



AGENDA

*All times in CST. Schedule is subject to change.

Saturday, April 6

2:00 PM - 5:00 PM Registration Open - Check in **Grand Ballroom Foyer - 7th Floor**

Day 1 Sunday, April 7

9:00 AM - 5:30 PM Registration Open - Check in **Grand Ballroom Foyer - 7th Floor**

10:00 AM - 11:00 AM Voting Member Orientation **Marriott Ballroom - 4th Floor**

11:00 AM - 12:00 PM Section Meetings

1:00PM - 2:30 PM **Opening General Session: Nourishing Young Children's Well-Being**
Chicago Ballroom - 5th Floor Will be recorded
Speaker: Jeanette Betancourt, Ed.D, Senior Vice President for U.S. Social Impact, Sesame Workshop

2:30 PM - 3:00 PM Networking Break

3:00 PM - 4:00 PM Concurrent Sessions

3:00 - 4:00 PM

- ★ **Power Joint Session** *Technology & Innovation Track* **Denver/Houston/KC - 5th Floor**
 - Virtual Breastfeeding Education: Nurturing Confidence and Success in Parental Journeys
Speakers: Ana Cordova, CCI-Montgomery WIC; Marietta Parkes, CCI-Montgomery WIC
 - Revolutionizing WIC Breastfeeding: South Dakota's Transformative Journey and Innovative Approach
Speakers: Kimbra Quinn, Maia WICHealth; Stacy Palm

Revolutionizing Maternal Support: Doulas and WIC Leading the Way
Community Partnership & Outreach Track **Marriott Ballroom - 4th Floor**
Speakers: Nyasia Countee, Michigan Department of Health & Human Services - WIC Division Will be recorded



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3:00 PM - 4:00 PM

Concurrent Sessions Continued

FNS Research Update: New and Ongoing WIC Studies and Data Collections

Research, Data, & Management Track Avenue Ballroom – 4th Floor

Speakers: Ruth Morgan, Dan Perez-Lopez, and Karen Castellanos-Brown, PhD, MSW, Food and Nutrition Service, USDA

Diversifying the WIC Workforce for a Brighter Future

Workforce Development Track Chicago Ballroom – 5th Floor

Will be recorded

Speakers: Darlena Birch, National WIC Association

Empowering Workplace Breastfeeding: The DePaul Infant Equity Education Project (DIEEP) and the Advocacy for the Pump Act

Health Equity Track LA/MIAMI/SD – 5th Floor

Speakers: Stephenie Marshall, WIC Program; Lavern Toombs, Ascension DePaul Services

4:00 PM - 4:15 PM

Networking Break

4:15 PM - 5:15 PM

Concurrent Sessions

Marijuana Use During Pregnancy: Education and Practice

Breastfeeding & Nutrition Track Chicago Ballroom – 5th Floor

Will be recorded

Speakers: Afife Halabi, Saint Francis Medical Center College of Nursing; Sarah Williams, Tazewell County Health Department

Is Developing WIC Referral Partnerships with Healthcare Providers an Effective Recruitment Approach?

Community Partnership & Outreach Track LA/MIAMI/SD – 5th Floor

Speakers: Lauren Cromer, Metro Public Health Department

WIC Certification Best Practices and Resources (Certification flexibilities, VENA)

Technology & Innovation Track Marriott Ballroom – 4th Floor

Will be recorded

Speakers: Allison Post, Food and Nutrition Service, USDA

Mobile ITO WIC Services in Remote Areas

Technology & Innovation/ NINAWC Track Denver/Holston/KC – 5th Floor

Speakers: Sam Fitzer, Choctaw Nation WIC Program; Macheala Taylor, Chickasaw Nation WIC Program

Michigan WIC – Integrating Client Centered Services into the MIS

Research, Data, & Management Avenue Ballroom – 4th Floor

Speakers: Kristina Brady, Tara Fischer; All from State of Michigan

5:15 PM - 6:30 PM

Exhibit Hall Opening Reception Grand Ballroom Foyer – 7th Floor

3:00 - 4:00 PM

4:15 - 5:15 PM



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Day 2 Monday, April 8

- 6:00 AM - 7:00 AM Sunrise Walk with Carlos, NWA's Business Partnerships Manager
Marriot Hotel Lobby
- 7:30 AM - 4:30 PM Registration Open - Check in **Grand Ballroom Foyer - 7th Floor**
- 8:00 AM - 9:00 AM Continental Breakfast **Grand Ballroom Foyer (Exhibit Hall) - 7th Floor**
- 9:00 AM - 10:00 AM General Session: WIC: The History and Origins of a National Treasure
Chicago Ballroom - 5th Floor Will be recorded
Speaker: Dr. David Paige
- 10:00 AM - 10:30 AM Networking Break: Visit the Posters!
Grand Ballroom Foyer (Exhibit Hall) - 7th Floor
- 10:30 AM - 11:30 AM Concurrent Sessions
- ✦ **Power Joint Session** **Chicago Ballroom - 5th Floor** Will be recorded
 - Exploring Vendor Perspectives on WIC Online Shopping (OS) Implementation: Experiences, Needs, and Barriers
Community Partnership & Outreach Track
Speakers: Mayra Crespo-Bellido, Gretchen Swanson Center for Nutrition
 - Mixed-Method Evaluation of the COVID-19 Changes to the WIC Cash-Value Benefit for Fruits and Vegetables
Health Equity Track
Speakers: Allison Nitto, Gretchen Swanson Center for Nutrition
- Something is Missing: Could WIC Support Indigenous Food Sovereignty?
Health Equality/ NINAWC Track **LA/MIAMI/SD - 5th Floor**
Speakers: Sheryl Pickering, Washington WIC
- Impact of New Arrivals on the WIC Program
Breastfeeding & Nutrition Track **Avenue Ballroom - 4th Floor**
Speakers: Anna Anderson, Near North Health WIC Program



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10:30 AM - 11:30 AM Concurrent Sessions Continued

10:30 - 11:30 AM

Emerging Issues in WIC: Research Findings and Data Products from the USDA's Economic Research Service

Research, Data, & Management Track **Marriott Ballroom - 4th Floor** Will be recorded

Speakers: Leslie Hodges, USDA, Economic Research Service

Advances & Lessons in Data Linkages for WIC Local Agencies

Technology & Innovation/ NINAWC Track **Denver/Holston/KC - 5th Floor**

Speakers: Karen Farley, California WIC Association

11:30 AM - 1:00 PM Lunch on your Own - Exhibit Hall Open

1:00 PM - 2:00 PM Concurrent Sessions

1:00 - 2:00 PM

★ **Power Joint Session** **Chicago Ballroom - 5th Floor** Will be recorded

- Community Partnership Success Story: Innovative Outreach to Increase WIC access for Military Families.

Community Partnership & Outreach Track

Speakers: Krysta Gougler-Reeves, UNC Lineberger Comprehensive Cancer Center; Tamra Morris, Cumberland County Department of Public Health; Whitney Nelson, Fort Liberty Department of Public Health; Teresa Pearce

- Taking it on the Road! A Mobile Health Approach to WIC Service Delivery in Rural Illinois

Community Partnership & Outreach Track

Speakers: Karen Ceballos, Amanda Mehl, Francine Alcantara, and Maria Furgat All from Boone County HD

Tailoring WIC Service Delivery to Chicago Community Needs

Research, Data, & Management Track **Marriott Ballroom - 4th Floor** Will be recorded

Speakers: Stephanie Bess, Illinois Department of Human Services; Shivonnia Dickson, Catholic Charities of the Archdiocese of Chicago WIC Grocery; Jessica Martinez, Catholic Charities of the Archdiocese of Chicago WIC Grocery; Ruby Larson, Greater Chicago Food Depository

Preparing for the Unexpected: State Agency Implementation of the ABFA Rule

Workforce Development Track **Avenue Ballroom - 4th Floor**

Speakers: Allison Post, Food and Nutrition Service, USDA



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1:00 PM - 2:30 PM

Concurrent Sessions Continued

Modernizing Interactive Vendor Trainings
Technology & Innovation Track LA/MIAMI/SD - 5th Floor
Speakers: Katherine Groble, Dawn Pline; All from Michigan WIC

Generational Clarity (Trauma Informed Strategies) - An Indigenous Perspective
NINAWC Denver/Holston/KC - 5th Floor
Speaker: JanMarie Ward

2:00 PM - 2:45 PM

Networking Break: Visit the Posters, Visit the Exhibit Hall, Solar Eclipse
Grand Ballroom Foyer (Exhibit Hall) - 7th Floor

2:45 PM - 3:45 PM

Concurrent Sessions

- ★ **Power Joint Session** Chicago Ballroom - 5th Floor Will be recorded
 - Child Retention Patterns in Michigan WIC (2017-2021) : A Comparative Analysis
Research, Data, & Management Track
Speakers: Madhur Chandra, Bagyalakshmi Kodur; All from Michigan Department of Health & Human Services - WIC Division
 - Using a Health Information Exchange for WIC Referrals and Health Measurement Sharing
Community Partnership & Outreach Track
Speakers: Rebecca Gruenes; All from Minnesota WIC

WIC Online Shopping Updates: Improving the WIC Participant Shopping Experience
Technology & Innovation Track Avenue Ballroom - 4th Floor
Speakers: Allison Nitto GSCN; Brandy Benedict, Hanna Skadsen, Kareen Filippi, Mary Blocksidge, Steve Strong All GSCN sub-grantee

Rebuilding WIC: Reshaping the Workplace Through Trauma Education, Safety, and Compassion
Workforce Development Track Marriott Ballroom - 4th Floor Will be recorded
Speakers: Rose Douglass, Laura Chavez; All from Indiana Department of Health

1:00 - 2:00 PM

2:45 - 3:45 PM



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2:45 PM - 3:35 PM

Concurrent Sessions Continued

Fathers at the Beginning of Life; the Intersection of Family and Men's Health
Research, Data, & Management Track **Denver/Holston/KC - 5th Floor**

Speakers: Anne Stone, Jose Romo Ramirez, both from Washington Fatherhood Council; Craig Garfield, Lurie Childrens Hospital of Chicago/ Northwestern University

WIC Federal Policy Updates

NWA LA/MIAMI/SD - 5th Floor

Speakers: Marie Gualtieri, Nell Menefee-Libey, NWA

3:45 PM - 4:00 PM

Networking Break

4:00 PM - 5:00 PM

General Session: Enhancing the WIC Participant Experience

Chicago Ballroom - 5th Floor **Will be recorded**

Speakers: Whitley Hasty and Cristina Colunga. Moderated by Tecora Smith

Day 3

Tuesday, April 9

6:00 AM - 7:00 AM

Sunrise Walk with Carlos, NWA's Business Partnerships Manager
Marriot Hotel Lobby

7:00 AM - 5:00 PM

Registration Open - Check in **Grand Ballroom Foyer - 7th Floor**

7:00 AM - 7:50 AM

Continental Breakfast **Grand Ballroom Foyer (Exhibit Hall) - 7th Floor**

8:00 AM - 8:45 AM

A Discussion with USDA Secretary Tom Vilsack

Chicago Ballroom - 5th Floor **Will be recorded**

8:45 AM - 9:00 AM

Networking Break

9:00 AM - 10:00 AM

Concurrent Sessions

★ **Power Joint Session** **Avenue Ballroom - 4th Floor**

➤ By Us, For Us: Grounding Culturally-specific WIC Services on Equity
Community Partnership & Outreach Track

Speakers: Cherish Wanter, Sabrina Villemenay; All from Multnomah County WIC

➤ Planting Community Partnerships and Harvesting Health Equity
Health Equity Track

Speakers: Kara Zoller, Kristen Bricko, Sherburne County Health and Human Services

2:45 - 3:45 PM

9:00 - 10:00 AM



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9:00 AM to 10:00 AM Concurrent Sessions Continued

9:00 AM - 10:00 AM

Reinventing WIC Nutrition and Breastfeeding Education Post-Pandemic
Breastfeeding & Nutrition/NINAWC **Marriott Ballroom - 4th Floor** Will be recorded
Speakers: Melody Schrank, Chickasaw Nation

Dual Participation in SNAP and WIC: Exploring Household Characteristics, Barriers and Facilitators to Participation
Research, Data, & Management Track **Chicago Ballroom - 5th Floor** Will be recorded
Speakers: Cayla Waxman, Arizona Department of Health Services

Washington Successful Story of e-FMNP Implementation Year
Technology & Innovation Track **LA/MIAMI/SD - 5th Floor**
Speaker: Katherine Flores, Office of Nutrition Services

10:00 AM - 11:00 AM **Networking Break** Last Chance to Visit the Exhibit Hall!

11:00 AM - 12:00 PM Concurrent Sessions

11:00 AM - 12:00 PM

- ★ **Power Joint Session** **LA/MIAMI/SD - 5th Floor**
 - The Future of the Cash Value Benefit (CVB) – What do our participants think is going on?
Breastfeeding & Nutrition Track
Speakers: Shannon Whaley, Christopher Anderson, Catherine Yopez; All from PHFE WIC
 - Associations between WIC benefit redemption, participant characteristics, and child diet
Research, Data, & Management Track
Speakers: Christopher Anderson, PHFE WIC

Driving the Work with Client Innovation: WIC Client Advisory Councils
Research, Data, & Management Track **Marriott Ballroom - 4th Floor** Will be recorded
Speakers: Whitney Jackson, Myra Lee Fowler; All from MDHHS - WIC Division

USDA's Investments in the WIC Workforce: Our Roadmap and Next Steps
Research, Data, & Management Track **Chicago Ballroom - 5th Floor** Will be recorded
Speakers: Julie Skolmowski, Food and Nutrition Service, USDA; Amy Herring, Food and Nutrition Service, USDA; Carinthia Cherry, USDA National Institute of Food and Agriculture and Mary Marczak, University of Minnesota Extension Department of Family



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11:00 AM - 12:00 PM Concurrent Sessions Continued

Linkages Between Health Care Providers and WIC Local Agencies: Utilizing a Shared Platform

Technology & Innovation Track Avenue Ballroom – 4th Floor

Speakers: Karen Ganacias, Medstar Georgetown University Hospital; Mandy Wagner, FindHelp; Akua Boateng, DC WIC

12:00 PM - 1:30 PM Lunch on your own

1:30 PM - 2:30 PM Concurrent Sessions

Listen to the Beet: Better Practices for Community Engagement

Community Partnership & Outreach Track Avenue Ballroom – 4th Floor

Speakers: Alexandra Reed, Kathleen Oliver, Fabiola Vanegas; All from Denton County WIC

Partnering for Purpose: How to Connect WIC Programs with Hospitals for Optimal Breastfeeding Support

Health Equity/ NINAWC Track Marriott Ballroom – 4th Floor Will be recorded

Speakers: Laura Robinson, Chickasaw Nation; Eileen FitzPatrick, Baby-Friendly USA

Participant Perspectives: Findings from the 2023 Multi-State WIC Participant Satisfaction Survey

Research, Data, & Management Track Chicago Ballroom – 5th Floor Will be recorded

Speakers: Danielle Lee, Celeste Felix, Theresa Tran, Claire Burton, Amanda Kiang, Loan Kim, Lorrene Ritchie; All from Nutrition Policy Institute, University of California and Pepperdine University

Because of YOU, WIC Families FLOURISH

Workforce Development Track LA/MIAMI/SD – 5th Floor

Speakers: Angelica Canche, Jennifer Hamilton, Cherish Wanter, Sabrina Villemenay; All from Multnomah County Health Department

2:30 PM - 3:00 PM Networking Break

3:00 PM - 5:00 PM General Session: Winning Is Hard & NWA Award Ceremony

Speaker: Monica Smith Chicago Ballroom – 5th Floor Will be recorded

5:00 PM - 7:00 PM WIC 50th Anniversary Celebration – Through the Decades Dance Party! Grand Ballroom – 7th Floor

1:30 - 2:30 PM



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Day 4

Wednesday, April 10

7:30 AM - 8:30 AM

Continental Breakfast Chicago Ballroom Foyer – 5th Floor

8:30 AM - 9:30 AM

Concurrent Sessions

EBT Processor Conversion Lessons Learned

Technology & Innovation Track Avenue Ballroom – 4th Floor

Speakers: Molly Oliver, Jennifer Gordon, CDP; Kristina Brady, State of Michigan; Alex Barson, KL&A

Promoting Equity in WIC Online Shopping: Findings from the Pleasant Point Health Center Feasibility Study

Research, Data, & Management Track Chicago Ballroom – 5th Floor Will be recorded

Speakers: Bif Churchill, Pleasant Point WIC; Chelsea Hollowell, Sarah Kersten, Terri Lord; All from Gretchen Swanson Center for Nutrition

Changes in Breastfeeding Initiation Among WIC Participants and WIC-Eligible Nonparticipants Following 2022 Disruptions to the U.S. Infant Formula Market

Health Equity/ NINAWC Track Marriott Ballroom – 4th Floor Will be recorded

Speakers: Leslie Hodges, USDA Economic Research Service

9:30 AM - 9:45 AM

Networking Break

9:45 AM - 10:45 AM

Concurrent Sessions

Developmental Monitoring in WIC

Technology & Innovation Track LA/MIAMI/SD – 5th Floor

Speakers: Amber Brown, ASPHN; Kristie Fawkes, Ocean County Health Department; Kyle Parks, Maine WIC State Agency

Egg Production Methods and Their Broader Implications on Public Health, Welfare, and WIC

Health Equity/ NINAWC Track Avenue Ballroom 4th Floor

Speakers: Ben Williamson, Compassion in World Farming; Andrea Miller, VT Department of Health- WIC Program

8:30 - 9:30 AM

9:45 - 10:45 AM



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9:45 AM - 10:45 AM

Concurrent Sessions Continued

Update on WIC Modernization Projects and Dashboard Will be recorded
Community Partnership & Outreach Track **Marriott Ballroom – 4th Floor**
Speakers: Julie Skolmowski, Food and Nutrition Service, USDA

Enhancing Communication and Revolutionizing Remote and In-clinic
Certifications with Messaging Technology
Technology & Innovation Track **Chicago Ballroom – 5th Floor** Will be recorded
Speakers: Kathleen Merchant, Christine Shepherd, Tara Olson, All from Oregon WIC; Brian Rees, Teletask

10:45 AM - 11:15 AM

Networking Break

11:15 AM - 12:30 PM

**Closing General Session: From Training to Transformation: Advancing
Equitable Public Health Entities and Outcomes**
Chicago Ballroom – 5th Floor Will be recorded
Speakers: Jason Spector and Dax-Devlon Ross from Third Settlements