



PARTICIPANT RETENTION STRATEGIES PRE-CONFERENCE WORKSHOP

SATURDAY, APRIL 6, 2019

8:00AM- 5:30PM

BALTIMORE MARRIOTT WATERFRONT- KENT ROOM

AGENDA

8:00 - 8:30AM

BREAKFAST

8:30 - 8:45AM

INTRODUCTION

Georgia Machell, National WIC Association

8:45 - 9:30AM

PANEL 1: THE SPECTRUM OF RETENTION: USING DATA TO IDENTIFY DIFFERENT TYPES OF RETENTION ISSUES IN WIC

- » Anthony Panzera, SVELO Advisors, LLC
- » Shannon Whaley, PHFE WIC
- » Amy Dotson, Michigan WIC

Moderator: Martelle Esposito, Johns Hopkins University

9:30 - 9:45AM

ROUND TABLE DISCUSSION

Introductions and identifying what you mean by retention?

9:45 - 10:00AM

BREAK

**10:00 -
11:00AM**

EXAMPLES FROM THE FIELD: IMPROVING THE CLINIC EXPERIENCE

- » Tiare Sanna, Oregon WIC
- » Rebecca Gruenes, Minnesota WIC

Moderator: Linnea Sallack, Altarum Institute

**11:00AM -
12:00PM**

ACTIVITY: TRAIN-THE-TRAINER – TOOLS FOR SELF-ASSESSMENT AND BUILDING A RETENTION STRATEGY

- » Michelle Gerka, CAI Global
- » Meredith Jones, CAI Global



National WIC Association

12:00 - 1:30PM LUNCH ON YOUR OWN

1:30 - 2:30PM EXAMPLES FROM THE FIELD: COMMUNITY INTEGRATION: ENGAGING PEOPLE WHERE THEY ARE

- » Kyra Hood, Nashville WIC
- » Nikki Davenport, Iowa WIC
- » Deborah Chaplin and Rebecca Bailey, DC WIC

Moderator: Terry Bryce, Oklahoma WIC

2:30 - 3:15PM EXAMPLES FROM THE FIELD: STRATEGIES THAT ENHANCE THE WIC SHOPPING EXPERIENCE

- » Chris Harr, CMA Consulting
- » Melanie Hall, Kelloggs
- » Edgar Curtis, Texas WIC

Moderator: Elyse Kovalsky, No Kid Hungry

3:15 - 3:30PM BREAK

3:30 - 4:30PM PANEL 2: HOW TO SUPPORT A COLLABORATIVE APPROACH TO RETENTION STRATEGIES

- » Kelly Kading, Weld County WIC, Colorado WIC Program
- » Berry Kelly, South Carolina WIC
- » Karen Farley, California WIC Association

Moderator: Elyse Homel Vitale, California Food Policy Advocates

4:30 - 4:45PM ROUND TABLE DISCUSSION

What facilitates strong collaboration?

4:45 - 5:30PM ROUND TABLE ACTIVITY: DECIDING YOUR NEXT STEPS

- » Michelle Gerka, CAI Global
- » Meredith Jones, CAI Global

5:30PM WRAP-UP

