



**CWA Fall Virtual Education Day Tues. Nov. 16
CDPH WIC Local Directors Fall 2021 Meeting,
Wed. Nov. 17/Thurs. Nov. 18**

The pandemic has provided unexpected, but welcomed, opportunities to improve accessibility for WIC beneficiaries. Local agency and state staff have accomplished herculean feats to adopt technologies and innovative work processes, while also adapting to continuous quality improvement strategies. Unfortunately, the pandemic is only one of many extreme challenges impacting local communities. Racism, environmental threats, and prosperity inequities are issues that will impact WIC participation and outcomes, magnifying the importance of WIC and safety net programs as critical foundations to the success of families and communities.

During the Fall Conference attendees will dive into issues that drive program outcomes and community success when a holistic approach is taken to program management.

Agenda

Tuesday, November 16, 2021 – CWA Fall Education Day

- 8.15 Doors Open

- 8.30-9.00 Welcome, Arina Erwin, Trinity County WIC, CWA Board President

- 9.00-9.30 WIC Capitol Education Kick Off, Sarah Diaz
 Recognition of WIC Champion, California Assemblymember Arambula

- 9.30-10:30 Data Sharing: WIC & Safety Net Services
 - Linnea Sallack & Karen Farley, Moderators
 - Ana Klanjac, San Mateo WIC
 - Meg Beard and Susan Liles, Santa Barbara WIC

- 10.30-10.45 Break

- 10.45-11.45 Management Practices for Maintaining CQI with Remote & Hybrid Services
 Amelia Schendel, Sacramento County WIC
 Tara Jensen & Kathy Cordova, PHFE WIC



- 11.45-12.15 Poetry and Creative Writing with Special Guest Georgina Marie
- 12.15-1.15 Nourishment break
- 1.15-3.15 Equitable and Joyous Leadership
Dr. Melissa Franklin, CEO, Growth Mindset Communications
- 3.15 Closing

Wednesday, November 17, 2021 - CDPH WIC Local Directors Meeting, Fall 2021

- 9.00–9.30 Introduction: Post eWIC Implementation Changes/Achievements, State WIC Organizational and Strategies
Chris Sullivan, CDPH WIC
- 9.30–11.00 Maximizing Participation and Ensuring Quality Services
Ia Lo, Joel Reynolds, Lantrel Stockton, CDPH WIC
- 11.00–12.00 Diversity, Equity, and Inclusion
TBD

Thursday, November 18, 2021 - CDPH WIC Local Directors Meeting, Fall 2021

- 9:00-10.30 WIC WISE Support Strategies
Tiffany Evangelista, Sharon Pulido, Amy Carson, CDPH WIC
- 10.30-12.00 Local Staff Development Updates
Joel Reynolds, Stephanie Kwong, Elizabeth Crum, Jen Goldbronn
CDPH WIC

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.