

2025 NWA Nutrition Education & Breastfeeding Conference



Engage, Inspire,
Energize:
Nourishing
Generations

40 YEARS
National WIC Association

NOVEMBER 5-6, 2025
VIRTUAL

TENTATIVE AGENDA

DAY 1

WEDNESDAY November 5

**11:00 AM -
12:15 PM**

Opening General Session: Reimagining: Opportunity, Partnership, and Impact

Georgia Machell, Stacy Davis, NWA;
Dr. Clifton Kenon

Concurrent Sessions 1:00 PM - 2:00 PM

**1:00 PM -
2:00 PM**

Breastfeeding
Education

The Father Factor: Unlocking Family Support for Breastfeeding

Azaliah Israel, Father's Incorporated

**1:00 PM -
2:00 PM**

Breastfeeding
Education

Engage, Empower, & Educate: Strengthening Breastfeeding in New Mexico WIC.

Kendall Pluta, NM WIC; Liz Jaramillo-Lopez
Jan Tedder

Concurrent Sessions 2:15 PM - 3:15 PM

**2:15 PM -
3:15 PM**

Nutrition
Education

First Bites, Lasting Impact: Building a Foundation for Adventurous Eating

Nimali Fernando, Dr. Yum Project; Margaret Read

**2:15 PM -
3:15 PM**

Breastfeeding
Education

When Babies Need More Help Than We Can Give Them

Emma Burress

**2:15 PM -
3:15 PM**

Breastfeeding
Education

Policy &
Advocacy

PENDING
Navigating Lactation Support Services when Culture, Community Needs, and WIC Program Guidance Clash

Rachel August, WA WIC

Concurrent Sessions 3:30 PM - 4:30 PM

**3:30 PM -
4:30 PM**

Nutrition
Education

Culturally Appropriate Nutrition Education

Zoe Nzimande

**3:30 PM -
4:30 PM**

Breastfeeding
Education

Feeding the Whole Story: Mental Health, Lactation & Client-Centered Care

Cierra Murphy-Higgs



@natwicassoc #NEBF2025

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DAY 2

THURSDAY

November 6

**11:00 AM -
12:15 PM**

*General Session: Strengthening WIC Nutrition
Education to Support Lifelong Health*

Dr. Castor

Concurrent Sessions 12:45 PM - 1:45 PM

**12:45 PM -
1:45 PM**

Nutrition
Education

*Farmers' Market Nutrition
Program: Social Media Best
Practices and Strategies*

Nicole Acosta, Roseline Hooks, NWA

**1:00 PM -
2:00 PM**

Breastfeeding
Education

*From Listening to Action: What
Cohort 1 Taught us About Building
With, Not For, the Community.*

LaTasha Reece, Postpartum Peace of Mind
Rachel Brown

Concurrent Sessions 2:00 PM - 3:00 PM

**2:00 PM -
3:00 PM**

Breastfeeding
Education

*Maintaining High Quality
Breastfeeding Services when
Resources are Limited*

Amy Resnik, Nicole Bulik
Pending: Marilyn Lonczak, Rachel August
Rosie Pierce

**2:00 PM -
3:00 PM**

Breastfeeding
Education

*How Wisconsin WIC Modernized and
Streamlined Breast Pump
Management and Issuance*

Kendall Pluta, NM WIC; Liz Jaramillo-Lopez
Jan Tedder

**3:15 PM -
4:30 PM**

*Closing General Session: Food Package
Implementation & Lessons Learned*

Gillian MacKinnon, Aimee Duncan (pending),
Alana Gowin (Colorado), Mary Kay Diloreto
(Oregon), Joan Medlen



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