



MN WIC 2024 Training Conference Letter of Support

Dear Minnesota WIC Program Leaders,

We invite you and your staff to register for and attend the MN WIC 2024 Training Conference.

WIC conferences are designed to bring local agency staff together as the MDH WIC program launches new initiatives and provides the specific training, guidance, and information necessary for WIC staff to do their jobs. This conference additionally gives the state office the opportunity to instruct staff on important policy and regulatory updates. This year, we will also be celebrating 50 years of the federal WIC program!

At our 2024 conference, we will be reigniting “Participant-Centered Services” (PCS) and peer mentoring. Revised counseling, assessment, and breastfeeding practices will be addressed. Staff will hear about recommendations, best practices, and we will also address challenges that have been brought forward over the years. Additionally, the variety of concurrent breakout sessions would give your staff the chance to take advantage of presentations targeting development of specific practical skills in nutrition, breastfeeding, and customer service.

Since we no longer offer annual conferences and this year is also a celebration of our program and the faces of WIC, we ask that as many staff as possible attend this conference! It also presents the opportunity for all staff to hear, receive, and discuss training in the same space. It would be hard for solitary staff who attend to really share this breadth of training with others who were unable to be there.

Understandably, local agencies are looking at their budgets to determine if attending is feasible. Our hope is that limiting the conference to a one-day event will make it more accommodating for the clinic schedule. As in the past, there is no charge for the conference, and breakfast and lunch will be offered. Also, a reduced hotel rate is being given to WIC staff. Local agencies should use their WIC grant funding to cover the costs of staff time, lodging and travel.

One of the responsibilities of any local agency who requests and administers the WIC program is to provide on-going staff training and development to update and maintain WIC staff skills, so the use of WIC grant money for this purpose is appropriate and expected.

We plan to allocate supplemental funds to help some local agencies with travel expenses. Details can be found under the Local Agency Supplemental Funding tab on the [MN WIC 2024 Training Conference](#) webpage.

I hope you find this information helpful. Please don't hesitate to reach out if you have any questions or need more specific information about the conference.

Sincerely,

A handwritten signature in black ink that reads 'Katherine S. Franken'.

Kate Franken, MPH, RD
MN WIC Director

Minnesota Department of Health - WIC Program, 625 Robert St N, PO BOX 64975, ST PAUL MN 55164-0975; 1-800-657-3942, health.wic@state.mn.us, www.health.state.mn.us; to obtain this information in a different format, call: 1-800-657-3942.

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