

# AGENDA

\*Agenda is subject to change.\*

Recorded sessions will be available mid-October

## Tuesday, September 26

4:00pm - 7:00pm Registration Open Regency Foyer

## Wednesday, September 27

7:00am - 5:00pm Registration Open Regency Foyer

7:00am - 8:00am Morning Exercise Columbia 3 (Third Floor)

8:00am - 9:30am Continental Breakfast Exhibit Hall - Regency CD and Regency Foyer

9:30am - 11:00am **Opening General Session: Where We Are and Where We Are Going - Updates from the 2023 Technology Landscape Report**  
Presenters: Kate Franken, Tiare Sanna, Lauren Peterson, Martelle Esposito, Christina Chauvenet, Beverly Brockington, Sarah Flores Sievers, Georgia Machell

11:00am - 11:30am Break Sponsored by  Exhibit Hall - Regency CD and Regency Foyer

11:30am - 12:30pm Concurrent Sessions

Connecting to the Community- Finding the Right Functionality for Portals and Apps

Leveraging Technology in Nutrition Education and Breastfeeding Support

Presenters: Tami Matti, Wayne Smith, Angela Sorrells

Deschutes C

Using Data Matching Agreements to Conduct Targeted Outreach- A Project between Louisiana WIC and Benefits Data Trust

Data Linkages to Enhance Recruitment and Retention

Presenter: Julia Kosov, Leslie Lewis, Chris Pottle, Caiti Roth-Eisenberg

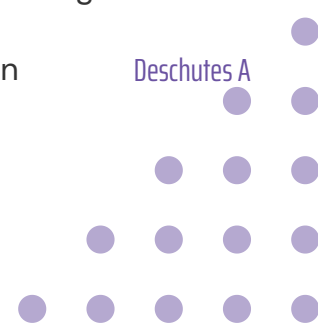
Deschutes B4  
(Recorded)

How Minnesota WIC Uses Utilization Data for Nutrition Education Planning

Evaluation and Quality Improvement - Leveraging MIS Systems to Inform Program Enhancements

Presenters: Rachel Freund, Leonard Littleton

Deschutes A



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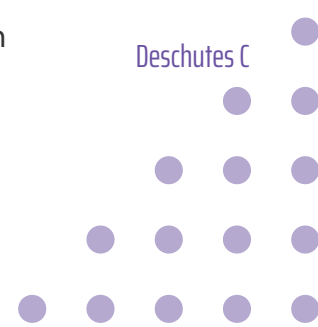
## Wednesday, September 27 (continued)

- 11:30am - 12:30pm** Concurrent Sessions (continued)
- FNS & GSCN WIC Online Shopping Grant Updates  
*Evaluation and Quality Improvement - Leveraging MIS Systems to Inform Program Enhancements*  
Presenters: Jennie Hill, Melanie Hymes, Trish Bailey Regency AB  
(Recorded)
- 12:30pm - 2:00pm** Lunch on your own (Exhibit Hall Open)
- 2:00pm - 3:00pm** Concurrent Sessions
- Chickasaw Nation Online Shopping and Internet Transactions Project  
*The WIC Shopping Experience: Online options, vendor management and program integrity*  
Presenters: Amy Duncan, Jim Chilcoat, Julie Scott Deschutes B  
(Recorded)
- Bridging the Gap – WIC State Agency and Vendor Partnerships to Deliver Nutrition Education and Breastfeeding Support: Insights from the USDA/Tufts Telehealth Intervention Strategies for WIC Project  
*Leveraging Technology in Nutrition Education and Breastfeeding Support*  
Presenters: Catherine Wright, Erin Hennessy Deschutes C
- Synergies Between WIC and Produce Prescriptions Programs  
*Data Linkages to Enhance Recruitment and Retention*  
Presenter: Johnny Sena Deschutes A
- FNS Research Update: Upcoming and Ongoing WIC Studies and Data Collections  
Presenters: Melissa Abelev, Ruth Morgan, Kathryn Knoff Regency AB  
(Recorded)
- 3:00pm - 3:30pm** Networking Break – Visit Posters and Exhibit Hall Exhibit Hall - Regency CD and Regency Foyer
- 3:30pm - 5:00pm** **General Session: FNS Update and State Q&A Panel**  
Presenters: Trish Bailey, Shenique Bridges, Amy Herring, Jerilyn Malliet, Allison Post Regency AB  
(Recorded)
- 5:00pm - 6:30pm** **Welcome Reception** Exhibit Hall

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## Thursday, September 28

<b>7:30am - 4:30pm</b>	Registration Open	Regency Foyer	
<b>7:00am - 8:00am</b>	Morning Exercise	Columbia 3 (Third Floor)	
<b>7:30am - 9:00am</b>	Continental Breakfast	Exhibit Hall - Regency CD and Regency Foyer	
<b>9:00am - 10:30am</b>	<b>General Session: Innovations to Management Information Systems to Optimize WIC Staff and Participant Experience</b> Presenters: Jennifer Nicklas, Eric Kaleida, Carrie Coenen, Bagya Lakshmi Kodur, Taffery Lowry, Laurie Somerhausen		Regency AB (Recorded)
<b>10:30am - 11:30am</b>	Break - Visit Poster Presenters	Exhibit Hall	
<b>11:30am - 12:30pm</b>	<u>Concurrent Sessions</u>		
	Building a Compliance System, One Piece at a Time <i>The WIC Shopping Experience: Online options, vendor management and program integrity</i> Presenters: Celeste Lunceford, Andrew Levy		Deschutes B (Recorded)
	Online Nutrition Education (ONE) in Wisconsin: Preliminary findings from a partnership between Wisconsin WIC, Nutrition Matters and UW-Stout <i>Leveraging Technology in Nutrition Education and Breastfeeding Support</i> Presenters: Kaila Baer, Lindsay Heidelberger, Susan Krahn		Multnomah 4
	Michigan WIC: Improving the WIC Certification Experience Through Innovative Enhancements <i>Data Linkages to Enhance Recruitment and Retention</i> Presenters: Bagya Lakshmi Kodur		Deschutes A
	FNS Research Update: Launch of WIC PC+ and the WIC Modernization Evaluation Presenters: Melissa Abelev, Daniel Perez-Lopez, Caroline Dunn		Regency AB (Recorded)
	Innovating Vendor Peer Groups in the Modernized WIC Program <i>The WIC Shopping Experience: Online options, vendor management and program integrity</i> Presenter: Arthur Burger, Carrie Coenen, April Jules		Deschutes C
<b>12:30pm - 2:00pm</b>	Lunch on your own (Exhibit Hall Open)		



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## Thursday, September 28 (continued)

**2:00pm - 3:00pm**

### Concurrent Sessions

Centering and Supporting WIC Clients in WIC Online Ordering  
*The WIC Shopping Experience: Online options, vendor management and program integrity*

Presenter: Jamie Shannon, Elyse Kovalsky

Deschutes C

TeleWIC – Enabling Participant Access in South Carolina  
*Leveraging Technology in Nutrition Education and Breastfeeding Support*

Presenters: Jennifer Craig, Jennifer Saunders, Jay Saunders

Deschutes B  
(Recorded)

Quality Improvement Starts with Relevant, Timely, Local Data  
*Evaluation and Quality Improvement - Leveraging MIS Systems to Inform Program Enhancements*

Presenter: Todd Kirkpatrick

Deschutes A

FNS WIC Modernization

Presenters: Amy Herring, Elizabeth Barrett, Angela Spencer, Antoinette Coleman

Regency AB  
(Recorded)

**3:00pm - 4:00pm**

Break - Network with Sponsors and Exhibitors

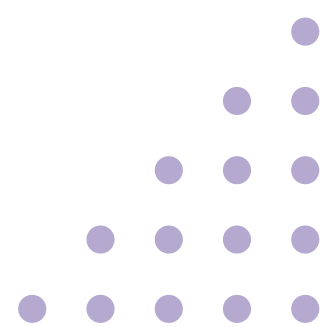
Exhibit Hall - Regency CD and Regency Foyer

**4:00pm - 5:30pm**

**General Session: The Future of EBT: Electronic Benefits Transfer beyond WIC.**

Presenters: Amy Duncan, Ellen Thompson, April Jules, Beverly Cole

Regency AB  
(Recorded)



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## Friday, September 29

**7:00am - 8:00am** Continental Breakfast *Regency Foyer*

**8:00am - 9:00am** Concurrent Sessions

Vendor Scorecard: New Mexico's Key to Successful Vendor Collaboration that measures redemption performance and identifies best practices.

*The WIC Shopping Experience: Online options, vendor management and program integrity*

*Deschutes B  
(Recorded)*

Presenter: Melissa Valdez

MyNCWIC Portal: Increasing Efficiency and Modernizing the Participant Experience

*Leveraging Technology in Nutrition Education and Breastfeeding Support*

*Regency AB  
(Recorded)*

Presenter: Cara Perdue, Katharine Clarke

One Call Now, Two-Way and Lactation Texting

*Data Linkages to Enhance Recruitment and Retention*

*Deschutes C*

Presenter: Ginger Roberts-Scott, April Richmond

Closing the Feedback Loop: Ensuring Health Equity Among Historically Marginalized Participants During the Transition to eWIC in Ocean County, New Jersey

*Evaluation and Quality Improvement - Leveraging MIS Systems to Inform Program Enhancements*

*Deschutes A*

Presenters: Patricia High, Kristie Fawkes

**9:00am - 9:15am** Networking Break *Regency Foyer*

**9:15am - 10:15am** Concurrent Sessions

Leveling Up: Delivery of Breastfeeding Education Using an Interactive Gamification App – A Pilot Feasibility Study

*Leveraging Technology in Nutrition Education and Breastfeeding Support*

*Deschutes A*

Presenters: Amy Malinowski, Tricia Cassi

The Wanda Experience – New York's Virtual Solution for WIC Information and Referrals

*Data Linkages to Enhance Recruitment and Retention*

*Deschutes C*

Presenter: Alison Stark



# AGENDA

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## Friday, September 29 (continued)

### 9:15am - 10:15am Concurrent Sessions (continued)

Using Technology to Improve Participant Experience and Redemption of Farmers Market Benefits

*Lessons from the field and updates from NWA*

Presenters: Christina Chauvenet, Katherine Flores, Ginger Roberts-Scott, Katie Furia

Deschutes B  
(Recorded)

The Power of Infant Formula Contracts

Presenters: Tiare Sanna

Regency AB  
(Recorded)

Using EBT Data to Manage WIC Vendors: Sharing Approaches and Tools from the California WIC State Agency\*\*

*The WIC Shopping Experience: Online options, vendor management and program integrity*

Presenters: Susan Sabatier, Jakeem Lewis, Christine Pinaglia

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10:15am - 10:45am Networking Break *Regency Foyer*

10:45am - 12:30pm **Closing General Session: Advancing the Modern WIC Shopping Experience**

Presenters: Paul Throne, Christina Chauvenet, Asia Bangura, Harry Zhang, Rosita Aragon Rosario, Georgia Machell

Regency AB  
(Recorded)