

Purpose, Objectives, and Disclosures

2021 Michigan WIC Training and Educational Conference

Live Virtual Event June 2-3, 2021

Recorded Session Viewing June 7, 2021 – July 30, 2021

Continuing Education opportunities for this activity have been jointly provided by Michigan Department of Health and Human Services WIC Division and MPHI.

Please read this document carefully to understand continuing education requirements for virtual and post event session education.

This activity offers maximum educational hours during the live event days of:

9.50 contact hours for **NURSES**

8.00 CERPs for **LACTATION** Consultants and **IBCLE**

9.50 educational hours for **REGISTERED DIETITIANS** (Certificate of Attendance)

9.50 educational hours for **OTHER Healthcare Professionals** (Certificate of Attendance)

Educational hours for all disciplines will be based on the sessions you report as attending in the post event evaluation.

STEPS TO RECEIVE CONTINUING EDUCATION JUNE 2-3, 2021

- ✓ Participants requesting credit must be registered for the event and have verified attendance.
- ✓ Participant must complete an education evaluation. Click the link in the email you receive after the event to access the evaluation.
 - **IMPORTANT TIP:** Evaluation Link Emails can fall into the Junk or Spam area of your email. Please check in those areas for your link.
 - If you do not receive a link to the survey within **5 business days** of the event, please email CEInfo@mphi.org for next steps. Include your activity name and date with your request.
- ✓ The certificate reconciliation process starts as soon as the evaluation closes and can take up to 45 days to complete.
 - After reconciliation has been completed, you will receive an email with information on how to access your certificate(s).
- ✓ Direct any questions to: CEInfo@mphi.org

PLEASE NOTE: CREDIT WILL NOT BE AWARDED UNLESS ALL CRITERIA IS MET

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STEPS TO RECEIVE CONTINUING EDUCATION RECORDED SESSIONS JUNE 7, 2021 – JULY 30, 2021

Recorded sessions from the live days will be made available for viewing June 7, 2021 – July 30, 2021. Consult the Session Objectives section of this document to determine the type and amount of continuing education available for each session.

- ✓ You must be a registered attendee of the live conference.
- ✓ Log in to the conference platform to access the content and select the session(s) needed.
 - Continuing education is only available once per session.
 - Review the Session Objectives section of this document for types and amounts of continuing education available for each session.
- ✓ Complete the evaluation at the end of each session and select the type(s) of continuing education needed.
- ✓ Certificate Award Process:
 - Data from evaluations will be reconciled and participant certificates created no later than August 30, 2021.
 - Certificates will be uploaded into the participant’s registration account.
 - After reconciliation has been completed, an email will be sent to notify participant that the certificate(s) are ready to print.

PURPOSE:

The 2021 WIC Training and Educational Conference brings together experts to speak on current public health and nutrition issues. The purpose of this event is to support WIC’s continued commitment to staff who provide excellent service to more than 230,000 clients each year.

LEARNING OUTCOME:

Conference attendees will strengthen their knowledge on important topics around breastfeeding, nutrition, leadership, diversity and inclusion, workforce development, and technology by taking the knowledge they’ve learned to strengthen their communities. Participants will learn the most up-to-date nutrition information and how to provide the best WIC services to families seeking nutritional care for their children. They will learn the most up-to-date information surrounding health equity, diversity and inclusion, and be able to apply it to WIC service provision to strengthen their communities. Topics include breastfeeding, maternity care practices, and e-cigarettes. The conference will also offer an opportunity for attendees to hear from State officials and to dialogue on relevant updates and challenges the WIC Program faces. After participating in the WIC conference, attendees will have current knowledge and skills to better provide WIC services to clients and share with others in their agencies. Each attendee will leave the conference feeling more knowledgeable, engaged and connected.

LEARNING OBJECTIVES:

- Identify the latest information on breastfeeding and nutrition
- Discuss how to apply health equity, diversity, and inclusion to WIC service provision to strengthen communities
- Discuss methods and best practices on WIC-related skills needed in WIC service provision.

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SESSION OBJECTIVES:	
<p>Session #: OKN Session Title: How to Stay Positive in a Negative World Presenter(s): Phil Hamberg, LMSW, LMFT Available CE: CNE, RD 1.50 Objective 1: List eight ways to stay positive. Objective 2: Discuss the concept of “Radical Acceptance.” Objective 3: Identify the difference between “pain” and “suffering.”</p>	<p>Session #: BS1 Session Title: Equity in the Opportunity to Survive the 1st year of Life; A Dream Deferred Presenter(s): Arthur James, MD, FACOG Available CE: CNE, RD, IBCLE(R) 1.00 Objective 1: Define infant mortality, understand its significance. Objective 2: Identify the significance of the non-clinical contributors to inequitable birth outcomes. Objective 3: Describe how racial history in America has contributed to racial disparity in birth outcomes.</p>
<p>Session #: 101 Session Title: Promoting and Supporting Nutrition Services: The Role of Support Staff Presenter(s): Tara Fischer, MS, RD; Denise Gearhart, MS, RDN Available CE: CNE, RD, IBCLE(R) 1.00 Objective 1: Describe the importance of nutrition education and counseling for WIC families. Objective 2: Identify why certain foods are included in the WIC food package. Objective 3: Describe thoughtfully constructed messages to WIC client questions about food and nutrition.</p>	<p>Session #: 102 Session Title: Bridging the Gap: A Continuum of Care between WIC and Birthing Hospitals Presenter(s): Denise Beasley, CLC, CLS; Delicia Shimkoski, BSN, RN, IBCLC Available CE: CNE, RD, IBCLE(L) 1.00 Objective 1: Identify the circle of care. Objective 2: Identify Community vs Hospital education. Objective 3: Define how hospital protocols and practices differ since COVID.</p>
<p>Session #: 103 Session Title: Iron Deficiency and Beyond Presenter(s): Beth Kurt, MD, MS Available CE: CNE, RD 1.00 Objective 1: Identify the risk factors for and stages of iron deficiency. Objective 2: Discuss the effect of iron deficiency on red cell production in relation to other critical physiologic processes in the body. Objective 3: Discuss the importance of screening for iron deficiency.</p>	<p>Session #: 104 Session Title: Fostering WIC and EHDI Community Collaborations Presenter(s): Shelly Schindler, AUD Available CE: CNE, RD, IBCLE(R) 1.00 Objective 1: Describe Early Hearing Detection and Intervention (EDHI) 1-3-6 national goals within the EHDI & WIC mission. Objective 2: Discuss brain-sensory development in language acquisition and nutrition. Objective 3: Discuss how to facilitate parent skills to engage in language-rich interactions.</p>

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<p>Session #: 105 Session Title: Opportunities and Updates: Federal Child Nutrition Policy Presenter(s): Meghan Maroney, MPH; Noora Kanfash, MPH Available CE: RD 1.00 Objective 1: Identify recent or proposed federal policy changes relevant to WIC. Objective 2: Describe advocates' priorities for Child Nutrition Reauthorization. Objective 3: Identify strategies to educate policymakers on child nutrition programs in a non-lobbying capacity.</p>	<p>Session #: 201 Session Title: Be nice: An Action Plan to Save, Change and Improve Lives Presenter(s): Christy Buck, LBSW Available CE: RD, IBCLE(R) 1.00 Objective 1: Discuss the Be Nice action plan.</p>
<p>Session #: 202 Session Title: Evaluating Research: Ethics, Quality, and Translation to Practice Presenter(s): Shera Jackson, Ph.D, IBCLC Available CE: CNE, RD, IBCLE(R) 1.00 ETHICS CREDIT Objective 1: Identify a research study for ethical considerations and quality of research. Objective 2: Describe different types of research. Objective 3: Discuss methods to translate research findings to practice.</p>	<p>Session #: 203 Session Title: The 2020-2025 Dietary Guidelines for Americans: Highlights for WIC Professionals Presenter(s): Jessi Silverman, MSPH, RD Available CE: CNE, RD, IBCLE(L) 1.00 Objective 1: List the 2020-2025 Dietary Guidelines for Americans recommendations for pregnant and lactating women, infants, and toddlers. Objective 2: Describe the process to develop the first edition of the Dietary Guidelines. Objective 3: Identify implications of the updated Dietary Guidelines for WIC and other nutrition policies and programs.</p>
<p>Session #: 204 Session Title: Water Quality and Health Presenter(s): Kristin Ward, MSA; Julia Grescowle, M.Ed, CHES Available CE: CNE, RD 1.00 Objective 1: Identify the health risks related to lead and copper exposure. Objective 2: List steps residents can take to identify and reduce drinking water contamination. Objective 3: Identify available educational resources for community members.</p>	<p>Session #: 205 Session Title: Everything You Need to Know About the WIC Connect Mobile App and the EBT Transition Presenter(s): Amy Dotson, MPH; Pam Gove Available CE: RD 1.00 Objective 1: Define Baby-led weaning (BLW) as it compares to traditional puree feeding and identify the factors that have lead to its popularity. Objective 2: Discuss how to safely conduct baby-led weaning and apply these concepts when educating WIC participants. Objective 3: Identify how to meet an infant's nutrient needs through BLW.</p>
<p>Session #: 301 Session Title: Wish I Hadn't Said That: The Fine Art of De-Escalating Conflict Presenter(s): Monica Smith, MA, LPC, RD Available CE: CNE, RD, IBCLE(R) 1.00 Objective 1: Identify the role of avoidance in conflict escalation. Objective 2: Discuss conflict as an interplay between both individuals. Objective 3: List strategies to deescalate conflict or anger.</p>	<p>Session #: 302 Session Title: Baby-Led Weaning: Supporting the Self-Feeding Approach to Starting Solids Presenter(s): Diana Rice, RD, LD, CLEC Available CE: CNE, RD, IBCLE(L) 1.00 Objective 1: Identify a research study for ethical considerations and quality of research. Objective 2: Describe different types of research. Objective 3: Discuss methods to translate research findings to practice.</p>

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<p>Session #: 303 Session Title: Why Weight? Fad Diets and Trends Presenter(s): Lisa Andrews, MEd, RD, LD Available CE: CNE, RD, IBCLE(R) 1.00 Objective 1: List statistics and consequences of obesity. Objective 2: Discuss 3 of the latest fad diets. Objective 3: Discuss successful methods for weight reduction.</p>	<p>Session #: 304 Session Title: The Truth About E-cigarettes Presenter(s): Carolyn Chaudhary, MPH Available CE: CNE, RD 1.00 Objective 1: Describe how electronic cigarettes operate. Objective 2: List 3-4 public health consequences, safety and health concerns of e-cigarettes. Objective 3: Describe the “E-cigarette climate” in Michigan.</p>
<p>Session #: 305 Session Title: A Look at WIC Outreach Efforts and Data Quality Presenter(s): Bagya Kodur; Whitney Jackson; Kristina Brady, MPH Available CE: RD, IBCLE(R) 1.00 Objective 1: Describe the impact of outreach at the WIC State level. Objective 2: Discuss the data quality issues in MI-WIC. Objective 3: List the consequences of poor data in MI-WIC.</p>	<p>Session #: BS2 Session Title: Food Dignity® COVID-19 Era: Challenge the Stigma, Change the Culture Presenter(s): Clancy Harrison, MS, RDN, FAND Available CE: CNE, RD, IBCLE(E) 1.00 ETHICS CREDIT Objective 1: Identify the resources to demystify the hidden epidemic of food insecurity in the United States. Objective 2: Identify assumptions and misconceptions associated with food access. Objective 3: Discuss strategies to build connection through effective collaboration.</p>
<p>Session #: 401 Session Title: The Client Shopping Experience Presenter(s): Katherine Groble, MSc Available CE: RD 1.00 Objective 1: Describe the new online Vendor training module. Objective 2: Discuss the WIC transaction process at stores using stand-beside point-of-sale devices. Objective 3: Discuss the WIC transaction process at stores using integrated point-of-sale devices.</p>	<p>Session #: 402 Session Title: Virtual Village: Building Community Support Network and Fostering a Virtual Support to Improve Community Health Outcomes Presenter(s): Millie Goins, BS, IBCLC Available CE: CNE, RD, IBCLE(L) 1.00 Objective 1: Discuss barriers to providing consistent care and contact. Objective 2: List best practices and provider choices. Objective 3: Identify partners for community health advancement.</p>
<p>Session #: 403 Session Title: Maternal Mental Health During and After Pregnancy Presenter(s): Nancy Roberts, RN, CCE, CBC Available CE: CNE, RD, IBCLE(R) 1.00 Objective 1: Describe six emotional reactions for pregnant and postpartum women. Objective 2: List pertinent questions to ask women to assess at-risk mental health reactions. Objective 3: List resources that are available for women who need mental health support.</p>	<p>Session #: 404 Session Title: Think Outside the Pantry: Innovation in Food Access Presenter(s): Clancy Harrison, MS, RDN, FAND; Meryl Smith; Sarah Mills Available CE: CNE, RD, IBCLE(R) 1.00 Objective 1: Describe strategies that bridge community resources for people experiencing food insecurity. Objective 2: Discuss approaches to build inclusion and mitigate resistance with participants, colleagues, and community leaders. Objective 3: Identify the communication and leadership skills needed to improve access to community resources with dignity.</p>

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<p>Session #: 405 Session Title: Bias in WIC Presenter(s): Quinney Harris, MPH Available CE: CNE, RD, IBCLE(E) 1.00 ETHICS CREDIT Objective 1: Identify 2 activities that the National WIC Association has pursued to better achieve health equity in WIC. Objective 2: Describe the difference between health disparities and health inequities. Objective 3: Identify at least one promising practice to promote equity, diversity, and inclusion in WIC.</p>	<p>Session #: BS3 Session Title: Human Trafficking: Myths vs. Reality Presenter(s): Dena Nazer, MD Available CE: CNE, RD 1.00 HUMAN TRAFFICKING CREDIT Objective 1: Identify the situations and venues where human trafficking is likely to occur. Objective 2: Identify the warning signs of human trafficking to look for in health care settings. Objective 3: List resources for reporting when suspecting a child is a victim of human trafficking.</p>
<p>Session #: CKN Session Title: Beyond Getting it Done: Sharing Our Gifts, Minimizing Our Challenges Presenter(s): Monica Smith, MA, LPC, RD Available CE: CNE, RD, IBCLE(R) 1.00 Objective 1: Discuss how leadership can be naturally occurring. Objective 2: Identify best practices in mentoring used to share knowledge and support. Objective 3: Discuss how effective mentoring between team members can help reduce burnout and staff turnover.</p>	

DISCLOSURES:

The Planning Committee members declare no relevant financial conflict of interest or financial interest in any product or service mentioned in this program including grants, research support, consultant, stock holdings or other financial and material support.

The presenters have declared no conflict of interest or financial interest in this program. All presenters have signed an attestation that they will present fairly and without bias.

AVAILABLE CONTINUING EDUCATION:

Nursing Contact Hours Designation

A total of **9.50** Nursing contact hours have been awarded for this activity by the Michigan Public Health Institute – Continuing Education Solutions (MPHI CES 100740444 LIVE/100740685 RECORDED).

Michigan Public Health Institute-Continuing Education Solutions is approved as a provider of nursing continuing professional development by the Ohio Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation. (OBN-001-91)

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Certified Lactation Consultant Designation (IBCLE)

A total of **8.00** instructional hours in topics on the IBCLE Exam Blueprint have been awarded for this activity by Michigan Public Health Institute - Continuing Education Solutions (MPHI-CES 20210444). Out of the 8.00 maximum instructional hours available; 3.00 are L CERPs, 6.00 are R CERPs, and 2.00 are E CERPs.

MPHI-CES is an approved Long-term Provider (CLT113-01) by the International Board of Lactation Consultant Examiners. Term expires 2021.

Registered Dietitians Who Can Self Report (COA)

A total of **9.50** educational hours are available for RD/DTR and will be awarded on a Certificate of Completion for self-reporting purposes.

All participants have been provided with a copy of the event purpose statement, event goals, event objectives, session descriptions, session goals, session objectives, and disclosure statements prior to the start of this event.