

**THE FUTURE
IS NOW**
41st Annual Conference
May 19-22, 2019
Marriott Syracuse Downtown
Syracuse, New York



Sunday, May 19th

12:00pm – 8:00pm

Registration

Location: Finger Lakes Foyer

4:00pm – 4:30pm

Moderator Information Meeting

Location: Seneca

4:30pm – 5:00pm

Consumer Meet and Greet

Location: Seneca

5:30pm – 6:30pm

Annual Membership Meeting

Location: Hemlock

5:30pm – 6:30pm

Breastfeeding Coordinator Meet and Greet

Location: Seneca

5:30pm – 6:30pm

Nutrition Coordinator Meet and Greet

Location: Keuka

6:30pm – 8:00pm

Opening Reception with Exhibitors

Location: Persian Terrace

Join us for light hors d'oeuvres and open bar from 6:30pm – 7:30pm.

[Click Here](#) for dinner options near the conference venue

Monday, May 20th

6:30am – 7:30am

Morning Physical Activity

Reginald Thornton, President, Sweat-N-Go, LLC.

8:00am – 4:30pm

Registration

Location: Finger Lakes Foyer

8:00am – 3:00pm

Exhibit Hall Open

Location: Persian Terrace

8:00am – 8:45am

Breakfast

Location: Finger Lakes Foyer

9:00am – 10:30am

Opening General Session: eWIC is Here, So Now What?

Location: Finger Lakes Ballroom

This general session will include a recap of the Statewide NYWIC Rollout and launch of eWIC and an update on the external factors that will influence WIC program services in the next decade. The New York State WIC Program Director will provide an overview of the status of the 2019 NYS WIC Program goals and objectives, and the vision for WIC in New York State. The presentation will emphasize how WIC can provide the highest quality services possible, using new technology, data and information, and the most valuable resource available: YOU. What is WIC doing to reach new families and retain families already served by WIC? What will it take to “make breastfeeding the norm”? How can WIC program staff provide WIC services in a way that treats families as the experts? What are the tools available to help WIC reach more people and have a greater impact? The presenter will provide information on the status of these program priorities and ask the audience to consider how the NYS WIC Program can take WIC services to the next level.

Speaker: April Hamilton, MBA, MSHA, NYS WIC Director, Bureau of Supplemental Food Programs, New York State Department of Health

10:30am – 11:00am

Morning Break with Exhibitors

Location: Persian Terrace

11:00am – 12:30pm

100 Workshop Series

Breastfeeding Track 101 – Helping Mothers Reach Their Personal Breastfeeding Goals

Location: Finger Lakes Ballroom

This session will utilize research and science to assist WIC providers with helping families make informed feeding decisions. We will discuss strategies to help families reach their personal breastfeeding goals. This session is based on 25 years of research and clinical practice of the author working with breastfeeding families.

Speaker: Diane Spatz, PhD, RN-BC, FAAN, Professor of Perinatal Nursing & Helen M. Shearer, Professor of Nutrition, Faculty Advisor to Student Nurses at PENN, University of Pennsylvania School of Nursing, Nurse Researcher & Manager of Lactation Program, The Children's Hospital of Philadelphia (CHOP), Clinical Coordinator of the CHOP's Mothers' Milk Bank

Nutrition Track 102 – Nourishing Resilience: The Role of Nutrition in Trauma-Informed Care

Location: Canandaigua

Understanding the role of nutrition therapy in trauma-informed care is essential for WIC nutritionists and community health workers alike. This course intends to empower the participants to be ambassadors for New York State's affected youth. Nearly fifty percent of America's youth will suffer a trauma during childhood – called an Adverse Childhood Experience (ACE). This course will explain how ACEs affect the growth and brain development of a child well into adulthood, predisposing them to poor health outcomes and other socio-economic disparities. The purpose of this course is to understand how adverse childhood experiences and early life traumas affect health outcomes. Participants will learn how to identify ACEs amongst their clientele and will be provided with recommendations and resources to foster resilience.

Speaker: Carolyn DiMicco, MBA, RD, CDN, CNSC, Quality Systems Analyst, Elizabeth Seton Pediatric Center

103 – Evidenced Based Strategies for Outreach Efforts

Location: Hemlock

With declining caseloads throughout the country, the importance of developing an outreach plan and evidenced based strategies is more important than ever. This workshop will focus on three distinct strategies: outreach to participants, outreach to medical providers and outreach to community-based organizations that serve similar populations. In addition, participants will explore how to use local data to inform their approach.

Speaker: Michelle Gerka, BS, Vice President, Community Health

104 – WIC in the 2020s: Next Steps for the Program

Location: Coneus

It has been nine years since WIC's last authorization in Congress, and only one year remains until all states must transition to EBT. In a time of change for WIC agencies, policymakers in Washington are now considering opportunities to revise WIC's statute and regulations. NWA policy staff will discuss legislative and regulatory opportunities to expand access to WIC, enhance the participant experience, and modernize the program in a post-EBT transition landscape.

Speaker: Brian Dittmeier, Esq., Senior Public Policy Counsel, National WIC Association

12:30pm – 1:30pm

Lunch

Location: Finger Lakes Foyer

1:45pm – 2:45pm

General Session: Understanding the Benefits of the National WIC Recruitment and Retention Campaign

Location: Finger Lakes Ballroom

In this session, you will learn about the strategies of the National WIC Association's WIC recruitment and retention campaign. You will learn about what has already happened in 2019 and what has to come in the next year. Representatives from the National WIC Association and Meredith will give an in-depth description of all components of this campaign. They will also give tips on how those in New York can best utilize the campaign and the features within the campaign.

Speakers:

Natalie Mulloy, Communications, Media and Marketing Coordinator, National WIC Association

Jen Powlison, Content Strategy Director, Foundry 360

3:00pm – 4:30pm
200 Workshop Series

Breastfeeding Track 201 – NYS WIC Peer Counselor Competencies

Location: Finger Lakes Ballroom

The utilization of peer counselors to support breastfeeding participants is one of the highlights of the WIC program. Over the past year, CAI has worked with an expert panel of New York State WIC staff to develop a core set of competencies for the Breastfeeding Peer Counselor. This workshop will highlight the creation of these competencies, strategies for local agencies systems that support our peer counselors and an exciting assessment process that New York State is implementing.

Speakers:

Michelle Gerka, *BS, Vice President, Community Health*

Nutrition Track 202 – So Much to Do and So Little Time: Motivational Interviewing in Brief Interactions

Location: Canandaigua

How often do you feel frustrated when talking with your clients about lifestyle choices? While research shows that very brief MI-based interactions can boost positive behavioral outcomes, it can seem particularly challenging in a brief conversation. The good news is that ongoing MI training, along with supervision and feedback, improves clinician proficiency, which is directly related to client outcomes. Attend this session to check-in and tune-up the MI skills you learned during prior WIC based training with examples related to target behaviors common to your clients.

Speaker: Mary Jane Rogan, *MSN, CRNP, Member Motivational Interviewing Network of Trainers (MINT)*

203 – Developing your 7th Sense Workplace Violence Prevention and Personal Safety

Location: Hemlock

The training Practical Consultants LLC offers is flexible, practical, and behavior based. As people are increasingly “acting out” in inappropriate and many times violent, or potentially violent ways, we feel that the need for our training is vital. We believe that the value of any training opportunity is retention by the participant and the knowledge of how to immediately put the knowledge into practice. **Speaker:**

Sandra King, *President and Founder, Practical Consultants LLC*

204 – WIC in the 2020s: Next Steps for the Program

Location: Coneus

It has been nine years since WIC’s last authorization in Congress, and only one year remains until all states must transition to EBT. In a time of change for WIC agencies, policymakers in Washington are now considering opportunities to revise WIC’s statute and regulations. NWA policy staff will discuss legislative and regulatory opportunities to expand access to WIC, enhance the participant experience, and modernize the program in a post-EBT transition landscape.

Speaker: Brian Dittmeier, *Esq., Senior Public Policy Counsel, National WIC Association*

Tuesday, May 21st

6:30am – 7:30am

Morning Physical Activity

Reginald Thornton, *President, Sweat-N-Go, LLC.*

8:00am – 4:30pm

Registration

Location: Finger Lakes Foyer

8:00am – 3:00pm

Exhibit Hall Open

Location: Persian Terrace

8:00am – 8:45am

Breakfast

Location: Finger Lakes Foyer

9:00am – 10:00am

General Session: Introduction to Bridges

Location: Finger Lakes Ballroom

Bridges Out of Poverty is a uniquely powerful tool designed for social, health, and legal service professionals. Based in part on Dr. Ruby K. Payne's myth-shattering A Framework for Understanding Poverty, Bridges reaches out to millions of service providers and businesses whose daily work connects them with people in poverty. You'll find case studies, detailed analysis, helpful charts and exercises, and specific solutions you and your organization can implement right now to redesign programs to better serve the people you work with.

Speaker: Pru Pease, National Consultant Aha Process, Work United, Director Granite United Way

10:00am – 10:30am

Morning Break with Exhibitors

Location: Persian Terrace

10:30am – 12:00pm

300 Workshop Series

Breastfeeding Track 301 - Babies Here, Babies There, Skin-to-Skin Babies Everywhere! Exploring the Instinctive Behavior of Newborns

Location: Finger Lakes Ballroom

Around the world, newborn babies go through the same instinctive behavior when placed skin-to-skin with mom. Explore these behaviors through video clips of babies in the US, Sweden, Romania, Uganda and Egypt as we learn about the incredible capabilities of newborns, and barriers that could impact this important time.

Speaker: Kajsa Brimdyr, PhD, CLC, Senior Ethnographic Researcher, Healthy Children Project

Nutrition Track 302 – Maternal and Infant Mortality in Black Families

Location: Canandaigua

Despite developments and innovations in infant and maternal care over the decades, the rate of maternal mortality has been rising in the US, and the US has some of if not the highest maternal and infant mortality rates of all developed countries. Furthermore, racial disparities persist within maternal and infant mortality rates, even within New York State. Black mothers in NYS die in the year after childbirth at three times the rate of white mothers and the rate of death of Black babies in NYS in their first year is twice that of white babies. There is great work to do to change the tide if we want to achieve

health equity. In this session, we'll consider some of the factors that contribute to these persisting racial disparities including structural barriers, quality of care, and implicit bias, and we'll discuss what we at WIC can do to address this disparity and better care for and support Black families in NYS.

Speaker: Adoja Tetteh, *Project Director, Senior Trainer and Technical Assistance Specialist, CAI*

303 – *Developing your 7th Sense Workplace Violence Prevention and Personal Safety*

Location: Hemlock

The training Practical Consultants LLC offers is flexible, practical, and behavior based. As people are increasingly “acting out” in inappropriate and many times violent, or potentially violent ways, we feel that the need for our training is vital. We believe that the value of any training opportunity is retention by the participant and the knowledge of how to immediately put the knowledge into practice.

Speaker: Sandra King, *President and Founder, Practical Consultants LLC*

304 – *Continuation to Bridges*

Location: Coneus

Let's continue our Bridges Out of Poverty discussion and take a closer look at the elements of communication, hidden rules and resources that are central to understanding economic diversity.

Speaker: Pru Pease, *National Consultant Aha Process, Work United, Director Granite United Way*

12:00pm – 1:00pm

Lunch

Location: Finger Lakes Foyer

1:00pm – 2:30pm

400 Workshop Series

Breastfeeding Track 401 – *Shifting Perspectives on Birth and Breastfeeding: An Exploration of Social Media, TV, Movies and Politics*

Location: Finger Lakes Ballroom

Social media, television, movies, politics.... they have so much influence over our culture and our way of seeing the world. This interactive talk will explore how birth and breastfeeding are portrayed within these pervasive methods of communication, what that means, and what we can do about it!

Speaker: Kajsa Brimdyr, *PhD, CLC, Senior Ethnographic Researcher, Healthy Children Project*

Nutrition Track 402 – *Implementation of an Anti-Inflammatory Diet in Mom and Baby to Prevent Chronic Disease*

Location: Canandaigua

This presentation will provide the audience with an in-depth discussion on how inflammation affects the health and disease onset of the mother and baby. The presentation will provide an overview of how diet can impact inflammation. Finally, anti-inflammatory foods will be explored as well as how the audience can encourage their clients to incorporate these foods into their diet.

Speaker: Theresa DeLorenzo, *DCN, RD, Director of the Master of Science in Nutrition and Human Performance, Logan University*

403 – *Engaging Parents in Monitoring their Children's Early Development: Resources from CDC's Learn the Signs. Act Early. Program*

Location: Hemlock

The Centers for Disease Control and Prevention's Learn the Signs. Act Early. program aims to improve developmental monitoring of all children so that children with developmental delays are referred to the early services and supports they may need to reach their full potential. CDC's Katie Green will share the free tools and resources available to WIC staff to educate and engage parents in monitoring their children's early development, to answer questions, and to know when to make a referral for a possible developmental concern.

Speaker: Katie Green, MPH, CHES, Health Communication Specialist, National Center on Birth Defects and Developmental Disabilities, Centers for Disease Control and Prevention

404 – Continuation to Bridges

Location: Coneus

Let's continue our Bridges Out of Poverty discussion and take a closer look at the elements of communication, hidden rules and resources that are central to understanding economic diversity.

Speaker: Pru Pease, National Consultant Aha Process, Work United, Director Granite United Way

2:30pm – 3:00pm

Afternoon Break with Exhibitors

Location: Persian Terrace

3:00pm – 4:30pm

500 Workshop Series

Breastfeeding Track 501 – Increasing Breastfeeding Exclusivity and Duration Through Peer Counseling

Location: Finger Lakes Ballroom

When CAI's Maria Dentino worked at the local agency level as a breastfeeding coordinator, her program improved their exclusive breastfeeding at 3+ months rate by 59% over 5 years, ranking third in NYS and double the state average. Join Maria and a panel of New York's Loving Support Award of Excellence recipients for a session full of innovative tips and ideas on how to improve your agency's breastfeeding rates through your peer counseling program.

Speaker: Maria Dentino, RD, CDN, CLC, Nutrition Training and Development Specialist, CAI

Nutrition Track 502 – The Nutritional Implications of Breastfeeding During Pregnancy

Location: Canandaigua

This session will discuss the hormones, nutrients and cellular changes that happen during pregnancy, as well as the pros and cons of breastfeeding during pregnancy.

Speaker: Meghan Mueller, MS, RD, CD-N, IBCLC, LCCE, President, Rochester Regional Breastfeeding Coalition

503 – NYWIC Reports

Location: Hemlock

This session will be an overview of the top Admin and Clinic Reports in NYWIC. Attendees will become familiar where certain NYWIC Admin and Clinic reports can be accessed, the information that certain NYWIC Admin and Clinic reports provide and how the NYWIC Admin and Clinic reports can be used.

Speakers:

Laurel L. Wilson, Health Program Administrator 1, New York State Department of Health Bureau of Supplemental Food Programs

Jay Saunders, Program Manager, 3 Sigma Software

504 – Continuation to Bridges

Location: Coneus

Let's continue our Bridges Out of Poverty discussion and take a closer look at the elements of communication, hidden rules and resources that are central to understanding economic diversity.

Speaker: Pru Pease, National Consultant Aha Process, Work United, Director Granite United Way

7:00pm – 10:00pm

Reception

Location: Persian Terrace

Wednesday, May 22nd

6:30am – 7:30am

Morning Physical Activity

Reginald Thornton, President, Sweat-N-Go, LLC.

8:00am – 1:00pm

Registration

Location: Finger Lakes Foyer

8:00am – 8:45am

Breakfast

Location: Finger Lakes Foyer

9:00am – 10:30am

600 Workshop Series

Breastfeeding Track 601 – Nutrition and Breastfeeding - Is Your Baby What You Eat?

Location: Finger Lakes Ballroom

For more than a decade most lactation professions have been suggesting to families that diet matters very little in terms of human milk composition. We have told parents that they can essentially eat whatever they want, it does not matter to the bottom line. However, new studies imply that in fact, diet does matter in terms of the composition of fatty acids and essential nutrients available in milk that can potentially impact lifelong health. Human milk changes a baby's epigenome and micro biome which have tremendous influence not he health and development of the child. Studies also show that changes in diet can lead to gene methylation which impacts gene expression, as well changing the oligosaccharide profile which shapes the microbiome. This presentation takes you on a tour of some recent research finds to better understand how maternal diet (potentially prenatally through lactation) DOES play a role in human milk and how a parent's diet can potentially influence a breastfeeding baby's health.

Speaker: Laurel Wilson, IBCLC, BSc, CLE, CLD, CCCE, Lactation Consultant, Speaker, Author with MotherJourney and CAPPFA Faculty

Nutrition Track 602 – Children in Foster Care: What WIC Providers Need to Know

Location: Canandaigua

In 2016, almost 700,000 children spent time in the foster care system. On any given day, there are more than 17,000 children in foster care in New York State. Although children in foster care share many

characteristics with other children living in poverty, they also have needs unique to their status in foster care. Every WIC office in NYS will care for children in foster care. This session will explore the impact that placement in foster care has on children's health and nutritional needs and what WIC Providers need to know in caring for these children.

Speaker: Steven Blatt, MD, Professor of Pediatrics, Director, Division of General Pediatrics, Medical Director, University Pediatrics and Adolescent Center, Upstate Medical University

603 – Maximizing Clinic Flow

Location: Hemlock

This session will provide an overview of clinic flow and the related changes with the NYWIC system. The focus will be on exploring what affects clinic flow, and determining strategies and resources to maximize clinic operations and ensure quality of services provided.

Speakers:

Jill Guerin, RDN, Public Health Nutritionist, Central New York Regional Office, New York State Department of Health

Stefanie Fresenius, RD, CDN, CLC. Public Health Nutritionist, New York State Department of Health

604 – Shopping with eWIC

Location: Coneus

Attendees will learn about shopping with the eWIC card to include understanding benefit balances, types of transactions, WIC acceptable foods, stores that accept eWIC, the WIC2Go mobile app, and tips to make the shopping trip easier.

Speakers:

Meghan Muller, MPH, RD, Public Health Nutritionist, New York State Department of Health

Giocchino Taliercio, MS, RD, Public Health Nutritionist, New York State Department of Health

10:30am – 11:00am

Morning Break

Location: Finger Lakes Foyer

11:00am – 12:00pm

Closing General Session: Work-Life Balan...HA I Can't Even Type That Without Laughing

Location: Finger Lakes Ballroom

This talk is all about figuring out your own work/life integration - because we all know "balance" doesn't exist, especially for working parents, people building side hustles, people trying to also stay healthy, or pay off debt, or any other giant goal in addition to, you know, your 40 hour a week job! It's a lot!

Speaker: Kelsey Humphreys, Motivational Comedian & International Keynote Speaker

12:00pm – 1:00pm

Lunch

Location: Finger Lakes Foyer



MARRIOTT
SYRACUSE DOWNTOWN

Ground Floor



Lobby Floor





MARRIOTT
SYRACUSE DOWNTOWN

Tenth Floor

