



Purpose, Objectives, and Disclosures

2023 Michigan WIC Training & Educational Conference

May 23 - 24, 2023

Amway Grand Plaza, Grand Rapids, MI

This activity offers maximum educational hours of:

9.50 contact hours for **NURSES**

7.00 CERP's for **LACTATION** Consultants and **IBCLE**

9.50 educational hours for **REGISTERED DIETITIANS**

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.

FOR REPORTING PURPOSES: RETAIN THIS DOCUMENT AND THE AGENDA TO CONFIRM AVAILABLE HOURS

IMPORTANT REQUIREMENTS FOR CONTINUING EDUCATION OPPORTUNITIES

- ✓ Participants requesting credit must be registered for the event and have verified attendance.
- ✓ Attend at least one session during the conference. Credits will be given based on your attendance at sessions. If you have verified attendance in all sessions, you will receive the credit amounts shown above.
- ✓ **TO RECEIVE CE HOURS, YOU MUST COMPLETE THE EVALUATION!** Click the link in the email you will receive after the event to access the evaluation.
 - If you do not receive a link to the survey within **2 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 to let you know they are available.
 - Certificates will be posted in your Event Squid registration account for download.
- ✓ A certificate of attendance will automatically be provided to anyone with verified attendance.

Direct any questions to: CEInfo@mphi.org

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

PURPOSE:

The 2023 WIC Training and Educational Conference brings together both internal and external experts to touch on current public health, outreach, communication and nutrition issues and provide unique and actionable tools for addressing these issues. The purpose of this event is to provide a rich learning experience for WIC staff statewide, so that they in turn may continue to provide excellent service to over 200,000 clients each month.

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LEARNING OUTCOME:

After attending the conference, participants will have increased knowledge on diversity, equity, and inclusion (DEI), WIC standards, public health data, and related resources that will be used to support WIC Clients. Participants will also know how to use current knowledge on breastfeeding and maternal/infant health concerns when working with clients.

LEARNING OBJECTIVES:

- Describe latest research and trends in breastfeeding and nutrition care.
- Identify resources and techniques for connecting WIC Clients with external, collaborative health services to meet their needs and ensure adequate public health screening.
- Discuss best-practices for providing and implementing WIC services as we anticipate expiration or change of federal waivers expanding access to the Program for the past few years.

SESSION OBJECTIVES:

Session #: OKN

Session Title: Being Positive Is A Choice

Presenter(s): David Weinandy, PhD

Available CE: CNE, RD 1.50

Objective 1: Identify three distinct strategies to apply a positive attitude to one's interpersonal communication style.

Objective 2: Define what current communication strategies have prevented the creation of satisfying and productive intrapersonal and interpersonal interactions.

Objective 3: Describe a support system within the professional association network to systemically maintain constructive customer service for an external and internal audience.

Session #: GS1

Session Title: Empowerment is the Answer

Presenter(s): Pete Honsberger

Available CE: CNE, RD 1.00

Objective 1: Identify practical tools for self-empowerment in the workplace, which include a Playbook for Routines, Habits and Prioritization.

Objective 2: Identify measurable opportunities for delegation of tasks and responsibilities while determining real people to help empower.

Objective 3: Describe practical takeaways for empowering others, including direct reports, peers and patients/clients/customers.

Session #: 101

Session Title: It's Safe to Disagree: Using CCS to Navigate Change.

Presenter(s): Monica Smith, LPC, RD

Available CE: RD 1.00

Objective 1: Describe the difference between disagreement and conflict.

Objective 2: Identify the 3 strategies to reduce the risk of conflict.

Objective 3: Discuss 3 strategies to recover from stressful encounters without escalating negative feelings.

Session #: 102

Session Title: Getting Back to the Breast: Reestablishing Breastfeeding and Chestfeeding After a Period of Bottle Feeding or Separation.

Presenter(s): TaNefer Lumukanda Camara, MS-HCA, IBCLC, CBE

Available CE: CNE, IBCLC (L), RD 1.00

Objective 1: Identify 3 factors that contribute to maternal readiness to transition off of bottlefeeding and supplementation.

Objective 2: Discuss factors pertaining to the infant that may help or hinder successful transition to breast or chest feeds.

Objective 3: Enumerate steps to developing a care plan for successful transition and reestablishment of breastfeeding.

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<p>Session #: 103 Session Title: Prenatal Nutrition: Real Food on a Budget Presenter(s): Lily Nichols, RDN, CDE Available CE: CNE, IBCLC (R), RD 1.00 Objective 1: Identify 3 key nutrients of concern and food sources. Objective 2: Explain the rationale for a shift in macronutrient recommendations relative to current guidelines. Objective 3: Understand how to counsel clients on budget-friendly ways to meet nutrient requirements.</p>	<p>Session #: 104 Session Title: More Than a Poke: The Importance of Identification and Collaboration for Children Exposed to Lead Presenter(s): Aimee Surma, RN; Michelle Twichell, MPA Available CE: CNE, RD 1.00 Objective 1: Identify how to develop and sustain a partnership with local childhood lead poisoning prevention programs. Objective 2: Describe the importance of testing children and how to overcome potential barriers to testing. Objective 3: Discuss the importance of incorporating lead education into WIC appointments.</p>
<p>Session #: 105 Session Title: WIC Project FRESH Updates Presenter(s): Pam Grove; Constance R. Godinez, BS, MML; Michelle Moore Available CE: RD 1.00 Objective 1: Identify updates on the WIC Project FRESH Program for 2023. Objective 2: Explain the future for WIC Project FRESH Program. Objective 3: Describe intentions for streamlining FMNP.</p>	<p>Session #: 201 Session Title: Understanding Trauma and Practicing Resilience Presenter(s): Gwen Dueker, PhD Available CE: CNE, IBCLC (R), RD 1.00 Objective 1: Identify mechanisms by which experiences affect human development including neurodevelopment & epigenetics. Objective 2: Explain the concept of Adverse Childhood Experiences (ACEs) and the relationship between ACE exposure and adult outcomes. Objective 3: Describe a multilevel (Personal, Close relationships & Societal) model of resilience.</p>
<p>Session #: 202 Session Title: Latch Support: Tools and Techniques to Help Clients Establish an Effective Latch Presenter(s): Reanne Madison, MPH; Christine Stangle, CLC, CPLC, BA Available CE: CNE, IBCLC (L), RD 1.00 Objective 1: Identify the basics of latch and using positioning to help with latching comfort. Objective 2: Identify the steps for communicating with families about latching. Objective 3: Identify cultural humility and consent when working with clients.</p>	<p>Session #: 203 Session Title: Medically Necessary Diets and Food Restrictions In The Pediatric Population Presenter(s): Nichole Martinson, MS, RDN Available CE: CNE, IBCLC (R), RD 1.00 Objective 1: Describe what is considered a medically necessary diet and what are the risks/benefits. Objective 2: Define and discuss Food allergies, Celiac disease, FPIES, and EOE. Objective 3: Define and discuss avoidant/restrictive food intake disorder (ARFID).</p>

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<p>Session #: 204 Session Title: Can You Hear Me Now? Newborn Hearing Screening and WIC Collaboration to Improve Outcomes Presenter(s): Gina Cooper, AuD, CCC-A Available CE: CNE, RD 1.00 Objective 1: Discuss the importance of early identification and intervention of hearing loss. Objective 2: Describe the next steps for families, and make appropriate health care referrals, when an infant does not pass a hearing screening. Objective 3: Identify 3 ways to collaborate with Michigan's Early Hearing Detection & Intervention Program to improve outcomes for infants with hearing loss and their families.</p>	<p>Session #: 205 Session Title: Client Advisory Council Panel Presenter(s): Whitney Jackson, Myra Lee Fowler, MPP; Barbara Shala; Courtney Garland Available CE: RD 1.00 Objective 1: Explain the historical reasons for establishing a WIC Client Advisory Council. Objective 2: Describe the key goals and objectives that the CAC will prioritize during 2023. Objective 3: Identify what is within our scope as WIC staff to improve the WIC client experience in Michigan.</p>
<p>Session #: GS2 Session Title: Culture Focused Nutrition: WIC Edition Presenter(s): Ashley Carter, MS, RD, LDN; Jasmine Westbrooks, MS, RD, CDCES Available CE: CNE, IBCLC (R), RD 1.00 Objective 1: Identify social and environmental barriers and influences related to food choices. Objective 2: Identify and assess food apartids and its relations to malnutrition and obesity. Objective 3: Explain impact of culture and ethnicity on food choices and how to use and recommend cultural foods on the WIC programs.</p>	<p>Session #: GS3 Session Title: Dynamic Strategies for Breastfeeding Education & Support Presenter(s): Jan Tedder, BSN, FNP, IBCLC Available CE: CNE, IBCLC (L), RD 1.00 Objective 1: Describe characteristics of today's maternity patients Objective 2: Describe how the "See, then Share" strategy can enhance breastfeeding education and support Objective 3: Describe how "Broadcasting" and "Commentating" on a baby's behavior will enhance breastfeeding duration.</p>
<p>Session #: 301 Session Title: Exceptional Customer Service Begins with Exceptional Communication Presenter(s): Cindy Brown Available CE: CNE, IBCLC (R), RD 1.00 Objective 1: Describe how to create messages that enhance recipient understanding and motivation to listen. Objective 2: Identify perceptual distortion that could lead to labeling the other person before, during and after a dyadic interaction. Objective 3: Describe proactive and reactive conflict management skills that convey both assertiveness and respect.</p>	<p>Session #: 302 Session Title: The Golden Hour and Beyond: Lactation Care and Postpartum Healing Presenter(s): Raeanne Madison, MPH Available CE: CNE, IBCLC (L), RD 1.00 Objective 1: Identify four foundations of postpartum wellbeing. Objective 2: Describe one way in which traditional Indigenous postpartum care is supportive of breastfeeding outcomes. Objective 3: Identify one traditional postpartum food that can be made with WIC food package ingredients.</p>
<p>Session #: 303 Session Title: Anemia and Low Hemoglobin Presenter(s): Beth Kurt, MD, MS Available CE: CNE, RD 1.00 Objective 1: Define the basics of iron metabolism. Objective 2: Identify the stages of iron deficiency. Objective 3: Describe the risk factors for iron deficiency.</p>	<p>Session #: 304 Session Title: Exploring Boundary Setting Presenter(s): Chardae Korhonen, LMSW Available CE: RD 1.00 Objective 1: Describe the various types of boundaries. Objective 2: Identify how to communicate personal boundaries in the workplace. Objective 3: Describe how to support their clients in developing and enforcing productive boundaries.</p>

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<p>Session #: 305 Session Title: Understanding Trauma and Building Professional Resilience Presenter(s): Gwenden Dueker, Ph.D Available CE: CNE, RD 1.00 Objective 1: Describe individual level evidence-informed practices to build professional resilience. Objective 2: Explain how vicarious trauma impacts helping professionals. Objective 3: Identify how organizational level evidence-informed practices to build professional resilience.</p>	<p>Session #: 401 Session Title: A Clerk/Tech's Role in the Management Evaluation Process Presenter(s): Cheryl Bernard, MPA; Nancy Erickson, MS, RD; Tina Hickey, BAA, CLS Available CE: RD 1.00 Objective 1: Identify areas in MI-WIC where errors are frequently made. Objective 2: Describe the correct procedures in clerical and tech roles. Objective 3: Identify resources available to increase knowledge and avoid ME citations.</p>
<p>Session #: 402 Session Title: The Late Preterm Infant: Promoting Breast Feeding and Parent Confidence Presenter(s): Jan Tedder, BSN, FNP, IBCLC Available CE: CNE, IBCLC (L), RD 1.00 Objective 1: Identify the challenges faced by the LPI, their parents and their community. Objective 2: Explain the importance of Responsive Parenting for the LPI family. Objective 3: Describe the “C-B-A” approach to breastfeeding support for the LPI family.</p>	<p>Session #: 403 Session Title: Failure to Thrive and Malnutrition in Infants and Children Presenter(s): Colleen Zurcher, MPH, RDN, IBCLC Available CE: CNE, IBCLC (R), RD 1.00 Objective 1: Explain three causes of pediatric malnutrition. Objective 2: Identify three components of a malnutrition diagnosis. Objective 3: Explain the process for assessment of energy needs in a pediatric patient with malnutrition.</p>
<p>Session #: 404 Session Title: Initiating Perinatal Depression Screening and Technology-Assisted Treatment in a Rural WIC Clinic Presenter(s): Addie Weaver, Ph.D, MSW, MPA; Brooke Long, RD Available CE: CNE, IBCLC (R), RD 1.00 Objective 1: Identify the prevalence of perinatal depression within the Lenawee County WIC clinic and how it compares to national prevalence rates. Objective 2: Identify and describe perinatal depression screening and referral practices implemented at the Lenawee County WIC clinic, as well as facilitators and barriers to screening experienced by WIC providers. Objective 3: Describe the impact of the technology-assisted, entertaining cognitive behavioral therapy for depression on pregnant and postpartum clients' depression and anxiety symptoms.</p>	<p>Session #: 405 Session Title: Data and System Management Report Update Presenter(s): Bagyalakshmi Kodur; Amy Dotson Available CE: RD 1.00 Objective 1: Identify barriers and facilitators of virtual education and support. Objective 2: Identify strategies to engage an audience virtually. Objective 3: Identify tools and apps for enhanced engagement.</p>



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Session #: CKN

Session Title: Interfacing with the LGBTQ+ Population

Presenter(s): Dr. Kristi VanDerKolk, MD, FAAFP

Available CE: CNE, IBCLC (R), CNE 1.00

Objective 1: Identify inclusive language of LGBTQ+ populations.

Objective 2: Describe how LGBTQ+ population needs relate to WIC services.

Objective 3: Discuss best practices for serving LGBTQ+ clients.

DISCLOSURES:

All presenters and planning committee members have completed a Financial Disclosures document that includes an explanation of Relevant Financial Relationships. Based on these forms none of the planning committee members or presenters have relevant financial relations with ineligible companies to disclose.

AVAILABLE CONTINUING EDUCATION:

Nursing Contact Hours Designation

A total of **9.00** Nursing contact hours have been awarded for this activity by the Michigan Public Health Institute – Continuing Education Solutions (MPHI CES 101042957).

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

Certified Lactation Consultant Designation (IBCLE)

A total of **7.00** instructional hours in topics on the IBCLC Exam Blueprint have been awarded for this activity by Michigan Public Health Institute. Out of the 7.00 maximum instructional hours available; 5.00 are L CERPs, 8.00 are R CERPs, and 0.00 are E CERPs. (MPHI-CES 20232957L) *Total L or R CERP's are dependent on what sessions are attended.*

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

Registered Dietitian Designation (RD/RDN)

A total of **9.00** educational hours are available for RD/RDN and will be awarded on a Certificate of Completion for self-reporting purposes. (MPHI CES 20232957RD)

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.