

# Louisiana WIC Conference

*April 18-20, 2023*



UNIVERSITY of  
**LOUISIANA**  
L A F A Y E T T E  
STUDENT UNION



**LOUISIANA**  
DEPARTMENT OF HEALTH

# Agenda At A Glance

## *Tuesday April 18*

8:30 am - 9:30 am | General Session

9:45 am - 10:45 am | Breakout 100 Series

11:00 am - 12:00 pm | Breakout 200 Series

12:00 pm - 1:30 pm | Lunch on Your Own

1:30 pm - 2:30 pm | Breakout 300 Series

2:45 pm - 3:45 pm | Breakout 400 Series

## *Wednesday April 19*

8:30 am - 9:30 am | General Session

9:45 am - 10:45 am | Breakout 500 Series

11:00 am - 12:00 pm | Breakout 600 Series

12:00 pm - 1:30 pm | Lunch on Your Own

1:30 pm - 2:30 pm | Breakout 700 Series

2:45 pm - 3:45 pm | Breakout 800 Series

## *Thursday April 20*

8:30 am - 9:30 am | Breakout 900 Series

9:45 am - 10:45 am | Breakout 1000 Series

11:00 am - 12:00 pm | Keynote Session

12:00 pm | Closing Comments, Door Prizes

John Bel Edwards  
GOVERNOR



Dr. Courtney N. Phillips  
SECRETARY

**State of Louisiana**  
Louisiana Department of Health  
Office of Public Health

**Welcome to the 2023 Louisiana WIC Conference!**

Welcome WIC staff, public health partners, and conference attendees to the 2023 Louisiana WIC Conference! 2022 was another challenging, yet successful year for our state and our program. I would like to thank you for all of the hard work you have put in to ensure we continue to deliver the best experience possible to the women, infants, and children who rely on our program. Following two years of virtual conferences, we are happy to be able to return to an in-person conference format this year. We made great strides over this last year to improve our services, and are excited to have the opportunity to share updates and developments in WIC programming with professionals in Louisiana this year.

In the last year, we have navigated emergencies while also expanding services and enhancing technology to improve both the clinic and shopping experiences. We are extremely proud of all of your hard work to help maintain services during the Abbott Formula Recall. In response to the recall, Louisiana WIC was able to offer 89 alternate standard and exempt formulas in order to keep our infants healthy. To further support our families' feeding decisions during this crisis, we focused on expanding breastfeeding support throughout our state through the Breastfeeding Peer Counselor Program and the addition of the Pacify application for 24/7 lactation support. For the first time, we officially designated 10 of WIC clinics as Breastfeeding Friendly – Gold Status.

As clinic services began returning to normal, we piloted and launched the myWIC application to make clinic flow more efficient. So far, over 1,400 invites have been sent out with over 700 active users. To enhance shopping dignity for WIC families, the State Agency certified 153 vendors to accept WIC transactions at self-checkout terminals at Albertsons, Brookshires, Kroger, Winn Dixie, and Wal-Mart stores. These stores make up approximately 35% of the total of WIC vendors throughout the state.

As we reflect on the last year and look ahead to the future, we hope this conference is an opportunity for all of you to network, and continue to strengthen your knowledge and skillsets within the field about which we are all so passionate. We also hope this will be a time for all of us to come together and develop new ideas that will allow for more improvements in how we provide services for the women, infants, and children of Louisiana.

Enjoy the conference and I look forward to meeting you during our sessions this week.

Sincerely,

A handwritten signature in blue ink that reads "Jennifer Nicklas".

Jennifer Nicklas  
Louisiana WIC Director  
Bureau of Nutrition Services

# Meet Our Speakers



**Patty Abraham**

Registered Dietitian Nutritionist, Certified Diabetes Care and Education Specialist



**Kate Andrus**

Recipient of the 2022 National WIC Association Leadership Award



**Mabel Auza**

Senior Project Manager, PMI-PMP, CSM - Business Applications with Microsoft



**Carolina Bailey**

Business Analytics Specialist with the Louisiana Bureau of Nutrition Services (BONS)



**Aimee Brecht-Doscher, MD**

Ob/Gyn physician with a special interest in advancing the care of patients with hyperemesis gravidarum



**Celia Bridgeforth**

Quality Improvement Manager with the Louisiana Department of Health, Office of Public Health, Bureau of Nutrition Services



**James Brown, Jr.**

Speaker, emcee, voice-over talent, and presentation trainer for youth and adults



**Doris Gray Brown, M.Ed., MS, APRN, CNS**

Assistant Secretary, Office of Public Health



**Rona K. Burkett, MCSS, NREMT**

Waiver Manager for Florida Parishes Human Services Authority



**Laurie Credeur**

WIC Designated Breastfeeding Expert for the State of Louisiana



**Cathy Daniels**

Louisiana Department of Health/Office of Public Health WIC Program



**Lauren David**

Team Lead for Opelousas General Health System's Baby Friendly Hospital Initiative



**Renee Davis, IBCLC**

International Board-Certified Lactation Consultant and Representative for Rumble Tuff



**Tom Dempski**

National WIC Director for Hygeia

# Meet Our Speakers



**Amy Dickson, Ph.D.**

Associate Professor of Clinical Psychology at LSUHSC



**Kirsten S. Dorans**

Doctor of Science in epidemiology from the Harvard T.H. Chan School of Public Health



**Caroline Dumesnil, IBCLC**

International Board-Certified Lactation Consultant and also a Licensed Practical Nurse



**Sherrie Eastridge**

Program Coordinator of the ACEs (Adverse Childhood Experiences) Educator Program with the Louisiana Department of Health



**Jessica Farris**

Program Monitor for the Louisiana WIC Program



**Angie Ford Jerry, IBCLC**

International Board-Certified Lactation Consultant, Certified Lactation Counselor



**Deborah Fortner**

Program Monitor for Regions 1, 5, and 7 for the Louisiana WIC Program



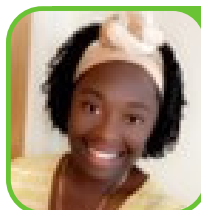
**Harley Ginsberg, MD**

Founder and Medical Director of Mothers' Milk Bank of Louisiana at Ochsner Baptist



**Daniela Guzman**

Customer Service/Government Team for LanguageLine



**Danielle Hardges**

Vendor Program Monitor for the Louisiana WIC Program



**Murelle G. Harrison, Ph.D.**

Executive Director of The Gardere Initiative, Professor at Southern University



**Emily Harville**

Program director of the doctoral program in epidemiology



**Natalie M. Istre**

Vendor Manager for the Louisiana WIC Program



**Kendra Kelly**

Breastfeeding Peer Counselor Team Lead for Regions 5 and 6

# Meet Our Speakers



**Lekesha Lafayette-Green**

Business Program Monitor with Nutrition Services Business Operations in Louisiana WIC Program



**Cheryl Lebedevitch**

Senior Policy and Communications Manager at the U.S. Breastfeeding Committee



**Jamie Lee, RN, IBCLC**

Jamie Lee is an RN, IBCLC at Chickasaw Nation WIC



**Katrina Lewis, M.Ed.**

Chickasaw Nation WIC - WIC Senior Manager



**Michelle Many, LCSW**

Assistant Professor in the LSU School of Medicine's Department of Psychiatry and serves as Section Chief for Social Work



**Stephenie Marshall**

Executive Director with DePaul Community Health Centers



**Carmen McCoy**

Legal fellow with A Better Balance, a national legal advocacy organization



**Timothy Messa**

Program Manager 2 in the BONS Vendor Operation Unit



**Angela Mizell, LCSW**

Provisionally licensed clinical social worker for LSU Health's Department of Psychiatry in New Orleans



**Jeanne Pichoff, IBCLC**

International Board-Certified Lactation Consultant & Occupational Therapist



**Cullen Pickering**

Senior User Adoption Functional Specialist at Verdtek working with MOSAIC and myWIC apps



**Ashley Politz**

Executive Director for the Louisiana Chapter of the American Academy of Pediatrics



**Elizabeth Power, M.Ed.**

Facilitator and teacher of "The Voice of Lived Experience" Founder of The Trauma Institute



**Laura Robinson, IBCLC**

Registered Lactation Consultant

# Meet Our Speakers



**Marian Schenck**

Vendor Policy Planner in the BONS Vendor Operation Unit



**Katrina Semien-Smothers, JD**

Director of the Louisiana Governor's Office for Community Programs



**Tim Shea**

Accounting Leader with 32 years' experience as a Project/Program Controls Professional



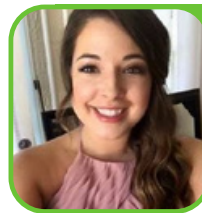
**Shannon Sherwood**

User Adoption Lead at Verdtek. Training project deployment of WIC MIS Software



**Thomas Shuff**

Contracts and Procurement Manager



**Krista Swan**

Level II Trauma Center Injury Prevention Outreach Liaison for Safe Kids Louisiana



**Macheala Taylor, MPH**

WIC Clinic Operations Manager for the Chickasaw Nation WIC Program



**Wendy Terrell, RD**

Licensed Registered Dietitian Working with the Louisiana WIC Bureau of Nutrition Services



**Jody West**

Program Manager with the Louisiana Provider-to-Provider Consultation Line (PPCL)



**Patsy Wilkerson, MA**

Training & Development Consultant for The Pelican Center for Children and Families and the LCWTA

## Explore Your Schedule Blocks

Breakouts 100 | 500 | 900 Series

Breakouts 200 | 600 | 1000 Series

Breakouts 300 | 700 Series

Breakouts 400 | 800 Series

# Tuesday April 18

8:30 am - 9:30 am | General Session

General Session

Atchafalaya  
Ballroom



**General Session | Welcome**

**Doris Gray Brown, M.Ed., MS, APRN, CNS, Assistant Secretary**

**Our Role in Wrap Around Service – The Importance of Comprehensive Resource Systems**

**Rona Burkett, MCSS, NREMT**

9:45 am - 10:45 am | Breakout 100 Series

**Session 101 | Shaping Positive Breastfeeding Journey through Modern Breastfeeding Support**

Katrina Lewis, Chickasaw Nation WIC, Laura Robinson, Macheala Taylor and Jamie Lee (will be virtual presented)

**Session 102 | Perinatal Mental Health**

Dr. Angela Mizell, LSU Health Sciences Center

**Session 103 | Conflict Resolution**

Patsy Wilkerson, MA

**Session 104 | LA WIC Vendor Basics**

Timothy Messa, Louisiana Department of Health and Marian Schenck, Louisiana OPH Bureau of Nutrition Services

Breastfeeding  
Bayou Room



Nutrition Education  
Pelican Room



Leadership, Collaboration,  
& Community Engagement  
River Room



Vendors/Admin  
Shadows Room



10:45 am - 11:00 am | Break





## 11:00 am - 12:00 pm | Breakout 200 Series



**Breastfeeding  
Bayou Room**

### **Session 201 | Breast Milk and Pumps: Demonstrations and Q&A (Technical Use, Instructional Guidance)**

Renee Davis, IBCLC, Rumble Tuff



**Nutrition Education  
Pelican Room**

### **Session 202 | ACEs and Resiliency**

Dr. Amy Dickson, LSU Health Sciences Center



**Leadership, Collaboration,  
& Community Engagement  
River Room**

### **Session 203 | Cultural Sensitivity in Customer Service and the Workplace**

Ms Patsy Wilkerson, MA



**Vendors/Admin  
Shadows Room**

### **Session 204 | WIC Clinical Policy Updates**

Cathy Daniels, Louisiana OPH Bureau of Nutrition Services

## 12:00 pm - 1:30 pm | Lunch on Your Own

## 1:30 pm - 2:30 pm | Breakout 300 Series



**Breastfeeding  
Bayou Room**

### **Session 301 | Breast Milk and Pumps: Demonstrations and Q&A (Technical Use, Instructional Guidance)**

Tom Dempski - Hygiea



**Nutrition Education  
Pelican Room**

### **Session 302 | Mother's Milk Bank of Louisiana at Oschner**

Dr. Harley Ginsberg, MD



**Leadership, Collaboration,  
& Community Engagement  
River Room**

### **Session 303 | Perinatal Mental Health Awareness**

Jody West, Louisiana Office of Public Health-Bureau of Family Health Provider-to-Provider Consultation Line (PPCL)



**Vendors/Admin  
Shadows Room**

### **Session 304 | Increasing Participation through Recruitment and Retention Strategies**

Patty Abraham, Louisiana OPH Bureau of Nutrition Services & Kate Andrus, Louisiana OPH Bureau of Nutrition Services

## 2:30 pm - 2:45 pm | Break



**Breastfeeding**  
**Bayou Room**



**Nutrition Education**  
**Pelican Room**



**Leadership, Collaboration,  
& Community Engagement**  
**River Room**



**Vendors/Admin**  
**Shadows Room**

**Session 401 | When Breastfeeding Goes Wrong Panel**

Laurie Credeur, Kendra Kelly, Angie Ford Jerry & Caroline Dumesnil - Louisiana WIC team members

**Session 402 | MOMS on the Bayou**

Emily Harville, Tulane University School of Public Health

**Session 403 | Language Line**

Dani Guzman, Language Line

**Session 404 | WIC-48s –Assisting Medical Providers**

Celia Bridgeforth, PhD, RDN, LDN, Louisiana OPH Bureau of Nutrition Services



# Wednesday April 19

8:30 am - 9:30 am | General Session

 General Session  
Atchafalaya  
Ballroom

**General Session | The Trauma of Poverty for WIC Program Participants**

Elizabeth Power, M.Ed., E. Power and Associates, Inc.

9:45 am - 10:45 am | Breakout 500 Series

 Breastfeeding  
Bayou Room

**Session 501 | Breastfeeding Support for Families with Infants Experiencing Tongue Ties**

Jeanne Pichoff, Florish Pediatric Therapy and Lactation

 Nutrition Education  
Pelican Room

**Session 502 | Tips for WIC High Risk Nutritionist**

Celia Bridgeforth, PhD, RDN, LDN, Louisiana OPH Bureau of Nutrition Services

 Leadership, Collaboration,  
& Community Engagement  
River Room

**Session 503 | Car Seat Safety - Safe Kids Louisiana**

Krista Swan, CPST, CTRS, CCLS, LCMC Health

 Vendors/Admin  
Shadows Room

**Session 504 | My WIC Implementation**

Mabel Auza, Microsoft; Shannon Sherwood, Verdtek and Cullen Pickering, Verdtek  
(will be virtual presented)

10:45 am - 11:00 am | Break

11:00 am - 12:00 pm | Breakout 600 Series

 Breastfeeding  
Bayou Room

**Session 601 | Weaning - Opelousas General Health System**

Lauren David, Opelousas General Hospital

 Nutrition Education  
Pelican Room

**Session 602 | Approaches to Infant Feeding: Spoon vs. Baby Led Feeding**

Jeanne Pichoff, Florish Pediatric Therapy and Lactation

 Leadership, Collaboration,  
& Community Engagement  
River Room

**Session 603 | Addressing the Impacts of Poverty Trauma**

Elizabeth Power, M.Ed., E. Power and Associates, Inc.

 Admin/Finance  
Shadows Room

**Session 604 | Operating in the NOW Normal Post Pandemic Environment**

James Brown, Jr. , The Xchange Zone

12:00 pm - 1:30 pm | Lunch on Your Own

1:30 pm - 2:30 pm | Breakout 700 Series



**Breastfeeding  
Bayou Room**

**Session 701 | Updated Legal Protections for Breastfeeding, Working Moms**

Carmen McCoy, A Better Balance



**Nutrition Education  
Pelican Room**

**Session 702 | STRIVE PROJECT**

Kirsten Dorans, Tulane University



**Leadership, Collaboration,  
& Community Engagement  
River Room**

**Session 703 | Collaboration with Medical Professionals**

Ashley Politz, American Academy of Pediatricians - Louisiana Chapter



**Admin/Finance  
Shadows Room**

**Session 704 | Engaging In Our Business Partnerships**

Lekesha Lafayette-Green, Louisiana OPH Bureau of Nutrition Services and Tim Shea, Southeast LA Area Education Center, Contract Monitor

2:30 pm - 2:45 pm | Break

2:45 pm - 3:45 pm | Breakout 800 Series



**Breastfeeding  
Bayou Room**

**Session 801 | Policy Issues that Affect Lactation Support for WIC Participants**

Cheryl Lebedevitch, United States Breastfeeding Committee



**Nutrition Education  
Pelican Room**

**Session 802 | Parent Talk - Parent/Child Relationships**

Sheri Eastridge, Louisiana ACE Educator Program



**Leadership, Collaboration,  
& Community Engagement  
River Room**

**Session 803 | When Stress Affects Job Performance**

Michelle Many, LCSW - LSU Health Sciences Center



**Admin/Finance  
Shadows Room**

**Session 804 | Pre-Approval 101 and the Future of Per-Participant Reimbursement Rates**

Thomas Shuff, LA OPH Bureau of Nutrition Services

# Thursday April 20

8:30 am - 9:30 am | Breakout 900 Series



**Breastfeeding  
Bayou Room**

**Session 901 | Promoting Health Before and After Birth**

Murelle Harrison, Ph.D.



**Nutrition Education  
Pelican Room**

**Session 902 | The AHEAD WIC Grant to Address Health Disparities**

Stephanie Marshall, DePaul Community Health Services



**Leadership, Collaboration,  
& Community Engagement  
River Room**

**Session 903 | Why? The Purpose of Voter Registration for WIC Participants**

Wendy Terrell, LA OPH Bureau of Nutrition Services



**Vendors/Admin  
Shadows Room**

**Session 904 | WIC This, Not That: Using the LA WIC Program Guide and Authorized Product List to Identify WIC Approved Food Items**

Natalie Istre, Carolina Bailey, & Jessica Farris - Louisiana OPH Bureau of Nutrition Services

9:30 am - 9:45 am | Break

9:45 am - 10:45 am | Breakout 1000 Series



**Breastfeeding  
Bayou Room**

**Session 1001 | Part 2 - Promoting Health Before and After Birth**

Murelle Harrison, Ph.D.



**Nutrition Education  
Pelican Room**

**Session 1002 | Expectant Mothers and Hyperemesis Gravidarum**

Aimee Brecht-Doscher, MD, HER Foundation



**Leadership, Collaboration,  
& Community Engagement  
River Room**

**Session 1004 | Troubleshooting Participant Issues in the Shopping Experience**

Natalie Istre, Louisiana OPH Bureau of Nutrition Services; Danielle Hardges, Louisiana OPH Bureau of Nutrition Services; and Deborah Fortner, Louisiana OPH Bureau of Nutrition Services



**Vendors/Admin  
Shadows Room**

11:00 am - 12:00 pm | General Session

**General Session  
Atchafalaya  
Ballroom**

**General Session | Wrapping the Community Around WIC Families**

Katina Semien-Smothers, Esq., Louisiana Governor's Office of Community Programs

12:00 pm | Closing Comments, Door Prizes



# DID YOU KNOW ???

## The Baby Line 1-800-251-BABY

### Do

Participants should call the Baby Line for information on how to find a WIC clinic and maternal and child health resources.

### Don't

Participants should not call the Baby Line to reset their PIN, find out their card balance, lock their card or anything related to MyWIC.

Clinic staff should only refer to the baby line for NON-WIC related resources.

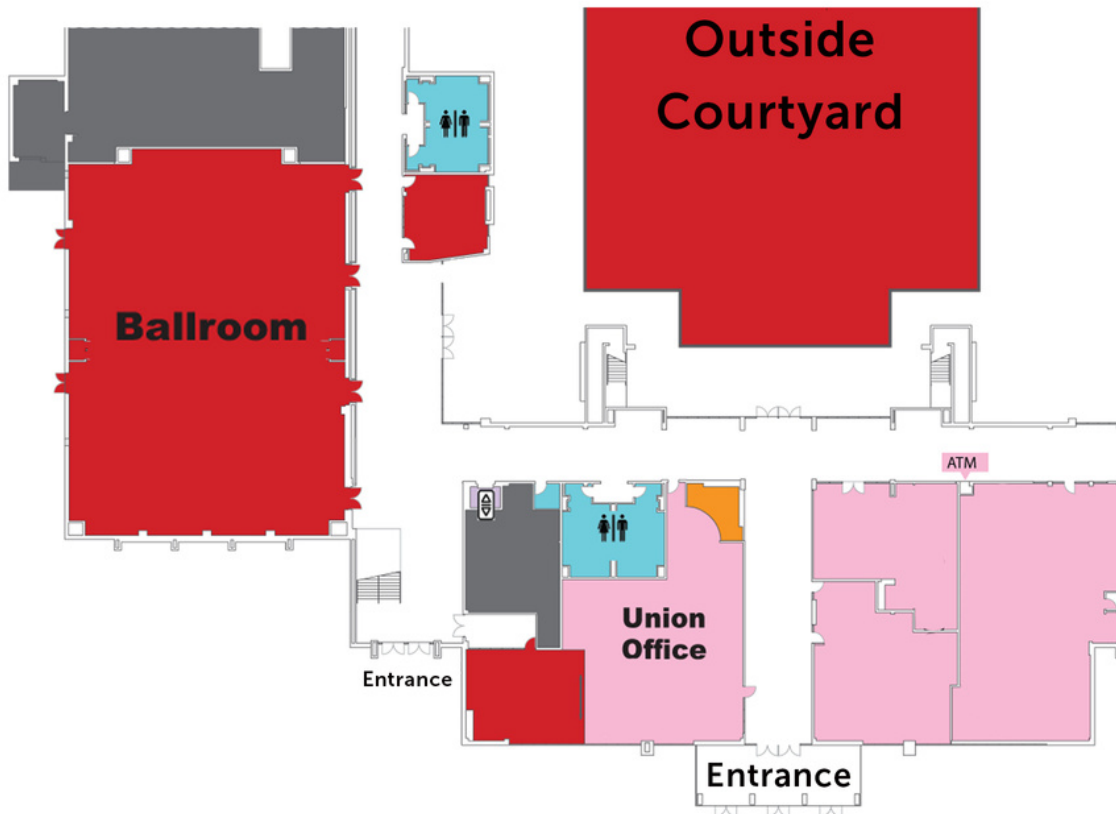
## myWIC App

The myWIC app can be used to find out card balances, find a WIC clinic and schedule an appointment.

Clinic staff are the best option for helping myWIC users, not State Agency staff. If clinic staff get stuck, please call the LAWIN help desk.

# Conference Map

## First Floor

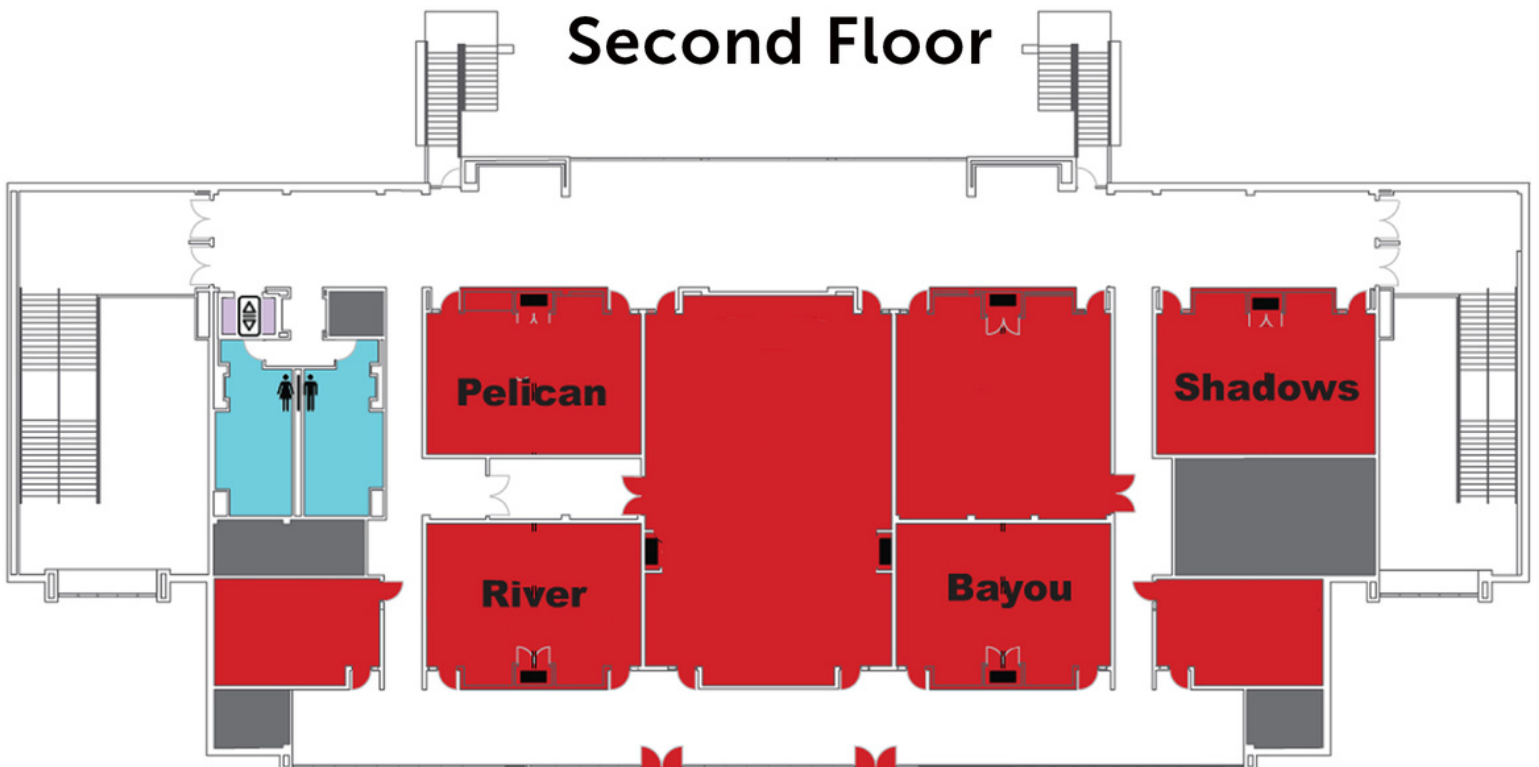


McKinley St

McKinley St

McKinley St

## Second Floor



# CREDITS

Thank you for attending this event. Don't forget to fill out your evaluation at the end of each Conference day. The evaluation will be emailed to you today at the email address you used to register for the Conference.

Conference attendees will receive requested and approved continuing education contact hours after completion of the Conference Evaluation for each session they attest and affirm they actively participated on the evaluation by the deadline of **May 1, 2023**. Processing of credit hours starts after both the data deadline and accrediting approvals have been received.

If you have questions about certificates, please email Dr. Sharon Delvisco at [sharon@teamdynamicsweb.com](mailto:sharon@teamdynamicsweb.com)



**LOUISIANA**  
DEPARTMENT OF HEALTH



## THANK YOU!

*We're thrilled you're here  
and we hope to see you next  
year.*

*The 2023 Louisiana WIC  
Conference has been  
coordinated by  
Team Dynamics, LLC  
[www.teamdynamicsweb.com](http://www.teamdynamicsweb.com).*