CALIFORNIA WIC ASSOCIATION PRESENTS

EMPOWERED
CALIFORNIA FAMILIES
UNITE, INSPIRE, UPLIFT

ANNUAL CONFERENCE AND TRADE SHOW • APRIL 5–8, 2020 • SAN DIEGO
This four-day, multi-track conference will provide training and skills development for professionals providing services related to nutrition, breastfeeding support, and health promotion for young families via WIC, MCAH, hospitals and clinics. Strategies for establishing or enhancing collaboration and innovation among public health organizations will be addressed through leadership and diversity training.

### Pre-Conference Seminars
- All-day training on Breastfeeding Education OR Compassionate Service

### Workshops in Five Concurrent Tracks Include:

#### Begin Early to Nurture Child Health
- Reclaiming Breastfeeding in Indigenous Cultures / Pregnancy and Vaccinations / Supporting Early Brain Development with Movement / Smoking Cessation for Pregnant Women & Parents / Self-feeding Babies / Reducing Pre-term Birth / Marijuana Use & Pregnancy, the Fetus & Neonate

#### Lead & Manage to Promote Wellness
- Civility & Uncivility in the Workplace / Promoting Diversity Among Lactation Professionals / Mindful Exercise / Fad Diets Debunked / Case Studies in Worksite Wellness / Hands on Learning with Master Gardeners

#### Equity for All Families
- Inclusivity, Implicit Bias, & Social Inequities in Our Work / Giving Dads a Voice / Breastfeeding As A Radical Act: Black Women Birthing Justice/ Lost Mothers & Maternal Mortality / Facing the Housing Crisis & Homelessness / Providing Affirming Care for Screening Sexual Orientation & Gender Identity / Conducting Outreach in an Ant-Immigrant Climate

#### Innovate & Collaborate to Advance WIC
- WIC Innovations Panel / 2020 Census Data Workshop / Using Social Media to Outreach / Empowerment and Group-based Interactions to Improve African American Women’s Birthing Outcomes / Food as Medicine / Creating Family Friendly Workplace Policies / Local Agency Sharing: Mini-grants

### Welcome Change for eWIC Success
- eWIC: WAVE Walkthrough / eWIC: Training Plan / eWIC A Day in the Life

### Learning Objectives
- Identify and describe or practice at least 3 skills or management strategies related to improving breastfeeding education and outreach in your communities.
- Describe at 2 nutrition care practices, and 3 harm reduction practice that can be utilized to promote healthy decisions for young families.
- List at least 3 ways a WIC clinic, health provider or social service program could create practices that engage and support diverse families, participants or patients.
- Identify 2 organizations your agency or program will reach out to during 2019 to identify opportunities for collaboration.
- State 2 ways your agency or program can prepare for California WIC’s implementation of new MIS and electronic benefit systems.

### HOTEL & TRANSPORTATION

**Accommodations:** Special Group Rate: $199 single/double.

**For Town and Country reservations,** you may click on this link: https://book.passkey.com/e/50009307 or call the reservation dept. at 800-772-8527, Option 2, and reference the California WIC Association room block. **Deadline for group rate is March 3, 2020.** The hotel is located at 500 Hotel Circle North, San Diego, CA 92108. Please register for the conference first, and then you will receive the hotel link to reserve your hotel room.

**Parking:** Discounted Hotel Parking for attendees is $10 a day. Please let them know you are with the CWA Spring Conference to receive the discounted price.

**Air & Ground Transportation:** Suggested airport is San Diego Airport. For more information on ground transportation, click here: [http://www.towncountry.com/map-directions-en.html](http://www.towncountry.com/map-directions-en.html)

### CONFERENCE REGISTRATION

**ONLINE REGISTRATION IS AVAILABLE NOW!**

Go to [https://calwic.regfox.com/cwa2020](https://calwic.regfox.com/cwa2020)

You will also find this link on our website [www.calwic.org](http://www.calwic.org)

**Payment Methods:** Checks made payable to “California WIC Association” and Purchase Orders can be mailed to CWA, 3120 Freeboard Drive, Suite 101, West Sacramento, CA, 95691. Credit Cards (Visa/MC/Discover) are entered directly via online registration.

For conference information/registration, go to our website or contact CWA: 916-572-0700 and Email: msaddler@calwic.org

Early Bird prices are good through Friday, February 21st, 2020. Cancellations will not be accepted after Friday, February 28th, 2020, though substitutions may be made.

Last day to register online is Friday, March 20th, 2020. Registration after that must be done onsite.