



27TH ANNUAL
CONFERENCE & TRADE SHOW

APR 28-MAY 1
2019

SAN DIEGO

PRESENTS

WIC MOVES FAMILIES FORWARD

Sunday, April 28	PRE - CONFERENCE SESSIONS
8:00am - 12:00pm 4:00pm - 6:00pm	Registration Atlas Foyer
8:00am - 5:00pm	Speaker Ready Room Pacific Salon 4
9:00am - 4:00pm	WIC Leadership Academy Royal Palm 4-5
10:00am - 5:00pm (includes 1 hour break)	EARLY CHILDHOOD NUTRITION PRE-CONFERENCE WORKSHOP <i>Guiding Children Back to Better Eating: A Step-wise Approach</i> Speakers: Jane Heinig, PhD, IBCLC, Director Human Lactation Center University of California, Davis California Katie Ferraro, MPH, RDN, CDE Ingrain Health, Fortified Family Moderator: Education Units: 6 L-CERPs/6 CPEUs/6 CH
10:00am - 5:00pm (includes 1 hour break)	LEADERSHIP SKILLS PRE-CONFERENCE WORKSHOP <i>WIC Innovations -Creating the Wave: WIC Innovations and Streamlining - National & Local Agency sharing</i> Speakers: Carrie Zavala, Maricopa County, AZ Stephanie Flora: El Paso, CO Terry Bryce, OSDH, OK Kathleen Merchant, San Diego WIC Moderator: Linnea Sallack, Altarum Institute Zoë Neuberger, Center on Budget and Policy Priorities Education Units: 6 R-CERPs/6 CPEUs/6 CH
6:00pm-8:00pm	CWA Board Meeting Invitation Only Pacific Salon 6-7



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MONDAY, APRIL 29, 2019					
6:30am-7:30pm	Wellness Activity: Sunrise Yoga with Debbie Myers, SLAHP WIC		Terrace Room 1		
6:30am-7:30pm	Wellness Activity: Self Defense Training/Workout, Bobby Barzi, FODADA		Royal Palm 4-5		
7:00am-5:00pm	Registration				
7:30am-8:30am	Continental Breakfast				
8:30am-10:30 am	OPENING PLENARY		Town and Country/San Diego		
8:30am-9:10am	Welcoming Remarks, Introductions and Board/Sponsor Recognition Karen Farley, Executive Director, CWA State Reports Christine Nelson, WIC Director, CDPH				
9:10am-10:00am	Racial Disparities in Health and Human Services Flojaune Cofer, PhD, MPH, Senior Director of Policy, Public Health Advocates Education Units: 1 R-CERP/1 CPEU/1 CH				
10:00am-10:20am	Brian Dittmier, Esq., National WIC Association				
10:20am-10:30am	Conference Planning Committee Recognition, Workshop Track Overview				
11:00am-5:00pm	CONCURRENT WORKSHOP TRACK SESSIONS				
11:00 am- 12:30 pm	Begin Early to Nurture Child Health	Lead & Manage to Promote Wellness	Equity for all Families	Innovate & Collaborate to Advance WIC	Welcome Change for eWIC Success
Session Title:	Giving Dad's a Voice: Fostering a Father-Friendly WIC Program	Civility and Uncivility in the Workplace: An Ethics Workshop	Inclusivity: A workshop on Implicit Bias and Social Inequities. how they show up	WIC Innovations Panel: Join us for a learning session from our partners across the nation and hear from mini-grant recipients.	Preparing for Your Go Live Date
Speaker:	Bobby Barzi, FODADA Ruben Lopez, PHFE Wesley Hibble, Riverside WIC	Jane Heinig, PhD, IBCLC,	Flojaune Cofer, PhD, MPH	Arizona WIC; Colorado WIC;	State WIC/OSI Staff
Room:	Town and Country	San Diego	California	Royal Palm 1-3	Golden West
Moderator:	Valerie M. Bradford, RDN, CLE, PHFE WIC	Jenniffer Duran-West, MA, CLC, CLE LABioMed WIC		Arina Erwin, Trinity County WIC	
Educ. Units: (Pending Approval)	1.5 L-CERPs/1.5 CPEUs/1.5 CH	1.5 R-CERPs/1.5 CPEUs/1.5 CH	1.5 R-CERPs/1.5 CPEUs/1.5 CH	1.5 L-CERPs/1.5 CPEUs/1.5 CH	1.5 L-CERPs/1.5 CPEUs/1.5 CH



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MONDAY, APRIL 29, 2019

12:30pm - 2:00pm	LUNCH BREAK (on your own) NEW Directors Meeting — lunch provided, pre-registration required Pacific Salon 7 WIC Worksite Wellness Coordinators Mtg – lunch provided, pre-registration required Pacific				
2:00pm - 3:30pm	Begin Early to Nurture Child Health Pregnant and Vaccinated: Weaving a Safety Net Cora Hoover, MD Town and Country	Lead & Manage to Promote Wellness Promoting a Diverse Workforce in Lactation Jadah Parks Chaterjee, RN, IBCLC San Diego	Equity for all Families Hello my name is...Providing affirming care when screening for sexual The Center, San Diego California	Innovate & Collaborate to Advance WIC 2020 Census Data: Using Data to Improve Outcomes Armando Mendoza, Data Dissemination Specialist, US Census Bureau Royal Palm 1-3	Welcome Change for eWIC Success Preparing for Your Go Live Date (*repeated session) State WIC/OSI Staff Golden West
3:30pm - 4:00pm	BREAK				
4:00pm - 5:00pm	Begin Early to Nurture Child Health Supporting Early Brain Development Through Movement & Nutrition Florence Rivera, National Center on Early Childhood Health and Wellness Town and Country	Lead & Manage to Promote Wellness Food As Medicine: California Medi-Cal Medically Tailored Meals Pilot Program Ana Ayala, V.P. of Programs, Project Open Hand, Kimberly Madsen, R.D., Director of Nutrition Services, Project Open Hand, Adrian Nunez, Program Manager, Medi-Cal Medically Tailored Meals Pilot Program & California Food is Medicine Coalition San Diego	Equity for all Families Breastfeeding as a Radical Act: Reflections on Research Findings of Black Women Birthing Justice in Breastfeeding in the Black Community Dr. Sayida Pephrah California	Innovate & Collaborate to Advance WIC Using Social Media to Engage WIC Participants Outside the Clinic and Engage Our Communities Carrie Zavala, MS, RD, Program Director, Maricopa County WIC Royal Palm 1-3	Welcome Change for eWIC Success WIC WISE Training (*repeated session) State WIC/OSI Staff Golden West
5:15pm - 7:30pm	Trade Show Kickoff/Reception/Food Demo Local Agency Sharing Exhibits Trade Show Talks			Grand Hall Atlas Foyer Grand Hall	
Educ. Units:	2 CPEUs				



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TUESDAY, APRIL 30, 2019					
6:30am-7:30pm	Wellness Activity: Zumba, Pauline Perez		East Meeting Room 1		
6:30am-7:30pm	Wellness Activity: Metarobics/Tai Chi, Anthony Gryffin		Royal Palms 4-5		
7:30am-5:00pm	Registration		Atlas Foyer		
7:30am-8:30am	Continental Breakfast		Atlas Foyer		
7:30am-8:30am	Small Agency Caucus		Pacific Salon 6		
7:30am-8:30am	Ask the Community First Meeting		Pacific Salon 7		
7:30am-1:00pm	Trade Show Viewing & Food Sampling, Trade Show Talks (open until 1:00 pm)				
	Local Agency Sharing Showcase				Grand Hall
8:30am - 5:30pm	CONCURRENT WORKSHOP TRACK SESSIONS				
8:30am - 9:30am	Begin Early to Nurture Child Health	Lead & Manage to Promote Wellness	Equity for all Families	Innovate & Collaborate to Advance WIC	Welcome Change for eWIC Success
Session Title:	Smoking Cessation Among Pregnant Women and Parents of Young Children	Mindful Exercise: Metarobic, Healing and the Power of Tai Chi	Lost Mothers: The Maternal Mortality Crisis in the US	Empowerment-based, Group-based Interventions to Improve African American Women's Birth Outcomes	WIC WISE Training (*repeated session)
Speaker:	Sharon Cummings, PhD, Assistant Adjunct Professor, UC San Diego	Peter Anthony Gryffin, PhD	Nina Martin, ProPublica	Marquita Jones, Children's Collective, BIH	State WIC/OSI Staff
Room:	Town and Country	San Diego	California	Royal Palm 1-3	Golden West
Moderator:			Lisa Webster, RD, Northeastern Rural Health Clinics		
Educ. Units: (Pending Approval)	1 L-CERP/1 CPEU/1 CH	1 L-CERP/1 CPEU/1 CH	1 L-CERP/1 CPEU/1 CH	1 L-CERP/1 CPEU/1 CH	1 L-CERP/1 CPEU/1 CH
9:30am - 11:00am	Trade Show Viewing & Food Sampling, Trade Show Talks (open until 1:00 pm)				
	Local Agency Sharing Showcase				Grand Hall
11:00am - 12:00pm	Begin Early to Nurture Child Health	Lead & Manage to Promote Wellness	Equity for all Families	Innovate & Collaborate to Advance WIC	Welcome Change for eWIC Success
Session Title:	Who Needs Spoons? The Self-Feeding Baby	Fad Diets Debunked – Let's Talk Nutrition	Housing Crisis and Homelessness: The Impact on WIC Families	Support Long-term Breastfeeding: A Breastfeeding Intervention Tool	WIC WISE Training (*repeated session)
Speaker:	Katie Ferraro, MPH, RDN, CDE	WIC Panel	Tabashir Sadegh-Nobari, MPH, Assistant Researcher, UCLA	Theresa Landau, WIC New York, Board of NWA, Baby Friendly USA, & NY Breastfeeding Coalition	State WIC/OSI Staff
Room:	Town and Country	San Diego	California	Royal Palm 1-3	Golden West
Moderator:		Lisa Webster, RD, Northeastern Rural Health Clinics			
Educ. Units: (Pending Approval)	1 L-CERP/1 CPEU/1 CH	1 L-CERP/1 CPEU/1 CH	1 L-CERP/1 CPEU/1 CH	1 L-CERP/1 CPEU/1 CH	1 L-CERP/1 CPEU/1 CH



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TUESDAY, APRIL 30, 2019

12:00pm-2:00pm	LUNCH BREAK (on your own) Trade Show, Local Agency Sharing Exhibits, Trade Show Talks Grand Hall/Atlas Foyer Closes at 2pm/ Raffle Winners posted at Registration at 3:30pm break				
12:00pm-2:00pm	ALL WIC Director Meeting, lunch provided, pre-registration required Regional Breastfeeding Liasion Meeting - Invitation Only				Pacific 5-6 Pacific 7
2:00pm-3:30pm	Begin Early to Nurture Child Health	Lead & Manage to Promote Wellness	Equity for all Families	Innovate & Collaborate to Advance WIC	Welcome Change for eWIC Success
Session Title:	Collective Impact to Reduce Preterm Births in California	Worksite Wellness: Case Studies in Action	Diversity and Disparities in Perinatal Mental Health	Creating Family Friendly Workplace Policies	eWic: A Day in the Life
Speaker:	Speaker Panel, PTBi, Fresno County	John Haubenstricker, American Red Cross WIC Lily Silva, San Diego State University Research Foundation WIC Jo Ann Shaw, North County Health Services WIC	Meridith Merchant, Ph.D, UC San Bernardino	Jamika Lopez, U.S. Dept of Labor Robbie Gonzalez-Dow, MPH, RD, CLE	State WIC/OSI Staff
Room:	Town and Country	San Diego	California	Royal Palm 1-3	Golden West
Moderator:		Live Well, San Diego			
Educ. Units: (Pending Approval)	1.5 R-CERPs/1.5 CPEUs/1.5 CH	1.5 R-CERPs/1.5 CPEUs/1.5 CH	1.5 R-CERPs/1.5 CPEUs/1.5 CH	1.5 L-CERPs/1.5 CPEUs/1.5 CH	1.5 L-CERPs/1.5 CPEUs/1.5 CH
3:30pm-4:00pm	BREAK				
4:00pm - 5:30pm	Begin Early to Nurture Child Health	Lead & Manage to Promote Wellness	Equity for all Families	Innovate & Collaborate to Advance WIC	Welcome Change for eWIC Success
Session Title:	Impacts of Marijuana use on pregnancy, the fetus, and neonate.	Dig In! Using gardening to support health and wellness. (Hands on Workshop)	All are welcome here: Conducting outreach in an anti-immigrant climate.	Growing Food Literacy: Connecting Kids, Books, and Food	eWIC: A Day In the Life.
Speaker:	Dr. Lisa Stellwagen, Dr. Christina Chambers, UC San Diego	UC Master Gardeners, San Diego (hands on workshop)	ACLU, San Diego	Katherine Pryor, MA, iauthor of the children's books Sylvia's Spinach, Zora's Zucchini, and the recently-released	WIC, CDPH
Room:	Town and Country	San Diego	California	Royal Palm 1-3	Golden West
Moderator:		Lorie Brendecke, RD, Riverside Countv			
Educ. Units: (Pending Approval)	1.5 R-CERPs/1.5 CPEUs/1.5 CH	1.5 R-CERPs/1.5 CPEUs/1.5 CH	1.5 R-CERPs/1.5 CPEUs/1.5 CH	1.5 L-CERPs/1.5 CPEUs/1.5 CH	1.5 L-CERPs/1.5 CPEUs/1.5 CH
6:00pm-7:45pm	Wave Catchers Trivia Night				Golden West
Educ. Units:	2 R-CERPs/2 CPEUs				
6:30pm-7:30pm	Breastfeeding Meet & Greet - Invitation Only				California



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WEDNESDAY, MAY 1, 2019

6:30am-7:30am	Wellness Activity: Sunrise Yoga with Dana Kent, Siskiyou WIC	Terrace Salon 1
7:00am-12:00pm	Registration	Atlas Foyer
7:00am-8:00am	Continental Breakfast	
8:15am-12:15pm	CLOSING PLENARY	Town and Country/San Diego
8:15am-9:05am	Statewide WIC Survey Results/3 Year Findings from WIC ITFPS Lorrene Ritchie; Shannon Whaley	
Education Units:	1 R-CERP/1 CPEU/1 CH	
9:05am-9:45am	CWA Updates and Announcements State WIC WAVE Program Live Presentation	
Education Units:	1 R-CERP/1 CPEU/1 CH	
9:45am-10:35am	Using Culturally Appropriate Theory to Reduce Health Disparities Among Vulnerable Populations Nicole N. Henley, PhD, MBA	
Education Units:	1 R-CERP/1 CPEU/1 CH	
10:35am-10:50am	Wellness Activity Break: Move to the Groove Andy Padilla, Health Net Community Solutions	
10:50am-11:10am	WIC Champion & Recognition Awards Karen Farley, Executive Director, CWA WIC Worksite Wellness Program Recognition Jodi Mulligan-Pfile, CWA	
11:10am-12:00pm	Building Resilience and Managing Stress Through Transformational Change, Dr. Jo Lichten, PhD, RDN, CSP	
Education Units:	1 R-CERP/1 CPEU/1 CH	
12:00pm-12:15pm	Closing Remarks Contest Winners Announced Karen Farley, Executive Director, CWA	