

WIC Wave

AGENDA

All times in PST. Schedule is subject to change. Session descriptions and room locations can be found on the Hubilo platform

Sunday, April 30

- 1:00PM - 5:00PM** Registration Open Pacific Foyer
- 2:00PM - 5:00 PM** Pre-Conference Session – IBCLC Clinical Skills Workshop
Speakers: Stacy "Samirah" Muhsin; Emma Burress; Christine Staricka
Palm 1-2, 3-4, and 5-6

Monday, May 1

- 7:30AM - 5:30PM** Registration Open Pacific Foyer
- 8:00AM - 11:00AM** *Pre-Conference Session - IBCLC Clinical Skills Workshop*
Speakers: Stacy "Samirah" Muhsin; Emma Burress; Christine Staricka
Palm 1-2, 3-4, and 5-6
- 10:00AM - 11:30AM** *Section Meetings and Meet and Greet Sessions*
Local Agency – Town and Country B
State Section – Town and Country C
NSS – Town and Country D
- 1:00PM - 2:30PM** *Opening General Session: President's Plenary - An Intersectional Approach to WIC: Best Practice Models that serve the needs of Diverse Families*
Speakers: Dr. Jamila Taylor, Aza Nedhari; Ebony Marcelle; Chanel Porchia-Albert; Dr. Toncé Jackson
Golden State Ballroom | Also available virtually
- 2:30PM - 3:00PM** Break
- 3:00PM - 4:00PM** *Breakout Sessions*
The Link Between Perinatal Mood and Anxiety Disorders and Infant Feeding | Breastfeeding Track
Speakers: Simal Ozen Irmak, Tibi Health
Town and Country C

Riding the WIC Wave

AGENDA

Monday, May 1 (Continued)

3:00PM - 4:00PM
Breakout Sessions
Continued

Maine Community Health Workers provided under the Shopping Experience Grant | [Grant Track](#)

Speakers: Ginger Roberts-Scott, Maine WIC Nutrition Program; Ihiri Lilian Vitale, Opportunity Alliance; Fides Nduwimana CHW, WMCA WIC, Irthel Kandolo CHW, York County Community Action; Henoc Ngoy CHW, WMCA WIC
Town and Country B

Increased Cash Value Benefits in Michigan (2022): Dynamically Assessing Changes in WIC Participant Attitudes and Redemption Patterns | [State Perspective Track](#)

Speakers: Bagya Lakshmi V. Kodur, Madhur Chandra, State of Michigan
Town and Country D

USDA Session - WIC and FMNP Modernization Update

Speakers: Amy Herring, Liz Barrett, Antoinette Coleman, Julie Skolmowski
Golden State Ballroom | Also available virtually

Assessing Opportunities and Barriers to Support Accessibility for Transgender, Non-Binary and Gender Diverse Individuals within Massachusetts WIC | [Health Equity Track](#)

Speaker: Kristen O'Brien, Franklin/Hampshire/N. Quabbin WIC
Town and Country A | Also available virtually

4:00PM - 4:15PM

Break

4:15PM - 5:15PM

Breakout Sessions

The 1,000-day window: a missed opportunity in the United States? | [Advocacy Track](#)

Speakers: Brenda Bandy, Kansas Breastfeeding Coalition; Harumi Reis-Reilly, National Association of County and City Health Officials, Blythe Thomas, 1,000 Days
Town and Country B

Strategies for Implementing a Postpartum Lifestyle Intervention in WIC Clinics: A Clinical Trial | [Community Partnership Track](#)

Speakers: Mary Schultheis, Crescent City Family Services; Erin Dandridge, Tulane University School of Public Health and Tropical Medicine
Town and Country C

WIC Wave

AGENDA

Monday, May 1 (Continued)

4:15PM - 5:15PM
Breakout Sessions
Continued

Working Together to Reduce Maternal Mortality Using Tribal and Community-Led Wisdom | [Health Equity Track](#)

Speakers: Cindy Gamble

Town and Country A | Also available virtually

Participant Recommendations for Improving the WIC Experience: Evaluating Data from the 2021 Multi-State Participant Satisfaction Survey | [Research and Data Track](#)

Speakers: Gabby Underwood, Pepperdine University

Golden State Ballroom | Also available virtually

2nd Nutrition education appointments via social media | [Tech and Innovation Track](#)

Speakers: Jennifer Dykhuizen, Anthony Kern, Maricopa County Department of Public Health WIC

Town and Country D

5:15PM - 6:30PM

[Exhibit Hall Opening Reception](#)

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AGENDA

Tuesday, May 2

- 6:30AM - 7:15AM** Yoga (IN-PERSON) Palm 1-2
- 7:30AM - 5:00PM** Registration Open Pacific Foyer
- 7:30AM - 8:30AM** Continental Breakfast and Exhibit Hall Open Pacific Ballroom
- 9:00AM - 10:00AM** General Session - 2 - Postpartum Depression and Perinatal Mental Health
Speakers: Adrienne Griffin
Golden State Ballroom | Also available virtually
- 10:00AM - 10:30AM** Break - Exhibit Hall Open Sponsored by *Kellogg's*
- 10:30AM - 11:30AM** Breakout Sessions
What to Do With Extra Jarred Food? Incorporating pureed infant food into multi-textured finger food recipes for infant feeding | Health Equity Track
Speakers: Katie Ferraro, Edna Cebreros, Katelynn Sasaki
Town and Country B
- Chat with Wanda! - New York's Virtual Solution for WIC Information and Referrals | Tech and Innovation Track*
Speakers: Renee Wing, Dawn Meyer, New York State Department of Health Division of Nutrition
Town and Country A | Also available virtually
- Creating a Diverse Next Generation in Lactation: Opportunities for WIC Peer Counselors | Health Equity Track*
Speakers: Barbara King, Jill Wilson, Hennepin County Health & Human Services
Golden State Ballroom | Also available virtually
- USDA Panel Discussion on State Agency Implementation of ARPA Physical Presence Waivers | USDA Track*
Speakers: Allison Post, Kate Girard, Akua Boateng "Odi", DC State Director & Paige Zaitline, DC Nutrition Coordinator, Ginger Roberts- Scott, ME State Director, Peggy Trouba, NE State Director, Jennifer Nicklas, LA State Director
Town and Country D

WIC Wave

AGENDA

Tuesday, May 2 (Continued)

10:30AM - 11:30AM

Breakout Sessions
Continued

Not quite done yet: Breastfeeding the late preterm infant | [Breastfeeding Track](#)

Speakers: Marsha Walker, National Lactation Consultant Alliance
Town and Country C

11:30AM - 1:00PM

Lunch on your own - Exhibit Hall Open

1:00PM - 2:00PM

Breakout Sessions

(VIRTUAL ONLY)

The Late Preterm Infant: Tips and tools to boost parent confidence and breastfeeding duration | [Breastfeeding Track](#)

Speakers: Janice Tedder, HUG Your Baby

A Deep Dive Into Breakfast Cereal and Yogurt - Consumer Insights and a Better Understanding of the USDA Proposed Rule | [Exhibitor Learning Session](#)

Speakers: Tammy Seitel, General Mills
Town and Country B

Increasing Caseload and Improving the Participant and Staff Experience through Cohesive Branding and Clinic Design | [Communications Track](#)

Speakers: Amanda Hovis, Texas Health and Human Services; Doreen La Duca, Texas Health and Human Services; Eileen Mendoza, South Plains Community Action Association, Inc.; Tecora Smith, Northeast Texas Public Health District

Golden State Ballroom | Also available virtually

Implementing Electronic Benefits to Support Farmers Market Nutrition Programs-Lessons Learned

Speakers: Katherine Flores, Washington State Department of Health
Town and Country C

The Other F in Breastfeeding: Engaging Black Fathers in Breastfeeding Education | [Health Equity Track](#)

Speakers: Latrice Rollins, Morehouse School of Medicine
Town and Country D

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AGENDA

Tuesday, May 2 (Continued)

1:00PM – 2:00PM
Breakout Sessions
Continued

Developing and Testing a Catalog of Text Messages to Improve Program Engagement | [Tech and Innovation Track](#)

Speakers: Emily Melnick, Arizona State University; Punam Ohri-Vachaspati, Arizona State University; Nicole Vaudrin O'Reilly, Inter-tribal council of Arizona, Inc.
Town and Country A | Also available virtually

2:00PM - 2:15PM

Break - Exhibit Hall Open

2:15PM - 3:15PM

Breakout Sessions

Exclusive pumping: Pros, cons, and considerations | [Breastfeeding Track](#)

Speakers: Marsha Walker, National Lactation Consultant Alliance
Town and Country B

The Inclusion of Indigenous Foods in the WIC Food Package | [Health Equity Track](#)

Speakers: Jessika Free-Bass, Omaha Nation WIC Program
Town and Country C

Recruitment and Retention Strategies Used by Louisiana WIC | [Tech and Innovation Track](#)

Speakers: Kate Andrus; Patty Abraham, Louisiana Department of Health/Office of Public Health/Bureau of Nutrition Services
Town and Country A | Also available virtually

Growing IBCLC Staff through Upskilling Current Employees | [Workforce Development Track](#)

Speakers: ChristyJo Hendricks, Birthing, Bonding, and Breastfeeding
Golden State Ballroom | Also available virtually

Developing NWA Guidance for WIC Researchers to Enhance Agency Collaborations: A Workshop | [Research and Data Track](#)

Speakers: Christina Chauvenet, National WIC Association
Palm 3-4

3:15PM - 4:00PM

Break - Exhibit Hall Open

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Riding the

WIC Wave

AGENDA

Tuesday, May 2 (Continued)

4:00PM - 5:00PM

General Session – 3 - Adapting Frontline Service to Modernize WIC Access

Speakers: Eriko Robinson, Florida Department of Health in Miami-Dade County; Lauren Cromer, Metro Public Health Department; Sarah Manasrah, WIC Participant Advisory Council; Priti Rane, San Francisco Department of Public Health

Golden State Ballroom | Also available virtually

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AGENDA

Wednesday, May 3

- 6:30AM - 7:15AM** Yoga (IN-PERSON) Palm 1-2
- 7:30AM - 5:00PM** Registration Open Pacific Foyer
- 7:30AM - 8:30AM** Continental Breakfast and Exhibit Hall Open Pacific Ballroom
- 9:00AM - 10:00AM** Breakout Sessions
Cross-Border, Multiple-Agency Notification of Birth and Referral | Community Partnerships Track
Speakers: Amber France, Sarah Hoth, Coeffective
Town and Country B
- Infant formula type, child diet, and obesity risk: How can we best support mothers when choosing a type of infant formula? | Breastfeeding Track*
Speakers: Christopher Anderson, PHFE WIC
Town and Country C
- Welcome Back! A guide to reopening WIC Clinics for a smooth transition | State Perspective Track*
Speakers: Sarah Flores-Seivers, New Mexico Department of Health; Robin Kualapai, New Mexico Department of Health; Tecora Smith, Northeast Texas Department of Health; Candice Trujillo, New Mexico Department of Health
Town and Country A | Also available virtually
- (VIRTUAL ONLY) *Happy, Healthy, Lead-Free Me! Innovative partnership to use children's literature to educate WIC parents on lead exposure prevention and the importance of pediatric lead level testing | Health Equity Track*
Speakers: Lissa Sirois, New Hampshire Department of Health and Human Services; Gail Coppins Gettens, New Hampshire Department of Health and Human Services, Division of Public Health Services
- For Enhancing your APL to Meet Participants Diversity and Needs | State Perspective Track*
Speakers: Carolina Bailey, Louisiana Department of Health; Jessica Farris, Louisiana Department of Health
Town and Country D

WIC Wave

AGENDA

Wednesday, May 3 (Continued)

- 9:00AM - 10:00AM**
Breakout Sessions
Continued
- USDA Session: WIC and FMNP Program Updates | [USDA Track](#)*
Speakers: Sara Olson, Amy Herring, Allison Post, Trish Bailey, Hayes Brown, Nancy Ranieri, Valery Soto, USDA FNS
Golden State Ballroom | Also available virtually
- 10:00AM - 10:30AM** Break - Exhibit Hall Open
- 10:30AM - 11:30AM**
- General Session - 4 Fatherhood ERACED: Equity, Racism and Centuries Excluding Dads*
Speakers: Kenn Harris, National Institute for Children's Health Quality (NICHQ)
Golden State Ballroom | Also available virtually
- 11:30AM - 1:00PM** Lunch on your own - Exhibit Hall Open
- 1:00PM - 2:00PM**
- Breakout Sessions
Exploring the Latest In WIC Participant Characteristics Data and WIC Eligibility, Program Reach, and Nonparticipation | [Research and Data Track](#)
Speakers: Kelsey Gray, Insight Policy Research; Courtenay Kessler, Insight Policy Research; Jake Beckerman-Hsu, Insight Policy Research; Nicole Klein, Insight Policy Research; Amanda Reat, USDA Food and Nutrition Service, Office of Policy Support; Grant Lovellette
Golden State Ballroom
- Harnessing the Power of WIC, Advancing California's Health System Reforms | [Tech and Innovation Track](#)*
Speakers: Karen Farley, California WIC Association; Dan Chavez, Serving Communities Health Information Organization; Dana Wagner (speaking virtually), Community Bridges, Santa Cruz, CA; Dr. Takashi Wada, Inland Empire Health Plan; Gayle Hoxter, County of Riverside, RUHS—Public Health
Town and Country A | Also available virtually

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AGENDA

Wednesday, May 3 (Continued)

- 1:00PM - 2:00PM**
(VIRTUAL ONLY) *The CinnaMoms Model: An innovative approach designed to expand support and connection, grow our own workforce, and increase certification and benefits redemption for Black/African American families receiving WIC | [Workforce Development Track](#)*
Speakers: K'Lynn Mitchell, PHFE WIC
- (VIRTUAL ONLY) *Need for Education and Collaboration on Appropriate Pediatric Nutritional Supplement Shake Prescriptions in WIC Clinics*
Speakers: Elaine Beulick, Saint Louis University
- (VIRTUAL ONLY) *WIC Registered Dietitians Making a Difference*
Speakers: Carli Knott
- 2:00PM - 2:30PM** Break
- 2:30PM - 3:45PM** *General Session – 5 - An Armchair Conversation between NWA President & CEO, Dr. Taylor and Outgoing Board Chair, Paul Throne*
Golden State Ballroom | Also available virtually
- 3:45PM - 4:00PM** Break
- 4:00PM - 5:00PM**
(VIRTUAL ONLY) *Breakout Sessions*
Battling Bias: Learning from the Lived Experience to Improve Perinatal Care & Advance Health Equity, 2022 Data from Irth App's Digital Platform | [Community Partnerships Track/Health Equity Track](#)
Speakers: Sheridan Blackwell, Kimberly Seals Allers, Ebonie Tudor – Narrative Nation, Inc./Irth App
- Generational Clarity (Trauma Informed Strategies) - An Indigenous Perspective | [Health Equity Track](#)*
Speakers: JanMarie Ward, American Indian Health Commission
Town and Country B

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AGENDA

Wednesday, May 3 (Continued)

4:00PM - 5:00PM
Breakout Sessions
Continued

Are You Nuts? Using the DGAs for the Primary Prevention of Peanut and Other Food Allergies | [Infant Feeding Track](#)

Speakers: Sherry Coleman Collins, National Peanut Board; Michael Pistiner, Mass General Hospital for Children; Meaghan Jenkins, Massachusetts Department of Public Health
Town and Country A | Also available virtually

Synergy in Texas: Partnership Between WIC and SNAP-Ed Expands Nutrition Education and Breastfeeding Support | [State Perspective Track](#)

Speakers: Alison McAdow, HHSC Texas WIC; Shirley Ellis, Texas Health and Human Services Commission; Annamarie (Anna) Garcia, HHSC Texas WIC
Town and Country D

Promoting Equity, Inclusion, and Accessibility to WIC Services and Nutrition Education through Innovative Communication and Technology Strategies | [Health Equity Track](#)

Speakers: Mary Kay DiLoreto, Multnomah County Health Department; Gayle Wilson, Multnomah County Health Department; Rocio Lopez, Multnomah County WIC

Golden State Ballroom | Also available virtually

WIC Wave

AGENDA

Thursday, May 4

6:30AM - 7:15AM Yoga (IN-PERSON) Palm 1-2

8:00AM - 9:00AM

Breakout Sessions

Collaborating for Breastfeeding Success: Opportunities for WIC and Baby-Friendly USA to Improve Patient/Client Outcomes |

Breastfeeding Track

Speakers: Eileen FitzPatrick, Baby-Friendly USA
Town and Country B

"A nation is not conquered until the hearts of its women are on the ground..." (Cheyenne proverb) | Health Equity Track

Speakers: Cindy Gamble
Town and Country C

Recently Released FNS Research Studies: Cost Containment, Federal Waivers, and IFTPS-2 | NWA Joint Sessions

Speakers: Kathy Wroblewska, Insight Policy Research; Ruth Morgan; Christine Borger, Westat; Amanda Reat, Alexander Bush, USDA
Food and Nutrition Service Office of Policy Support
Golden State Ballroom | Also available virtually

Redemption matters! Understanding the relationships between food package redemption and recertification rates so we can best support WIC families | Innovative Tactics Track

Speakers: Christopher Anderson, Catherine Yopez, PHFE WIC
Town and Country A | Also available virtually

Straight From the Mouths...Texas WIC's Shopping Survey Project | Tech and Innovation Track

Speakers: Celeste Lunceford, Jennifer Frasier, Victoria Pierce, Lorna Espinoza
Town and Country D

9:00AM - 9:15AM

Break

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AGENDA

9:15AM - 10:15AM

Breakout Sessions

Leveraging State and Local Partnerships to Improve Access to Breastfeeding Services | [Breastfeeding Track](#)

Speakers: Amber France, Coeffective; Meagan Richardson, Ohio WIC Program

Town and Country B

Building and Engaging Participant Advisory Groups for WIC Program Innovation | [Community Partnerships Track](#)

Speakers: Kathleen Merchant, Kevin Moore, Daniella DeVera, Myra Lee Fowler, Whitney Jackson

Town and Country A | Also available virtually

Communicate, Educate, and Inform: A Strategic Approach to Connecting Families to Pandemic EBT | [Research and Data Track](#)

Speakers: Dina Weldin, Rescue, the Behavior Change Agency

Town and Country C

WIC Online Shopping Listening Session | [USDA Track](#)

Speakers: Jennie Hill and Betsy Andersen-Steeves, Gretchen Swanson Center for Nutrition; Melanie Hymes and Trish Bailey, USDA FNS

Town and Country D

10:15AM - 10:30AM

Break

10:30AM - 12:30PM

Award Session, Brunch, and Closing General Session

Golden State Ballroom | Also available virtually

Keynote: *The Future of Postpartum Depression*

Angelina Spicer; Actress, comedian, and mother

Speakers: Angelina Spicer, Paul Throne, Dr. Taylor, Kate Franken, Cheri Nemec, Jody Cutler