PARTICIPANT RETENTION STRATEGIES
PRE-CONFERENCE WORKSHOP
SATURDAY, APRIL 6, 2019
8:00AM- 5:30PM
BALTIMORE MARRIOTT WATERFRONT- KENT ROOM

AGENDA

8:00 - 8:30AM  BREAKFAST

8:30 - 8:45AM  INTRODUCTION
Georgia Machell, National WIC Association

8:45 - 9:30AM  PANEL 1: THE SPECTRUM OF RETENTION: USING DATA TO IDENTIFY DIFFERENT TYPES OF RETENTION ISSUES IN WIC
» Anthony Panzera, SVELO Advisors, LLC
» Shannon Whaley, PHFE WIC
» Amy Dotson, Michigan WIC
Moderator: Martelle Esposito, Johns Hopkins University

9:30 - 9:45AM  ROUND TABLE DISCUSSION
Introductions and identifying what you mean by retention?

9:45 - 10:00AM  BREAK

10:00 - 11:00AM  EXAMPLES FROM THE FIELD: IMPROVING THE CLINIC EXPERIENCE
» Tiare Sanna, Oregon WIC
» Rebecca Gruenes, Minnesota WIC
Moderator: Linnea Sallack, Altarum Institute

11:00AM - 12:00PM  ACTIVITY: TRAIN-THE-TRAINER – TOOLS FOR SELF-ASSESSMENT AND BUILDING A RETENTION STRATEGY
» Michelle Gerka, CAI Global
» Meredith Jones, CAI Global
12:00 - 1:30PM  LUNCH ON YOUR OWN

1:30 - 2:30PM  EXAMPLES FROM THE FIELD: COMMUNITY INTEGRATION: ENGAGING PEOPLE WHERE THEY ARE
   » Kyra Hood, Nashville WIC
   » Nikki Davenport, Iowa WIC
   » Deborah Chaplin and Rebecca Bailey, DC WIC
   **Moderator:** Terry Bryce, Oklahoma WIC

2:30 - 3:15PM  EXAMPLES FROM THE FIELD: STRATEGIES THAT ENHANCE THE WIC SHOPPING EXPERIENCE
   » Chris Harr, CMA Consulting
   » Melanie Hall, Kelloggs
   » Edgar Curtis, Texas WIC
   **Moderator:** Elyse Kovalsky, No Kid Hungry

3:15 - 3:30PM  BREAK

3:30 - 4:30PM  PANEL 2: HOW TO SUPPORT A COLLABORATIVE APPROACH TO RETENTION STRATEGIES
   » Kelly Kading, Weld County WIC, Colorado WIC Program
   » Berry Kelly, South Carolina WIC
   » Karen Farley, California WIC Association
   **Moderator:** Elyse Homel Vitale, California Food Policy Advocates

4:30 - 4:45PM  ROUND TABLE DISCUSSION
   What facilitates strong collaboration?

4:45 - 5:30PM  ROUND TABLE ACTIVITY: DECIDING YOUR NEXT STEPS
   » Michelle Gerka, CAI Global
   » Meredith Jones, CAI Global

5:30PM  WRAP-UP