

Purpose, Objectives, and Disclosures

2025 Michigan WIC Educational & Training Conference

May 8-9, 2025

This activity offers maximum educational hours of:

9.25 contact hours for **NURSES**

4.00 CERP's for **LACTATION** Consultants and **IBCLC**

9.25 educational hours for **REGISTERED DIETITIANS**

9.25 educational hours for **OTHER Healthcare Professionals** (Certificate of Completion)

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 OR A CERTIFICATE OF ATTENDANCE, YOU MUST COMPLETE THE EVALUATION!** Click the corresponding 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, check to see if it went to your SPAM or Junk folder.
 - If the evaluation email is not in your junk folder, please email CEInfo@mphi.org for next steps. Include your activity name and date with your request.
- ✓ Certificates are immediately generated upon the completion of the evaluation. You will be able to download the PDF certificate from the submission page and a copy will also be sent to your email.
- ✓ We do not keep an archive of past certificates, so please retain a copy for your records.
- ✓ Direct any questions to: CEInfo@mphi.org

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

PURPOSE:

Staff from WIC agencies throughout the state of Michigan will attend the annual conference to learn about timely updates on topics such as breastfeeding, nutrition, customer service and health equity, and from partner organizations who serve the WIC population with other services. Relevant information gleaned will be used to improve upon already excellent WIC services for families who seek assistance through the Program. Topics include breastfeeding challenges and how to overcome them, recent research on specialized nutrition topics and updates from a variety of community collaborative organizations. Attendees will hear from experts on the topics outlined and take away actionable lessons for implementing knowledge gained while providing WIC

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services. Conference sessions will offer a range of topics so that all attendees, regardless of position within a WIC environment, will be provided with an opportunity to learn and improve their skills.

LEARNING OUTCOME:

Attendees will know the most up-to-date information on topics such as breastfeeding, nutrition, customer service and health equity.

Attendees will describe language and tools to use when working with diverse and non-traditional family structures.

Attendees will describe one new strategy they plan to implement to address breastfeeding challenges.

Attendees will list at least one new resource for referrals to other public health programs serving the same client population.

PERFORMANCE INDICATORS:

- 1.1.3, Keeps abreast of changes in practice and in the practice environment that affect individual competence and legislative scope of practice.
- 1.1.5, Integrates new knowledge and skills into practice.
- 2.1.1, Applies cultural humility and competence, and consideration for social determinants of health in a variety of settings (eg, healthcare, education, business) to show respect for individuals, groups and populations.
- 2.1.2, Develops awareness of one’s own personal biases, privilege, beliefs and values to inform understanding of and reduce biases.
- 2.1.3, Reflects on how personal biases, privilege, and beliefs influence interpretation of evidence and research and changes behavior accordingly.
- 2.3.5, Advocates to advance public policy that addresses health disparities, health inequities, and food insecurity.

SESSION OBJECTIVES:

Session #: OKN

Session Title: Maximizing Benefits, Minimizing Losses: Rethinking Equity in Assistance Programs

Presenter(s): Dr. James Bell III, SW

Available CE: 1.25 CNE, RD, COA

Objective 1: Define the key barriers that prevent eligible individuals from accessing WIC services.

Objective 2: Explore the relationship between barriers to WIC participation and their effects on household food insecurity and health outcomes.

Objective 3: Equip attendees with practical and innovative strategies to address ide

Session #: GS1

Session Title: Zap the Generational Gap! Transforming, Recruiting, Retaining, and Engaging Multi-Generational Teams

Presenter(s): Meagan Johnson

Available CE: 1.00 CNE, RD, COA

Objective 1: Identify the different generations and how their Generational Signposts shape their expectation of the workplace.

Objective 2: Describe the steps to create a generationally robust and diverse culture.

Objective 3: Define the top generational engagement factors.

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<p>Session #: 101 Session Title: Be Present to Win Presenter(s): Cindy Brown Available CE: 1.00 CNE, RD, COA Objective 1: Describe Communication for Exceptional Customer Service Objective 2: Identify Teamwork skills to Strengthen Customer Service Objective 3: Describe Proven Strategies for Exceptional Customer Service</p>	<p>Session #: 102 Session Title: The Honorable Harvest - Guidance on Prenatal Colostrum Collection Presenter(s): Elizabeth Montez, IBCLC Available CE: 1.00 CNE, RD, COA, L-CERP Objective 1: Define skills to guide pregnant clients in understanding their mammary landscape and teach them to evaluate their health factors Objective 2: Identify ways to incorporate Indigenous wisdom into lactation support in a culturally fluent and humble way. DCO categories covered: development and nutrition, pathology, techniques, clinical skills.</p>
<p>Session #: 103 Session Title: Celebrating Individuality and Supporting Intuitive Eating in Neurodivergent Children Presenter(s): Stephanie Cohen, M.A., CCC-SLP, CLC Available CE: 1.00 CNE, RD, COA Objective 1: Describe how neurodivergent children may eat differently than adults might expect and have difficulty developing the ability to be an intuitive eater. Objective 2: Define three ways strong relationships and neurodiversity-affirming practices can help caregivers gain a deeper understanding and acceptance of their children and lead to more positive mealtime experiences. Objective 3: Describe how using a child-centered approach while prioritizing parent values, goals, and expertise, can support development of intuitive eating in neurodivergent children.</p>	<p>Session #: 104 Session Title: Human Trafficking: Working Together as Partners of Excellence for Better Identification and Prevention Presenter(s): Dena Nazer, MD Available CE: 1.00 CNE, RD, COA Objective 1: Identify the warning signs of human trafficking Objective 2: Identify victims of human trafficking Objective 3: Define myths and misconceptions regarding human trafficking</p>
<p>Session #: 105 Session Title: Michigan WIC Produce Connection Presenter(s): Pam Gove, CSM Available CE: 1.00 RD, COA Objective 1: Describe updates and strategies for Michigan WIC Produce Connection 2025 season. Objective 2: Identify strategies for issuing benefits and working with Authorized Growers to increase redemption. Objective 3: Describe the Michigan WIC Produce Connection</p>	<p>Session #: 201 Session Title: Verbal De-escalation Presenter(s): Bill Dokianos, MS Available CE: 1.00 CNE, RD, COA Objective 1: Identify body language and responses in tense situations. Objective 2: Describe de-escalation techniques. Objective 3: Define strategies to increase confidence in de-escalation skills</p>

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<p>Session #: 202 Session Title: Rethinking the Definition of Breast/Chestfeeding: Where Does Pumping Fit in Presenter(s): Nichelle Clark, BS, IBCLC, IFC Available CE: 1.00 CNE, RD, COA, L-CERP Objective 1: Identify, explore and challenge traditional definitions to include pumping as a legitimate method of human milk feeding. Objective 2: Identify the physiological, emotional, and logistical aspects of exclusive and supplemental pumping in lactation journeys. Objective 3: Define current lactation terminology and policies. DCO categories: Psychology, Sociology, and Anthropology; Techniques, Clinical Skills DCO categories: Psychology, Sociology, and Anthropology; Techniques, Clinical Skills</p>	<p>Session #: 203 Session Title: Supporting Patients on GLP-1 Agonists: Balancing Health, Budget, and Choice Presenter(s): Holly Dykstra, MA, RD Available CE: 1.00 CNE, RD, COA Objective 1: Define GLP-1 agonist mechanisms Objective 2: Identify nutritional considerations and potential challenges for individuals taking GLP-1 agonists while receiving WIC benefits. Objective 3: Describe practical, weight-inclusive strategies to support patients nutritionally while navigating WIC-approved foods and GLP-1 agonists</p>
<p>Session #: 204 Session Title: Improving Birth Outcomes: A Practical Guide to Integrating Count the Kicks into WIC programs Presenter(s): Jenifer Rowray Available CE: 1.00 CNE, RD, COA Objective 1: Describe the impact of Count the Kicks in reducing stillbirth rates and improving maternal health outcomes. Objective 2: Define ways to improve health literacy among expectant individuals with Count the Kicks education & resources. Objective 3: Identify practical implementation strategies for integrating Count the Kicks into WIC programs</p>	<p>Session #: 205 Session Title: Innovative Approaches for Supporting Perinatal WIC Clients' Mental Health Presenter(s): Brooke Long, RD, LCE, Addie Weaver, PhD, MSW, MPA Available CE: 1.00 CNE, RD, COA, R-CERP Objective 1: Identify perinatal depression, including its core symptoms and relationship to breastfeeding. Objective 2: Describe the Moms & Babies Feeling Better Together perinatal depression treatment program and its impact on clients. Objective 3: Define the Superhero Support Squad model and its impact on clients. DCO categories: Psychology, Sociology, and Anthropology; Clinical Skills.</p>
<p>Session #: GS2 Session Title: Disability Awareness, Inclusion and Belonging Presenter(s): Laura Hall, MSW; Ajaune Thomas Available CE: 1.00 CNE, RD, COA Objective 1: Describe the concept of Disability Pride and its significance in self-acceptance and community belonging. Objective 2: Identify different forms of ableism, including systemic, interpersonal, and internalized ableism. Objective 3: Apply disability etiquette principles to foster respectful and inclusive interactions.</p>	<p>Session #: GS3 Session Title: The State of Maternal Mortality: Progress, Challenges and Next Steps Presenter(s): Dr. D'Angela Pitts, MD Available CE: 1.00 CNE, RD, COA Objective 1: Describe the current trends and disparities in maternal mortality in the U.S., including key demographic and geographic factors. Objective 2: Identify key factors contributing to maternal mortality with a focus on SDoH and systemic inequities. Objective 3: Define effective strategies and evidence-based interventions.</p>

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<p>Session #: 301 Session Title: Medicaid Eligibility 101 Presenter(s): Kayla Lowers, Shannon David Available CE: 1.00 RD, COA Objective 1: Describe the Medicaid application process Objective 2: Identify key Medicaid eligibility criteria Objective 3: Define a Medicaid deductible.</p>	<p>Session #: 302 Session Title: Like. Follow. Subscribe: Breastfeeding in the Media/Social Media and How It Affects Feeding Outcomes Presenter(s): Nichelle Clark, BS, IBCLC, IFC Available CE: 1.00 CNE, RD, COA, L-CERP Objective 1: Describe how social media platforms have become sources of information and support for breastfeeding parents. Objective 2: Define self-efficacy and its importance in the context of breastfeeding. Objective 3: Identify the role of healthcare professionals, including lactation consultants, in guiding parents to reliable social media resources and using digital platforms to enhance support. DCO categories: Psychology, Sociology, and Anthropology; Clinical Skills.</p>
<p>Session #: 303 Session Title: Move it, Move it! Practical Ways to Promote Physical Activity for Families in WIC Presenter(s): Cailyn A. Van Camp, PhD; Emily Lyke, IBCLC Available CE: 1.00 CNE, RD, COA Objective 1: Identify the recommendations and benefits of physical activity during pregnancy, postpartum, and early childhood. Objective 2: Define common attitudes, barriers, and supports to physical activity engagement. Objective 3: Describe client-centered conversations about promoting physical activity to families in WIC.</p>	<p>Session #: 304 Session Title: Infant Safe Sleep: The Guidelines and How You Can Support Families Presenter(s): Colleen Nelson, LMSW Available CE: 1.00 CNE, RD, COA, R-CERP Objective 1: Describe the infant safe sleep guidelines. Objective 2: Identify what factors increase and decrease the risk of sleep-related infant death. Objective 3: Identify how to have conversations with families about safe sleep and how to address common misconceptions. DCO categories: Psychology, Sociology and Anthropology.</p>
<p>Session #: 305 Session Title: The Future of Michigan WIC Technology: A Look into Upcoming Projects Presenter(s): Bagya Kodur, Kristina Brady, MPH Available CE: 1.00 RD, COA Objective 1: Describe upcoming WIC Technology Projects Objective 2: Explain potential and expected impacts and outcomes of technology projects Objective 3: Discuss staff questions and concerns pertaining to technology projects DCO Categories:</p>	<p>Session #: 401 Session Title: Mini State Updates: Foods, Technology, and Shopping Presenter(s): Maggie Heidenrich, MS, RD Available CE: 1.00 RD, COA Objective 1: Identify WIC food packages Objective 2: Describe ways to make shopping easier by using the WCC app Objective 3: Define ways to handle client questions and troubleshoot shopping issues</p>

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<p>Session #: 402 Session Title: Co-Regulation for the Dyad: The Key to Physiological Feeding Harmony Presenter(s): Julie Matheney, MS, CCC-SLP/IBCLC Available CE: 1.00 CNE, RD, COA, L-CERP Objective 1: Define co-regulation and describe its role in the emotional and physiological bonding between the dyad during feeding. Objective 2: Identify the biological mechanisms linking co-regulation and lactation Objective 3: Describe techniques to encourage co-regulation in practice DCO categories: Development and Nutrition; Physiology and Endocrinology; possibly Pathology; Psychology, Sociology, and Anthropology; Techniques</p>	<p>Session #: 403 Session Title: Food Allergy Updates and Applications Presenter(s): Colleen Zurcher, MPH, RDN, IBCLC Available CE: 1.00 CNE, RD, COA Objective 1: Identify the optimal age to introduce top allergenic foods Objective 2: Describe what foods can be used to introduce allergens Objective 3: Define dietary recommendations for FPIES management</p>
<p>Session #: 404 Session Title: Screen Time and Young Minds: Navigating Healthy Tech Habits for Families Presenter(s): Kylie Rymanowicz, MR, CFLE Available CE: 1.00 CNE, RD, COA Objective 1: Describe the research on screen time's effects on young children's physical and social emotional health and cognitive development. Objective 2: Identify common challenges with managing screen time. Objective 3: Define practical strategies to limit screen time, encourage healthy tech habits, and use digital media as a developmental tool.</p>	<p>Session #: 405 Session Title: Child Protection in Michigan Presenter(s): Jordan Carter, BSW Available CE: 1.00 CNE, RD, COA Objective 1: Identify what Children's Protective Services strives to do in Michigan. Objective 2: Describe the process flow from receipt of referral of suspected child abuse and/or neglect through disposition. Objective 3: Discuss the CPS investigation process and potential outcomes.</p>
<p>Session #: CKN Session Title: The Power of a Good Question: Connection and Joy Presenter(s): Robin Shear, RD/N, ACC Available CE: 1.00 CNE, RD, COA Objective 1: Identify joy through connecting with others on a deeper, meaningful level. Objective 2: Discover surprising ways to connect and feel confident in asking the type of questions that encourage people to open up. Objective 3: Define compassionate listening skills.</p>	<p>Define compassionate listening skills.</p>

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:

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Nursing Contact Hours Designation

A total of **9.25** Nursing contact hours have been awarded for this activity by the Michigan Public Health Institute – Continuing Education Solutions (MPHI CES 203061868).

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 (IBCLC)

A total of **00.00** instructional hours in topics on the IBLCE Exam Blueprint have been awarded for this activity by Michigan Public Health Institute - Continuing Education Solutions. Out of the 0.00 maximum instructional hours available; 4.00 are L CERPs, 2.00 are R CERPs, and 0.00 are E CERPs.

MPHI-CES is an approved Long-term Provider (CLT113-01) by the International Board of Lactation Consultant Examiners. Term expires 2024.

Registered Dietitian Designation (CDR/RDN)

This activity awards a total of **9.25** CPEUs in accordance with the **Commission on Dietetic Registration's CEPU Prior Approval Program**. (MPHI CES# A7000AE-187371)

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.