



**CWA Fall Virtual Education Days Monday/Wednesday
CDPH WIC Local Directors Meeting, Fall 2020 Tuesday/Thursday**

Health care reform, and more recently, a pandemic, wildfires, and renewed anti-racist activism, have exposed the need for accessibility of safety net programs such as WIC. Additionally, broad collaborative working relationships at local and state levels are needed to ensure we are addressing social determinants of health with a focus on equity, justice, and prosperity.

Despite an increase in participation since the pandemic began, sagging enrollment is problematic as we work to implement the proven population health outcomes of WIC engagement. How can we integrate new programs and practices, continue to collaborate with community partners, and build helpful and lasting coalitions to improve the lives of our participants, when we aren't doing business as usual? We aim to tackle some of these topics and more to complement the State's Management Sessions.

Agenda

Monday, December 14, 2020 – CWA Fall Education Day

8.15 Doors Open

8.30-8.45 Welcome CWA

8.45-9.45 Horizontal Integration and Data Sharing: Access to Safety Net Services-Health Care, Food, Financial Support, and More

- Karen Farley, CWA
- Zoë Neuberger, Center on Budget and Policy Priorities
- Jessica Maneely, Benefits Data Trust

9.45-10.15 Break

10.15-11.45 Housing Advocacy: How Can WIC Join the Effort in Addressing Homelessness and Affordable Housing Across California?

- Tabashir Nobari, California State University, Fullerton (Moderator)
- Luke Villalobos, Housing California
- Francisco Dueñas, Housing Now! California
- Jenn Fleming, Mercy Housing

11.45-12.15 Break

12.15-12.45 Recognitions

- WIC Career Lifetime Achievement Awards
 - Nancy Nesa, California WIC Program Statewide Career Development Coordinator (retired)
 - Robin Evans, PHFE WIC Dietetic Internship Director (retired)
- CWA Board Recognitions
- Announcements

Tuesday, December 15, 2020 - CDPH WIC Local Directors Meeting, Fall 2020

8.45 Doors Open

9.00-12.00 Data Trends & Retention, Re-engagement, and Recruitment

- Facilitated by Chris Nelson and Susan Sabatier – The facilitators will provide an overview of WIC’s mission and the retention, re-engagement, and recruitment (RRR) framework, and share and discuss how current data trends and reporting resources can assist in developing RRR strategies.

12.00-12.45 Lunch & Learn

WIC Shopping Experience - Facilitators will discuss shopping topics including online shopping, self-check-out, and curbside pickup. There will be time for Q&A.

MCAH Partner Programs: AFLP and BIH - CDPH Maternal, Child, and Adolescent Health (MCAH) Division staff will share about the Adolescent Family Life Program (AFLP) and Black Infant Health (BIH), and how WIC local agencies can refer participants to these partner programs.

12.45-1.00 Break

1.00-4.00 Modernizing Education and Communication for WIC Families

- Facilitated by Jen Goldbronn, Elizabeth Crum, Fariha Chowdbury and Sharlene Richardson – The facilitators will share ways to improve access to nutrition education during remote services and how to modernize participant communication to help families grow healthy!
- Announcements



Wednesday, December 16, 2020 - CWA Fall Education Day

8.15 Doors Open

8.30-10.00 The Five Cs of Remote Supervision: Configuration, Compliance, Connection, Communication, & Culture

- Rita Sever, MA, Supervision Matters

10.00-10.30 Break

10.30-11.30 Keeping Individuals and Families Safe During a Pandemic or Natural Disaster

- Karen Baker, Architect + Co-Chair, Listos California Emergency Preparedness Campaign
- Justin Knighten, Co-Chair, Listos California Emergency Preparedness Campaign

11.30-12.00 Break

12.00-1.30 Home Visiting, Coalition Building, & WIC: Partnering to Reach Families Where They Are

- Debra Silverman, First 5 California
- Alexandria Simpson and Carina Saraiva, California Home Visiting Program, CA Dept. of Public Health
- Jigna Shah, CalWORKs Home Visiting Program, CA Dept. of Social Services
- Jana Wright, LA Best Babies Network, Los Angeles County Perinatal and Early Childhood Home Visitation Consortium

Announcements

Thursday, December 17, 2020 - CDPH WIC Local Directors Meeting, Fall 2020

8.45 Doors Open

9.00–12.00 Committee Planning

Facilitated by Ia Lo with CDPH WIC Managers and Staff – The facilitator will provide an overview of existing committees within CDPH WIC and discuss what have we accomplished in addition to what more is needed.

12.00-12.45 Lunch & Learn



Supporting Maternal Mental Health in the WIC Setting - Facilitators will discuss WIC’s role in supporting maternal mental health and obtain input from attendees regarding local agency desired maternal mental health resources and materials.

New Directors Lunch: A casual meet and greet opportunity for New WIC Directors—up to 2-3 years in the Director role—to network and share with each other, as well as CDPH WIC Local Services Branch staff.

12.45-1.00 Break

1.00–4.00 Future Dietetic Internship

Facilitated by Catherine Lopez and Stephanie Kwong – The facilitators will provide an overview of CDPH WIC’s Dietetic Internships and discuss future WIC workforce needs.

Closing Remarks

THANK YOU FOR YOUR PARTICIPATION!

Continuing education units will be offered for RDs (RD CPEUs), and IBCLCs (R-CERPs).

This program is approved for CPEUs Level III by the Commission on Dietetic Registration, provider number CA004.

Provider approved by the IBLCE, Long Term Provider Number CLT115-01.