

BREAKOUT SESSIONS

- A. Creating New Farm-to-WIC Linkages:** The new cash-value vouchers for fruits and vegetables present many opportunities to increase access to fresh produce among both WIC families and others in the neighborhood. Let's get creative about exploring new partnerships between WIC and California farmers!

Yosemite Hall

Moderator: Heather Fenney, *California Food and Justice Coalition*

Scribe: Samar McGregor, *Public Health Foundation Enterprises WIC*

Resource Panel:

Leslie Kaye and Pat Gradziel
*WIC Program, California Department of
Public Health*

Charmaine Kaplan
Monterey County WIC Program

Gloria Pecina
*United Health Centers of the San Joaquin
Valley WIC Program, Reedley*

Jonnalee Henderson
*California Department of Food and
Agriculture*

Neelam Sharma
*Community Services Unlimited, Los
Angeles*

Pompea Smith
*Sustainable Economic Enterprises of Los
Angeles (SEE-LA)*

Jason Uribe
People's Grocery, Berkeley

Peggy da Silva
Veritable Vegetable, San Francisco

- B. Expanding WIC-Grocer Partnerships:** Grocery chains, as well as smaller stores and independent grocers in low-income neighborhoods are key WIC partners. What are the challenges they face in stocking the new WIC foods, and what policies and community support do they need to succeed?

Redwood Room

Moderator: Kim Frinzell, *WIC Program, California Department of Public Health*

Scribe: Judy Gomez, *Public Health Foundation Enterprises WIC*

Resource Panel:

David Markell and Barbara Longo
*WIC Program, California Department of
Public Health*

Melanie Hall
*Cancer Prevention and Nutrition Section,
California Department of Public Health*

Nathan Cheng
Mandela Marketplace, Oakland

Sharon Blakely
*SaveMart/Food Maxx/Anderson's
Supermarkets*

Michael Amiri
Nutricion Fundamental, Inc.

Hannah B. Laurison
Public Health Law and Policy, Oakland

C. Leveraging the Rollout with Clear Communications: The California WIC Program will share the results of the WIC Participant Food Shopping and Consumption Survey, and we'll ask for input on how to promote the new foods with clear healthy eating marketing messages.

Catalina Room

Moderator: Karen Bertram, *WIC Program, California Department of Public Health*

Scribe: Sharen Anthony, *Public Health Foundation Enterprises WIC*

Resource Panel:

Laurie Green
WIC Program, California Department of Public Health
Susan Foerster and Michelle Mussuto
Cancer Prevention and Nutrition Section, California Department of Public Health

Mary Anne Burkman
Dairy Council of California
Heather Reed and Lynette Haynes
Nutrition Services Division, California Department of Education
Lisa Burke
First Five Orange County

D. Off to a Good Start! The new WIC food packages create even stronger Breastfeeding incentives and provide healthier and more appropriate foods for infants and toddlers. How can WIC leverage these changes to create stronger partnerships with childcare providers, healthcare professionals, and early childhood advocates to prevent obesity in California's youngest children?

Mojave Room

Moderator: Kiran Saluja, *Public Health Foundation Enterprises WIC*

Scribe: Shannon Whaley, *Public Health Foundation Enterprises WIC*

Resource Panel:

Paula Griffin and Melinda Yu
WIC Program, California Department of Public Health
Mary Sammer and JoAnn Shaw
North County Health Services WIC, San Diego
Kim Durdin-James
Watts Healthcare Corporation WIC, Los Angeles

Lynda Garrett
Kaiser Permanente
Kathy Klamer
First 5 of Santa Barbara
Kelley Knapp
Nutrition Services Division, California Department of Education