

2017 NWA Annual Education and Training Conference & Exhibits Tentative Agenda

Saturday, April 1

9:00 a.m. - 6:00 p.m.	Pre-Conference Workshop: Community Partnerships for Healthy Mothers and Children
10:00 a.m. - 6:00 p.m.	Committee and Task Force Ad Hoc Meetings
1:00 - 2:00 p.m.	NWA Finance Committee Meeting (Closed Meeting)
1:00 - 3:00 p.m.	State Directors' Section Representative Meeting (Closed Meeting)
1:00 - 3:00 p.m.	Local Agency Section Representative Meeting (Closed Meeting)
1:00 - 3:00 p.m.	Nutrition Services Section Representative Meeting (Closed Meeting)
2:00 - 3:00 p.m.	Executive Committee Meeting (Closed Meeting)
3:00 - 3:30 p.m.	Break
3:30 - 6:00 p.m.	Spring Board of Directors Meeting (Closed Meeting)
4:00 - 6:00 p.m.	Registration Open

Sunday, April 2

8:00 a.m. - 12:00 p.m.	National Indian and Native American WIC Coalition Meeting (Closed Meeting)
8:00 a.m. - 6:00 p.m.	Registration Open
8:00 a.m. - 6:00 p.m.	Lactation Suite Open
8:00 a.m. - 6:00 p.m.	Speaker/Media Ready Room
8:00 a.m. - 6:00 p.m.	Committee and Task Force Ad Hoc Meetings
9:00 - 11:00 a.m.	Local Agency Meet and Greet (For Local Agency Staff Only.)
9:30 - 11:00 a.m.	State Agency Meet and Greet (For State Agency Staff Only.)
12:15 p.m.	Doors Open for Opening General Session
12:30 - 1:15 p.m.	Welcome and Opening Remarks
1:15 - 2:00 p.m.	National Indian and Native American WIC Honoring Ceremony
2:00 - 2:15 p.m.	Stretch Break
2:15 - 3:15 p.m.	Keynote Address: Surprise Celebrity Guest
3:15 - 3:45 p.m.	Break
	<p><i>From Strategy to Action: Increasing Program Participation through Quality Improvement and Certification Practices</i></p> <p style="text-align: center;">WIC Research and Data Recruitment and Retention</p> <p>This session will highlight strategic, actionable approaches to increasing WIC program participation and retaining participants including the use of data, quality improvement, and streamlining certification practices. State and local Colorado WIC staff will discuss: 1. Colorado's state strategic planning efforts including a focus on increasing program participation. 2. An initiative that introduced performance management and quality improvement</p>

<p>3:45 - 4:45 p.m.</p>	<p>principles and practices into state and local Colorado WIC programs. 3. One local agency’s quality improvement project to increase WIC enrollment. This session will also support state and local WIC staff who wish to comprehensively assess their certification policies and practices to identify opportunities to streamline them. Streamlining these processes could free up staff time to devote to providing WIC’s core services and could make it easier for eligible families to enroll in WIC and continue receiving benefits as their babies become toddlers. The Center on budget and Policy Priorities will describe opportunities for streamlining or simplification related to: 1) WIC clinic processes; 2) communicating with applicants and participants; 3) policy flexibility; 4) data and reports; and 5) collaboration and outreach.</p> <p>Authors:</p> <p>Zoe Neuberger, MPP, JD, Senior Policy Analyst, Center on Budget and Policy Priorities; Gina Febbraro, MPH, Planning and Improvement Consultant, Colorado Department of Public Health and Environment ; Erin Ulric, MPH, Colorado WIC Director, Colorado Department of Public Health and Environment; Jill Bonczynski, MS, RD, Director of Nutrition, Tri-County Health Department</p> <p><i>WIC Outreach and Partnership with Head Start</i> Recruitment and Retention Innovations in WIC Breastfeeding Support and Nutrition Education</p> <p>Research shows that reaching children at a young age improves their chances of embracing healthy messages and behaviors for a lifetime. Early childcare education is an established critical strategy in the fight against childhood obesity and other chronic diseases. As part of our NWA grant, SJBH partnered with local Head Starts on a number of initiatives: implementation of evidence-based coordinated school health curriculum, preschool gardens, free farm stands, and a strong referral system. The WIC/Head Start partnership is multifaceted and led to increased WIC referrals and chronic-disease prevention initiatives. This partnership should be a model for local WIC agencies nationwide.</p> <p>Author:</p> <p>Sloan Gingg, MPH, Grant Coordinator, San Juan Basin Health Department</p> <p><i>Making the Digital Connection: Using Integrated Marketing to Connect Families to WIC</i> Innovations in WIC Breastfeeding Support and Nutrition Education Recruitment and Retention</p> <p>Due to the proliferation of smartphones, social media and the internet, technology is proving to be a core component of how Americans find information. As more families turn to the internet for information, it becomes critical that WIC agencies are there to connect them to the resources they need. Technology may also prove to be a valuable tool for the provision of breastfeeding- related</p>
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	<p>support and education. An intervention that allowed WIC participants and peer counselors 24/7 access to IBCLC's, nutritionists, and nurses via smartphone technology may provide evidence of the value of technological advances. There are a wide variety of online tools available to support WIC agencies and breastfeeding initiatives. This session will review these tools and best practices for using them to connect WIC participants to local and state WIC agencies.</p> <p>Authors: Jean Holmgren, Online Marketing Specialist, Maternal and Family Health Services, Inc.; Jameshya Thompson, RDN, LD, CLC, Deputy Bureau Director, Mississippi State Department of Health WIC Program</p>
	<p><i>WIC Participation and Breastfeeding Initiation Among Adjunctively-Eligible Women in Montana</i></p> <p>WIC Research and Data</p> <p>Despite WIC efforts to promote breastfeeding, it remains unclear if WIC participation during pregnancy increases breastfeeding rates; while some sources indicate a positive association between breastfeeding and WIC enrollment, other sources show a negative association. We use linked data to assess the relationship between prenatal WIC participation and breastfeeding initiation among Montanan women eligible for WIC.</p> <p>Authors: K. Elaine Broadway, PhD, Epidemiologist, Montana Department of Public Health and Human Services; Christine Fogelman, RD, MPH, LN, CLC, Montana WIC Program Breastfeeding Coordinator, Montana Department of Public Health and Human Services; Blair Hendricks, Montana WIC Program, IT, Montana Department of Public Health and Human Services; Kate Girard, MHS, RD, CLC, WIC Section Supervisor/Program Director, Montana Department of Public Health and Human Services</p>
4:45 - 7:45 p.m.	NWA Board Chair's Reception & Trade Show Opening
Monday, April 3	
6:45 - 7:30 a.m.	Yoga with Krista!
7:30 a.m. - 6:00 p.m.	Registration Open
7:30 - 9:00 a.m.	Continental Breakfast in Exhibit Hall
8:00 a.m. - 5:30 p.m.	Lactation Suite Open
8:00 a.m. - 5:30 p.m.	Speaker/Media Ready Room
8:00 a.m. - 6:00 p.m.	Ad Hoc Meetings
9:00 - 10:30 a.m.	<p>General Session: Compassion and Resilience in the Workplace: Caring for Ourselves in the Midst of Caring for Others</p> <p>Speaker: Lou Clark</p>

10:30 - 11:00 a.m.	Networking with Exhibitors & Posters
11:00 a.m. - 12:00 p.m.	<p><i>Serving Diversity: The National Standards for Culturally and Linguistically Appropriate Services in Healthcare</i> WIC Leadership Development WIC Research and Data</p> <p>CLAS standards are key in implementing a sustainable program to address diversity. Programs faced with serving a higher than average population needing language services require the implementation of key internal processes to address issues effectively. Providing language services is not enough. Program staff must understand local demographics to ensure appropriate knowledge of cultural beliefs and practices necessary to address issues around health, wellness and nutrition.</p> <p>Author: Sabrina Morales, MPA, CEO, Linguistica International</p>
	<p><i>Evaluation of a Prenatal Breastfeeding Education and Counseling Approach</i> Innovations in WIC Breastfeeding Support and Nutrition Education</p> <p>There has been a vast increase in the number of birthing facilities practicing the Ten Steps to Successful Breastfeeding, the cornerstone of the Baby Friendly Hospital Initiative. Step 3 requires that facilities ensure patients are educated about breastfeeding before delivery. This necessitates coordination among community health clinics where patients receive prenatal care or services. Counseling expectant mothers about breastfeeding is a required nutrition education topic for prenatal WIC participants, yet there are vast differences in implementation, and the education may not be sufficient to prepare mothers for delivery in a facility practicing the Ten Steps.</p> <p>Authors: Kathy Parry, MPH, IBCLC, Project Director, Carolina Global Breastfeeding Institute; Sara Moss, MPH, RD, Nutrition Program Consultant, NC Division of Public Health, Nutrition Services Branch; Catherine Sullivan, MPH, RD, IBCLC, Director, Carolina Global Breastfeeding Institute, UNC Chapel Hill</p>
	<p><i>Using Data to Help Triage Caseload Retention Efforts</i> WIC Research and Data Recruitment and Retention</p> <p>Retaining children on the WIC program is a significant focus of WIC programs nationwide. This session focuses on (1) the use of WIC MIS data to identify factors that predict program retention and program drop-off, (2) the development of a model designed to help identify and support participants at highest risk of dropping off of WIC, and (3) strategies to support retention of families on the program.</p> <p>Author: Mike Whaley, IT Director, PHFE WIC Program</p>

	<p><i>Feeding Trends in the First Year of Life: Results from the WIC Infant and Toddler Feeding Practices Study</i></p> <p>WIC Research and Data</p> <p>Over the past two decades, several national studies have monitored and reported on the dietary practices of prenatal and post-partum women, infants, and young children in the United States. In many cases, these studies have demonstrated marked improvements in desirable health and nutrition outcomes; however, these studies were not specifically designed to investigate the dietary behaviors of mothers and children receiving WIC benefits. As such, in 2011 USDA Food and Nutrition Service commissioned a longitudinal study to specifically evaluate the WIC population.</p> <p>Authors: Courtney Paolicelli, DrPH, RDN, LD, CDE, Federal Government, USDA Food and Nutrition Service; Nancy Weinfield, PhD, Senior Study Director, Westat; Shannon Whaley, PhD, Director of Research and Evaluation, PHFE WIC</p>
12:00 - 1:30 p.m.	Lunch on Your Own
12:45 - 1:30 p.m.	Listening Session: NWA Membership
	<p><i>Improving the WIC Participant Experience</i></p> <p>Recruitment and Retention WIC Research and Data</p> <p>In the business sector, experts note that the customer experience plays a large role in a company's ability to recruit and retain loyal customers- often even more so than the quality of the product offered. As WIC caseloads decline nationwide, some observers have questioned the ability of the program to keep pace with the changing demands of the 21st century participant. However, some state and local agencies have explored opportunities for innovative participant outreach and retention. In this session, a panel of representatives from the states of Washington and Georgia will share their states' strategies to research and improve the WIC participant experience.</p> <p>Authors: Susan Mountin, RDN, Health Services Consultant, Washington State Department of Health; Brandon Whitney, MPH, WIC Regional Advisor, GA Department of Public Health; Sharon Joseph, MPA, CLC, WIC Regional Advisor, GA Department of Public Health; Kasey Hurtado, WIC Regional Advisor, GA Department of Public Health; Barbara Stahnke, MEd, RD, LD, WIC Advisory Team Manager, GA Department of Public Health; Rachel Agnew, RD, LD, WIC Regional Advisor , GA Department of Public Health</p>
1:30 - 2:30 p.m.	<p><i>Addressing Breastfeeding Disparities through WIC</i></p> <p>Innovations in WIC Breastfeeding Support and Nutrition Education Recruitment and Retention</p> <p>WIC offers a unique opportunity to reduce breastfeeding disparities by reaching the most vulnerable populations. This panel session will address how WIC staff and other public health professionals can better support communities with low breastfeeding rates and</p>

understand and overcome barriers to breastfeeding support services. The panel will highlight factors that serve as predictors of optimal breastfeeding in these populations. Participants will hear about a report describing infant feeding practices and predictors of optimal infant feeding among a sample of predominately Hispanic women participating in WIC and the results of an academic-community partnership formed to study barriers and facilitators to infant feeding among low-income African American women. Attendees will also learn about successful strategies used to engage hard-to-reach mothers by former grantees of the Reducing Breastfeeding Disparities through Peer and Professional support project. Participants will also hear about a report describing infant feeding practices and predictors of optimal infant feeding among a sample of predominately Hispanic women participating in WIC and the results of an academic-community partnership formed to study barriers and facilitators to infant feeding among low-income African American women.

Authors:

Janine Rethy, MD, MPH, FAAP, FABM , Physician Advisor, Obesity and Chronic Disease Prevention, Loudoun County Health Department; **Amara Channell Doig**, MPH, Nutrition Research Assistant, Department of Nutrition and Food Studies, George Mason University; **Jennifer Brady**, Health Educator, Obesity and Chronic Disease Prevention, Loudoun County Health Department; **David Goodfriend**, MD, MPH, District Director, Obesity and Chronic Disease Prevention, Loudoun County Health Department; **Sina Gallo**, PhD, MSc, RD, Assistant Professor, Department of Nutrition and Food Studies, George Mason University; **Cecilia Barbosa**, PhD, MPH, MCP, Principal, cBe consulting; **Harumi Reilly**, MS, IBCLC, CNS, CHES, Lead Program Analyst, National Association of County and City Health Officials; **Nikia Sankofa**, MPH, MPA, Project Director, National Association of County and City Health Officials

Assessing the Diet and Health Behaviors of Participants in the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) with the Feeding Infants and Toddlers Study (FITS)

WIC Research and Data

WIC aims to help ensure nutritional adequacy for young children from low-income households in the U.S. The promotion of breastfeeding and food packages designed to support mothers in making nutritious food choices are key for developing healthy eating habits and providing essential nutrients like iron that are critical for growth and development. WIC food packages and approaches to nutrition education are continually improving to meet the needs of participants; however, there are limited nationally representative data sources to measure and assess progress in food and nutrient intakes of young children in WIC.

Authors:

Erin Quann, PhD, RD, LDN, Associate Director, Nutrition Research, Gerber; **Denise Deming**, PhD, Senior Principal Scientist, Gerber;

	<p>Ronette Briefel, PhD, RD, Senior Fellow, Mathematica Policy Research; Kathleen Reidy, PhD, RD, Global Project Leader, Feeding Infants and Toddlers Study, Gerber; Wendy Johnson-Askew, PhD, MPH, RD, Vice President, Corporate Affairs, Gerber</p>
	<p><i>Capturing Missed Opportunities in WIC Nutrition Counseling</i> Innovations in WIC Breastfeeding Support and Nutrition Education Every WIC session represents an opportunity. With each session, the WIC educator has an opportunity to help guide the participant closer to adopting positive health and nutrition-related behaviors for themselves and their families. Each WIC session is a unique, fluid process and within each exists small decision points or opportunities to move either closer or further away from the goal of supporting positive behavior change. Unfortunately, it is often easy to overlook these small opportunities within the larger WIC process. This session would outline several of these opportunities with concrete strategies to promote positive behavior change in the WIC program.</p> <p>Authors: Karen Deehy, MS, RD, Senior Associate, Altarum Institute; Bernadette Landers, MPA, RD, IBCLC, Senior Associate, Altarum Institute</p>
2:30 - 3:00 p.m.	Networking with Exhibitors & Posters
3:00 - 4:15 p.m.	<p>General Session: Strong First Impressions Lead to Great Client Experiences Initial results of the outreach campaign show the promise of driving new potential participants into WIC offices. The prospect of serving more mothers, caregivers and children is exciting, but are you prepared? First impressions can ruin the confidence of a potential participant and significantly diminish the likelihood of a return visit. Not everything is within your controlled, but we'll share some battle tested solutions that you can implement to help ensure a positive first WIC experience.</p> <p>Speaker: Georgia Galanoudis, Senior Vice President, Managing Director, Pace</p>
4:30 - 6:00 p.m.	State Agency Directors Section Forum
	State Nutrition Services Section Forum
	Local Agency Section Forum
	Dinner on Your Own
Tuesday, April 4	
6:45 - 7:30 a.m.	Yoga with Kristal!
7:00 - 7:30 a.m.	Voter Registration for NWA Business Meeting
7:30 a.m. - 6:00 p.m.	Registration Open
7:30 - 9:00 a.m.	Continental Breakfast in Exhibit Hall
7:30 - 9:00 a.m.	NWA Business Meeting (NWA Voting Members Only)

8:00 a.m. - 5:30 p.m.	Lactation Suite Open
8:00 a.m. - 5:30 p.m.	Speaker/Media Ready Room
8:00 a.m. - 6:00 p.m.	Ad Hoc Meetings
9:00 - 10:30 a.m.	General Session: The Power of Partnerships to Prevent Chronic Disease and Improve Community Health
10:30 - 11:00 a.m.	Networking with Exhibitors & Posters
11:00 a.m. - 12:00 p.m.	<p><i>Creating Continuity: Collaborating with Community Partners to Increase Knowledge of WIC Breastfeeding Services and Promote Unified Breastfeeding Messaging</i></p> <p>Innovations in WIC Breastfeeding Support and Nutrition Education Recruitment and Retention WIC Research and Data</p> <p>Knowledge gaps and misinformation surrounding the WIC program is pervasive and is especially acute regarding breastfeeding services and support. While some community partners still perceive WIC as “the free formula program”, even more are unaware of the host of breastfeeding services WIC provides. Moreover, mothers are using multiple agencies for pre and postnatal support and education, but not receiving consistent messaging regarding breastfeeding best practices. In order to improve community partner knowledge of WIC breastfeeding services, increase referrals to WIC for breastfeeding support and develop unified breastfeeding messaging, Richmond City WIC developed a three prong approach which entailed 1) delivering WIC 101 presentations to over 50 community partners 2) co-hosting a citywide breastfeeding symposium to implement a singular, train-the-trainer breastfeeding curriculum and 3) implementing this curriculum at our respective organizations. This presentation will provide insight on how to leverage community partners to increase knowledge surrounding WIC breastfeeding services and develop unified messaging surrounding breastfeeding best practices.</p> <p>Authors: Michelle Hummel, CLS, MBA , Business Manager , Marion County WIC, Marion County Public Health Department; Ryan Karim, RN, IBCLC Assistant Breastfeeding Coordinator, Marion County WIC; Julie Lothamer, MS, RD, IBCLC, Breastfeeding Peer Counselor Coordinator, State of Michigan, Michigan Department of Health & Human Services, WIC Division; Stan Bien, MPA, State WIC Director, State of Michigan, Michigan Department of Health & Human Services, WIC Division; Glencora Gudger, MA, Community Partnership Coordinators, Richmond City Health District; Leslie Lytle, MS, LCCE, E-RYT500, Breastfeeding Coordinator, City of Richmond</p>
	<p><i>Infant Vitamin D Supplementation: Practices of Mothers Participating in a Local WIC Program</i></p> <p>WIC Research and Data</p> <p>In 2008, the American Academy of Pediatrics (AAP) revised their recommendation that all breastfed infants should receive a vitamin D supplement of 400 IU per day. Although, it is well known that infant vitamin D deficiency causes rickets; there is accumulating</p>

evidence that it may be a potential risk factor for a wide range of pediatric and adult diseases. WIC provides an optimal opportunity to endorse the AAP recommendation yet, compliance with infant vitamin D supplementation among WIC infants is unclear. The objective of this study is to describe the vitamin D supplementation practices of local mothers participating in WIC.

Authors:

Sina Gallo, PhD, MSc, RD, Assistant Professor, Department of Nutrition and Food Studies, George Mason University; **Amara Channell Doig**, MPH, Nutrition Research Assistant, Department of Nutrition and Food Studies, George Mason University; **Jennifer Brady**, Health Educator, Obesity and Chronic Disease Prevention, Loudoun County Health Department; **David Goodfriend**, MD, MPH, District Director, Obesity and Chronic Disease Prevention, Loudoun County Health Department; **Janine Rethy**, MD, MPH, FAAP, FABM, Physician Advisor, Obesity and Chronic Disease Prevention, Loudoun County Health Department

Disaster Preparedness Planning in 3 Easy Steps

WIC Leadership Development | **Recruitment and Retention**

The Question Is Not “If”, but “When...” Studies show that over the past two decades, 78% of organizations that did not have a Disaster Preparedness/Business Continuity Plan but suffered a catastrophic loss, found that client loyalty, a trained workforce as well as cash flow were gone within two years. Most of these organizations had business interruption insurance (BII) coverage! Without a Disaster Preparedness/Business Continuity Plan, WIC offices do not have a “roadmap” to recovery! Don’t let this happen to your WIC office!

Author:

Peg Jackson, Chartered Property & Casualty Underwriter (CPCU), Leadership Academy consultant for NWA, Peg Jackson & Associates

The Impact of WIC: Modeling Program Participation and Increases in the CVV on WIC Participant Health Outcomes

WIC Research and Data

A Combination of the below abstracts.

- (1) In Los Angeles County, home to 400,000 children aged 2-5 years, obesity rates in early childhood decreased from a peak of nearly 20% in 2008 to 18% in 2014, following national trends. However, this decrease in obesity prevalence occurred more slowly for children from the lowest socioeconomic families and the lowest income neighborhoods where affordable fresh produce is not easily accessible. This study was conducted to evaluate the impact of the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) on reducing early childhood obesity in Los Angeles County where over 60% of babies are enrolled in WIC.
- (2) In 2015, the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) provided nutrition assistance to over

	<p>eight million low-income enrollees in the United States. In 2009, changes to WIC included the introduction of a cash value voucher (CVV) specifically for purchasing fruits and vegetables. We sought to investigate a hypothetical impact of changes in the CVV's dollar value on fruit and vegetable access and consumption among preschool-aged children.</p> <p>Authors: Jerzy Eisenberg-Guyot, MPH, PhD Student, Research Assistant, University of Washington; Shannon Whaley, PhD, Director of Research and Evaluation, PHFE WIC; Winchell Qian, MSc, PhD Student, University of Saskatchewan; Wenchun Wang, Scientific Modeler, Boston Consulting Group; Nathaniel Osgood, PhD, Professor, University of Saskatchewan; Michael Prelip, PhD, MPH, Professor, UCLA; May Wang, DrPH, MA, Professor, UCLA; Edmund Seto, PhD, MS, Professor, University of Washington; Roch Nianogo, MD, MPH, PhD, Postdoctoral Fellow, UCLA; Tabashir Nobari, MPH, PhD, Research Analyst, PHFE-WIC</p>
12:00 - 1:30 p.m.	Lunch on Your Own
12:30 – 1:30 p.m.	FNS Program Update (Limited Space Available. RSVP Required.)
12:45 - 1:30 p.m.	Listening Session: NWA Membership
1:30 - 2:30 p.m.	<p><i>Beyond Traditional Grocery Stores: Partnering with Farmer's Markets and Corner Stores in WIC</i></p> <p>Innovations in WIC Breastfeeding Support and Nutrition Education Recruitment and Retention WIC Research and Data</p> <p>Sometimes creative out-of-the-box type of thinking is needed to ensure that WIC participants are receiving the most value out of their benefits including ways to receive and obtain nutritious foods. During this session, attendees will hear how local agency and state WIC programs created partnerships to meet the growing needs of their participants. Through the Farmers' Market Nutrition Program (FMNP), WIC participants are able to redeem additional checks at local farmers' markets and receive a variety of fresh and locally grown produce. Historically, the program suffers from low participation and redemption rates. During the 2016 farmers' market season, Maricopa County WIC implemented a pilot program and collaborated with Phoenix Public Market, a centrally located market that hosts multiple vendors including seven growers who accept WIC benefits. Results from the Phoenix Public Market FMNP Pilot suggest that reducing the amount of time between checks issued and redeemed helps increase participation and redemption rates. Across the country, small stores face unique barriers to participating in the WIC program. These challenges include access to reliable distribution channels, need for adequate equipment to store inventory, and lack of technical skill to stock and sell items, particularly fresh produce. Beginning June 1, 2014, The New Jersey WIC program instituted a policy requiring WIC-authorized stores to stock more fresh fruits and vegetables. To support this new requirement, particularly for small stores, the New Jersey</p>

Department of Health funded The Food Trust to build capacity of vendors to sell healthy food and comply with the new policy.

Authors:

Tasha Williams, MS, RD, Nutrition Services Program Manager, Maricopa County Department of Public Health; **Carrie Zavala**, MS, RD, WIC Program Manager, Maricopa County Department of Public Health; **Jennifer Dykhuizen**, MPH, Management Analyst, Maricopa County Department of Public Health; **Miriam Manon**, Senior Associate, The Food Trust; Johanna **Garcia**, MPA, Vendor Manager, New Jersey Department of Health – WIC

Innovations in Breastfeeding: Examples from the Association of Maternal & Child Health Innovation Station Database

Innovations in WIC Breastfeeding Support and Nutrition Education

While there is general consensus over the burgeoning need to utilize evidence-based practices, the practical implementation and replication of these effective practices has lagged behind significantly. As many factors contribute to increased breastfeeding rates, the documentation of specific program strategies, activities, challenges, and lessons learned is important to share across different sectors engaged in this work. To make strides towards contributing to the evidence base of effective breastfeeding initiatives, we must encourage innovative ideas, build off successful strategies, and learn from barriers and challenges to implementation.

Authors:

Lynda Krisowaty, MHS, Program Manager, Evidence-Based Practice, Association of Maternal and Child Health Programs; **Krista Granger**, MPH, Senior Program Manager, Data and Assessment, Association of Maternal and Child Health Programs; **Brenda Bandy**, IBCLC, Executive Director, Kansas Breastfeeding Coalition, Inc.; **Tikvah Wadley**, AAS, CD (DONA), BDT (DONA), Project Coordinator, HealthConnect One

Big Changes Coming to Packaged Food Nutrition Labels!

WIC Research and Data

The biggest change to the Nutrition Facts panel in over 20 years is expected to reach grocery shelves in 2018. These changes are significant and include overall format changes, serving size changes, the addition of an added sugar line, and changes to mandatory listing of certain vitamins and minerals, among others. It is expected that USDA will adopt most of the FDA's recommended changes and the vast majority of food products must carry the new label by July 26, 2018. WIC health professionals will learn about these changes to help develop nutrition education, and determine changes to RFI submission requests.

Author:

Tammy Seitel, MBA, Director, WIC, General Mills

	<p><i>Increasing Access to Breastfeeding Support through Local WIC Agency Services Expansion</i></p> <p>WIC Leadership Development Recruitment and Retention</p> <p>Breastfeeding rates has increased among WIC participants, however disparities gap still persist. The WIC program is uniquely positioned to reach a broad number of low-income women to support breastfeeding initiation and duration, thus reducing breastfeeding inequities. WIC staff must address the structural barriers to access lactation care that underserved communities face.</p> <p>Authors:</p> <p>Harumi Reilly, MS,CNS, CHES, IBCLC, Lead Program Analyst, National Association of County and City Health Officials; Nikia Sankofa, MPH, MPA, Breastfeeding Project Director, National Association of County and City Health Officials</p>
2:30 - 3:00 p.m.	Networking & Posters
3:00 - 4:30 p.m.	General Session: Review of WIC Food Packages: Improving Balance and Choice
4:30 - 5:45 p.m.	Poster Awards; Leadership Awards; Leadership Academy Graduation
	Dinner on Your Own
Wednesday, April 5	
6:45 - 7:30 a.m.	Yoga with Krista!
7:30 a.m. - 12:00 p.m.	Registration Open
7:30 - 9:00 a.m.	Continental Breakfast
8:00 a.m. - 12:00 p.m.	Lactation Suite Open
8:00 a.m. - 12:00 p.m.	Speaker/Media Ready Room
	<p><i>Heart Button Counseling: Triggering Behavior Change by Tapping into Emotional Drivers</i></p> <p>WIC educators are charged with changing nutrition-related behaviors of mothers and children. Tapping into the emotional drivers or ‘Heart Buttons’ of WIC moms can lead to behavior change. The Chickasaw Nation WIC program invested the past four years into the development of emotion based approaches that engage clients to choose healthy behaviors. We have developed a website where WIC educators can download unique, fun and powerful Heart Button activities, tools and videos that demonstrate Heart Button behavior change sessions. The website targets behavior changes related to pregnancy, infants and children and includes sensitive topics like smoking and postpartum weight gain. Triggering powerful emotional drivers may be key to triggering behavior change. In this session, you’ll see videos of Heart Button sessions and tools, hear the testimony of Chickasaw Nation and Texas staff who used Heart Button activities and listen to client reaction to Heart Button counseling. You will also leave with access to the Heart Button website where the lessons, tools and videos are available for you to download and use.</p>

9:00 - 10:00 a.m.	<p>Authors: Melinda Newport, RDN/LD, Director, Chickasaw Nation WIC Program; Debi Tipton, RDN/LD, Manager, Chickasaw Nation WIC Program</p>
	<p><i>Improving the Retail Experience Using Behavioral Economics and EBT/Redemption Data</i> Recruitment and Retention WIC Research and Data</p> <p>This session showcases economic applications that address policy issues pertinent to nearly all state WIC programs. There are two key foci to the presented research. The first research focus is on applications leveraging invaluable WIC redemption data (from both EBT and paper vouchers) to evaluate the tradeoff between food cost containment and participant satisfaction, which includes concerns over access to authorized vendors, the tendency to fully redeem certain benefits, and the overall shopping experience. The second focus is identifying frictions or barriers in the WIC shopping experience that may reduce participant satisfaction and/or benefit redemption, and exploring potential policy solutions drawn from behavioral economics. The presented research studies three diverse state programs: the California, New Mexico, and Virginia WIC programs. The session consists of three 10-15 presentations followed by a Q&A panel with the presenters.</p>
	<p>Authors: Patrick McLaughlin, PhD, Research Agricultural Economist, USDA-Economic Research Service; Tina Saitone, PhD, Cooperative Extension Specialist, University of California, Davis; Richard Sexton, PhD, Professor, University of California, Davis; Harry Zhang, Ph.D., Associate Professor, Old Dominion University; Chuanyi Tang, Ph.D., Assistant Professor, Old Dominion University; Collin Payne, PhD, Associate Professor & Co-director NMSU Consumer Behavior Lab, New Mexico State University; Joanne Guthrie, PhD, RD, USDA--Assistant Deputy Director for Nutrition in the Food Assistance and Nutrition Research Program, United States Department of Agriculture--Economic Research Service; Mihai Niculescu, PhD, Associate Professor & Co-director NMSU Consumer Behavior Lab, New Mexico State University; Lisa Mancino, PhD, Economist in the Food Economics Division of USDA's Economic Research Service, United States Department of Agriculture--Economic Research Service</p>
	<p><i>Developing WIC Messages</i> WIC Leadership Development</p> <p>This session will go over NWA's key strategic WIC messages for 2017 and train attendees in how to use these messages to effectively talk about the value of WIC. Workshop presenters will walk you through fine-tuning these messages for various audiences and discuss how to combine data, research, and stories to effectively educate about WIC.</p>

	<p>This session will also cover the NWA fact sheets that will be included in this year's Congressional packets.</p> <p>Authors: Hannah Schultz, Communications, Media, and Marketing Coordinator, National WIC Association; Elisabet Eppes, Senior Public Policy Associate, National WIC Association; Georgia Machell, Research and Evaluation Manager, National WIC Association</p> <hr/> <p><i>WIC Staff and Clients Do Not Receive Standardized Food Allergies Training: What Can We Do to Change That?</i> Innovations in WIC Breastfeeding Support and Nutrition Education WIC Research and Data</p> <p>Food allergies (FA) are common and are increasing in prevalence; milk, eggs, peanuts, tree nuts, fish, shellfish, soy, and wheat account for over 90% of all FA. When the allergic individual is exposed to food or food additives to which they are sensitized they can experience a variety of reactions ranging from mild symptoms to fatal episodes of anaphylaxis. Understanding how Women, Infants, and Children (WIC) nutrition counselors help low-income mothers and their children manage FAs is critically important to insure that WIC clients' nutritional requirements are met and that potentially life-threatening allergens are avoided.</p> <p>Authors: Maureen George, PhD RN AE-C FAAN, Associate Professor, Columbia University School of Nursing; Jana Jiminez, MPH, Dental Student, Tufts University; Lynda Mitchell, MA, Chief Operating Officer, Kids With Food Allergies Foundation</p>
10:00 - 10:30 a.m.	Break
10:30 - 11:30 a.m.	<p>General Session: Being Great ... How Conscious Communications Lead to Remarkable Transformations</p> <p>The intention of this session is to enlighten attendees on how to improve conscious communication skills that help agencies show up with behavioral awareness to help them Be Great – thus connect with the client and have remarkably transformative experiences. The learning objectives will be to:</p> <ul style="list-style-type: none"> • Increase awareness and understanding about PB&Js™ (Perceptions, Beliefs and Judgments) as key influencers that exist in every human interaction that either limit you or empower you • Provide tools for managing PB&Js effectively to create more successful outcomes • Conscious Communication tools to better align the message, the messenger and the messaging <p>Speaker: Anne Palmer, Author of "The Gifted Trap"</p>
11:30 a.m. - 12:00 p.m.	Closing Remarks

12:00 p.m.	Conference Adjournment
12:30 – 3:00 p.m.	NWA Board of Directors Luncheon Meeting (Closed Meeting)