



**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 8:00am - 5:00pm	Registration Atlas Foyer Speaker Ready Room Pacific Salon 4
9:00am - 4:00pm	WIC Leadership Academy Royal Palm 1-3
10:00am - 5:00pm (includes 1 hour break) Speakers: Moderator: Education Units:	EARLY CHILDHOOD NUTRITION PRE-CONFERENCE WORKSHOP <i>Innovative Strategies to Improve Child Feeding Practices: A two-part series</i> Jane Heinig, PhD, IBCLC, Director Human Lactation Center University of California, Davis California Katie Ferraro, MPH, RDN, CDE Associate Professor of Nutrition, UC San Francisco School of Nursing Kaitlin Shruhan, UC Davis Human Lactation Center 6 L-CERPs/6 CPEUs/6 CH
10:00am - 5:00pm (includes 1 hour break) Speakers: Moderator: Education Units:	LEADERSHIP SKILLS PRE-CONFERENCE WORKSHOP <i>Creating the Wave: WIC Innovations and Streamlining National & Local Agency Sharing</i> Carrie Zavala, Maricopa County WIC, Arizona Stephanie Flora, El Paso WIC, Colorado Terry Bryce, Oklahoma State WIC Kathleen Merchant, SDSU Research Foundation WIC George Verastegui, Mendocino County WIC Mary Sammer, NCHS WIC Sharen Anthony, PHFE WIC Golden West Linnea Sallack, Altarum Institute Zoë Neuberger, Center on Budget and Policy Priorities 6 R-CERPs/6 CPEUs/6 CH
6:00pm-8:00pm	CWA Board Meeting Invitation Only Pacific Salon 6-7



MONDAY, APRIL 29, 2019					
6:30am-7:30am	Wellness Activity: Sunrise Yoga with Debbie Myers, SLAHP WIC		Terrace Salon 1		
6:30am-7:30am	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-8:45am	Welcoming Remarks, Introductions and Board/Sponsor Recognition Karen Farley, Executive Director, CWA				
8:45am-9:30am	State Reports Christine Nelson, WIC Director, CDPH				
9:30am-9:45am	Federal Updates Brian Dittmier, Esq., National WIC Association				
9:45am-10:35am	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				
10:35am-11:00am	Break				
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 Dads a Voice: Fostering a Father-Friendly WIC Program	The Price of Incivility: Addressing Disrespect in the Workplace	Inclusivity: A Workshop on Implicit Bias and Social Inequities	WIC Innovations Panel	Preparing for Your Go Live Date (*repeated)
Speaker:	Bobby Barzi Ruben Lopez Wesley Hibble	Jane Heinig	Flojaune Cofer	Carrie Zavala Stephanie Flora Mary Sammers	John Gaebler Jojo Thomas Michael Muth Ien Goldthronn
Room:	Town and Country	San Diego	California	Royal Palm 1-3	Golden West
Moderator:	Valerie Bradford	Jennifer Duran-West	Rebecca Rona	Arina Erwin	CDPH/WIC
Educ. Units: (Pending Approval)	1.5 R-CERPs/1.5 CPEUs/1.5 CH	1.5 E-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 R-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 Salon 6				
2:00pm - 3:30pm	Begin Early to Nurture Child Health Session Title: Vaccinations for Mothers and Infants: Weaving a Safety Net Speaker: Dr. Cora Hoover Suzanne Bouveorn Room: Town and Country Moderator: Karen Farley Educ. Units: 1.5 R-CERPs/1.5 CPEUs/1.5 CH (Pending Approval)	Lead & Manage to Promote Wellness Promoting Diversity Among Lactation Professionals to Increase Breastfeeding Support for All Families Jadah Parks Chaterjee San Diego Jenniffer Duran-West	Equity for all Families Hello my name is...Providing Affirming Care When Screening for Sexual Orientation and Gender Identity Tiana D. Vargas California Eloiza Obregon	Innovate & Collaborate to Advance WIC 2020 Census Data: Using Data to Improve Outcomes Armando Mendoza Roberto Garcia Royal Palm 1-3 Delfina Arellano	Welcome Change for eWIC Success Preparing for Your Go Live Date (*repeated) John Gaebler Jojo Thomas Michael Muth Jen Goldbronn Golden West CDPH/WIC 1.5 R-CERPs/1.5 CPEUs/1.5 CH
3:30pm - 4:00pm	BREAK				
4:00pm - 5:00pm	Begin Early to Nurture Child Health Session Title: Supporting Early Brain Development Through Movement & Nutrition Speaker: Florence Rivera Room: Town and Country Moderator: Kathy Harriss Educ. Units: 1 R-CERP/1 CPEU/1 CH (Pending Approval)	Lead & Manage to Promote Wellness California's Medi-Cal Medically Tailored Meals Pilot Program: A blueprint for integrating food as medicine Ana Ayala Kimberly Madsen Adrian Nunez San Diego Ilda Nelson	Equity for all Families Breastfeeding as a Radical Act: Reflections on Breastfeeding in the Battle Over Birth Research Report by Black Women Birthing Justice Dr. Sayida Peprah California Sharen Anthony	Innovate & Collaborate to Advance WIC Engaging WIC Participants Using Social Media Carrie Zavala Royal Palm 1-3 Susan Liles	Welcome Change for eWIC Success WIC WISE Training (*repeated) Catherine Gray Golden West CDPH/WIC 1 R-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:	2 CPEUs				



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TUESDAY, APRIL 30, 2019

6:30am-7:30pm	Wellness Activity: Zumba, Pauline Perez, PHFE WIC				Terrace Salon 1
6:30am-7:30pm	Wellness Activity: Mindful Exercise - 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:	Pregnant Women and Parents of Young Children: Smoking and Vaping and How to Help	Mindfulness for Health, Stress, and Conflict Resolution	Lost Mothers: The Maternal Mortality Crisis in the US and How Advocates for Low-Income Women and Families Can Help Solve It	Empowerment-Based, Group-Based Interventions to Improve African American Women's Birth Outcomes	WIC WISE Training (*repeated)
Speaker:	Sharon Cummings	Peter Anthony Gryffin	Nina Martin	Marquita Jones Tanika Johnson Rahel Woubeshet	Catherine Gray
Room:	Town and Country	San Diego	California	Royal Palm 1-3	Golden West
Moderator:	Olivia Millan-Ramirez	Iliana Doroteo	Lisa Webster	Kanisha Neal	CDPH/WIC
Educ. Units: (Pending Approval)	1 R-CERP/1 CPEU/1 CH	1 R-CERP/1 CPEU/1 CH	1 R-CERP/1 CPEU/1 CH	1 L-CERP/1 CPEU/1 CH	1 R-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:	Promoting a Safe Start to Solid Foods Using a Baby-Led Approach to Feeding	Fad Diets: A Closer Look at the Nutrition of a "Quick Fix"	Housing Crisis and Homelessness: The Impact on WIC Families	Support Long-term Breastfeeding: A Breastfeeding Intervention Tool You Can Use	WIC WISE Training (*repeated)
Speaker:	Katie Ferraro	Lauren Gardner	Tabashir Sadegh-Nobari Pina Hernandez	Theresa Landau	Catherine Gray
Room:	Town and Country	San Diego	California	Royal Palm 1-3	Golden West
Moderator:	Ambar Mendoza	Lisa Webster	Eloiza Obregon	Kanisha Neal	CDPH/WIC
Educ. Units: (Pending Approval)	1 R-CERP/1 CPEU/1 CH	1 R-CERP/1 CPEU/1 CH	1 R-CERP/1 CPEU/1 CH	1 L-CERP/1 CPEU/1 CH	1 R-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 1pm/ Raffle Winners posted at Registration at 3:30pm break				
12:00pm-2:00pm	ALL WIC Director Meeting, lunch provided, pre-registration required Regional Breastfeeding Liason Meeting - Invitation Only				Pacific 6-7 Pacific 5
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	WIC Worksite Wellness Best Practices: Creating a Culture of Health	Hidden Triggers: Narratives of Triumph and Resilience Inspire Cultural Humility Among Maternal Health Providers	Creating Family Friendly Workplace Policies	A Day in the Life (*repeated)
Speaker:	Amber Costantino Dr. Lauren Lessard Christy Oberholter Kristine Morgan	John Haubenstricker Lily Silva Jo Ann Shaw	Meridith Merchant Wenonah Valentine	Rosanna Santana Robbie Gonzalez-Dow	Stephanie Kwong CDPH/WIC Staff
Room:	Town and Country	San Diego	California	Royal Palm 1-3	Golden West
Moderator:	Jack Lazzarini	Kelley Axelson	Tonce Jackson	Maridet Castro Ibañe	CDPH/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 R-CERPs/1.5 CPEUs/1.5 CH	1.5 R-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:	Impact of Maternal Substance Use During Pregnancy and Lactation	Dig In! Using Gardening to Support Health and Wellness. (Hands on Workshop)	Conducting Outreach in an Anti-Immigrant Climate: Understanding Immigrants' Rights and Public Benefits	Growing Food Literacy: Connecting Kids, Books, and Food	A Day In the Life (*repeated)
Speaker:	Dr. Lisa Stellwagen Dr. Christina Chambers	Joni Gabriel Leah Taylor	Nazanin Wahid Monika Langarica	Katherine Pryo	Stephanie Kwong CDPH/WIC Staff
Room:	Town and Country	San Diego	California	Royal Palm 1-3	Golden West
Moderator:	Aileen Rodriguez	Lorie Brendecke	Rebecca Rona	Isabel Beas	CDPH 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 R-CERPs/1.5 CPEUs/1.5 CH
6:00pm-7:45pm	Wave Catchers Trivia Night				Golden West
Educ. Units:	n/a				
6:30pm-7:30pm	Breastfeeding Meet and Greet for all breastfeeding staff (RBLs, Breastfeeding Committee, Breastfeeding Coordinators, Peer Counseling Program staff, and other breastfeeding staff)				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
7:30am-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	Why Are They Leaving? Understanding Reasons for Discontinuing WIC Benefits Lorrene Ritchie & Shannon Whaley
Education Units:	1 R-CERP/1 CPEU/1 CH
9:05am-9:25am	CWA Updates and Announcements Karen Farley, California WIC Association
9:25am-10:15am	Social Determinants of Health: Reducing Health Disparities in Vulnerable Populations Through the use of Culturally Responsive Evaluation Nicole N. Henley, PhD, MBA, California State University, San Bernardino
Education Units:	1 R-CERP/1 CPEU/1 CH
10:15am-10:35am	Wellness Activity Break: Move to the Groove Andy Padilla, Health Net Community Solutions
10:35am-11:10am	Phyllis Bramson Award, CNC Scholarships, & Recognitions Karen Farley, CWA WIC Worksite Wellness Program Recognition Jodi Mulligan-Pfile, CWA
11:10am-12:00pm	Riding the Wave: 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