1:00 - 2:00 p.m.
NWA Finance Committee Meeting (Closed Meeting)
Laurel AB

1:00 - 3:00 p.m.
State Directors' Section Representative Meeting (Closed Meeting)
Laurel C
Local Agency Section Representative Meeting (Closed Meeting)
Laurel D
Nutrition Services Section Representative Meeting (Closed Meeting)
Iron Room

2:00 - 3:00 p.m.
Executive Committee Meeting (Closed Meeting)
Laurel AB

3:00 - 3:30 p.m.
Break
Laurel AB

3:30 - 6:00 p.m.
Spring Board of Directors Meeting (Closed Meeting)
Laurel AB

4:00 - 6:00 p.m.
Registration Open
Harborside Ballroom Foyer

Come visit us at booth #311!
Specifically formulated to meet rigorous Women Infant Children Program's (WIC) standards while using organic, farm-fresh ingredients, Once Upon a Farm Organic Baby Food Bowl 2-Packs are the first line of refrigerated baby food eligible under WIC.

- No preservatives, concentrates or pre-processed purees
- Cold-pressed protected to lock in nutrients, taste and texture of farm fresh ingredients
- No added sugar, starch or salt
- Unsweetened
- Curbside recyclable packaging

MSRP per Unit: $2.58 per 2-bowl pack
Unit Size: 2 - 4 oz Bowls

2019 Annual Education and Training Conference & Exhibits
Saturday, April 6
During the 1960s, various studies identified hunger as a major problem in this country. Physicians described young women, often pregnant, in their clinics with various ailments caused by lack of food. In Baltimore, MD, Dr. David Paige of Johns Hopkins University was developing a food distribution program using vouchers to prescribe needed foods, and the prescription served as a voucher women would use to obtain a food package. The prototype became the model for the Women, Infants and Children (WIC) nutrition program. Since then, David Paige has been instrumental in shaping the Women, Infants and Children (WIC nutrition program at the local, state, and federal levels, which today serves almost half of all U.S. infants and one-quarter of children between 1 and 4. In this session, he will share his experiences of the creation of the WIC program, where it is now, and how we can continue to build a nation of healthier women, children, and their families.

**Presenter:**
- **David Paige**, Johns Hopkins Bloomberg School of Public Health

During the 1960s, various studies identified hunger as a major problem in this country. Physicians described young women, often pregnant, in their clinics with various ailments caused by lack of food. In Baltimore, MD, Dr. David Paige of Johns Hopkins University was developing a food distribution program using vouchers to prescribe needed foods, and the prescription served as a voucher women would use to obtain a food package. The prototype became the model for the Women, Infants and Children (WIC) nutrition program. Since then, David Paige has been instrumental in shaping the Women, Infants and Children (WIC nutrition program at the local, state, and federal levels, which today serves almost half of all U.S. infants and one-quarter of children between 1 and 4. In this session, he will share his experiences of the creation of the WIC program, where it is now, and how we can continue to build a nation of healthier women, children, and their families.

**Presenter:**
- **David Paige**, Johns Hopkins Bloomberg School of Public Health
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.

Presenters:
• Julie Silas, Social Interest Solutions
• Melinda Morris, Boulder County Public Health WIC
• Georgia Machell, National WIC Association

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

Harborside Ballroom A

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 session 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:
• Berry Kelly, Bureau of Community Nutrition Services, S.C. Dept. of Health & Environmental Control

Innovative Approaches to Increasing Recruitment and Retention in Colorado WIC

Harborside Ballroom C

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 13 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.

Presenters:
• 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

Laurel

WIC has the nation’s largest workforce of credentialed nutrition and breastfeeding professionals. They uniquely possess the skills to meet the growing needs of a culturally and linguistically diverse population and address the health disparities in our communities. Local agencies report more difficulties recruiting and retaining nutritionists and lactation consultants. Maintaining and growing our workforce will become more challenging with the
upcoming changes in the credentialing requirements for dietitians. Multiple strategies will be needed to maintain a robust workforce while competing for a similarly qualified workforce as public healthcare and medical care both move towards preventative care. WIC has an opportunity to play a role in supporting the health of our communities by addressing the social determinants of health and preventing chronic diseases such as diabetes.

**Presenters:**
- **Karen Farley**, California WIC Association
- **Nancy Nesa**, California WIC/SDSU Research Foundation WIC

### Understanding the National WIC Recruitment and Retention Campaign

**Essex**

In this session, you will learn about the 2019 Recruitment and Retention Campaign initiatives. We will cover how the campaign is performing and then discuss which strategies are driving enrollment and engagement nationwide. Attendees will hear from participating states in the 2019 campaign and hear how it has helped their state. Although not every state is participating in the National Recruitment and Retention Campaign, this session is open to everyone.

**Presenters:**
- **Jen Powilson**, Meredith Custom Solutions
- **Sue Woodbury**, Oregon WIC
- **Laura Casto**, West Virginia WIC
- **Karen Flynn**, Vermont WIC
- **Lacy Little**, State of Montana WIC Program
- **Jennifer Mitchell**, Washington WIC
6:45 - 7:30 a.m.
Exercise
Kent A

7:30 a.m. - 5:00 p.m.
Registration Open
Harborside Ballroom Foyer

7:30 - 9:00 a.m.
Continental Breakfast in Exhibit Hall
Grand Ballroom

8:00 a.m. - 5:00 p.m.
Lactation Suite Open
Bristol

Speaker/Media Ready Room
Atlantic

Ad Hoc Meetings
Falkland

9:00 - 10:30 a.m.
State Agency Section Forum
Harborside Ballroom A

Nutrition Services Section Forum
Harborside Ballroom B
The Nutrition Services Section Forum is for all State-Level Nutritionists. An excellent chance to network with your colleagues from across the nation, 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.

Local Agency Section Forum: “What Matters to Local Agencies”
Harborside Ballroom CDE
Meet your local agency regional representatives on the NWA board. Join your fellow local agency staffs (clerks, educators, dietitians, nurses, program directors, BFPCs - everyone) to share successes, concerns, and new ideas about the pressing issues that face us today.

10:30 - 11:30 a.m.
Networking with Exhibitors & Posters
Grand Ballroom

USDA FNS Meeting with WIC State Directors – Invitation Only
Laurel
This session provides an opportunity for WIC State agency directors to discuss current or emerging issues with USDA FNS.

11:30 a.m. - 12:30 p.m.
Implementing WIC with PURPOSE in Native American Communities: Connecting Tradition and Culture for Healthy Families
Harborside Ballroom CDE
In 2019, 90 State agencies operate WIC programs: the 50 US states, the District of Columbia, five territories, and 34 Indian Tribal Organizations (ITOs). American Indian Tribal Organizations administer WIC programs on tribal lands in the same fashion as state government agencies. WIC has helped improve the health of women, infants, and children in Native American communities through providing nutritious supplemental foods and nutrition education and working with other programs to improve access to health care. Members of the National
Indian and Native American WIC Coalition (NINAWC) will discuss how by offering culturally appropriate services specific to Native Americans’ nutrition and health concerns, tribal WIC programs meet the special needs of a population that has long suffered from high rates of hunger, undernutrition, and maternal and child health problems.

**Presenters:**
- **Dawn Briner**, Otoe Missouria Tribe
- **Brittany Tybo**, Inter-Tribal Council of Nevada
- **Melanie Newport**, Chickasaw Nation

12:30 - 2:00 p.m.
Lunch on Your Own

2:00 - 3:00 p.m.
A Randomized Trial of The Impact of Telelactation on Breastfeeding Duration and Exclusivity Among Rural Mothers
*Harborside Ballroom A*

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 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:**
- **Lori Uscher-Pines**, RAND

Research and Development of Communications Strategy for Partnership Building in WIC
*Harborside Ballroom DE*

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 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.

**Presenters:**
- **Sarah Meirama**, Porter Novelli
- **Mary Christ-Erwin**, Porter Novelli
- **Quinney Harris**, National WIC Association

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

The Baby Friendly Hospital Initiative (BFHI) has been identified as an effective intervention to improve breastfeeding outcomes globally and in the US. 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.

**Presenters:**
- Dania Orta Aleman, Johns Hopkins Bloomberg School of Public Health
- Susan Gross, Johns Hopkins Bloomberg School of Public Health

**Promoting Early Literacy Through Local WIC Clinics and Technology Integration Harborside Ballroom B**
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 that 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.

**Presenters:**
- 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 Laurel**
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 and 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:**
- **Brandon Whitney**, Georgia Department of Public Health WIC Program

**WIC Breastfeeding Support. Learn Together. Grow Together.**

**Essex**

This session will highlight the new USDA breastfeeding promotion campaign, which supports breastfeeding moms with comprehensive, current, and culturally appropriate messaging, materials, and a website. Officially launched in 2018, the campaign utilizes a social marketing approach based on extensive formative research. The goal of the campaign is to equip WIC moms with the information, resources, and support they need to successfully breastfeed and in doing so move the needle on breastfeeding initiation and continuation rates; increase knowledge and ability to breastfeed; increase referrals to WIC; and provide technical assistance in the promotion of breastfeeding.

**Presenter:**
- **Anne Bartholomew**, USDA Food and Nutrition Service

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

**Networking with Exhibitors & Posters**

**Grand Ballroom**

**4:00 - 5:30 p.m.**

**Cultural Humility: PASSION, Power, and PURPOSE in the Pursuit of Health Equity**

**Harborside Ballroom CDE**

This is a fast-moving session using humor and video clips. The goal is to present Race as a Social Script we have to be able to see before we can interrupt. We use Cultural Humility as a way to interrupt scripts of inequality we may “perform” with clients, colleagues, and communities. This presenter is known for her ability to leave audiences with concrete approaches and hope regarding racial inequality in the United States.

**Presenter**
- **Jann Murray-Garcia**, Betty Irene Moore School of Nursing at UC Davis
2019 Annual Education and Training Conference & Exhibits
Tuesday, April 9

6:45 - 7:30 a.m.
Exercise
Kent A

7:00 - 7:30 a.m.
Voter Registration for NWA Business Meeting
Harborside Ballroom Foyer

7:30 a.m. - 5:00 p.m.
Registration Open
Harborside Ballroom Foyer

7:30 - 9:00 a.m.
Continental Breakfast in Exhibit Hall
Grand Ballroom

NWA Business Meeting (NWA Voting Members Only)
Harborside Ballroom B

8:00 a.m. - 5:00 p.m.
Lactation Suite Open
Bristol

Speaker/Media Ready Room
Atlantic

Ad Hoc Meetings
Falkland

9:00 - 10:30 a.m.
How WIC Can Make PROGRESS Against Maternal Mortality
Harborside Ballroom CDE
With 26.4 deaths per 100,000 live births in 2015, the maternal mortality rate increased by 56%. Even more unsettling is the fact that considerable racial disparities clearly exist regarding maternal mortality. With a mission to safeguard the health of this population, WIC can play a vital role in helping mothers recognize key risk factors associated with maternal mortality.

Presenters:
• Chesney Blue, City of East Orange’s WIC Program
• Cindy Gamble, American Indian Health Commission for Washington State
• Sheryl Pickering, Washington State Department of Health
• Charles Johnson, 4kira4moms

10:30 - 11:30 a.m.
Networking with Exhibitors & Posters
Grand Ballroom

11:30 a.m. - 12:30 p.m.
Integrating a WIC Clinic within a Military Treatment Facility
Essex
This presentation tells the story of visionary leadership capturing an opportunity and achieving success despite tremendous challenges. In August 2017, the Manhattan, Kansas-based Riley County WIC office established an on-site clinic within Fort Riley’s Military Treatment Facility (MTF). Irwin Army Community Hospital (IACH) became possibly 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 the first year, Riley County caseload increased by 28% while area vendor sales increased by 15%. Join us to hear how these results were accomplished while navigating challenges of staff resistance,

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medical workflow requirements, and military restrictions.

**Presenter:**
- Jane Freyenberger, Riley County Health Department

**A Trauma-Informed Approach to Treating Maternal Mental Illness**
*Harborside Ballroom DE*

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

**Data Exploration through Data Visualization**
*Laurel*

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.

**Presenters:**
- Kathy Wroblewska, Insight Policy Research
- Kelsey Gray, Insight Policy Research

**Weight, Wait Don’t Tell Me: A HAES Approach to Anthropometric Assessment in WIC**
*Harborside Ballroom B*

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:**
- Jaclyn Chamberlain, Pinnacle Prevention
- Erin Camacho, CNMI WIC Program

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

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.

Presenters:
- Meredith Jones, CAI
- Michelle Gerka, CAI

SNAP into WIC: Using Program Coordination, Data, and Technology for Targeted Recruitment and Retention
Harborside Ballroom A
The two-state panel will focus on shared experiences and methods of project implementation, cross-agency collaboration, data collection and evaluation, and recruitment methods. Benefits Data Trust (BDT) and the Center on Budget Policy Priorities (CBPP) launched a pilot program with Colorado Department of Public Health and Environment (CDPHE) designed to increase WIC participation. This pilot coordinated a cross-agency data exchange to leveraging SNAP data to identify families that are eligible for WIC but not participating using a two-way texting engagement plan to educate families about WIC and connect them to local health departments to apply, tracking referral outcomes. This presentation will discuss project implementation, message effectiveness, and offer recommendations for future WIC outreach initiatives. The New Hampshire Department of Health and Human Services WIC Program was seeing a steady decline in program participation over the past four years. This inter-agency data sharing project has allowed the Bureau of Family Assistance (BFA) and Division of Public Health Services (DPHS) to identify thousands of families receiving SNAP benefits that are also eligible for the NH WIC Program. Through a coordinated effort and strategic plan with the DPHS Quality Improvement section, a collaborative team was formed to utilize the NH EASY dashboard, an online application portal, to increase retention and recruitment. Members of the project team will share lessons learned and key milestones that are changing the trend of recruitment and retention outcomes in New Hampshire.

Presenters:
- ML Wernecke, Benefits Data Trust
- Heather Benninghoven, Benefits Data Trust
- Erin Kendrick, Colorado Department of Public Health and Environment
- Lissa Sirois, Nutrition Services Section, NH Dept of Health & Human Services
- Tara Orchard, Nutrition Services Section, NH Dept of Health and Human Services

12:30 - 2:00 p.m.
Lunch on Your Own
WIC Breastfeeding Peer Counselors and Cultural Competence With African-American Women: A Qualitative Secondary Analysis

Harborside Ballroom C

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 three 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:

• Tyra Gross, Xavier University of Louisiana

Now We Are Three! WIC Program Retention and Other Important Findings from the WIC Infant and Toddler Feeding Practices Study (ITFPS-2)

Harborside Ballroom DE

The WIC Infant and Toddler Feeding Practices Study (ITFPS-2) is a national longitudinal study of 3,777 children followed from prenatal or infant WIC enrollment to their sixth birthdays. Recruited from 80 WIC sites located in 27 states and US territories, the original infants are now three years old. This session will address how children who started out on WIC 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 also explore associations between WIC participation at age two and key outcomes in the third year. Results comparing children remaining on WIC to children who left the program provide a compelling picture of characteristics associated with program retention. Children who discontinued WIC in the second year were more likely to have been fully formula feeding at 11 months, have a mother employed full-time at 13 months, and have higher household incomes. They were also less likely to have received SNAP or Medicaid. Children fully breastfeeding at 11 months, in contrast, were less likely to discontinue WIC during the second year. Families reporting they made a change due to something they learned from WIC were more likely to continue participation. Finally, children who stayed on the program in the second year had significantly higher diet quality than...
children who left the program. Previous reports and presentations have updated you on these families prenationally, and in the first and second years of life. Come learn more about the findings and how they may be useful to your own WIC program!

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

Relationship Building to Increase Referrals & Caseload
Harborside Ballroom A
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:
- Amber France, Coffective

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

Presenters:
- Melanie Ogleton, Cardea
- Denise Raybon, Altarum

Red Alert Babies-What To Do When WIC Newborn Babies Have Lost Too Much Weight
Harborside Ballroom B
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.

**Presenters:**
- Cindy Clapp, PHFE WIC
- Tiffany Spana, PHFE WIC

**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.

**Presenters:**
- Rhonda Tankersley, Georgia Department of Public Health WIC Program
- Angela Damon, Georgia Department of Public Health WIC Program
### 6:45 - 7:30 a.m.
**Exercise**
*Kent A*

### 7:30 - 10:00 a.m.
**Registration Open**
*Harborside Ballroom Foyer*

### 8:00 a.m. - 12:00 p.m.
**Lactation Suite Open**
*Bristol*

### 8:30 - 11:00 a.m.
**NWA Celebration Breakfast**
*Harborside Ballroom CDE*
Join the National WIC Association as we celebrate the recipients of the 2019 Leadership Awards and the graduates of the NWA Leadership Academy. This will be followed by the National Indian and Native American WIC Honoring Ceremony, cultural presentation by Nadia and Lexia Kent, and the introduction of the 2019-2020 board of directors for the association.

### 11:00 a.m. - 12:15 p.m.
**Because I Said I Would: Applying Ourselves with PASSION, PURPOSE, AND PROGRESS**
*Harborside Ballroom CDE*
Amanda Messer believes that every individual has the strength to become a person of their word. As the co-founder of an international social movement, Amanda shares her insights and actionable ways to become better at fulfilling commitments. She inspires others to become more accountable to their promises through compelling and real-life examples from the “because I said I would” movement. Amanda convincingly illustrates how integrity and keeping your promises are forever intertwined. She discusses how holding ourselves and each other accountable truly changes humanity for the better.

**Presenter:**
- *Amanda Messer*, Because I Said I Would

### 12:15 - 12:30 p.m.
**Closing Remarks**
*Harborside Ballroom CDE*

### 12:30 p.m.
**Conference Adjournment**

### 12:30 - 3:00 p.m.
**NWA Board of Directors Luncheon Meeting (Closed Meeting)**
*Essex BC*