## 2021 NWA Annual Pre-Conference Agenda

### Monday, June 14 – Pre-Conference (additional Registration Fee)

<table>
<thead>
<tr>
<th>Time</th>
<th>Session Description</th>
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| 11:00 am – 12:00 pm | **Pre-Conference Session 1** – NWA Public Policy Session  
Description TBA                                                                 |
| 12:00 pm – 12:30 pm   | Break                                                                               |
| 12:30 pm – 1:30 pm       | **Pre-Conference Session 2** - Leveraging Annual Participant Experience Data  
to Inform Advocacy for WIC Enhancements in the COVID-19 Era  
In July 2020, Public Health Solutions, the largest provider of community-based  
WIC services in New York State, issued a digital survey to 25,223 WIC  
participants to assess COVID-19 impact to which 1,161 (4.6%) responded.  
Survey findings informed advocacy activities demanding increased protections  
for WIC participants and recommending a hybrid approach to future service  
delivery to optimize quality and participant experience. |
| 1:30 pm – 2:00 pm       | Break                                                                               |
| 2:00 pm – 3:00 pm       | **Pre-Conference Session 3** - Experiences Supporting Infant and Young  
Child Feeding in New Orleans Post-Hurricane Laura  
The New Orleans Breastfeeding Center’s (NOBC) Infant Ready program  
promotes breastfeeding as the safest feeding option in emergencies through  
training, educational materials, and distribution of emergency infant feeding  
kits. Beginning on August 26, 2020 NOBC mounted its first local IYCFE  
response to support pregnant and parenting people with children under 2  
years affected by Hurricane Laura. Hurricane Laura occurred around the  
same time as a resurgence of COVID-19 infections in Louisiana. NOBC  
lunched an emergency parent-infant hotline; collected donations of  
diapers, wipes, and menstrual products; assessed feeding histories; and  
distributed innovative emergency infant feeding kits. The experiences and  
observations of lactation professionals from NOBC providing support post-  
hurricane show that city and state entities were not adequately prepared to  
respond to the infant feeding needs of evacuee families. Further, the low  
rates of breastfeeding observed among the evacuee population drove us to  
readapt our response as we went. |
| 3:00 pm – 3:30 pm       | Break                                                                               |
| 3:30 pm – 4:30 pm       | **Pre-Conference Session 4** - Assessing the impact and feasibility of WIC  
remote services and expanded food options  
The COVID-19 pandemic exacerbated barriers to WIC participation. At the  
same time, the outbreak created economic conditions that increased food  
insecurity. Washington State (WA) WIC has been re-tooling service delivery  
since the outset of the pandemic to overcome participation barriers. In spring of |
2020, WA WIC began offering remote WIC certifications, nutrition education, breastfeeding support and expanded the allowable foods list. Trends in participation, unmet need, food benefits issuance, and use of WIC services were examined in secondary quantitative data. Focus groups with state-level and local WIC staff and semi-structured interviews with WIC clients were conducted. Changes in participation, client and staff satisfaction, food purchasing, and food security as well as processes, facilitators, and challenges involved in the implementation of the programmatic changes will be presented. WA WIC is interested in continuing these program flexibilities after the pandemic. Evidence regarding the impact and feasibility of these changes could inform decision-making.