready to ignite a culture of food dignity? If the answer is yes, we will see you in the session.

Presenter:

Clancy Harrison

Tuesday, September 25

10:30 - 11:30 am

Networking with Exhibitors & Posters

Napoleon CD

NWA TALKS

Education Lounge in the Exhibit Hall

10:35 – 10:50 am

Everyone Can Get Enough Calcium

Highlights the importance of calcium and addresses the inadequate intake in WIC moms and children. Describes how to best use WIC-eligible foods to help improve calcium intake, including when participants are lactose-intolerant. Provides some recipe ideas and tips on how to prepare meals with calcium-rich WIC foods and how to integrate calcium-rich WIC foods throughout the day.

Speaker

- Mia Zapata, *Danone North America*

10:55 – 11:10 am

Everyone Can Get Enough Calcium

Highlights the importance of calcium and addresses the inadequate intake in WIC moms and children. Describes how to best use WIC-eligible foods to help improve calcium intake, including when participants are lactose-intolerant. Provides some recipe ideas and tips on how to prepare meals with calcium-rich WIC foods and how to integrate calcium-rich WIC foods throughout the day.

Speaker

- Mia Zapata, *Danone North America*

11:15 – 11:30 am

The View From the Hill: The Latest on Funding, the Farm Bill, and other WIC-Related Federal Policy

Wondering what Congress has been up to lately? Here's your chance to get caught up on federal policy related to WIC in just 15 minutes. Ali will walk you through the latest on the farm bill, appropriations, immigration, and other topics that impact the program. She'll also make some "crystal-ball" predictions about what to watch for in the coming months.

Speaker

- Ali Hard, *National WIC Association*

Tuesday, September 25

11:30 am - 12:30 pm

Mealtime Blessings

Maurepas

Who knew something so simple had such a profound effect? Family meals have the power to change lives. Specifically, regular family meals are tied to these outcomes: less risk of childhood obesity, drug

use, teen pregnancy rates, as well as increased academic achievement, self-esteem, and nutrient intake. Chickasaw Nation launched an innovative behavior change campaign called "Mealtime Blessings" targeted toward parents of children under 18. The campaign used low-cost venues including social media, table tents, posters, and videos to reach families. Messages targeted moms "emotional drivers" that were revealed during preliminary research. This presentation will provide a campaign preview and research results as well as practical insights and resources available to all WIC agencies.

Presenter:

- Katrina Lewis, *Chickasaw Nation*

11:30 am - 12:30 pm

Texas Ten-Step Star Achiever Initiative: Utilizing WIC Staff to Support the NWA National Breastfeeding Strategic Plan

Napoleon B

The Texas WIC Program (HHSC) collaborated with the Maternal & Child Health Program (DSHS) to develop the Texas Ten Step Star Achiever Initiative to help hospitals more fully integrate the WHO/UNICEFs Ten Steps to Successful Breastfeeding. The first project under the Star Achiever Initiative, the Texas Breastfeeding Learning Collaborative (TBLC) brought hospitals and WIC agencies together all over the state to address barriers, improve breastfeeding practices and support in given communities. Key roles in the initiative for WIC local staff included helping with recruitment, engagement and serving as faculty, hospital team members and mentors. This session will provide an overview of the initiative and will demonstrate how projects like this help to support the NWA National Breastfeeding Strategic Plan's goal to "ensure that WIC, as the nation's premier public health nutrition program is recognized as a resource and advocate for breastfeeding promotion and support."

Presenters:

- Cathy Carothers, *Every Mother, Inc.*
- Veronica Hendrix, *Texas WIC/Health & Human Services Commission*

11:30 am - 12:30 pm

Streamlining WIC: Opportunities and Lessons Learned from State and Local Agencies

Napoleon A

This panel presentation will showcase results of WIC streamlining projects conducted by eight state and local agencies over a one-year period. Learn about concrete steps agencies have taken to make WIC services more accessible and to simplify the certification process for applicants and staff. Hear their experiences with developing and implementing an action plan to make changes such as encouraging applicants to provide electronic documents, initiating certification steps before the appointment, increasing collaboration with partners to make WIC enrollment easier, and using technology for outreach and ongoing communications with participants. The streamlining projects were conducted with technical support from the Center on Budget and Policy Priorities and Altarum to identify and implement strategies that are consistent with federal WIC guidelines.

Presenters:

- Linnea Sallack, *Altarum*
- Zoe Neuberger, *Center on Budget and Policy Priorities*
- Cathy Montgomery, *Oklahoma WIC Program*
- Kathleen Merchant, *San Diego State University WIC Program*
- Angela Spain, *Central Health District WIC Program*
- Carrie Zavala, *Maricopa County WIC Program*

11:30 am - 12:30 pm

Food For Thought: How Centering Racial Equity Fuels First-Food Justice

Grand Ballroom A

This session will provide a framework for understanding racial equity in the realm of the food-justice movement. Participants will learn how imbalanced and oppressive social structures prevent the right for families of color to provide human milk as first food. Research shows that the first 1,000 days of nutrition can set a course for a healthy life or perpetuate a cycle of poverty, ill health, and disease. Breastfeeding is a primary food-justice concern and our most important first food. This session demonstrates how inequities in breastfeeding rates and related health disparities arise from structural failures to provide adequate support for breastfeeding in communities of color. The concepts from this session will encourage reformation in policies and procedures and illustrate new racial and social paradigms that are imperative to dismantling barriers and eliminating disparities.

Presenter:

- Felisha Floyd, *National Association of Professional and Peer Lactation Supporters of Color*

11:30 am - 12:30 pm

Optimizing Your Resources: How North Carolina Leveraged Limited Resources to Increase Breastfeeding Rates

Grand Ballroom B

Breastfeeding promotion and support is a priority of the WIC Program, with the objective of increasing breastfeeding rates while experiencing such challenges as reaching diverse communities across large rural regions. North Carolina has met these challenges by providing breastfeeding education and technical assistance to all local WIC agencies through the Regional Lactation Training Center (RLTC) model. Since 2010, the Regional Lactation Training Centers have enabled all of the state's 100 counties to have direct access to an IBCLC for breastfeeding education, management, and mentorship. The objective of this presentation is to discuss the development and implementation of the RLTC model and maintenance of this model across the state to guide other states in increasing access to breastfeeding services and experts. The presentation will outline how the six perinatal care regions of the RLTC model are funded and managed to meet the requirements of the Loving Support Model.

Presenter:

- Hannah Edens, *Eastern Area Health Education Center*
- Chiara Phillips, *North Carolina Division of Public Health - Nutrition Services Branch*
- Norma Escobar, *New Hanover County WIC*

11:30 am - 12:30 pm

A New Frontier: How Smartphones Transformed the Way One Nevada WIC Agency Supports Breastfeeding Participants & Moble-izing WIC!

Grand Ballroom CDE

The ubiquity of smartphones has opened a new avenue for supporting breastfeeding WIC participants. In 2016, Nevada WIC received funds from FNS to pilot the use of the Pacify mobile app in the WIC population. The Pacify app, which connects participants to live lactation support from IBCLCs using 2-way video technology (similar to Skype or Facetime), was first distributed to participants in rural Nevada and then expanded statewide. Since the launch of the initial pilot, over 1,300 Nevada WIC participants have created Pacify accounts and completed over 2,600 video visits. Join us for an inside look at one local agency's experience launching Pacify in Las Vegas, Nevada. Can smartphone technology help WIC address the unmet needs of breastfeeding women? Join D.C. WIC staff in a discussion of their innovative telelactation program, which has grown from a small pilot two years ago into a citywide initiative that ensures any breastfeeding participant in the District of Columbia has continuous, on-demand access to professional lactation support. Learn the dos and don'ts of telelactation, and explore whether it might be suitable for your state.

Presenters:

- Shannon Heynen, *Nevada WIC*
- Ana Saldivar, *Nevada WIC*
- Akua Boateng, *D.C. WIC*

Tuesday, September 25

12:30 - 2:00 pm

Lunch on Your Own

12:30 - 2:00 pm

Networking with Exhibitors & Posters

Napoleon CD

Tuesday, September 25

2:00 - 3:00 pm

Breastfeeding Military Families: An Invisible, Underserved Population

Maurepas

WIC is a vital benefit for many military families, but it is often underutilized. This presentation explores barriers to access to WIC and the particular challenges facing breastfeeding military families and examines potential channels for connecting with this underserved population. Many military families do not know about WIC or that they are eligible. Frequent moves to different locations often mean that families may qualify for WIC in one state but not in another. WIC-Overseas is a separate agency run by the Department of Defense that also has its own qualifications. For families that qualify, Peer Counselors may be available to offer lactation support but may not have access to military installations, where many families live. Birthing locations and family-care facilities, especially those located within military treatment facilities, may not share information about WIC. WIC agencies do not track military demographics in the populations they serve.

Presenters:

- Felisha Floyd, *Mom2Mom Global & Breastfeeding in Combat Boots*
- Amy Barron Smolinski, *Mom2Mom Global & Breastfeeding in Combat Boots*

2:00 - 3:00 pm

Everybody Wins! Increasing Access to Oral Health Education and Dental Care through Michigan WIC

Napoleon A

Michigan WIC partnered with Altarum, McMillen Health, and the Delta Dental Foundation to implement an oral-health pilot project in the City of Detroit. Clinic staff received training to integrate oral-health education and dental referrals into the nutrition education provided to mothers with young children. The impact: WIC staff demonstrated increased knowledge regarding the recommended age for a child's first dental visit (from 43% to 95%); WIC staff showed increased comfort discussing dental issues (from 36% to 86%); dental referrals were made for over 1,000 children under 5 years old. Results, after linking WIC and Medicaid data, showed 25.1% of WIC pilot participants had a dental visit, compared to a 18.2% dental visit rate for matched controls, an increase of 38%. This project has since expanded to four additional Michigan counties, with another proposal submitted to expand into rural areas (reaching an additional 30% of Michigan WIC participants).

Presenters:

- Tara Fischer, *Michigan Department of Health and Human Services State of Michigan WIC*
- Allyson Rogers, *Altarum*

- Holli Seabury, *McMillen Health*

2:00 - 3:00 pm

Engaging WIC Participants Outside the Clinic

Napoleon B

During 2017, Maricopa County (MC) WIC revitalized its Facebook page to increase engagement with WIC participants and continue to provide readily available nutrition and breastfeeding education outside the clinic. MC WIC has increased the number of Facebook followers at an average of 16.8 percent monthly and has increased the reach, engagement, likes, and page views tenfold. The program has used the platform to conveniently share program information, education, partner information, and community events. A major highlight of the Facebook page is the ability for current and potential WIC participants to request appointments. In early 2018, MC WIC expanded into Instagram to increase reach of WIC participants and provide an additional platform for education. Presenters will share their approach and strategic plan, including policy development, management systems, content and "post-bank" creation, recruitment campaigns and outreach, including the "More Veggies" steamer campaign, interpreting analytics, and how to expand into other platforms.

Presenters:

- Jennifer Dykhuizen *Maricopa County Department of Public Health*
- Carrie Zavala, *Maricopa County Department of Public Health*

2:00 - 3:00 pm

Preventing Peanut Allergies: Application and Implications for the NIAID Guidelines

Grand Ballroom A

Research, including the landmark LEAP Study, proves that introducing peanut foods early can prevent peanut allergies. The National Institutes of Allergy and Infectious Disease released "2017 Addendum Guidelines for the Prevention of Peanut Allergy in the United States" with guidance for introduction. However, surveys show that among millennial parents, awareness of the guidelines is low, and many expressed confusion or fear about introducing peanut foods. Healthcare providers, including WIC nutritionists and other providers, are key to helping parents understand the benefits of early introduction; educate how to introduce peanut foods safely; and address misinformation and fears.

Presenters:

- Sherry Coleman Collins, *National Peanut Board*

2:00 - 3:00 pm

Innovative Strategies to Increase Breastfeeding Support in Rural Communities

Grand Ballroom B

Breastfeeding provides a critical safety net for rural infants who often live far from resources such as grocery stores and are less likely than their urban counterparts to have access to safe water and refrigeration. Rural access to care is complicated by distance, lack of public transportation, and poor cell phone reception. We will examine natural and institutional supports for rural breastfeeding families and consider creative options for weaving a strong web of support in local communities. After considering research on what truly boosts breastfeeding rates, we will glean insights from one rural community's efforts to extend comprehensive and tailored breastfeeding support to families in greatest need. We will look at successful rural lactation-support models that include partnering with existing home-visiting programs to reach families in their homes and use of a semi-automated two-way secure texting platform to provide ongoing support by breastfeeding peer counselors and Lactation Consultants (IBCLCs).

- Krista Olson, *Family Support Hawaii*

2:00 - 3:00 pm

WIC Child Retention Strategies

Grand Ballroom CDE

A showcase of three WIC Special Project Grants focused on child retention. It includes a presentation of three projects: 1) WIC Online—Arizona WIC implemented and evaluated a new and innovative method of service delivery by providing online nutrition education group discussion sessions. 2) WIC & Head Start Better Together Collaboration Project—Connecticut WIC created and evaluated a process for a sustained formal partnership between the state and local Connecticut WIC and Head Start Programs to promote increased participation and/or retention in both programs and maximize health outcomes through improved services. 3) Good Food and a Whole Lot More: A Recipe to Increase Child Retention and Improve Utilization of the WIC Food Package in the Massachusetts WIC Program—Massachusetts WIC designed and evaluated a project to enhance and expand nutrition education by providing fun, interactive education opportunities and resources focused teaching cooking and shopping skills.

Presenters:

- Marilyn Lonczak, *Connecticut Department of Public Health*
- Rachel Colchamiro, *Massachusetts Department of Public Health*
- Kevin Watanabe, *Arizona Department of Health Services*

Tuesday, September 25

3:00 - 4:00 pm

Networking with Exhibitors & Posters

Napoleon CD

NWA TALKS

Education Lounge in the Exhibit Hall

3:05 – 3:20 pm

Countdown Till FDA Label Reform...Are You Ready?

This presentation will discuss overall changes in FDA label reform as a refresher as well as go over specific changes to cereal and provide opportunities for education and learning around these changes.

Speaker

Kati Kauffman, Kellogg Company

3:25 – 3:40 pm

Three Reasons You Need to Forget What You Know About Feeding

As the pressure continues to mount to prevent child and adult obesity, parents are encourage to apply restrictive feeding practices to all children who are larger or considered overweight. But what do we know about these practices? Do they support the child's natural ability to self-regulate food intake? Do they prevent or promote child feeding problems, including picky eating? Is feeding an enjoyable experience, or do dinners turn into power struggles?

Developed by child feeding pioneer Ellyn Satter, the eating competence and feeding dynamics models offer a protective path for feeding children and preventing child feeding problems. Come and learn how parents can foster family meals and feeding that are fun and memorable, while supporting excellent nutrition at the same time. By the end of the session, you'll have usable information that will allow you to help parents successfully navigate feeding from birth to adulthood.

Speaker

- Anne Blocker, Ellyn Satter Institute

3:45 – 4:00 pm

How to Improve Nutrition and Breastfeeding Education and Support to Keep Participants on WIC Longer

This talk will explore how innovations in nutrition and breastfeeding education and support can improve the participant experience, thereby helping to retain participants longer. These innovations include the use of

video conferencing/telemedicine, online nutrition education, smartphone apps, texting, home visiting, shopping education, and patient-centered care coordination. Elisabet will discuss how these innovations have been evaluated and which ones seem to be most effective in retaining participants.

Speaker

- Elisabet Eppes, National WIC Association

Tuesday, September 25

4:00 - 5:00 pm

Breastfeeding Essentials: A Platform for Training WIC Staff

Grand Ballroom CDE

The USDA Food and Nutrition Service has launched the new “Breastfeeding Essentials” training platform for training WIC staff. The platform is a component of the USDA-awarded competitive cooperative agreement to Every Mother, Inc. to update breastfeeding curricula and training materials for WIC staff. The new platform is uniquely structured to provide tiered levels of training based on staff role and follows the evidence-based visual-design approach used in other FNS breastfeeding training curricula, including full-screen visuals, animations, videos, and other instructional components. The session is a panel presentation from project partners, including FNS, Every Mother, Inc., Altarum Institute, and the National WIC Association. It provides an overview of the project, including results of research conducted with WIC staff across the country, curriculum highlights, how to download and use the materials at the local level, and next steps for training WIC Designated Breastfeeding Experts who handle complex breastfeeding challenges.

Presenters:

- Valery Soto, *USDA FNS WIC*
- Cathy Carothers, *Every Mother, Inc.*
- Linnea Sallack, *Altarum*
- Georgia Machell, *National WIC Association*

Tuesday, September 25

5:00 - 6:30 pm

NWA Board Chair's Opening Reception

Napoleon CD

7:30 pm

Movie Night: *Chocolate Milk*

Grand Ballroom CDE

Join us for a screening of *Chocolate Milk* in preparation for Wednesday's general session, **The State of Breastfeeding in the African American Community**. *Chocolate Milk* is a food documentary that takes a detailed look at black motherhood, breastfeeding, and the multi-million dollar business of feeding black babies.

Wednesday, September 26

6:45 - 7:30 am

Exercise

Endymion

7:30 am - 4:00 pm

Registration Open
5th Floor Registration

7:30 - 9:00 am

Continental Breakfast in Exhibit Hall
Napoleon CD

8:00 am - 5:30 pm

Lactation Suite Open
Esterwood

8:00 am - 6:00 pm

Ad Hoc Meetings
Evergreen

Wednesday, September 26

9:00 - 10:30 am

The State of Breastfeeding in the African American Community
Grand Ballroom CDE

To continue encouraging breastfeeding as a healthy choice for mothers and babies, it is important to understand the status of breastfeeding and breastfeeding promotion within the African American community. Although overall national breastfeeding rates are on the rise, African American mothers breastfeed their children at lower rates than women of other races. The reasons behind this difference are complex and are a result of history, social barriers to breastfeeding, and lack of support. Panelists will discuss the unique barriers to breastfeeding for mothers and families in the African American community and strategies on how to help mothers of color reach their breastfeeding goals.

Presenters:

- Nikia Fuller-Sankofa, *National Association of County and City Health Officials*
- Elizabeth Bayne, *graybayne film/media*
- Aledia Williams, *Louisiana Department of Health*
- Erica Anstey, *Centers for Disease Control and Prevention*
- Morgan Ervin, *Cinnamoms/PHFE WIC*

Wednesday, September 26

10:30 - 11:30 am

Networking with Exhibitors & Posters
Napoleon CD

NWA TALKS

Education Lounge in the Exhibit Hall

10:35 – 10:50 am

Local Program Evaluation and Monitoring: First Do No Harm

As local agencies work to change the style and approach of nutrition-counseling conversations with WIC families to better support behavior-change efforts, strategies state agencies use to encourage program improvements within local agencies can evolve and improve using similar principles of behavior. The state agencies' approach to local program evaluation and monitoring has the potential to build and support partnerships and collaboration with local programs to strengthen nutrition services but also has the potential to erode confidence, stifle creativity, and hamper local agency program improvement efforts. During this talk we will explore the unintended consequences of some current evaluation practices along with potential

strategies to reinforce local efforts to build effective nutrition-education approaches that support WIC families in adopting positive health behaviors.

Speaker

- Karen Deehy, Altarum

10:55 – 11:10 am

Like, Share, and Love – Valuable Nutrition-Education Content for Your WIC Program

In a world of informational clutter, it can be overwhelming to choose credible, value-based nutrition-education resources to share through social media. We will help you cut through the clutter to connect with your clients online by sharing credible online resources from MyPlate National Strategic Partners that support the USDA MyPlate Messaging. Let us help you increase your likes, shares, and reach. We will provide a list of MyPlate National Strategic Partner resources and examples of how to use these resources through social media for your WIC program. With anyone having the ability to publish information online, you can feel comfort in knowing there are trusted partners working hard to create content that could help support your nutrition-education initiatives and at no cost. Let us help you tap into these partners and make the most of these resources.

Speaker

- Sommer Poquette, Fresh Baby

11:15 – 11:30 am

Initiate, Build, and Maintain A Milk Supply: Assisting Mothers in Meeting Their Lactation Goals

Breastfeeding initiation rates continue to rise for mothers with the US Yet many mothers begin early supplementation with formula and fail to reach their personal breastfeeding goals. Early intervention in the initial post-birth period with in-hospital, evidence-based lactation strategies is vital to assist the mother in reaching an adequate milk production. Reaching an adequate milk production is a journey that requires mothers to initiate, build, and maintain their lactation. This presentation describes the lactation journey through secretory differentiation during pregnancy and secretory activation in the early post-birth period that includes strategies that assist in initiating, building, and maintaining milk volumes if the infant is unable to adequately demonstrate appropriate breastfeeding behavior or if the mother is at risk for lactation failure. The presentation includes a framework that was developed to assist mothers and lactation professionals in determining if and when a mother might need additional technology to assist her on her journey.

Speaker

- Irene Zoppi, Medela

Wednesday, September 26

11:30 am - 12:30 pm

Breastfeeding Support for Women Facing Incarceration

Maurepas

Mothers in WIC overcome countless barriers in order to breastfeed their children, and women involved in the criminal justice system confront a special set of challenges when they wish to provide breast milk for their babies. Presenting insights from convicted women, their families, community-service providers, and criminal justice professionals, this session explores many confounding factors shaping the lactation experience of women who are jailed or imprisoned. We will explore the role of lactation consultants and other clinic staff in addressing acute concerns and long-range goals of mothers involved in the criminal justice system. This exploration will necessarily acknowledge intersecting concerns that can include substance use, domestic and sexual violence, and involvement with the foster-care system.

Presenter:

- Krista Olson, *Family Support Hawaii*

11:30 am - 12:30 pm

Factors Associated with Child Retention in the Michigan WIC Program using PNSS & PedNSS, and EBT Redemption Data

Napoleon A

The purpose of this study is to evaluate the association of maternal and child characteristics with child retention in the Michigan WIC program. Our preliminary analysis showed that Hispanic children were most likely to remain in the program, followed by Black, Non-Hispanic children. Children who were ever breastfed were less likely to drop out before age 5, and children who were breastfed to six months tended to remain in the program for a longer period of time. Among children who were born to WIC mothers, there was a clear trend between earlier maternal WIC enrollment and longer child retention in WIC. In addition, lower family income and lower maternal education were associated with longer child retention in WIC. These factors will help identify populations at highest risk of dropping out of WIC before age five and plan future intervention programs to target this population.

Presenter:

- Kobra Eghtedary, *MI WIC State Agency*

11:30 am - 12:30 pm

Supporting Brain Development through Movement and Nutrition

Napoleon B

Movement and nutrition play an integral role in the development of early brain development. Many families and early-childhood professionals aren't aware of how influential healthy foods and movement can be for child and early brain development. This session will discuss this link and strategies for sharing this information with families.

Presenters:

- Florence Rivera, *National Center on Early Childhood Health and Wellness*

11:30 am - 12:30 pm

Let's Talk About Seafood: The Impact of Messaging on Expecting and Breastfeeding Moms' Behavior

Grand Ballroom B

In 2017, the FDA released revised guidelines that encouraged women to eat 2 to 3 servings of fish per week during pregnancy and while breastfeeding. These changes included clearer communication about portions and more encouraging and positive language around the benefits of seafood consumption. Despite these changes, misinformation regarding seafood consumption and pregnancy continues to be pervasive. For a few years, Genetic Alliance has created an environment for collaborative partnerships to address this issue, including convening the top experts in prenatal nutrition as well as legislators, leaders, and stakeholders serving providers in pregnancy and pediatric nutrition. In this workshop, the presenters will discuss the impact of messaging on behavior and how to create clear and actionable messaging for new and expecting families as well as for health professionals.

Presenters:

- Andrea Goodman, *Genetic Alliance*
- Natasha Bonhomme, *Genetic Alliance*

11:30 am - 12:30 pm

WIC Formula 201

Grand Ballroom A

WIC State agencies are required to adhere to the federal WIC regulations that establish type, quantity, and nutritional specifications when authorizing foods, including WIC formula (infant formula, exempt infant formula, or WIC-eligible nutritionals), for their state WIC food list. WIC foods are scientifically based and intended to address the supplemental nutritional needs of WIC's target population. This

presentation is designed to assist WIC staff in understanding the regulatory requirements of WIC-eligible formulas; nuances of formula issuance in the WIC program; and how it should be tailored to support breastfeeding. Attendees will increase their knowledge in the: 1) process of determining WIC-eligible formulas; 2) importance of tailoring a food package; and 3) requirement of proper documentation.

Presenter:

- Cheryl Funanich, *USDA*

11:30 am - 12:30 pm

Lifting the Community Voice to Create More than an App

Grand Ballroom CDE

Today's WIC moms, dads, and supporters are well-connected and have higher tech literacy than ever before. But the information they're getting on their phones isn't always consistent. To see that screen time lead to improved breastfeeding outcomes, it's important that information not only educates, but also considers families' unique circumstances and the ways they learn best. Join us for a dynamic discussion where you'll learn about how a mobile app was revamped with WIC in mind by using an immersive community-engagement approach that included focus groups and extensive testing with WIC clients and peer counselors. Not only did this process provide insights that make for a better app, but it also offered insights that can be applied during "offline" counseling as well. You will also learn about free resources to use with your clients and discuss how they can be tailored to meet your families' needs.

Presenters:

- Ryan Comfort, *Coeffective*
- Felisha Floyd, *National Association of Professional and Peer Lactation Supporters of Color*

Wednesday, September 26

12:30 - 2:00 pm

Lunch on Your Own

12:30 - 2:00 pm

Networking with Exhibitors & Posters

Napoleon CD

Wednesday, September 26

2:00 - 3:00 pm

The Alliance for Innovation in Maternal Health (AIM): Strategies of Care for Women with Opioid-Use Disorder

Grand Ballroom CDE

This session will give a brief overview of the Alliance for Innovation in Maternal Health and the bundle on the Obstetric Care of Women with Opioid Use Disorder (OUD); review the disease of opioid addiction and why women of reproductive age are extremely vulnerable; identify treatment options and goals for pregnant and postpartum women with OUD and their infants; discuss referral options for women with OUD and their infants; and discuss how WIC can support women with OUD.

Presenter:

- Jeanne Mahoney, *American College of Obstetricians and Gynecologists*

2:00 - 3:00 pm

Fact vs. Fib: Combatting Misleading Narratives Around Breastfeeding

Grand Ballroom B

Over the past year, a false narrative that mothers who exclusively breastfeed might be inadvertently putting their babies' health at risk has spread across the internet, moms groups, and mainstream media. This discussion session will address the impact of misleading narratives around breastfeeding on WIC moms and ways that WIC staff can combat them. Panelists will include breastfeeding advocates, physician breastfeeding experts, and the voices and stories of WIC moms themselves. The session will provide an opportunity for participants to share their observations and experiences with breastfeeding disinformation campaigns and provide a space for a discussion about how WIC staff can to counter these messages.

Presenters:

- Adrianna Logalbo *1,000 Days*
- Jan Johnson, *Pike County Health Department*
- Kimberly Seals Allers, *Maternal and Child Health Communication Collective*

2:00 - 3:00 pm

Mind the Gap: Increasing Clients' APPitites for WIC Foods

Grand Ballroom A

When WIC foods go unused, the redemption "gap" is often due to one of two reasons: Either the client can't find the food they're looking for (e.g., it's out of stock, in the wrong package size, etc.), or they think they won't use or enjoy the food. In an effort to address the latter, a group of private/public entities developed a new functionality for two existing WIC apps to increase consumption with the hope of improving health outcomes. This panel discussion will provide an overview of the process, learnings, and outcomes from developing engaging end-of-the-month push notifications that invite clients to explore recipes for the foods they have not redeemed yet.

Presenters:

- Melanie Hall, *Kellogg Company*
- Ryan Magee, *JPMA inc.*
- Kobra Eghtedary, *MI WIC State Agency*

2:00 - 3:00 pm

Maternal Eating Behavior in Low-Income Mothers Influences Attitudes Toward Infant Feeding

Napoleon B

Infants are dependent on caregivers for establishing eating behaviors, and it is important to understand if eating behavior in mothers influences infant feeding styles so that intervention strategies targeting caregivers can be developed. The aim of this research was to compare maternal eating behavior between breastfeeding and formula-feeding mothers and to understand its relationship with maternal attitudes toward infant feeding. Maternal dietary restraint, disinhibition, and perceived hunger were assessed with the Eating Inventory, and maternal attitudes toward infant feeding were assessed with the Infant Feeding Styles questionnaire in 35 low-income, predominantly African American (74%), urban mothers of 2-month-old infants participating in the Louisiana Women, Infants, and Children (WIC) program. Maternal eating behavior was shown to influence infant feeding attitudes. Targeting maternal eating behavior may lead to healthier feeding practices in infants and be useful in the prevention of childhood obesity for families enrolled in WIC.

Presenter:

- Abby Altazan, *Pennington Biomedical Research Center*

2:00 - 3:00 pm

WIC- BACK TO BASICS: Designing and Implementing Statewide Nutrition-Services Training for Local Agency Staff

Napoleon A

In 2016, the Virginia WIC Program's Local Agency-State Technical Assistance Review (STAR) team observed the need for strengthened core nutrition competencies within the program. These observations prompted the utilization of the WIC Nutrition Services Standards, particularly Standard #5. The State WIC Office (SWO) Nutrition Services Team created and administered a statewide assessment of the core nutrition competencies at all levels of local agency staff that provided nutrition assessment, counseling, and/or education to WIC participants. The team employed the 4Ws and 1H approach—who, what, when, where, and how to create a comprehensive training plan. The training plan was developed to provide local agency staff with the knowledge and skills needed to provide current and accurate nutrition information to WIC participants using Value Enhanced Nutrition Assessment (VENA) techniques, focusing specifically on the application of concepts for individual nutrition analysis, risk management, and behavior modification.

Presenter:

- Paula Garrett, *Virginia Department of Health*
- Jillian Weyant, *Ohio State University*
- Jennifer Madden Smith, *University of Kentucky*

2:00 - 3:00 pm

WIC in Action: Advancing Nutrition and Breastfeeding through Policy Advocacy

Maurepas

Over the past two decades, WIC has made significant steps to improve the nutritional value of the food package and improve breastfeeding rates among WIC participants. As we look toward the future, WIC can continue to play a role in promoting breastfeeding as the optimal infant feeding choice and building increased access to nutritious foods. NWA's Government Affairs team will provide an overview of active policy issues at both the federal and local levels, highlighting opportunities where your advocacy and engagement can make a difference as WIC builds upon its past successes.

Presenters:

- Alison Hard, *National WIC Association*
- Brian Dittmeier, *National WIC Association*

Wednesday, September 26

3:00 - 4:00 pm

Networking with Exhibitors and Posters

Napoleon CD

NWA TALKS

Education Lounge in the Exhibit Hall

3:05 – 3:20 pm

Results of the Spring 2018 National WIC Association State, Local, and Individual Membership Survey

Join Emily Gilcher, NWA's Manager of Membership Engagement in a review of the results of NWA's Annual Spring State, Local, and Individual Membership Survey. Hear highlights of the survey, including benefits and advocacy priorities, and share your feedback on improving the association's work and survey in the coming years.

Speaker

- Emily Gilcher, *National WIC Association*

3:25 – 3:40 pm

The Mobile Side of Loving Support: How Telelactation Strengthens WIC Breastfeeding Efforts

Come and explore the recent emergence of "telelactation" services, which rapidly and securely connect lactation consultants with breastfeeding women by video. Join us for a live demonstration of the Pacify telelactation app and a review of data from multiple statewide WIC Pacify programs. Learn how and when

telelactation services are being used by WIC participants, and hear recommendations from local agency staff who have firsthand experience using the app to support their participants.

Speaker

- Melanie Silverman, *Pacify*

3:45 – 4:00 pm

Comments for the Greater Good: Lifting WIC's Voice in Public Health Nutrition

As the education arm and advocacy voice for the WIC program, NWA incessantly works to protect, advocate, and lobby for the program. This includes representing our members on calls for public comment regarding various nutrition-related topics in the public-health space. From formula guidance for industry, to the WIC food package, and the Dietary Guidelines for Americans, among NWA's many regular tasks is ensuring that we represent WIC by commenting on policy and guidance that is relevant to WIC.

Speaker

- Darlena Birch, *National WIC Association*

Wednesday, September 26

4:00 - 5:00 pm

Raising Dad's WIC Voice: Ideas for Fostering a Father-Friendly WIC Program

Grand Ballroom CDE

The WIC Dad's Panel will highlight the importance of men's involvement in the family by discussing ways in which local WIC agencies can welcome, support, and nurture dads in their clinics. Panelists will share their experiences as fathers and/or insights from fatherhood initiatives that have been successfully incorporated into WIC clinic practice. By highlighting the role that dads can play in supporting WIC's maternal and child health initiatives, the aim of the Dad's Panel will be to elevate dads by helping them raise their WIC voice.

Presenters:

- Berry Kelly, *South Carolina Department of Health and Environmental Control Division of WIC*
- Kenn Harris, *Crescent CITY WIC PIC Program*
- Sharmain Harris, *Racine Kenosha Dedicated Dads Program*

Wednesday, September 26

Dinner on Your Own

Thursday, September 27

6:45 - 7:30 am

Exercise

Endymion

7:30 - 9:00 am

Continental Breakfast

Grand Ballroom CDE Foyer

7:30 am - 12:00 pm

Registration Open

5th Floor Registration

8:00 am - 12:00 pm

Lactation Suite Open

Esterwood

8:00 – 9:00 am

Roundtable: Leveraging State WIC Associations to Champion WIC

Evergreen

State WIC Associations play a vital role in championing advocacy, coordinating education activities, and supporting local agencies. Are you interested in forming a WIC association in your state? This roundtable discussion will feature representatives from the active state WIC associations as they share their current work, promising practices, and tips for forming and sustaining a state WIC association.

Thursday, September 27

9:00 - 10:00 am

Exclusivity Disparities Among Recent Refugees and Cultural Minorities

Grand Ballroom B

This presentation draws upon hospital birth record data from an Upstate New York county plus state/national data sources to describe and analyze diverse breastfeeding exclusivity patterns among local ethnicities and refugee groups. Striking disparities in exclusivity call us to consider specific needs, barriers, and opportunities and the need for targeted solutions. While overall breastfeeding initiation rates are high among recent refugees, exclusive breastfeeding rates are below average, and for some ethnicities extremely low (10%). Possible factors behind observed differences will be examined, along with the urgent need for qualitative studies that explore how and why messages and supports for exclusivity do not reach or impact certain populations. Local data- and evidence-based and targeted initiatives can promote breastfeeding exclusivity by fostering enabling environments and linguistic access across multicultural settings, with important multigenerational benefits. If we see cultural differences as opportunities, not hurdles, we can fruitfully engage healthcare partners in working with diverse cultures toward solutions.

Presenter:

- Anamaria Ross *SUNY Empire State College @Utica*

9:00 - 10:00 am

Fruit and Vegetable Redemption Rates After Introduction of Electronic WIC Benefits

Maurepas

Background: In 2015, 23% of Baltimore WIC participants did not redeem their fruit and vegetables (F&V) cash value vouchers (CVVs). In 2017, electronic WIC (eWIC) benefits replaced CVVs in Baltimore. Objective: To examine F&V redemption rates among a convenience sample of WIC participants in Baltimore after introduction of eWIC. Methods: A record audit of 194 households from four Maryland WIC clinics at Johns Hopkins was conducted in November 2017. F&V redemption rates were calculated by clinic site, language, number of household WIC participants, category, and number of transactions. Results: 18% of participants did not redeem and 14% redeemed 85% of their F&V benefits. Households with three or more participants, households with a pregnant or partially breastfeeding woman were less likely to redeem F&V benefits compared to other households. Conclusions: Although F&V redemption rates may have improved with eWIC, there are still groups that may require additional targeted education and support.

Presenters:

- Ilene Cervantes del Toro, *Johns Hopkins University*
- Susan Gross, *Johns Hopkins University*

9:00 - 10:00 am

Lead Exposure and Breastfeeding

Grand Ballroom A

No safe blood lead level in infants has been identified, and for the exclusively breastfed infant there are several factors that may identify women with current or past lead exposure that could increase breast milk lead concentrations. These include recent immigration from areas with high ambient lead contamination like Asia and Africa; working with lead or having hobbies where lead is used; and using cultural practices, medicines, and teas that may contain lead.

Presenters:

- Mary Jean Brown, *Harvard Chan School of Public Health*

9:00 - 10:00 am

Complementary Feeding in the WIC Program

Napoleon B

The objective of this presentation is to describe the feeding practices, dietary intake, and weight status of infants and toddlers participating in WIC. Findings discussed in this presentation are derived from the WIC Infant and Toddler Feeding Practices Study 2, otherwise known as the WIC Feeding My Baby Study. This national, longitudinal study follows 3,777 children, and by September 2018, will have published three reports highlighting the findings.

Presenter:

- Patricia MacNeil, *USDA*
- Anne Bartholomew, *USDA*

9:00 - 10:00 am

When the Stars Align: A Cross-Sector Community Approach to Breastfeeding Support

Grand Ballroom CDE

The Kansas Breastfeeding Coalition, Inc. (KBC) created the Communities Supporting Breastfeeding (CSB) designation to recognize communities in Kansas that are building societal support for breastfeeding. "Community" can be defined by geography or culture. For example, tribal reservations, African American neighborhoods, or cities are all eligible communities. To receive the CSB designation, communities must meet six criteria for supporting breastfeeding across multiple sectors, including hospitals, businesses, public health, and child care providers, all coordinated by a local breastfeeding coalition in which local WIC agencies participate. Early data indicates CSB communities exceeded the state average for the rate of exclusive breastfeeding at six months in the WIC population. Alone, each program or sector can provide a lifeline of support in one area of a mother's life, but woven together they create a net of support through which no mother and baby will fall.

Presenters:

- Brenda Bandy, *Kansas Breastfeeding Coalition, Inc.*
- Kara Watts, *Kansas Nutrition & WIC Services, KS Dept. of Health & Environment*

9:00 - 10:00 am

What's WIC Got to Do with It? NWA's Maternal Mortality Task Force and Addressing Maternal Mortality in a Community Setting

Napoleon A

NWA's Maternal Mortality Task Force has been charged with examining available research regarding WIC participation and maternal mortality to identify best practices for addressing the issue while analyzing methods to reduce the incidence of maternal mortality in WIC. At the end of the session, attendees will be able to identify WIC resources and strategies to raise awareness and help reduce and prevent maternal mortality in the community settings; share preliminary findings from the NWA Maternal Mortality Task Force and how WIC plays a role; and discuss NWA Maternal Mortality Task Force efforts to reduce maternal mortality in WIC.

Presenters:

- Toncé Jackson, *PHFE WIC Program*
- Emily Davis, *Arizona Department of Health Services*

Thursday, September 27

10:00 - 10:30 am

Networking

Grand Ballroom CDE Foyer

Thursday, September 27

10:30 am - 12:00 pm

USDA National Breastfeeding Promotion and Support Campaign for Millennial WIC Moms

Grand Ballroom CDE

USDA is pleased to launch a new National Breastfeeding Promotion and Support Campaign which resonates, motivates, and empowers today's WIC mothers. Join this dynamic conversation, and be the first to see new campaign messaging, materials, and breastfeeding resources, including a new breastfeeding website focused on WIC moms and other target audiences. Get ideas on how to utilize new campaign resources in your agencies to promote WIC breastfeeding support to your WIC participants.

Presenters:

- Valery Soto, *USDA FNS WIC*
- Sarah Widor, *USDA FNS WIC*
- Anne Bartholomew, *USDA FNS WIC*

Thursday, September 27

12:00 - 12:30 pm

Closing Remarks

Grand Ballroom CDE

12:30 pm

Conference Adjournment