

# Conference Agenda

## Saturday, April 21, 2018

10:00 a.m. - 6:00 p.m.

**Committee and Task Force Ad Hoc Meetings**  
*Minnesota*

1:00 - 2:00 p.m.

**NWA Finance Committee Meeting (Closed Meeting)**  
*Watertower*

1:00 - 3:00 p.m.

**State Directors' Section Representative Meeting (Closed Meeting)**  
*Navy Pier*

1:00 - 3:00 p.m.

**Local Agency Section Representative Meeting (Closed Meeting)**  
*Huron*

1:00 - 3:00 p.m.

**Nutrition Services Section Representative Meeting (Closed Meeting)**  
*O'Hare*

2:00 - 3:00 p.m.

**Executive Committee Meeting (Closed Meeting)**  
*Watertower*

3:30 - 6:00 p.m.

**Spring Board of Directors Meeting (Closed Meeting)**  
*Watertower*

4:00 - 6:00 p.m.

**Registration Open**  
*7th Floor Registration*



**All juices may look the same but it's what's inside that matters.**



**No Added Sugar  
No High Fructose Corn Syrup  
No Artificial Sweeteners  
No Artificial Flavors  
No Preservatives**

*Our delicious sweetness comes straight from the fruit, that's it!*

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# Conference Agenda

## Sunday, April 22, 2018

8:00 a.m. - 12:00 p.m.

### National Indian and Native American WIC Coalition Meeting (Closed Meeting)

Huron

8:00 a.m. - 12:00 p.m.

### Pre-Conference Workshop: Social Media: Opportunities for Ongoing Engagement

WaterTower

Social media can be intimidating. There is a lot to consider, a lot to learn and – let's be honest – we are all way too busy to add something else to our to do lists. But it can be a really great tool to stay engaged with families between appointments. Join us for a pre-conference workshop to learn what social media is, why it's important to your work and how to build a social media strategy. We ask that all participants come with their agency's social media policy (if they have one). By the end of this workshop, participants will:

- understand the differences between a variety of social platforms and how to use them;
- have a social media plan outline;
- have information to support the creation of a social media policy;
- create several posts that are ready to share.

#### Presenter:

- Hannah Shultz, University of Iowa College of Pharmacy

8:00 a.m. - 5:00 p.m.

### Registration Open

7th Floor Registration

8:00 a.m. - 5:00 p.m.

### Lactation Suite Open

Navy Pier

Sponsored by 

8:00 a.m. - 5:00 p.m.

### Speaker/Media Ready Room

River North

8:00 a.m. - 5:00 p.m.

### Committee and Task Force Ad Hoc Meetings

Minnesota

9:30 - 11:00 a.m.

### Local Agency Meet and Greet (For Local Agency Staff Only.)

Halsted

9:30 - 11:00 a.m.

### State Agency Meet and Greet (For State Agency Staff Only.)

Marriott Ballroom

12:15 p.m.

### Doors Open for Opening General Session

Grand Ballroom

12:30 - 1:30 p.m.

### Welcome and Opening Remarks

Grand Ballroom

1:30 - 3:00 p.m.

### Opening General Session: Fear Is My Homeboy®: How to Get Brave and Start Taking Action

Grand Ballroom

How would you feel if ...

- You could thrive in times of extreme change
- You had less emotional reactivity in stressful situations
- You could easily separate things you can control from those you can't

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- You felt more organized and less overwhelmed
- You weren't burdened by a fear of failure

This interactive session uses the fundamentals of improv theatre to help participants fight fear and get brave, so they can avoid self destruction and have less emotional reactivity in stressful situations.

You hear this all the time: "Everything you want is on the other side of fear" ... yet, how do we get to the other side of fear?

This interactive session will challenge you to reimagine how you deal with fear + help you put a plan in place to start taking action. Participants will leave this "fear boot camp" with a plan to finally start advancing their goals, personally and/or professionally.

**Presenter:**

- Judi Holler, HOLLA! Productions



**3:00 - 3:45 p.m.**

**Break**

**3:45 - 5:00 p.m.**

**State Agency Directors Section Forum**

*Grand Ballroom Salon 1*

**3:45 - 5:00 p.m.**

**State Nutrition Services Section Forum**

*Grand Ballroom Salon 2*

*The Nutrition Services Section Forum is for all State Level Nutritionists. An excellent chance to network with your colleagues from across the nation, attending the forum will give you the opportunity to learn about NWA's work and the work of the Nutrition Services Section over the past year.*

**3:45 - 5:00 p.m.**

**Local Agency Section Forum**

*Grand Ballroom Salon 3*

**5:00 - 7:00 p.m.**

**NWA Board Chair's Reception & Trade Show Opening**

*Chicago Ballroom*

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## Monday, April 23, 2018

6:45 - 7:30 a.m.

**Exercise: Yoga**  
*Fitness Lab, 9<sup>th</sup> Floor*

7:30 a.m. - 5:00 p.m.

**Registration Open**  
*7th Floor Registration*

7:30 - 9:00 a.m.

**Continental Breakfast in Exhibit Hall**  
*Chicago Ballroom*

8:00 - 8:25 a.m.

**NWA Talk: Comments for the Greater Good: Lifting WIC's Voice in Public Health Nutrition**  
*Education Lounge in the Chicago Ballroom*

As the education arm and advocacy voice for the WIC program, NWA incessantly works to protect, advocate, and lobby for the Program's best interest. This includes representing our members on calls for public comment regarding various nutrition-related topics in the public health space. From formula guidance for industry, to the WIC food package and the Dietary Guidelines for Americans, among NWA's many regular tasks is ensuring that we represent WIC by commenting on policy and guidance that is relevant to the Program.

**Presenter:**

- Darlena Birch, National WIC Association

8:30 - 8:55 a.m.

**NWA Talk: How to Use Text Messaging to Increase Show Rates & Improve Client Retention**

*Education Lounge in the Chicago Ballroom*

WIC agencies agree that texting is the most practical and effective method to reach WIC participants. Good client engagement can be a tremendous tool for improving show rates and helping moms see the value of WIC after their child turns one. However agencies implementing texting programs often have questions and confusion regarding areas such as legal requirements, content, frequency, and whether to utilize additional means of communication. This session addresses what has been most effective for WIC in the real world and will discuss important considerations when implementing a text service.

**Presenter:**

- Kim Gustafson, One Call Now/  
DigiConnect

8:00 a.m. - 5:00 p.m.

**Lactation Suite Open**  
*Navy Pier*

Sponsored by **medela** 

8:00 a.m. - 5:00 p.m.

**Speaker/Media Ready Room**  
*River North*

8:00 a.m. - 5:00 p.m.

**Ad Hoc Meetings**  
*Minnesota*

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## Monday, April 23, 2018

9:00 - 10:30 a.m.

### **General Session: Community Collaborations: The Secret to Winning the War on Hunger** *Grand Ballroom*

Food assistance programs on the national, state, and local levels are being threatened. With over 42 million food insecure Americans, the need to prevent dire budget cuts is at an all time high. Clancy will bring statistics alive with real stories allowing participants to shift any misconceptions they may have about food assistance.

The United Nations states that collaboration is critical, “if we are to create a more inclusive, just, and sustainable world.” Solutions to complex nutrition problems require leadership from various partners: government leaders, funding agencies, schools, hospitals, the private sector, the non-profit sector, and more. Clancy will discuss how to engage partners from various community sectors in food and nutrition. She will also provide practical solutions to build relationships and examples of how effective collaboration improves health outcomes.



#### **Presenter:**

- Clancy Harrison

10:30 - 11:30 a.m.

### **Networking with Exhibitors & Posters** *Chicago Ballroom*

Sponsored by 

10:35 - 11:00 a.m.

### **NWA Talk: 15 Years of Online Nutrition Education: Top 5 Lessons Learned** *Education Lounge in the Chicago Ballroom*

Fifteen years ago the Internet was still in its infancy and WIC agencies' use of it was primeval, at its best. Google, Facebook, Instagram, iPhone, Snapchat, YouTube--none of it existed. Over the past decade and a half, we have been developing online behavior change approaches to assist WIC clients in parent-child feeding behaviors. What began as a Microsoft stick figure clip art and comic sans approach has dramatically changed as the technologies available advanced. Over 15 years and 5 million client connections--there's a lot of history and experience to be shared!

#### **Presenters:**

- Robert Bensley, [wichealth.org](http://wichealth.org)
- Jason Rivas, [wichealth.org](http://wichealth.org)

11:05 - 11:30 a.m.

### **NWA Talk: Are We Ready for Gen-Z? The Next Generation of Moms** *Education Lounge in the Chicago Ballroom*

In many ways, Gen Z is doubling down on the changes Millennials forced on the system. But in other, crucial aspects, Gen Z brings a whole new perspective to the food landscape, forged through their shared experiences in a time of relative turbulence and social instability. Technology, and their interaction with it, is a key defining characteristic of this generation. This constant access to information and peer influence brings implications for attitudes to key topics such as health and wellness, nutrition and parenting. Gen Z is not only vastly different from previous generations with respect to their attitude towards technology, but their food choices are heavily skewed towards health and

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wellness which has almost created a movement in packaged food industry. Gen Z's shopping habits, nutritional preferences and anticipated interaction with WIC will be examined.

**Presenter:**

- Tina Ewing, Gerber

**11:30 a.m. - 12:30 p.m.**

**Up In Smoke: The Potential Implications of Marijuana Use During Pregnancy and Breastfeeding**

*Grand Ballroom Salon 1*

**Breastfeeding & Nutrition**

As the recreational and medicinal use of marijuana increases around the world, the potential for babies to be impacted by this herb during breastfeeding increases exponentially. In the United States, several states have recently legalized or are on the path to legalizing the consumption of marijuana (cannabis). This trend has led to more lactation consultants and healthcare professionals being faced with the question, "Is it safe for me to use marijuana while I breastfeed?" The answers given vary widely and this is due largely to myth, bias, and poorly conducted and accessed research. The Medications and Mother's Milk Guide considers cannabis to be an L5, contraindicated for breastfeeding while Lactnet states that it is preferable for users to continue breastfeeding and yet minimize the baby's exposure to smoke. These widely differing recommendations lead healthcare professionals to scratch their heads and face the knowledge that they just don't know what to say to mothers. Additionally, there are reports of social services removing babies from homes due to mother's marijuana use while breastfeeding. A newly discovered system within the human body, the endocannabinoid system, interacts with marijuana and is

largely responsible for brain development, homeostasis, and much more. Discover how and why cannabis chemicals can potentially change a babies brain development and epigenome. This presentation looks at the most recent research and policies surrounding this controversial herb.

**Presenter:**

- Laurel Wilson, MotherJourney

**11:30 a.m. - 12:30 p.m.**

**Building Meaningful Connections: The Power of Storytelling and Photography**

*Grand Ballroom Salon 2*

**Communication (Recruitment & Retention) | Community Engagement**

Research shows us that connection and empowerment in health settings contributes to better patient satisfaction and health outcomes. Storytelling is one way to effectively connect with patients. Humans naturally think, communicate, perceive, understand, and decide in the language of stories. This session will focus on how to communicate and connect with WIC clients through storytelling. By the end of the session, attendees will be able to: 1) describe the science behind connecting through stories; 2) list research that supports that value of storytelling in health care; 3) describe storytelling techniques for different WIC client-staff scenarios; and 4) list ways to encourage client storytelling. Storytelling as a communication tool for connection has implications for WIC client satisfaction, retention, and healthy behavior change and development.

**Presenters:**

- Martelle Esposito, Mothership
- Nhu To-Haynes, Oregon Health Authority

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11:30 a.m. - 12:30 p.m.

### What Can We Learn from EBT Data About WIC Participants' Behavior?

*Grand Ballroom Salon 3*

#### Research & Evaluation

This session aims to explain how to use EBT data to infer WIC participants' benefit prescriptions, redemption, and retention behaviors. Using Virginia WIC EBT data in 2015-2016, we analyzed over 150,000 WIC participants' behaviors. We found that the benefit prescription was not always continuous, and statistical patterns were identified for the distribution of the gap days between benefit cycles. For redemption behaviors, we analyzed specific food items, including formula, infant foods, and fruits and vegetables benefits. We also examined the disparities in redemption rates across socio-demographics to understand low redemption rates in certain food products, such as breakfast cereal. Finally we applied survival analyses to examine WIC participants' drop-out patterns, focusing on infant participants' drop-out patterns. In summary, EBT data mining is instrumental for policy makers and researchers to understand WIC participants' behaviors and therefore design and implement interventions to improve redemption and retention in the WIC program.

#### Presenter:

- Harry Zhang, Old Dominion University

11:30 a.m. - 12:30 p.m.

### South Carolina WIC Services on Wheels *Denver/Houston/Kansas City*

#### Community Engagement

To combat a common barrier of transportation issues for participants, S.C. submitted a grant proposal to FNS and received funding for the

implementation of four mobile WIC clinics to be used throughout the state. WIC Services on Wheels (SoW) used lessons learned from a successful 6-week off-site pilot project for purposes of planning for this initiative. S.C. WIC is using a strategic approach of partnering with Head Start locations on the local level to reach our target population, reaching both existing participants and potential new ones. This presentation will cover the state's process for selecting the vans, how we went about choosing a vendor for upfitting the vans to serve as clinics on wheels with the ability to gather weight and height measurements, check hemoglobin, and print vouchers. We will discuss ways to promote the clinic locations, cover strategies for evaluation efforts, and highlight our WIC SoW launch party.

#### Presenter:

- Berry Kelly, South Carolina Department of Health & Environmental Control - Division of WIC Services

11:30 a.m. - 12:30 p.m.

### FNS Management Evaluations: Recent Changes and How to Leverage Them

*LA/Miami/Scottsdale*

#### Program Integrity & Technology

FNS recently revised its National Management Evaluation (ME) Guidance to increase the consistency of MEs and improve FNS oversight and support of State agencies. This session will provide an overview of the changes WIC State agencies can expect, tips for State agencies to get the most out of MEs, and a look back on past Target ME cycles.

#### Presenter:

- Amy Herring, USDA Food and Nutrition Service

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12:30 - 2:00 p.m.

**Lunch on Your Own**

2:00 - 3:00 p.m.

### **How Behavioral Insights Can Improve WIC: Using Behavioral Science in Your Everyday Work**

*Grand Ballroom Salon 1*

Communication (Recruitment & Retention) |  
Research & Evaluation

Despite the WIC program's clear benefits, many mothers who intend to breastfeed will stop long before a full year and some participants will drop out of the program before their eligibility lapses. What keeps families from fully utilizing WIC's resources?

While families need information to guide their decisions, information alone is rarely enough to spark action. Instead, insights into human behavior can shed light on families' decisions and why good intention does not always translate into action. Since 2016, we have partnered with California WIC to apply our behavioral science expertise to understanding how participants make decisions regarding WIC and how to create solutions that help eligible families take advantage of all that WIC has to offer. In this presentation we will share behaviorally-informed design recommendations and prototypes as well as explore key principles of behavioral science to equip attendees with a new way of thinking about problem-solving that can be applied to everyday work.

#### **Presenters:**

- Dani Grodsky, ideas42
- Antonia Violante, ideas42

2:00 - 3:00 p.m.

### **1000 Days in Gap City: Exploring the Relationship Between the Breastfeeding Gap and the Word Gap**

*Grand Ballroom Salon 2*

Breastfeeding & Nutrition

The first 1000 days of a child's life is an extraordinary period of potential. Babies are born ready to learn, yet what and how much they learn depends on support from their environment at every level. Primary in this process are the parents, whose job it is to nurture and nourish. Breastfeeding provides nourishment for the body, the mind, and the spirit. Touching, talking, reading, and playing helps build vocabulary along with cognitive and literacy competence. In fact, talking is considered by early childhood experts to be "linguistic nutrition". We know that breastfeeding rates are on the rise, but we also know that the gap in breastfeeding rates between low-income and high-income parents remains wide. By the same token, research has also shown that parents in high vs. low socioeconomic groups have enormous disparities in the amount and quality of daily verbal exchanges they have with their child. So great is the difference—reported to add up to 30 million words in the first three years—that it has come to be known as the Word Gap. Children who lack this verbal advantage struggle with language throughout their lifetime. Similarly, we know that children who are not breastfed have lower health and intellectual outcomes than children who are. So how are the breastfeeding and word gaps related? How can health workers promote breastfeeding and literacy? We know that all babies are born with the same potential and eagerness to learn. What can we do to help ensure that each baby has the very best chance to succeed in life?

#### **Presenter:**

- Dia Michels, Platypus Media

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2:00 - 3:00 p.m.

### **Situational Awareness Training for WIC Professionals**

*Grand Ballroom Salon 3*

#### **Community Engagement**

WIC professionals, like all people in potentially risky situations, need to learn awareness, prevention and actionable tactics, based on best practices, to mitigate risk and increase the probability of survival during a violent encounter or active shooter situation in the office or in the field. The program, based on the nationally used “RUN, HIDE, FIGHT” campaign, provides attendees with proven and validated information and skills related to reality-based situational awareness, de-escalation tactics, personal protection and active shooter survival. Although the topic is very serious, the program is very positive, empowering, engaging and filled with relevant practical tips. You do not need to be athletic or skilled to do this program! This is NOT an amateur martial arts program, but rather a professional, high-quality, validated and reliable training session for civilians, and WIC professionals, to have a higher probability of preventing or surviving a violent and potentially life-threatening situation.

#### **Presenter:**

- Michael Dunphy, Walsh University

2:00 - 3:00 p.m.

### **A Red State Solution: WIC and the Emergency Food System**

*Denver/Houston/Kansas City*

#### **Advocacy | Research & Evaluation**

Georgia’s conservative political environment has meant that state funding for nutrition programs is limited and leaders frequently look to the faith and charitable sectors to address social problems, including food insecurity. The

Atlanta Community Food Bank, which was created largely by congregations, and the faith community, is still an essential part of its 600+ agency network. Beginning in 2015, the Food Bank initiated a partnership with the Georgia Department of Public Health and its WIC program to jointly evaluate enrollment and participation strategies and to collaborate on program improvements. Institutional advocacy-stakeholders working with state and local agencies directly--to advance a policy agenda is a “red state solution” that can yield lasting benefits to people in need when support or funding from elected officials is unlikely. This session will provide an overview of the history and achievements of the public/private “Georgia WIC Working Group,” as well as share findings from 2017 data analysis efforts and focus group research with Spanish-speaking and English language participants. The session will explain how Georgia, one of the first states to adopt universal Pre-K and the first to create a state Department of Early Care and Learning, is currently poised to advance WIC enrollment through robust collaboration with emergency food providers in addition to traditional channels.

#### **Presenter:**

- Lauren Waits, Atlanta Community Food Bank

2:00 - 3:00 p.m.

### **Leveraging Partnerships for a Stronger WIC**

*LA/Miami/Scottsdale*

#### **Community Engagement**

Participation in the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) has been on a steady decline across the nation in all three participation groups for six consecutive years. Engaging community partners and health care providers to promote and enroll families in WIC is a valuable opportunity to help shift this trend as

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these individuals may be a trusted resource for families in their community. This session will explore opportunities for partner-engagement by showcasing examples from three innovative programs in Idaho, Pennsylvania, and New Jersey. Specific emphasis will be placed on efforts to educate key stakeholders (e.g. health system and hospital leadership, physicians, nurses, social service providers, students), establishing how outreach with community partners can positively impact the health of those in their care through increased referrals and participation in WIC.

### Presenters:

- Cindi Bennett, Nampa Women's Birth Center and New Born Intensive Care Unit
- Cynthia Galloway, Central District Health Department WIC Program
- M. Chaplin Mazzocchi, Community Action Partnership of Lancaster County/WIC
- Mary Ann Ellsworth, New Jersey Department of Health

**3:00 - 4:00 p.m.**

### Networking with Exhibitors & Posters

*Chicago Ballroom*

**3:05 - 3:30 p.m.**

### NWA Talk: Where in the World is WIC Policy? An Update from D.C.

*Education Lounge in the Chicago Ballroom*

Join NWA's Senior Associate for Federal Government Affairs, Ali Hard, for an update on the WIC policy landscape in D.C. Ali will give an overview of what is going on with WIC-related federal policy, and go over where we are with FY18 and FY19 WIC appropriations.

### Presenter:

- Ali Hard, National WIC Association

**3:35 - 4:00 p.m.**

### NWA Talk: Private Brands, Trends and the WIC Shopper

*Education Lounge in the Chicago Ballroom*

As the grocery industry continues to change, how will it impact WIC? In this session, what trends are happening at the grocery store and what shoppers are looking for will be discussed. Information providing insight into the development of Private Brands and how they can benefit the WIC shopper and encourage cost containment will also be shared.

### Presenter:

- Becca Polk, Supervalu

**4:00 - 5:00 p.m.**

### Evaluating WIC on a Shoestring Budget

*Grand Ballroom Salon 1*

#### Research & Evaluation

Are you worried that your program can't afford the evaluation it truly needs? Come join us and learn how to develop a great mixed-methods evaluation using the latest technology available and do it on a budget! We will teach you how to create evaluations your staff and participants actually look forward to participating in. You will learn the methods, tools, and strategies we use to help WIC programs across the country assess and improve their programs. Our work over the past 6.5 years has been about helping WIC and other health programs develop low-cost evaluations while incorporating the latest advances in technology. Examples of our work with WIC programs and other health-related programs are highlighted. After this presentation conference attendees will be able to: Differentiate between different types of evaluations available; Set up a low cost mixed-methods evaluation; Compare the advantages of using technology vs. traditional methods

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to develop your next participant focus group; Select when to use a bulletin board focus group to obtain staff and participant feedback; Summarize data that can be obtained from these different methods.

### Presenters:

- Karissa Horton, Limetree Research
- Jennifer J. Loy, Limetree Research

**4:00 - 5:00 p.m.**

### **Understanding the Benefits of the NWA National Awareness and Retention Campaign**

*Grand Ballroom Salon 2*

#### Communication (Recruitment & Retention)

In this seminar, you will learn about the strategies of NWA's national awareness and retention campaign. We will cover how the campaign is performing and discuss which strategies are driving enrollment and engagement. We will show creative messaging test results and describe the methodology for how creative is tested. We will show components of our social media tool kit and cover the changes that are affecting marketing on Facebook and Google.

### Presenter:

- Chuck Hajj, Meredith Corporation

**4:00 - 5:00 p.m.**

### **Mind the Gap: Romancing the Food**

*Grand Ballroom Salon 3*

#### Breastfeeding & Nutrition

There are a variety of reasons for a client to miss out on the nutrition provided by the WIC food package, and many of them fit into one of two categories: She couldn't find the food or she didn't want the food. In this session, industry nutrition marketing experts will tackle the latter by revealing how current food trends can be used to get clients excited about WIC foods and ultimately improve redemption.

### Presenters:

- Melanie Hall, Kellogg Company
- Melissa O'Brien, Jewel Osco

**4:00 - 5:00 p.m.**

### **Results from the WIC Infant and Toddler Feeding Practices Study (ITFPS-2): Findings through Age 2!**

*Denver/Houston/Kansas City*

#### Breastfeeding & Nutrition | Research & Evaluation

The WIC Infant and Toddler Feeding Practices Study (ITFPS-2) is a longitudinal study of 3,777 infants followed from prenatal or infant WIC enrollment to their 5th birthday. Recruited from 80 WIC sites located in 27 states and US territories, the babies have turned two! Come learn how WIC toddlers from around the US are eating, growing and developing. Topics will include the influences of returning to work, school and childcare on breastfeeding outcomes, complementary feeding practices, developmental progressions in self-feeding, food and nutrient intake, and child growth patterns. As WIC ITFPS-2 is designed to follow children to age five regardless of whether they

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continue to participate in WIC, the study will also provide insight into program retention. Results from the previously released prenatal and infant year WIC ITFPS-2 reports have provided exciting updates to what we know about WIC program participants. Results through age 2 promise to be equally compelling!

### Presenters:

- Shannon Whaley, PHFE WIC
- Nancy Weinfield, Westat
- Kelley Scanlon, USDA Food and Nutrition Service

4:00 - 5:00 p.m.

### WIC Nutrition Services and Administration (NSA) Funds

LA/Miami/Scottsdale

#### Program Integrity & Technology

FNS allocates available food and NSA funding to State agencies using the WIC funding formula. This session will provide an overview of the WIC funding formula, regional operational adjustment funds, quarterly allocations of appropriated grant funds and reallocations of unspent prior year funds, and the NSA spending options, including conversion, back spend, and spend forward.

### Presenter:

- Hayes Brown, USDA Food and Nutrition Service

Dinner on Your Own

*Burger, Carroll & Associates, Inc.*  
*Knowledge You Can Trust*  
*Happily Serving the WIC Community for Over 29 Years*

**BCA**  
www.burgercarroll.com

f t in YouTube

# Conference Agenda

## Tuesday, April 24, 2018

6:45 - 7:30 a.m.

**Exercise: Zumba**  
*Fitness Lab, 9<sup>th</sup> Floor*

7:00 - 7:30 a.m.

**Voter Registration for NWA Business Meeting**  
*Denver/Houston/Kansas City Foyer*

7:30 a.m. - 5:00 p.m.

**Registration Open**  
*7th Floor Registration*

7:30 - 9:00 a.m.

**Continental Breakfast in Exhibit Hall**  
*Chicago Ballroom*

8:00 - 8:25 a.m.

**NWA Talk: Initiation: Getting Mom Off to the Best Start on Her Breastfeeding Journey**  
*Education Lounge in the Chicago Ballroom*

Breastfeeding initiation rates continue to rise for mothers within the U.S. Yet many mothers begin early supplementation with formula and fail to reach their personal breastfeeding goals. Early intervention in the initial post-birth period with evidence-based lactation strategies is vital to assist the mother in reaching an adequate milk production. Reaching an adequate milk production is a journey that requires mothers to initiate, build and maintain their lactation. This presentation describes the lactation journey through Secretory Differentiation during pregnancy and Secretory Activation in the early post-birth period that includes strategies that assist in initiating, building and maintaining milk volumes if the infant is unable to adequately

demonstrate appropriate breastfeeding behavior or if the mother is at risk for lactation failure. The presentation includes a framework that was developed to assist mothers and lactation professionals in determining if and when a mother might need additional technology to assist her on her journey.

**Presenter:**

- Irene M. Zoppi RN, MSN, IBCLC, Medela

8:30 - 8:55 a.m.

**NWA Talk: Mind the Gap: Increasing APPetites for WIC Foods**  
*Education Lounge in the Chicago Ballroom*

When WIC foods go unused, the redemption “Gap” is often due to one of two reasons. Either the client cannot find the food she’s looking for (e.g. it’s out of stock, in the wrong package size, not the brand she wants, etc.) or she thinks she won’t use or enjoy the food. In an effort to address the latter, a group of private/public entities developed a new functionality for WIC apps to increase consumption with the aim of improving health outcomes. This session will provide an overview of the marketing strategies used and initial learnings gathered from developing engaging, non-branded, end of the month push notifications that invite clients to explore recipes for all the foods they have not redeemed yet.

**Presenter:**

- Melanie Hall, MS, RD, Kellogg Company

7:30 - 9:00 a.m.

**NWA Business Meeting (NWA Voting Members Only)**  
*Denver/Houston/Kansas City*

8:00 a.m. - 5:00 p.m.

**Lactation Suite Open**  
*Navy Pier*

Sponsored by **medela** 

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## Tuesday, April 24, 2018

8:00 a.m. - 5:00 p.m.

### Speaker/Media Ready Room

*River North*

8:00 a.m. - 5:00 p.m.

### Ad Hoc Meetings

*Minnesota*

9:00 - 10:30 a.m.

### General Session: The Power of Personal Stories

*Grand Ballroom*



David Litt was a speechwriter for President Obama from 2011 to 2016. At the White House, he got to write for one of the best speakers - and storytellers - in American history. In this session, he'll share the lessons he learned about how to

tell stories that capture an audience's attention and motivate them to act. David will offer a checklist that anyone can follow to make sure their stories are as engaging and effective as possible - and he'll identify common pitfalls that are easy to avoid.

#### Presenter:

- David Litt, Funny Or Die

10:30 - 11:30 a.m.

### Networking with Exhibitors & Posters

*Chicago Ballroom*

Sponsored by 

GENERAL MILLS

11:30 a.m. - 12:30 p.m.

### Streamlining the WIC Shopping Experience

*Grand Ballroom Salon 1*

#### Program Integrity & Technology

In this session, representatives from Miami-Dade WIC, Florida's largest WIC agency, and Inmar, a national technology provider, will explore in-store and online strategies to improve the WIC Shopping experience for WIC clients and Vendors. Miami-Dade WIC will discuss the success of the WIC-Shelves initiative that was launched in 2016. This includes the description of how the strategic placement of WIC-authorized foods in grocery stores allows WIC participants to find their full WIC food prescription in a convenient/timely manner, and creates a simpler, faster and more efficient WIC-shopping/checkout process. The WIC-Shelves initiative increases the satisfaction and engagement levels of Vendors and WIC clients while positively impacting WIC- redemption and long-term WIC retention rates.

Inmar will review the technology that Vendors/Retailers are embracing as they work to more effectively engage with digitally connected grocery shoppers. This includes examining how new platforms are enabling pre-shop decision-making, influencing in-store product selection and increasing positive, long-term engagement between Vendors and shoppers. As insight into shopper behavior increases along with greater access to shopper-friendly technology, WIC and Vendors have a unique opportunity to collaborate and create a WIC Shopper experience that will drive improved outcomes for all parties. Innovative uses of that connection to the Vendor can also improve fraud management and quicken visibility to fraud trends for WIC.

# Conference Agenda

## Tuesday, April 24, 2018

### Presenters:

- Isabel Martin, Florida Department of Health in Miami-Dade County
- Eriko Grover, Florida Department of Health in Miami-Dade County
- Diana Medina, Inmar, Inc.

**11:30 a.m. - 12:30 p.m.**

### **Food Consumption Patterns of Participants in the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC): New Findings from the 2016 Feeding Infants and Toddlers Study (FITS)**

*Grand Ballroom Salon 2*

#### Research & Evaluation

WIC is instrumental in ensuring nutritional adequacy among young children. FITS 2008, presented at the 2017 NWA conference, indicated there was room to improve the diets of infants and toddlers in WIC. This included a need to further increase breastfeeding, and to increase consumption of iron-rich foods, vegetables, fruits and whole grains. WIC food packages were last updated in 2009 to help improve dietary patterns; however, nationally representative data measuring the impact of these changes on consumption is limited. FITS 2016 is the first national survey of its size focused on dietary intake of infants and toddlers since the 2009 WIC food package changes. 3,145 caregivers of children 0-4y (1,161 WIC participants), completed 24-hour dietary recalls and household surveys. This presents a unique opportunity to measure progress since FITS 2008 (pre food package update), and to compare data available from NHANES and other studies. Some noteworthy

success have been achieved in dietary patterns since 2008; however, additional progress is needed to ensure young children are receiving optimal nutrition for growth and development. This new data offers unique evidence on the impact of the revised food packages and is timely given the recent proposed changes by the National Academy of Sciences, Engineering and Medicine, as well as for the WIC Staff who are on the front line engaging and inspiring families to make healthy eating choices.

### Presenters:

- Erin Quann, Gerber Products Company
- Joanne F. Guthrie, Economic Research Service, U.S. Department of Agriculture
- Stephanie Bess, Illinois Department of Human Services

**11:30 a.m. - 12:30 p.m.**

### **Using Data Analysis and Technology to Improve WIC Retention**

*Grand Ballroom Salon 3*

#### Research & Evaluation | Program Integrity & Technology

We have modeled WIC participant behavior, determining what factors indicate someone may not stay on WIC. From there we have experimented with various kinds of solutions, including texting, online education, and other kinds of custom software solutions to attempt to solve barriers to staying on WIC. We will be sharing our experiments and results. Bring your questions and more solutions!

### Presenter:

- Mike Whaley, PHFE WIC

# Conference Agenda

## Tuesday, April 24, 2018

11:30 a.m. - 12:30 p.m.

### **WIC & Immigration: An Update on Public Charge & Other Issues**

*Denver/Houston/Kansas City*

#### **Advocacy**

Though WIC has always served families regardless of immigration status in nearly all states, the Trump administration is in the process of changing immigration policies in ways that will have significant impacts on WIC's ability to serve immigrant families. This session will provide an update on the administration's changes to public charge – which could punish immigrants for using WIC and other programs like Medicaid while applying for a visa or green card – and the census, which helps to determine WIC funding. This session will also address ways the WIC community can advise concerned immigrant participants and take action to ensure that all eligible families are served at WIC clinics.

#### **Presenters:**

- Elisabet Eppes, National WIC Association
- Brian Dittmeier, National WIC Association
- Alison Hard, National WIC Association

11:30 a.m. - 12:30 p.m.

### **Shopper Apps**

*LA/Miami/Scottsdale*

#### **Program Integrity & Technology**

Shopper Apps are prevalent in many WIC EBT States. USDA FNS will present the national picture of these apps, what they provide, and how States have utilized them for more than just shopping for participants.

#### **Presenter:**

- Jerilyn Malliet, USDA Food and Nutrition Service

12:30 - 2:00 p.m.

**Lunch on Your Own**

1:00 - 2:00 p.m.

### **USDA State Directors Town Hall (For State Directors Only)**

*Los Angeles/Miami/Scottsdale*

2:00 - 3:00 p.m.

### **Mastering Challenging Participant Interactions**

*Grand Ballroom Salon 1*

#### **Communication (Recruitment & Retention)**

WIC staff often enjoy pleasant interactions and the ability to meet participants' needs without difficulty or conflict. Unfortunately, difficult conversations are also part of delivering outstanding participant service, so employees and supervisors need to know how to do it well. This session takes attendees through the entire customer service, service recovery, and relationship building process. Rather than avoiding these conversations, attendees will come to understand how to engage in them to resolve concerns and ultimately build participant loyalty. WIC-specific case studies enhance the relevance and value of this session.

#### **Presenter:**

- Charles Frazier, Learning Dynamics

# Conference Agenda

## Tuesday, April 24, 2018

2:00 - 3:00 p.m.

### **Moving WIC Forward: A Case Study for Expanding WIC Access and Improving Community Health Through Wholesale Distribution and Mobile Markets**

*Grand Ballroom Salon 2*

#### Community Engagement

Responding to a need for greater food access and WIC-approved grocery stores in a low-income urban area, a community health collaboration emerged between public health non-profits, local businesses, a community design center, and the Wyandotte County, Kansas WIC office. From that collaboration, new opportunities for leveraging WIC to increase food access and reduce health disparities have emerged, including the development of a mobile grocery store. This presentation will present the research, strategies, methods, and outcomes of working to move WIC forward.

#### **Presenters:**

- Matthew Kleinmann, University of Kansas School of Architecture and Design
- Nancy Sanchez, Unified Government Wyandotte County Public Health Department

2:00 - 3:00 p.m.

### **Get Your WIC Agency on TV... for Free**

*Grand Ballroom Salon 3*

#### Communication (Recruitment & Retention) | Community Engagement

Free WIC advertising is available. News media outlets reach thousands, sometimes millions of people each day. Businesses featured in news stories often get boosts in sales or interest without spending any advertising dollars. WIC offices can benefit from this phenomena too. This training will show you how to get news outlets to carry WIC messages through news stories. The training will show you how to

approach different media outlets, how to write a press release, and how to make a WIC message or event newsworthy.

#### **Presenter:**

- Melanie Smith, Texas Health & Human Services

2:00 - 3:00 p.m.

### **Does Purchasing Behavior of WIC Participants Align with Recommendations for the WIC Food Package Revision?**

*Denver/Houston/Kansas City*

#### Advocacy | Research & Evaluation

The WIC food package provides an important benefit for mothers and children. Since 1974 the food package had not undergone any major revision until 2009, when it was revised to align with the Dietary Guidelines for Americans (DGA) and Healthy People 2020 goals. Recently, USDA commissioned an expert committee of the National Academies of Sciences, Engineering and Medicine (NASEM) to review the current food package and provide recommendations for the next cycle of revision. Committee recommendations include increasing the dollar amount of the cash value voucher (CVV) along with the addition of fish in order to improve alignment with the recent DGAs. The current study was undertaken in 2016 to explore how participants choose WIC foods during the shopping experience. In-person interviews were conducted with 204 participants from five ethnic groups and in four languages at WIC sites around Southern California. This session will present results about what participants shared about their purchasing behavior for WIC foods. Findings suggest recent NASEM recommendations will further improve the acceptability of the food package, particularly among ethnic minority participants.

#### **Presenter:**

- Loan Kim, Pepperdine University

# Conference Agenda

## Tuesday, April 24, 2018

2:00 - 3:00 p.m.

### **Lifting Up Our Voices to Be Champions for WIC**

*LA/Miami/Scottsdale*

Communication (Recruitment & Retention) | Advocacy

This session will provide a multimedia showcase of WIC stories, photos, and videos and will explain how WIC stories can be used to advocate for WIC. The National WIC Association will first describe two recent projects—our WIC Advocacy Champions and WIC Voices Projects—and how they fit into NWA’s broader communications and advocacy efforts. This will include multimedia stories that have been collected through the WIC Voices Project and local insights from a team of volunteers representing four local WIC agencies who provided content for the project.. The session will then feature members of NWA’s WIC Advocacy Champions team discussing their journeys to becoming strong WIC leaders, and how they use compelling stories to achieve advocacy goals. The session will culminate in a Q&A with panelists.

#### **Presenters:**

- Elisabet Eppes, National WIC Association
- Manon Taylor, Osage Nation WIC
- Brittany Tybo, Inter-Tribal Council of Nevada
- Kate Girard, Montana Department of Public Health
- Mary Schultheis, Crescent City WIC
- Nanci Jenkins, Panhandle Health District
- Tina McDonald, District Health Department #10
- Kathleen Rebollo, Tri-County Health Department

3:00 - 4:00 p.m.

### **WIC Voices Exhibit Gallery Walk**

*Grand Ballroom Foyer*

The WIC Voices project aims to elevate the voices of WIC participants using multimedia exhibits and briefings as a means to engage policymakers, press, and partner organizations in the conversation to protect WIC. Because stories and testimonials are a powerful advocacy tool, photo and video testimonials were shaped and developed in this gallery walk to highlight the WIC program’s impact on communities across the country.

4:00 - 5:00 p.m.

### **Beyond the Clinic: Using Social Media to Stay Engaged**

*Grand Ballroom Salon 1*

Communication (Recruitment & Retention)

Want to learn how you can use social media to interact with your WIC participants and attract WIC-eligible families to your program? Social media is now woven into the fabric of our daily lives. People turn to social media everyday, multiple times a day, to connect with individuals and organizations. Research we conducted in 2011 found that WIC parents want to use social media to interact with WIC. In recent years, many WIC agencies have started using social media to communicate with their participants. This presentation will highlight the planning, implementation, and results of our social media project with the Inter Tribal Council of Arizona WIC program.

#### **Presenters:**

- Karissa Horton, Limetree Research
- Jennifer J. Loyo, Limetree Research
- Sara Najafi, Inter Tribal Council of Arizona WIC
- Mary Schultheis, Crescent City WIC Services

# Conference Agenda

## Tuesday, April 24, 2018

4:00 - 5:00 p.m.

### **“Learn the Signs. Act Early”:** Statewide expansion of the WIC Developmental Milestones Program

*Grand Ballroom Salon 2*

Community Engagement | Research & Evaluation

For the past seven years, Missouri’s Women, Infants, and Children Special Supplemental Nutrition Program (WIC) has worked with the University of Missouri to promote earlier identification of developmental delays among children from low-income families. Starting with a pilot program in eastern Missouri and supported by research results, the WIC Developmental Milestones Program is now expanding through WIC agencies across the state. This program addresses the needs of young children served by WIC, who may lack access to developmental screening services and miss the opportunity to benefit from critically important early intervention services. It is based on key messages of the CDC’s “Learn the Signs. Act Early.” public health campaign for parents. WIC staff members use a set of brief checklists and family-friendly wall and floor graphics to increase parents’ awareness of typical child development. If a checklist suggests that a child is not reaching his or her age-specific developmental milestones, WIC staff members refer that child to the doctor for screening and further assessment, just as they refer for other health concerns. The program helps WIC staff know when to refer for suspected delays and how to support families. It has the potential to serve as a national model for WIC agencies in other states. This presentation will provide background information about this promising practice, describe methods used to make it accessible across Missouri, and share evaluation data about the success of the expansion. The

program is funded by an innovative partnership between the Centers for Disease Control and Prevention (CDC) and the Missouri Department of Health and Senior Services.

#### **Presenters:**

- Janet Farmer, University of Missouri
- Kathy Mertzlufft, Missouri Department of Health and Senior Services

4:00 - 5:00 p.m.

### **Quality Improvement and Performance Management in the WIC Clinic: Improving Customer Service and Staff Performance**

*Grand Ballroom Salon 3*

Program Integrity & Technology

As more public health agencies pursue PHAB (Public Health Accreditation Board) Accreditation, Quality Improvement (QI) and Performance Management (PM) become part of the work culture. For some WIC clinics, this may be very normal but for others, it could be something new and perhaps intimidating. Our WIC staff were challenged with identifying a topic for a QI project. During a brainstorming session, it was mentioned some families seem to be at the clinic “forever”. That one comment lead to our current journey. We began with Process Mapping (PM) an appointment and have worked through multiple data collection tools. We use pivot tables to analyze the data and we use this information to monitor/ assess clinic flow and incorporate it as a part of staff evaluations. QI and PM may at first be intimidating but the potential benefits they offer in customer service and staff performance are worth the time and effort.

#### **Presenter:**

- Todd Kirkpatrick, Licking County Health Department

# Conference Agenda

## Tuesday, April 24, 2018

4:00 - 5:00 p.m.

### **WIC Participant and Program Characteristics 2016**

*Denver/Houston/Kansas City*

#### Research & Evaluation

Since 1988, FNS has produced biennial reports on participant and program characteristics in the 90 WIC State agencies. WIC PC data provides valuable information about WIC participants for State agencies and other interested researchers. This presentation provides an overview of WIC PC data collection, key findings for 2016, and possible uses of the data.

#### **Presenters:**

- Betsy Thorn, Insight Policy Research
- Nicole Kline, Insight Policy Research
- Anthony Panzera, FNS Office of Policy Support

4:00 - 5:00 p.m.

### **Peer Support Counseling Programs Advance Health Equity**

*LA/Miami/Scottsdale*

#### Breastfeeding & Nutrition | Research & Evaluation

Breastfeeding is recognized as an imperative, and key preventative public health intervention. WIC participants experience lower rates of breastfeeding initiation and duration in comparison to the general population. Some racial and ethnic groups face social, economic and structural barriers which result in persistent disparities in breastfeeding rates among these groups. Communities which cannot successfully sustain breastfeeding shoulder the burden of increased health care and other costs

for mother, child and community. The Minnesota WIC program conducted an evaluation of the WIC Peer Breastfeeding Support Program and its association with breastfeeding initiation and continuation in Minnesota WIC's diverse populations. A retrospective analysis of observational data included WIC participants who gave birth in 2012 and accepted a Peer Counseling (PC) program referral prenatally (n = 2219). Multivariate logistic regression and Cox regression models examined associations between peer services and breastfeeding initiation and continuation of any breastfeeding. Among women who accepted referral into a PC program, odds of initiation were significantly higher among those who received peer services than those who did not receive services (Odds Ratio (OR): 1.66; 95% CI 1.19–2.32), after adjusting for confounders. Women who received peer services also were more likely to continue to breastfeed from birth through 12 months postpartum than women who did not receive services. (Hazard Ratio (HR) month one: 0.45; 95% CI 0.33–0.61; months two through twelve: 0.33; 95% CI 0.18–0.60). The positive association of peer counseling with improved breastfeeding outcomes was similar across women of differing races, ethnicities and countries of origin. The WIC Peer Breastfeeding Support Program has the potential to help women from diverse communities to achieve higher rates of breastfeeding initiation and duration, and reducing the health disparities experienced by disadvantaged communities.

#### **Presenter:**

- Patricia Faulkner, Minnesota Department of Health

**Dinner on Your Own**

# Conference Agenda

## Wednesday, April 25, 2018

6:45 - 7:30 a.m.

### Exercise: Boot Camp

*Fitness Lab, 9<sup>th</sup> Floor*

7:30 a.m. - 10:00 a.m.

### Registration Open

*7th Floor Registration*

8:00 a.m. - 12:00 p.m.

### Lactation Suite Open

*Navy Pier*

Sponsored by **medela** 

9:00 - 11:15 a.m.

### NWA Celebration Breakfast

*Grand Ballroom*

Join the National WIC Association as we celebrate the recipients of the 2018 Leadership Awards and the graduates of the NWA Leadership Academy. This will be followed by the National Indian and Native American WIC Honoring Ceremony and the introduction of the 2018-2019 Board of Directors for the association.

11:15 a.m. - 12:15 p.m.

### Closing General Session: Where There is Hope, There is Possibility

*Grand Ballroom*

Wanda Durant (The Real MVP) is a strong leader, advocate, entrepreneur and philanthropist and the mother of businessman, Tony Durant; and NBA Champion Kevin Durant. Wanda will share her life story and her early experience with the



WIC program and how it impacted her and her children. She will also share tools on how to stay inspired, motivated and empower others to have hope for the future. The objective of this session is to have attendees understand why and how critical components

of creating a healthy strong foundation with resources can positively impact the future of children and families lives and realize that hope is alive inside of them and help them to truly believe they can achieve the future they want.

### Presenter:

- Wanda Durant, Hope, Dream Believe and Achieve

12:15 p.m. - 12:30 p.m.

### Closing Remarks

*Grand Ballroom*

12:30 p.m.

### Conference Adjournment

*Grand Ballroom*

12:30 - 3:00 p.m.

### NWA Board of Directors Luncheon Meeting (Closed Meeting)

*Watertower*