

# MN WIC 2024 Training Conference



## Step into the Future of WIC

Thursday, September 26, 2024  
DoubleTree by Hilton Bloomington-South  
7800 Normandale Blvd, Minneapolis, MN 55439



*This institution is an equal opportunity provider.*

**WiFi:** Network Name: **Event Space WiFi** Password: **WarmWelcome24**

**Lactation Room:** Vista Lounge 2201 & 2203- Take elevator to floor 22.

**Prayer/Meditation Room:** Vista Lounge 2202- Take elevator to floor 22.

**Doubletree Hotel conference area map:** See page 13.

## Planning Committee Members:

Tina Breitenbach, Breastfeeding, Training, & Communications Unit Supervisor

Carole Kelnhofer, WIC Training Coordinator

Carrie Klun, Peer Breastfeeding Coordinator

Megan Leonard, Communications Coordinator

Blair Haesly, State WIC Consultant (Metro Region)

Stephanie Olson, State WIC Consultant (Northwest Region)

Nicole Danberry, MIS Business Analyst & Software Lead

Katie Waltz, WIC Vendor Consultant

## Accessibility Team:

Michelle Gawboy, Program Analyst

Jenny Skinner, Policy & Civil Rights Coordinator

## Sheila Farnan Award Nominees

Wendy O'Leary- Olmsted County

Meghan Johnson- St. Paul-Ramsey County

Kristine Klopp- Mille Lac County

Brown County WIC Team- Brown County

Kimberly Vickberg- Anoka County

## Additional Details:

**Continuing education credits:** 5.75 CPEUs, including Ethics and Health Equity, have been awarded by the Commission on Dietetic Registration (CDR); CERPs pending by the International Board of Lactation Consultant Educators (IBLCE); 5.75 continuing education hours suggested for registered nurses.

**Babes in arms/Lactation space:** MDH WIC greatly encourages and promotes access for all. You may attend the conference with a *nursing infant aged below 6 months*, as long as they can be accommodated on the parent's lap or in a stroller. We kindly ask you to be mindful of other audience members and exit the room as needed should your infant become restless/upset. Breast/chestfeeding is welcome anywhere at the conference! If you prefer privacy or a place to express milk, a lactation room is available.

**Accommodations:** We are committed to providing equal access to this meeting for all participants. If you have a disability or special need that requires our awareness, please include that when registering for the conference. Please note that we strive to be an inclusive, accessible conference, but not all requests can be guaranteed.

**Lost and found:** Any items that are found will be kept at the registration area during the conference.

MN WIC 2024 TRAINING CONFERENCE

Conference Timeline [DRAFT Agenda]

*\*Session will be recorded live and available at the post conference (with Q&A)/\*\*Session will be presented live and a prerecorded version will be available at the post conference (without Q&A).*

Time	Room	Session/Event	Speaker(s)
7:30 - 8:30 a.m.	Grand Ballroom Foyer	Registration/Breakfast- Buffet Style	
8:30 – 8:40 a.m.	Grand Ballroom W/C	Opening/Introductions	Kate Franken, MPH, RD, Minnesota WIC Director, NWA Board Chair
8:40 – 8:55 a.m.	Grand Ballroom W/C	Welcoming Remarks	Special Guest TBA
8:55 – 9:05 a.m.	Grand Ballroom W/C	Tribal Agreement/Housekeeping	Tina Breitenbach, RD, Breastfeeding, Training, & Communications Unit Supervisor
9:05- 9:10 a.m.	Grand Ballroom W/C	Sheila Farnan Award	Kate Franken
9:10 – 9:15 a.m.	Grand Ballroom W/C	Friend of WIC Award	Kate Franken
9:15 – 10:30 a.m.	Grand Ballroom W/C	<b>Keynote 1:</b> Iron Strong Pregnancies, Babies, and Children*	Dr. Diana B. Cutts, MD, HCMC
10:30 – 10:45 a.m.		<b>BREAK</b>	
10:45 a.m. – 12:00 p.m.	Grand Ballroom W/C	<b>Keynote 2:</b> Participant-Centered Services: How do you like me now? *	Bernadette Flores, MPA, RD & Jillian Ondreyka, MPH, RDN, IBCLC
12:00 – 1:00 p.m.	Grand Ballroom Foyer	<b>LUNCH- Buffet Style</b>	Slide Show
1:00 – 2:00 p.m.		<b>First Round Breakout (Choose a session)</b>	
	Grand Ballroom W/C	How to Rock in Your Role- PCS for Support Staff*	Bernadette Flores, MPA, RD & Jillian Ondreyka, MPH, RDN, IBCLC
	Grand Ballroom East	Addressing Challenges with Pediatric Feeding and Swallowing in the WIC Population**	Amber Valentine-Forston, MS, CCC-SLP, BCS-S, IBCLC, CNT
	Veranda 1-4	Diversity Without Adversity: Building Your Cultural Competence **	Sonia Ellis-Taylor, Senior Learning Consultant at Learning Dynamics
	Veranda 5-8	It Takes Two: Engaging Fathers Prenatal and Postpartum	William Moore, CPE, Doula
2:00 - 2:15 p.m.		<b>BREAK</b>	
2:15 – 3:15 p.m.		<b>Second Round Breakout (Choose a session)</b>	
	Grand Ballroom W/C	How to Rock in Your Role- PCS for Counselors*	Bernadette Flores, MPA, RD & Jillian Ondreyka, MPH, RDN, IBCLC
	Grand Ballroom East	Embracing Culture with WIC: Discovering Nutritious WIC Approved Cultural Foods**	EatWell Exchange: Ashley Carter, MS, RD, LD and Jasmine Westbrooks-Figaro, MS, RD, LDN, CDCES
	Veranda 1-4	I Love What I Do, Wish I Wanted to Go to Work **	Monica Smith, MA, LPC, RD

Time	Room	Session/Event	Speaker(s)
	Veranda 5-8	Navigating the Pump: Panel Session	Everyday Miracles (Sara Hildreth, MPH; Claudia Beck); Yaa Yaa Nti (Peer/Doula); Megan Warfield-Kimball OTD, MSHS, OTR/L; Rosie Pierce- Martin, MPH, RD, LD, IBCLC, State Breastfeeding Coordinator
3:15 – 3:30 p.m.	Grand Ballroom Foyer	<b>BREAK/Afternoon Snack</b>	
3:30 – 4:45 p.m.	Grand Ballroom W/C	<b>Keynote 3:</b> Up in Smoke: The Potential Health Impact of Cannabis Use During Pregnancy and Lactation on the Baby *	Laurel Wilson, IBCLC, RLC, INHC, CLE, CCCE, CLD
4:45 - 5:00 p.m.	Grand Ballroom W/C	Closing Remarks	Kate Franken

**NOTE:** This agenda is subject to slight changes in timing, order, and location of session.

NOTICE: No conflicts of interest have been reported by our conference planners or speakers.

## Keynote Sessions:

### Iron Strong Pregnancies, Babies, and Children

**Dr. Diana B. Cutts, MD**

**Description:** An overview of iron deficiency anemia; its definition, diagnosis, etiology, prevention, and treatment, and, most importantly, how it impacts pregnancy, lactation, and growth and development of children.

**Objectives:**

- Identify four risk factors for iron deficiency anemia (IDA) in pregnancy and early childhood.
- Discuss the short- and long-term effects of IDA on the body.
- Integrate knowledge about IDA into your WIC education strategies.

### Participant-Centered Services: How do you like me now?

**Bernadette Flores, MPA, RD & Jillian Ondreyka, MPH, RDN, IBCLC**

**Description:** This session will define Participant-Centered Services (PCS) in WIC, explore how WIC has evolved because of PCS, and highlight key actions staff can engage in to support PCS. Presenters will use both their personal experiences in WIC and years of observations in clinic to provide concrete examples of PCS skills.

**Objectives:**

- Define Participant-Centered Services in the WIC setting.
- Identify how WIC has changed as a result of PCS and potential areas for continued improvement.
- Identify 1-3, role specific, work activities I can engage in tomorrow to support PCS.

### Up in Smoke: The Potential Health Impact of Cannabis Use During Pregnancy and Lactation on the Baby

**Laurel Wilson, IBCLC, RLC, INHC, CLE, CCCE, CLD**

**Description:** As the recreational and medicinal use of cannabis increases worldwide, the questions about this herb's use during breast/chestfeeding rises exponentially. In the United States, sixteen states have legalized or are on the path to legalizing the consumption of cannabis. This trend has led to more lactation and healthcare professionals being faced with the question, "Is it safe for me to use cannabis during pregnancy and lactation?" The answers vary widely due to myth, bias, and poorly conducted and accessed research. These widely differing recommendations lead healthcare professionals to scratch their heads and face the knowledge that they don't know what to say to families. The problematic question of safety is compounded when issues involving equity and healthcare access come into play, as bias certainly plays a role in the US response to cannabis. Healthcare professionals have a sincere concern as the endocannabinoid system, which interacts with almost every organ system and the immune system, reacts to the molecules found in cannabis. The endocannabinoid system plays a role in brain development, system homeostasis, and the functioning immune system. What we actually know about how much perinatal use affects babies is still unknown. This presentation takes a harm reduction approach while looking at the most recent research and policies surrounding this controversial herb during the perinatal period.

**Objectives:**

- Identify two cannabinoids in cannabis that are of potential concern during the perinatal period.
- Define the endocannabinoid system.
- Describe why a harm reduction approach to cannabis use during perinatal period is more effective than risk reduction.

## **Breakout Sessions:**

### **How to Rock in Your Role- PCS for Support Staff**

**Bernadette Flores, MPA, RD & Jillian Ondreyka, MPH, RDN, IBCLC**

**Description:** Support staff function in a unique capacity that allows them to have a meaningful impact on the majority of participants who flow through the WIC clinic. Recognizing and embracing their vital function as a member of the WIC team is the key to success. This session will describe specific actions support staff can engage in to drive PCS forward.

**Objectives:**

- Recognize the unique contributions support staff make to WIC.
- Practice role specific PCS skill(s).
- Identify one role specific PCS skill I will implement tomorrow.

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### **Addressing Challenges with Pediatric Feeding and Swallowing in the WIC Population**

**Amber Valentine-Forston, MS, CCC-SLP, BCS-S, IBCLC, CNT**

**Description:** Feeding is the most complex task of infancy, even in term babies with no complications. There are many diagnoses, conditions, syndromes, and co-morbidities that can impact feeding in neonates and infants. This talk will briefly highlight many of those, as well as discuss the challenges that accompany infants and families in the WIC population. This presentation will discuss the specific implications these conditions

can have on feeding, why these infants may have difficulty, and the classic symptoms one could expect to see. The differences between delayed and disordered feeding will also be addressed. Strategies and adaptations for both breast and bottle feeding will be discussed. Positioning, nipple flow rate, and external strategies will be explained.

**Objectives:**

- Participants will identify patients that may be impacted by feeding difficulties in the WIC population.
- Participants will determine strategies for improvement in feeding/swallowing in this population.
- Participants will discuss ethical issues impacting feeding/nutrition in WIC population.

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## **Diversity Without Adversity: Building Your Cultural Competence**

**Sonia Ellis-Taylor, Senior Learning Consultant at Learning Dynamics**

**Description:** Successful organizations recognize the value of creating an inclusive culture that maximizes the diversity of the team whether the diversity stems from ethnicity, gender, multigenerational or simply diversity of perspective. Building one's cultural competence can raise awareness and lead individuals to recognize their own biases and the impact of these biases on interactions with others.

**Objectives:**

- Understand the importance of maintaining an inclusive work environment.
- Identify your personal level of cultural competence.
- Develop strategies to maintain a culturally competent organization.
- Explore the issue of personal biases and its implications and impact as in the workplace.
- Learn how to leverage differences to enhance teamwork, increase productivity, and maximize results.

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## **It Takes Two: Engaging Fathers Prenatal and Postpartum**

**William Moore, CPE, Doula**

**Description:** The best chance that every child has for reaching their early childhood milestones is to have both parents actively involved. While there are many programs and resources that exist that speak of providing for entire families, the truth is, the impact and inclusion of fathers is often left out. Through this presentation you will learn why fathers are important, and why and how you can do more to involve them as a professional.

**Objectives:**

- Learn the importance of fathers in the birthing process, both prenatal and postpartum
- Learn how to successfully engage fathers and what the barriers are to doing so.
- Learn how fathers can benefit breastfeeding success.

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## **How to Rock in Your Role- PCS for Counselors**

**Bernadette Flores, MPA, RD & Jillian Ondreyka, MPH, RDN, IBCLC**

**Description:** PCS is flexible and adaptable with a wide variety of skills and techniques available for use with participants. Within the framework of the WIC structure, there are many possibilities for how to guide each session to elicit positive health outcomes: selecting how to proceed is situational and tailored to the participant. Join this session to explore best practices in the application of PCS skills and techniques.

**Objectives:**

- Cultivate an approach of curiosity.
- Practice PCS skills for counselors.
- Identify techniques to confidently balance assessment and counseling.

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## **Embracing Culture with WIC: Discovering Nutritious WIC Approved Cultural Foods**

**EatWell Exchange: Ashley Carter, MS, RD, LD & Jasmine Westbrook-Figaro, MS, RD, LDN, CDCES**

**Description:** Join us for an enlightening presentation on the intersection of nutrition, culture, and public health. This session will explore the diverse range of WIC-approved foods that honor and incorporate various cultural traditions. Attendees will learn how these culturally relevant food options support the health and well-being of women, infants, and children from different backgrounds. We'll delve into the recent updates to the WIC food packages that provide greater flexibility and choice, making it easier for participants to select foods that are both nutritious and culturally significant. This session will equip you with the knowledge and tools to better support the dietary needs and preferences of diverse populations within the WIC program.

**Objectives:**

- Participants will learn the importance of cultural relevance in nutrition programs.
- Participants will be able to identify the range WIC-approved foods from various cultures and how these foods meet the nutritional needs of women, infants, and children.
- Participants will be able to develop practical tips and strategies for educating WIC participants about incorporating WIC-approved cultural foods into their daily meals.
- Participants will learn how to promote health equity through culturally sensitive practices and learn how to support diverse populations within the WIC program.

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## **I Love What I Do, Wish I Wanted to Go to Work**

**Monica Smith, MA, LPC, RD**

**Description:** Let's be honest. WIC is a tough job. Gratifying, life changing, exhausting. You must be responsive, flexible, able to regroup on the fly and laugh about it later. The needs of the participants always exceed the resources available. The clinic finally hires a new person and BAM! Someone quits. How do you (not the state, not the feds) create an environment that will make doing tough work more enjoyable and less draining? How do you reduce the likelihood of losing your coworkers? How do you set boundaries with yourself, your supervisor, and your coworkers so that both you and the team benefit? I will share a few strategies to help make going to work less exhausting, more productive, and more fun.

**Objectives:**

- Identify at least 3 personal points of power that may improve work satisfaction.
- Understand the importance of creating a safe, calming physical environment in which to work.

- Learn the difference between debriefing or processing and venting or complaining.

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## Navigating the Pump: Panel Session

**Panelists:** Everyday Miracles (Sara Hildreth, MPH; Claudia Beck); Yaa Yaa Nti, Hennepin County Peer Counselor, Doula; Megan Warfield-Kimball OTD, MSHS, OTR/L.

**Facilitator:** Rosie Pierce- Martin, MPH, RD, LD, IBCLC, State Breastfeeding Coordinator

**Description:** This panel session will provide insight into the coverage allowed for breastfeeding/chestfeeding participants through medical assistance, share perspectives on navigating the pump process and offer an understanding of how to support our WIC participants who may need to use a breast pump.

### Objectives:

- Understand Medical Assistance coverage of pumps and pumping supplies in Minnesota.
- Identify resources available to support WIC participants who are using a pump.
- Describe how WIC staff can support participants who are pumping.

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## Speaker Bios



### Diana B. Cutts, MD

Dr. Cutts is an Associate Professor of Pediatrics at the University of Minnesota Medical School and the Chair of Pediatrics at Hennepin Healthcare where she cares for patients in the Children’s Growth and Nutrition Clinic. As a national researcher of the impact of Food Insecurity and other hardships on children and their families, she co-leads Children’s HealthWatch, a national nonpartisan network of pediatricians, public health researchers, and children’s health and policy experts. Her initial hands-on training was overseen by her four children, with re-training now underway through the efforts of her grandchildren.



### Bernadette Flores MPA, RD

Bernadette has worked in, and with, WIC programs for over 25 years and has championed PCS since its inception. Early in her PCS journey, Bernadette supervised one of the first PCS pilot clinics in Arizona (early

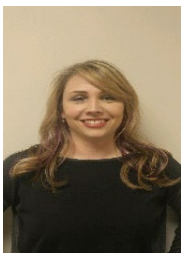


2000s), then went on to lead a team of RDs functioning as PCS Mentors for the largest local agency in Arizona before moving on to a non-profit to work with WIC programs across the nation in their PCS initiatives and other efforts. Bernadette recognizes the unique challenges inherent to WIC, and knows that together, with the passionate and dedicated WIC staff working hard every day to serve their participants, those challenges can be overcome. Bernadette is the owner of Flores and Associates, holds a Master of Public Administration and is a Registered Dietitian.



### **Jillian Ondreyka, MPH, RDN, IBCLC**

Jillian is a Registered Dietitian and International Board-Certified Lactation Consultant. She has worked in WIC programs at the local agency, state, and federal level for 10 years. She has experience in designing and implementing many staff trainings ensuring that high-quality nutrition services are delivered. Jillian fell in love with PCS after experiencing the “magic” of participants opening up and discussing behavior change. Jillian championed the implementation of Client Centered Services in Michigan WIC by participating in the development of the CCS Training & Guidebook series. Jillian was the recipient of the inaugural 2023 Advanced CPA & Mentor Award. Jillian is passionate about PCS skills because these tools empower WIC staff to make the best use of limited time and resources by engaging their clients in meaningful conversation to encourage health behavior change.



### **Amber Valentine-Forston, MS, CCC-SLP, BCS-S, IBCLC, CNT**

Amber Valentine Forston is a Speech-Language Pathologist who graduated from the University of Kentucky with her MS in Communication Disorders. She is a Board Certified Specialist in Swallowing and Swallowing Disorders and an International Board Certified Lactation Consultant, as well as a Certified Neonatal Therapist (CNT). She worked for Baptist Health Systems, Inc for 8 years before moving to Florida where she worked for Wolfson's Children's Hospital and Mayo Florida. She is now back in Kentucky working for Baptist Health Lexington. She has experience in adults and pediatrics with feeding and swallowing difficulties including: bedside swallow evaluations, Modified Barium Swallow studies, FEES, and pediatric feeding evaluations including NICU. She has experience with head and neck cancer patients including evaluation and treatment of swallowing difficulties, PMV use, and voice after total laryngectomy including TEP. She has

provided guest lectures for the University of Kentucky, Eastern Kentucky University, and the University of Louisville on feeding and swallowing topics. She has presented at the hospital, local, state, national, and international levels on pediatric feeding/swallowing and breastfeeding.



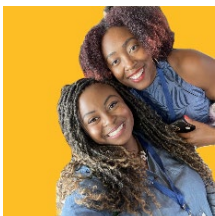
### **Sonia Ellis-Taylor**

Sonia has been a Learning Consultant with Learning Dynamics for over 15 years, and she has conducted several programs for WIC throughout the US. She previously served as Vice-President of Leadership Development for a national career development organization focused on developing talented underserved youth. She was responsible for defining and leading the implementation of enterprise-wide learning programs. She has designed and facilitated instructor-led and virtual programs taught in Europe, Asia, the Pacific, and the US. She has extensive experience developing talent and individuals at all organizational levels.



### **William R. Moore, CPE**

William Moore is the first Male Doula and Lactation Educator in the history of the State of Minnesota. He has been a practicing Certified Perinatal Educator for the last 6 years and is current Race and Health Equity Administrator for Ramsey County. He also serves as a Maternal Health Consultant nationally for Public Health Departments, Health Care agencies and Non-profits.



### **EatWell Exchange: Ashley Carter, MS, RD, LD and Jasmine Westbrook-Figaro, MS, RD, LDN, CDCES**

EatWell Exchange Inc. is a 501(c)(3) nonprofit organization dedicated to bridging the gap in health outcomes by empowering communities to make positive, lifelong changes while honoring and preserving their cultural heritage. As registered dietitians, they provide culinary nutrition classes to teach students how to eat healthier while learning how to cook their foods. They collaborate with communities in food-insecure areas, supporting local gardens to increase access to healthier food options in these underserved areas. We are committed to fostering positive change, one community at a time and we have educated over 39,500 people since 2017.



### **Monica Smith, MA, LPC, RD**

Monica has worked with WIC for over 15 years. She has been a CPA, Lactation Educator, WIC Program Supervisor, Clinic Supervisor, Research Assistant and Consultant. She holds dual licensure as a Registered Dietitian and Licensed Professional Counselor because she quickly realized when food and feeding go wrong, there is an emotional component that must be addressed before eating dysfunction can be healed. She now provides training to WIC and other nonprofits in the areas of communication, creating safe and sustainable workplaces and the interplay between food, mood, and health. She considers herself to be a staunch fan of all things WIC.



### **Laurel Wilson, IBCLC, RLC, INHC, CLE, CCCE, CLD**

Laurel Wilson, IBCLC, RLC, BSc, INHC, CLSP, CPPI has thirty plus years of experience working with families in the childbearing year and perinatal professional and travels the world (when not experiencing a pandemic) speaking about the importance of human milk and attachment. She is co-author of best-selling books *The Greatest Pregnancy Ever: The Keys to the MotherBaby Bond* and *The Attachment Pregnancy: The Ultimate Guide to Bonding with Your Baby*, original Editor of the CAPPAs Lactation Educator Manual, and contributing author to *Round the Circle: Doulas Talk About Themselves*. Laurel is a board-certified lactation consultant, childbirth educator, labor doula, lactation educator, lactation support provider, integrative nutrition health coach, Prenatal Parenting™. Instructor, and Pre and Postpartum fitness educator. She served as the CAPPAs Executive Director of Lactation Programs for 16 years. She served on the Board of Directors for the United States Breastfeeding Committee from 2016-2019. Her current service roles include acting as a Senior Advisor for CAPPAs, being on the Advisory Board for InJoy Health, and acting as a board member at large for Colorado Breastfeeding Coalition. She works as the Academic Development Specialist for GOLD Learning. Laurel has been joyfully married to her husband for 30 years and has two amazing sons, whose difficult births led her on a path toward helping emerging families create positive experiences. She believes that the journey towards and into parenthood is a life-changing rite of passage that should be deeply honored and celebrated.



**Panelists: Everyday Miracles (Sara Hildreth, MPH; Claudia Beck); Yaa Yaa Nti, Peer Breastfeeding Counselor, Doula; Megan Warfield-Kimball OTD, MSHS, OTR/L**

**Facilitator: Rosie Pierce- Martin, MPH, RD, LD, IBCLC, State Breastfeeding Coordinator**

Megan Warfield-Kimball (she/her) is a benefit policy specialist at the Department of Human Services. She is the subject matter expert for Medical Assistance reproductive health policies. She is passionate about ensuring Medical Assistance Members receive the care they need for their reproductive health throughout their life span.

Sara Hildreth has her MPH in Maternal and child health from the University of Minnesota Twin Cities. She currently works at Everyday Miracles, a non-profit organization dedicated to improving maternal health outcomes and providing doula services to individuals on Medicaid plans. She is the communications and Breast Pump Coordinator at Everyday Miracles and responsible for outreach and breast pump deliveries.

Claudia Beck is a birth doula (CBI) and Certified Lactation Educator Counselor (UCSD). Claudia works as the Education Coordinator at Everyday Miracles and also serves as a doula in an on-call partnership with Hennepin Healthcare, and as a substitute lactation educator. Claudia became drawn to birth work after the birth of her second child. She finds that birth is such an important and transformative experience and wants to help every parent find their strength and confidence by offering education, and support.

Yaa Yaa Nti is an amazing mother of four sons, a Lactation Specialist, Educator, and Lead Peer Counselor at Hennepin County WIC. In her spare time, Yaa Yaa also works outside of WIC as a community doula and perinatal educator at Everyday Miracles.

# Map of DoubleTree Conference Area

## SECOND FLOOR: WIC 2024 Training Conference

