

2019 Annual Education and Training Conference & Exhibits

CONCURRENT SESSIONS

April 7, 2019

2:15 – 3:15 pm

Launching New Digital Tools for WIC Participants

The Center on Budget and Policy Priorities, the National WIC Association, and Social Interest Solutions developed a toolkit to help WIC agencies become more informed purchasers of digital tools for WIC participants. While some agencies have made digital tools available to participants, others are on the verge of employing them for the first time. The toolkit can be used by state and local agency staff, wherever they are in the process of implementing customer-facing technology, as a guide through a series of considerations to determine whether to employ and how to choose, implement, and improve a digital tool for participants. The presentation will discuss the types of digital tools for participants available and how they can be helpful, share important choices to consider before purchasing, identify some of the key features to ensure that they are user-friendly for participants, and discuss how to utilize data to improve tools over time.

Presenter(s):

- Julie Silas **Social Interest Solutions**

The Way to WIC Collaborative – A Federal, State and Local Agency Partnership

The Way-To-WIC Collaborative is comprised of 25 members from state and local agencies in the Southeast Region and USDA/FNS, who were charged with developing a toolkit of effective strategies for improving customer service and achieving self-sufficiency. Join us for this webinar to hear about the culmination of two years of work in the areas of partnerships, marketing and advertising, the clinic environment, and food packages.

Presenter(s):

- Berry Kelly **Bureau of Community Nutrition Services S.C. Dept. of Health & Environmental Control**

Innovative Approaches to Increasing Recruitment and Retention in Colorado WIC

In 2015, 41% of eligible participants in Colorado were enrolled in WIC, making Colorado's participation the 49th lowest in the nation. The Colorado State WIC office collaborated with the Colorado Health Foundation to develop grant funding focused on increasing enrollment. Thirteen local agencies, of various sizes and demographics, were awarded WIC Innovation Grants. This panel will highlight four of the thirteen projects including: training of medical providers to screen for food insecurity, providing snack baskets to providers with WIC information, co-locating to enroll mothers in the hospital, and strengthening community partnerships to increase referrals. Other projects to be briefly touched on: opening of satellite clinics; WIC mobile vans; data sharing with community partners; refer a friend raffle; streamlining referral systems; community gardens and outreach campaigns. Agencies have continuously shared materials and outcomes with one another via Basecamp, for the progress of a common purpose, increased access to WIC for Coloradans.

Presenter(s):

- Kelly Kading **Weld County WIC (Sunrise WIC)**
- Melanie Morrison **Tri-County Health Department**
- Samantha Volk Jennings **Denver County WIC**
- Nicole Cawrse **Pueblo Department of Public Health and Environment**

Challenges and Opportunities for the WIC Workforce

WIC has the nation's largest workforce of credentialed nutrition and breastfeeding professionals who possess the skills to meet the growing needs of a culturally and linguistically diverse population and address the health disparities in our communities. Unfortunately, local agencies report more difficulties recruiting and retaining nutritionists and lactation consultants. Multiple strategies will be needed to maintain a robust workforce. Health care is reforming and focusing on prevention and the value of health care interventions. WIC has an opportunity to play a role in supporting patients in the community addressing their needs for social

determinants of health and preventing chronic diseases such as diabetes. New ways to maintain our workforce could positively impact WIC participation and retention.

Presenter(s):

- Karen Farley **California WIC Association**
- Nancy Nesa **California WIC Association**

Session by National WIC Association

Session by USDA FNS

April 8, 2019

2:00 – 3:00 pm

A Randomized Trial of The Impact of Telelactation on Breastfeeding Duration and Exclusivity Among Rural Mothers

Although telelactation is widely available through many private companies and multiple WIC agencies have offered it to support breastfeeding mothers, it has never been evaluated. We conducted a randomized trial of telelactation on breastfeeding duration and exclusivity in an underserved, rural community. Among the 203 participants enrolled, 92 (49%) had public insurance and 74 (40%) were first-time mothers. In our intent-to-treat analysis, participants in the treatment group were at 2 and 5 percentage points more likely to report any breastfeeding and exclusive breastfeeding, respectively, as of 12 weeks. Adjusting for use of telelactation in an instrumental variable model, the breastfeeding rates for any and exclusive breastfeeding were 5 and 11 percentage points higher in the treatment group. However, these differences were not statistically significant. Our findings are suggestive that telelactation may improve breastfeeding rates; however, this study was underpowered and additional research with larger samples is needed.

Presenter(s):

- Lori Uscher-Pines **RAND**

Research and Development of Communications Strategy for Partnership Building in WIC.

General perceptions of the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) typically align with positive sentiments and associations, however there is limited awareness of the ultimate purpose, goals, and successes of the program. A lack of information or knowledge of the NWA also allows opportunity for negative stories or misperceptions to fill the void among key audiences. Hear findings from recent qualitative research that explored how to better communicate about WIC with key audiences.

Presenter(s):

- Rebecca Mark **Porter Novelli**

Breastfeeding Patterns of WIC Participants in Maryland: Does Hospital Baby Friendly Designation Make A Difference?

The Baby Friendly Hospital Initiative (BFHI) has been identified as an effective intervention to improve breastfeeding outcomes globally and in the U.S. Its impact on WIC participants has not been systematically assessed. In 2016, three Maryland hospitals were designated as Baby Friendly. For this study, breastfeeding initiation, exclusivity and duration, before and after the designation of Baby Friendly Hospital at three local WIC agencies, whose participants primarily deliver at the target BFHI hospitals, are being compared to breastfeeding outcomes at three matched local WIC agencies whose participants deliver at hospitals that are not designated as a Baby Friendly Hospital. Data is being collected from the Maryland WIC administrative database for each identified local WIC agency for the years 2010-12, before baby friendly preparations began, and years 2017-2018 after BFHI certification. Come learn how policies related to maternity hospital practices impact WIC participant infant feeding patterns.

Presenter(s):

- Dania Orta Aleman **Johns Hopkins Bloomberg School of Public Health**

Promoting Early Literacy Through Local WIC Clinics and Technology Integration

Too Small to Fail (TSTF) promotes early brain and language development by supporting parents with tools to talk, read, sing and meaningfully engage with their young children from birth. In this session, TSTF will provide

an overview of three communities who have partnered with local WIC clinics to promote early language and brain development, as well as the national reach that the WICShopper App has had through integration of Talking is Teaching content. Participants will learn about the strong evidence base on early language and brain development; gain insight into the critical role that trusted messengers have in supporting the early language and brain development of children in their community; and receive concrete strategies and engaging tools to reach parents and caregivers where they are with meaningful language-rich activities to boost all areas of their children's learning and development.

Presenter(s):

- Jane Woo **Clinton Foundation**
- Deborah D'souza **Baltimore County Health Department**
- Marisa Conner **Baltimore County Public Library**
- Angelina Montgomery **Help Me Grow Alameda County**

Forging a Path to a Great Participant Experience

Addressing participant dissatisfaction is essential to providing WIC services that are responsive, effective, and efficient. However, WIC agencies often struggle to define, prioritize, and implement customer service principles. In 2016, Georgia WIC began the Heartfelt Project, a process of assessing and improving customer service. The presenter will discuss the development and results of two core components of the Heartfelt Project. The first component is a statewide customer service evaluation, where active participants underscored the clinic experience, inactive participants detailed their personal barriers. The presenter will highlight valuable insights, discuss practical implications of the findings, and share Georgia's responses to the survey results. The second component is an evidence-based supervisory skills training program, developed because the supervisor-employee relationship fundamentally shapes both the organizational culture and the customer service provided. The presenter will highlight the training curriculum and dynamics, while also showcasing the creativity with which employees are embracing the Heartfelt relationship.

Presenter(s):

- Brandon Whitney **Georgia Department of Public Health WIC Program**

Session by USDA FNS

April 9, 2019

11:30 am – 12:30 pm

Integrating a WIC Clinic within a Military Treatment Facility

In August 2017, the Manhattan, Kansas-based Riley County Women, Infants, and Children (WIC) office established an on-site clinic within Fort Riley's Military Treatment Facility (MTF). Irwin Army Community Hospital (IACH) is the first MTF to insert WIC within hospital operations. In this hospital and county collaboration, soldiers and families accessing labor/delivery, obstetrics and pediatrics clinics are actively referred to WIC. In 12 months, the WIC client load increased from zero to 1201 at a rate of 9% per month. Commissary sales increased 23.5% overall during that period. This presentation will discuss the creation of this unique clinic, determinants of success, and future implications.

Presenter(s):

- Jane Freyenberger **Riley County Health Department**

A Trauma-Informed Approach to Treating Maternal Mental Illness

Women's life narratives play an important role in their own mental health and in the quality of their relationships with their infants and children. Historical trauma creates insecure attachments that impact the entire family system. This presentation looks at maternal mental illness through the lens of trauma-informed care with an emphasis on the critical importance of understanding relational history as a pathway to treating symptoms. This perspective supports the primary goals of decreasing stigma, and increasing education, identification, prevention and treatment for all mothers suffering with pregnancy and postpartum-related mood disorders.

Presenter(s):

- Diana Barnes **The Center for Postpartum Health**

Data Exploration through Data Visualization

This presentation explores the insights that can be gained when multiple sources of data are linked in Tableau, a data visualization software, to tell the story of one State agency's WIC program. By combining multiple data sources, including WIC PC data, American Community Survey data, and EBT data, the presentation will demonstrate how visualizations can help make connections within a State's WIC program, across State agencies, and nationwide. We will highlight opportunities for State agencies to use available data to gain insights on their program as well as identify new ways to present information about WIC to internal stakeholders and external audiences.

Presenter(s):

- Kathy Wroblewska **Insight Policy Research**
- Kelsey Gray **Insight Policy Research**

Weight, Wait Don't Tell Me: A HAES approach to anthropometric assessment in WIC

Erin Camacho, director of the CNMI WIC Program, and Jaclyn Chamberlain, with Pinnacle Prevention, share the background, process, impact, and lessons learned from their pilot, "Weight, Wait Don't Tell Me: A HAES approach to anthropometric assessment in WIC." The pilot project included intensive HAES-related training and discussions, including discussions around weight bias and personal experience with weight-related issues, and transition away from weight-based terms to use of a Likert/hedonic scale as part of the anthropometric assessment. The presenters seek to facilitate a larger discussion on the needs and feasibility of transitioning the anthropometric risk assessment and related nutrition education to a HAES approach.

Presenter(s):

- Jaclyn Chamberlain **Pinnacle Prevention**

A Three-Pronged Approach to Improving Caseload: Building a Strategic Outreach Plan for Eligible Individuals, Medical Providers, and Community-Based Organizations

Local agencies should use available data and information to plan, execute, and evaluate enhanced outreach strategies to improve caseload. A strategic plan can improve efficiency, effectiveness, build buy-in among staff to conduct outreach activities, and result in both strengthened community partnerships and improved caseload. CAI has worked closely with New York State (NYS) WIC and family planning agencies to strategically plan, conduct, and evaluate outreach activities to targeted communities. This presentation will explore various direct (i.e., to eligible individuals) and in-direct (i.e., establishing relationships with medical providers and community-based organizations [CBOs]) strategies for conducting outreach and guide participants on developing an effective three-pronged approach for improving caseload.

Presenter(s):

- Meredith Jones **CAI**
- Michelle Gerka **CAI**
- Lindsay Senter **CAI**

SNAP into WIC; Using Data and Technology to Enroll SNAP Households into WIC

In 2018, Benefits Data Trust (BDT) and The Center on Budget Policy Priorities (CBPP) launched a pilot program with the Colorado Department of Human Services (CDHS) and the Colorado Department of Public Health and Environment (CDPHE) designed to increase WIC participation. After completing multi-agency data sharing agreements, a data match identified 20,000 families with a child under 5 currently enrolled in SNAP but not WIC. The team designed a two-way texting engagement plan consisting of outreach messages informed by CDPHE staff and behavioral economics to educate families about WIC. Implementation included developing procedures with health departments to receive referrals and track outcomes. Preliminary results show that more than 17% of those receiving outreach have responded, with approximately one-third of responders requesting a WIC appointment. Further evaluation of messages and enrollment outcomes is underway. This presentation will discuss project implementation, message effectiveness, and offer recommendations for future WIC outreach initiatives.

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Using Program Coordination and Technology for Targeted Recruitment and Retention of WIC families in New Hampshire

A NH Dept of Health and Human Services data sharing agreement and custom designed WIC dashboard within the SNAP online application tool revealed more than 10,000 households were potentially eligible for the WIC

Program. With enrollment and retention efforts at an all time high, this new tool for screening eligible families has the potential to flatten the declining WIC caseload trend and increase the eligible pool of new applicants for the WIC Program. Based on a preliminary analysis only 43%-62% of the incoming referrals from SNAP are currently receiving WIC benefits thus, leaving a large margin of eligible households. Through telephone outreach activities, NH's goal is to increase the number of families enrolled in WIC.

Presenter(s):

- Ryan Lauko **Benefits Data Trust**
- Heather Benninghoven **Benefits Data Trust**
- Lissa Sirois **Nutrition Services Section, NH Dept of Health & Human Services**

April 9, 2019

2:00 – 3:00 pm

WIC Breastfeeding Peer Counselors And Cultural Competence With African-American Women: A Qualitative Secondary Analysis

Although breastfeeding peer support is a culturally competent strategy, there is a knowledge gap on the cultural competence of WIC breastfeeding peer counselors (PCs). This study explored WIC PCs' cultural competence in their relationships with African-American clients. A secondary analysis of qualitative data from 3 focus groups was conducted. 23 racially diverse PCs from a Southeastern state shared their perspectives on factors influencing breastfeeding in African-American women. Data from transcripts and field notes were analyzed relating to cultural competence. Overall, PCs appeared to be culturally aware when working with African-American clients; yet, experiences varied. Four themes emerged: 1)Appreciation of diversity, 2)Awareness of cultural differences, 3)Dedication to authenticity, 4)Understanding that being a peer goes beyond race. Focus group sessions appeared to improve cultural competence for several non-African-American PCs. Further cultural competence training may be beneficial for WIC PCs who support African-American families with breastfeeding.

Presenter(s):

- Tyra Gross **Xavier University of Louisiana**

Why Are They leaving? Understanding Reasons for Discontinuing WIC Benefits

Despite the health benefits observed in young children served by WIC, such as improved birth outcomes and improved diet quality, WIC participation dramatically declines as children get older. Data from the USDA-funded WIC Infant and Toddler Feeding Practices Study – 2 (ITFPS-2) through age 2 are now available and results comparing children remaining on WIC to children who left the program provide a compelling picture of characteristics associated with program retention. Come learn more about the findings and how they may be useful to your own WIC program.

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Now We Are Three! Findings to three years old from the WIC Infant and Toddler Feeding Practices Study (ITFPS-2)

The WIC Infant and Toddler Feeding Practices Study (ITFPS-2) is a national longitudinal study of children followed from prenatal or infant WIC enrollment to their sixth birthdays. The original infants are now three years old. This session will address how these children are living, eating, growing, and thriving in the third year of life, and how WIC contributes to those outcomes. Topics will include child care use, medical care, and engagement with federal food programs;feeding beliefs and practices; food intake, nutrient intake, and diet quality; and child weight and growth patterns. Because WIC ITFPS-2 follows children to age six regardless of whether they continue to participate in WIC, findings will also explore associations between WIC participation at age two and key outcomes in the third year.

Presenter(s):

- Nancy Weinfield **Kaiser Permanente**
- Danielle Berman **USDA Food and Nutrition Service**
- Shannon Whaley **PHFE WIC**
- Christine Borger **Westat**

Relationship Building to Increase Referrals & Caseload

Community partnerships and relationship-building have a substantial impact on WIC referrals and caseload. By identifying shared goals and aligning priorities, community organizations can help develop and strengthen partnerships. Breastfeeding education and support, a key priority area of WIC, can serve as a way for WIC to initiate partnerships and identify common goals. Breastfeeding can also be used to show WIC's value, and position WIC as a convener in the community. Learn about a new initiative to coordinate resources and build partnerships at both the state and local level. Hear how Michigan WIC has successfully implemented at the local level.

Presenter(s):

- Amber France **Coeffective**

Integrating Opioid And Other Substance Misuse Interventions in Non-Traditional Settings

Opioid and other substance misuse has become a pervasive and urgent public health challenge across the United States. Using a case study approach based on our experiences working with WIC and community health clinics in central Texas, we will discuss strategies to build substance use disorder integration capacity outside of primary care and other traditional settings to address opioid and other substance misuse. Through this presentation, we will share steps in the development and implementation of a SUD-specific systems integration framework that can be applied to non-traditional settings. Specifically, we will share successes, opportunities, and lessons learned that can be applied and replicated in other contexts.

Presenter(s):

- Melanie Ogletton **Cardea**

Red Alert Babies-What To Do When WIC Newborn Babies Have Lost Too Much Weight

Breastfeeding assessment is a critical part of WIC services that we offer to our families. At PHFE WIC, we wanted to improve our newborn screening tools to ensure that staff were making appropriate recommendations to our mothers. Staff were trained to weigh newborn babies in a dry diaper and assess the infant's weight compared to the birthweight. We created a "traffic light" schematic with "Red, Yellow and Green" zones, so that staff could easily identify babies who had lost more weight than expected. Staff were trained on the appropriate Plan of Care for "Red Alert" zone babies which includes a temporary supplementation plan for feeding the baby, protecting mother's milk supply, and a referral to the baby's doctor. This session will describe the need for these assessments, share the tools, and provide tips for other local agencies in how to apply these breastfeeding assessment practices in their sites.

Presenter(s):

- Cindy Clapp **Heluna Health**

DPH WIC Dietetic Internship Program: Workforce Development through a Nationally Accredited Competency Based Supervised Practice Program for Qualified Georgia WIC Employees to Obtain the Registered Dietitian Credential

In response to the need for more Registered Dietitians in public health, the Georgia Department of Public Health Women, Infants, and Children's Supplemental Nutrition Program (WIC) Dietetic Internship Program started in 1992. Accredited by the Accreditation Council on Education in Nutrition and Dietetics (ACEND), the program assists qualified employees in the Georgia WIC Program in overcoming financial, geographical, or personal barriers to verify professional competence and obtain the Registered Dietitian credential. The program emphasizes application of nutrition care knowledge via activities that provide opportunities for interns to perform core competencies of registered dietitians in evidenced based and professional practice, customer service and practice management and resource utilization in the delivery of public health and community nutrition care.

Presenter(s):

- Rhonda Tankersley **Georgia Department of Public Health WIC Program**
- Angela Damon **Georgia Department of Public Health WIC Program**