



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: Arizona WIC Colorado WIC New York WIC Golden West Moderator: Linnea Sallack, Altarum Institute Zoë Neuberger, Center of 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
6:00pm-8:00pm	State Networking Meeting Invitation Only California



27TH ANNUAL
CONFERENCE & TRADE SHOW

APR 28-MAY 1
2019

SAN DIEGO

PRESENTS

WIC MOVES FAMILIES FORWARD

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	<p>Welcoming Remarks, Introductions and Board/Sponsor Recognition Karen Farley, Executive Director, CWA</p> <p>State Reports Christine Nelson, WIC Director, CDPH</p>				
9:10am-10:00am	<p>Racial Disparities in Health and Human Services Flojaune Cofer, PhD, MPH, Senior Director of Policy, Public Health Advocates</p> <p>Education Units: 1 R-CERP/1 CPEU/1 CH</p>				
10:00am-10:20am	Federal Updates				
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.	WAVE Walk Through
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	Jennifer Duran-West, MA, CLC, CLE LABioMed 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



27TH ANNUAL
CONFERENCE & TRADE SHOW
APR 28-MAY 1
2019
SAN DIEGO

WIC MOVES FAMILIES FORWARD

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	Lead & Manage to Promote Wellness	Equity for all Families	Innovate & Collaborate to Advance WIC	Welcome Change for eWIC Success
Session Title:	Pregnant and Vaccinated: Weaving a Safety Net	Promoting a Diverse Workforce in Lactation	Hello my name is...Providing affirming care when screening for sexual	2020 Census Data: Using Data to Improve Outcomes	WAVE Walk Through (*repeated session)
Speaker:	Cora Hoover, MD	Jadah Parks Chaterjee, RN, IBCLC	The Center, San Diego	Armando Mendoza, Data Dissemination Specialist, US Census Bureau	State WIC/OSI Staff
Room:	Town and Country	San Diego	California	Royal Palm 1-3	Golden West
Moderator:		Jennifer Duran-West, MA, CLC, CLE IABioMed WIC			
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 - 5:00pm	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:	Supporting Early Brain Development Through Movement & Nutrition	Food As Medicine: California Medi-Cal Medically Tailored Meals Pilot Program	Breastfeeding as a Radical Act: Reflections on Research Findings of Black Women Birthing Justice in Breastfeeding in the Black Community	Using Social Media to Engage WIC Participants Outside the Clinic and Engage Our Communities	eWIC Training Plan
Speaker:	Florence Rivera, National Center on Early Childhood Health and Wellness	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	Dr. Sayida Peparah	Carrie Zavala, MS, RD, Program Director, Maricopa County WIC	State WIC/OSI Staff
Room:	Town and Country	San Diego	California	Royal Palm 1-3	Golden West
Moderator:					
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
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: (Pending Approval)	2 CPEUs				



27TH ANNUAL
CONFERENCE & TRADE SHOW
APR 28-MAY 1
2019
SAN DIEGO

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 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	eWIC Training Plan (*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:					
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	eWIC Training Plan (*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:					
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



PRESENTS



27TH ANNUAL
CONFERENCE & TRADE SHOW

APR 28-MAY 1
2019

SAN DIEGO

TUESDAY, APRIL 30, 2019

12:00pm-2:00pm	LUNCH BREAK (on your own) Trade Show, Local Agency Sharing Exhibits, Trade Show Talks Closes at 2pm/ Raffle Winners posted at Registration at 3:30pm break					Grand Hall/Atlas Foyer
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	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, UC Master Gardeners, San Diego (hands on workshop) ACLU, San Diego Katherine Pryor, MA, author 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 County				
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: (Pending Approval)	2 R-CERPs/2 CPEUs				
6:30pm-7:30pm	Breastfeeding Meet & Greet - Invitation Only				California



**27TH ANNUAL
CONFERENCE & TRADE SHOW**

**APR 28-MAY 1
2019**

SAN DIEGO

PRESENTS

WIC MOVES FAMILIES FORWARD

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 XXXX State WIC WAVE Program Live Presentation XXX, CWA	
Education Units:	1 R-CERP/1 CPEU/1 CH	
9:45am-10:35am	Everything I Learned about Healthy Living as a Kid...and then forgot, Dr. Jo Lichten, PhD, RDN, CSP	
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 XXX, CWA	
11:10am-12:00pm	Call to Action! WIC Moves Families Forward TBD (Hold)	
Education Units:	1 R-CERP/1 CPEU/1 CH	
12:00pm-12:15pm	Closing Remarks Contest Winners Announced Karen Farley, Executive Director, CWA	