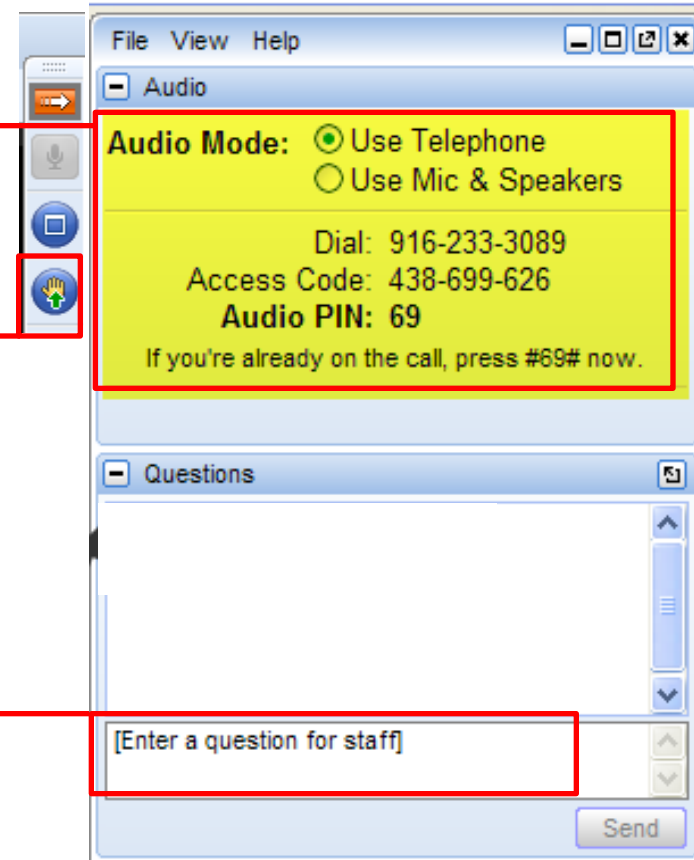


WEBINAR HOUSEKEEPING ITEMS

Make sure “Use Telephone” is selected in Audio Mode.

Click “raise hand” button to ask a question. You will then be unmuted by moderator.

Type in question, only moderator will see



The webinar will begin approximately at 3:02 PM



Please make sure your computer speaker sound is lowered or muted to avoid echo



Making a Difference The Local Agency Connection

Local Agency Steering
Committee

May 30, 2013

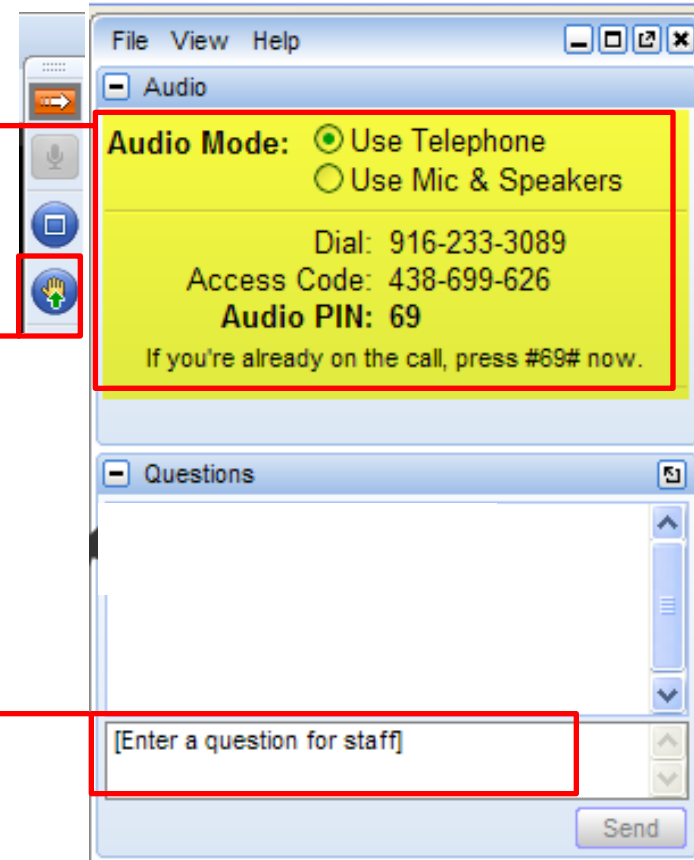


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Today's Agenda

- Introductions and profile of local agency steering committee members
- Voting member, who are they and what do they do?
- Alternate, why do I need one?
- Local agency committees, more info



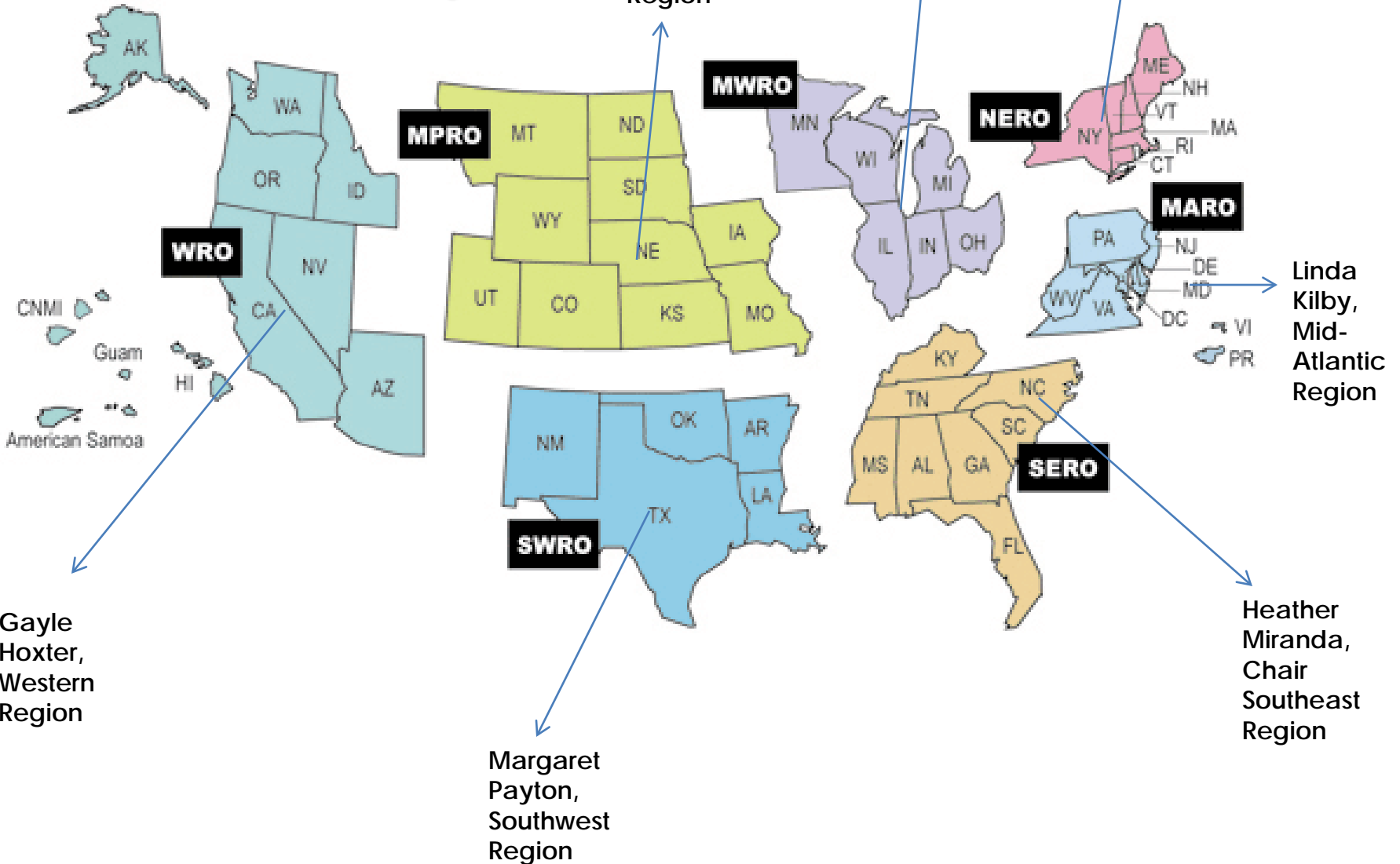


BE PART OF THE ACTION!

Who are your local agency steering committee?

- Heather Miranda, Chair, Southeast Region
- Nancy Sanchez, Secretary, Mountain Plains Region
- Gayle Hoxter, Northwest Region
- Margaret Payton, Southwest Region
- Barbara Riley, Midwest Region
- Linda Kilby, Mid-Atlantic Region
- Susan Wnuk, Northeast Region

Board of Directors Local Agency Steering Committee Reps



Heather Miranda, Chair Southeast Region

Alabama

Eastern Band of Cherokee
Indians (NC)

Florida

Georgia

Kentucky

Mississippi

Mississippi Band of Choctaw
Indians (MS)

North Carolina

South Carolina

Tennessee



Heather Miranda, RD, LDN Chair, Southeast Region

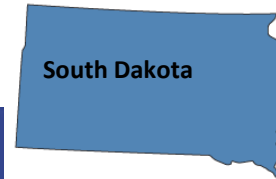
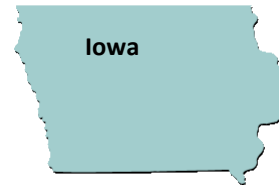
- Live and work in central North Carolina, outside Chapel Hill
- Have work for WIC for 15 years
- Have a local agency with a caseload of 5,800, 5 sites
- Supervise WIC, Migrant Outreach, Medical Nutrition Therapy and Wellness, total 30 staff, 7 sites
- Previously worked in California at PHFE, born and raised there.
- Have been married almost 20 years and have two children, Caitlyn 12 and Conner 10
- Email:
mirandah@piedmonthhealth.org
- 919.537.7479



Nancy Sanchez, Secretary Mountain Plains Region



- Cheyenne River Tribe (SD)
- Colorado
- Eastern Shoshone (WY)
- Iowa
- Kansas
- Missouri
- Montana
- Nebraska
- North Dakota
- Northern Arapaho (WY)
- Omaha Sioux Nation (NE)
- Rosebud Sioux Tribe (SD)
- Santee Sioux Tribe (NE)
- South Dakota
- Standing Rock Sioux Tribe (ND)
- Three Affiliated Tribes (ND)
- Utah
- Ute Mountain Ute Tribe (CO)
- Winnebago (NE)
- Wyoming



Nancy Sanchez, Secretary, Mountain Plains Region

- Has been an RD for 40 years and half time spent in WIC
- Works at the Unified Government Public Health Department, Kansas City, KS
- Serving 7,000 Clients at one clinic site, 50% Hispanic, 60% Spanish speaking only
- WIC life has been in two states, KS, MO
- Opened the 1st WIC Program in 2 neighboring counties, in two doctors offices, HD was not interested in WIC!
- 2 new granddaughters, 3, and 4, were adopted last year on National Adoption Day
- nsanchez@wycokck.org
- 913.573.6721



Gayle Hoxter, Western Region

- Alaska
- American Samoa
- Arizona
- California
- Commonwealth of the Northern Mariana Islands
- Guam
- Hawai'i
- Idaho
- Inter-Tribal Council of Arizona (AZ)
- Inter-Tribal Council of Nevada (NV)
- Navajo Nation (AZ)
- Nevada
- Oregon
- Washington



Gayle Hoxter, Western Region

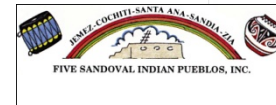
- County of Riverside Department of Public Health Chief of Nutrition & Health Promotion since 2000; WIC Director, Snap Education, Loving Support, Health Promotion & Obesity Prevention programs = \$20 million annually; caseload 95,775; 21 sites.
- 2004-2005 NWA Leadership award; 2003-2012 CWA Board; CCLHDN Board.
- Married to Jon 24 yrs; daughter Kallie a business major college student; lives on 4th generation ranch in Pala, CA with a barnyard of dogs, cats, goats, sheep and warm blood horses. Gayle's passion is showing her horse and ranch work.
- ghoxter@rivcocha.org



Western Region is making a
difference in WIC!

Margaret Payton, Southwest Region

- ACL-Acoma, Canocito, and Laguna (NM)
- Arkansas
- Cherokee Nation of Oklahoma (OK)
- Chickasaw Nation (OK)
- Choctaw Nation of Oklahoma (OK)
- Citizen Potawatomi Nation (OK)
- Eight Northern Indian Pueblos Council (NM)
- Five Sandoval Indian Pueblos (NM)
- Inter-Tribal Council of Oklahoma (OK)
- Louisiana
- Muscogee (Creek) Nation (OK)
- New Mexico
- Oklahoma
- Osage Nation (OK)
- Otoe-Missouria Tribe (OK)
- Pueblo of Isleta (NM)
- Pueblo of San Felipe (NM)
- Pueblo of Zuni (NM)
- Santo Domingo Tribe (NM)
- Texas
- WCD Enterprises, Inc. –
- Wichita, Caddo, and Delaware Tribes (OK)



Margaret Payton, Southwest Region

- Profile here

Margaret.payton@amarillo.gov

Barbara Riley, Midwest Region

Illinois

Indiana

Michigan

Minnesota

Ohio

Wisconsin



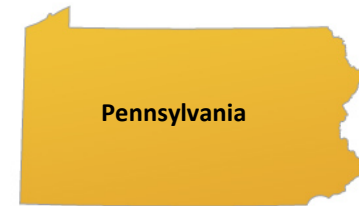
Barbara Riley, Midwest Region

- I work in Cleveland, Ohio for The MetroHealth System.
- I have worked for WIC 28 years. As the WIC director I indirectly supervise 80 staff at 19 locations. serving a caseload of 32,000.
- 20% of my time is in other public health programs, Child Family Health Services, Immunization Action Plan, HIV/AIDs.
- Jerry and I have been married for 35 years we have 1 adorable son, a terrific daughter-in-law and 2 wonderful grandchildren (boy 6 and girl 5).
- **Contact me anytime** at Briley@metrohealth.org
- **Work: 216-957-9427 • Cell: 216-210-1500.**



Linda Kilby, Mid-Atlantic Region

Delaware
District of Columbia
Maryland
New Jersey
Pennsylvania
Puerto Rico
U. S. Virgin Islands
Virginia
West Virginia



Linda Kilby, PhD, RDN, LDN

Mid-Atlantic Region

- WIC Local Agency Director for 26 years.
- Has a PhD, RDN, and LDN
- Active in the Local Agency Leadership; have served as President, Secretary and Treasurer of the PA WIC Directors Association. Attended first national WIC meeting in 1986.
- Actively involved with community agencies to improve the health of pre-school children and their families
- Recipient of 2011 NWA Leadership Award
- Director of non-profit agency managing the WIC program in Philadelphia; 70,000 participants, 12 offices and 200 staff
- Collaborating with the six delivery hospitals in Philadelphia & helped to become more "baby friendly" focusing on "skin to skin" to help increase initiation and duration of breastfeeding.
- Married to a wonderful man and we have a joint family of 6 children and 12 grandchildren
- Love to travel, garden, raise and show African Violet plants, teach bread making to children and their parents and teach plant based meal planning.
- Lkilby@northwic.org Cell: 215.704.2952•215.236.4743



Susan Wnuk, Northeast Region

Connecticut
Indian Township of
Passamaquoddy
Reservation (ME)
Maine
Massachusetts
New Hampshire
New York
Pleasant Point
Passamaquoddy
Reservation (ME)
Rhode Island
Seneca Nation (NY)
Vermont



Susan Wnuk, Northeast Region

- Works at the Community Action Program Belknap-Merrimack Counties, Inc. Concord, NH -27 years
- Director of Community Health and Nutrition Services – includes WIC (for 20 years), Commodity Supplemental Food Program (CSFP), Statewide Administrator for Senior Farmers' Market Nutrition Program, Family Planning (Title X) and Prenatal Program.
- WIC local agency caseload is 4,500 and serves 4 of the 10 counties in NH
- Serves on Boards for Lakes Region Partnership for Public Health, Central NH Partnership for Public Health and Health First Family Care Center (an FQHC) .
- Lives in Bow, NH - married to Tom for 31 years – 3 sons Geoffrey, Kevin & Gregory and 2 rambunctious beagles Maggie and Roxy
- swnuk@bm-cap.org

Work: 603-225-3295 • Cell: 603-738-8946



What does the local agency steering committee do for you?

- Be the voice of local agencies with NWA
- Represents the large membership in the association
- Participates in committees and taskforces to make sure local agency perspective is brought forth
- VOC memo
- Five local agency committees were approved by the NWA, Board of Directors

What can you do for the local agency as a voting member?

- Take part in conference call in your region
- Make sure your voice is heard, vote at the annual business meeting or assign a proxy
- Have an alternate in case you cannot participate
- Apply for committees and taskforces
- Consider being on the Board of Directors, local agency section
- Be a voice for the local agency section of NWA

Who is a voting member?

- Designated by each state to represent them in the annual NWA business meeting and has one vote
- Votes either in person, or by sending a proxy

Try something new,
join a committee or
other NWA
activity!!!!!!



How can I get more involved?

- Sign up for the new local agency committees
- Attend the NWA Leadership Conference in DC every March
- Participate in region calls
- Provide feedback when NWA asks, including surveys or other questionnaires



What is an alternate?

- This is a person who is designated to represent you for your state, when you are not available
- Why is it important- It is because you want to make sure to keep informed and involved with the WIC and NWA community.



Now for the committees!

- So have you heard....
 - We have five new committees for local agency staff to join!!!!
 - Who can join?
Anyone who works for WIC in a local agency that is a member of NWA.
- The 5 committees:
- Legislative/Policy
 - Outreach
 - Nutrition Education
 - Client Services
 - Breastfeeding

The What, When and HOW?

- The NWA Local Agency Steering Committee has created five committees.
- These committees were approved by the 2011-2012 NWA Board of Directors and were presented at the Local Agency Section business meeting.
- The committees will be made up of local agency members of NWA.
- The committee members will serve a two year term and will consist of two members from each of the seven local agency regions.
- The estimated commitment is one conference call per month, completing assigned tasks between calls. **No travel is required.**

The WHY?

- The goal of the committees will be to work on concerns of the local agency staff. They will also be working on helping local agencies to implement NWA “best practices”, contribute information for “position papers”, be involved advocacy activities, etc.
- The committees will allow the Board to hear the voices of 70 additional local agency members and these 70 member’s voices will carry to many more local agency members.
- This is an excellent opportunity for all of the NWA community professionally and personally.

Legislative/Policy Committee

Goals:

- Review administrative policies and procedures that affect local agencies.
- Be informed of the legislative issues affecting WIC and act on such legislation per NWA's directive.
- Be informed of the factors affecting funding for local agencies.
- Identify training issues and concerns for the local agencies.
- Be a conduit/clearinghouse for quality training sources.

Possible initiatives include:

- -Assist locals in advocating for the WIC program in their community by reaching out to congressional offices
- --Assist locals in developing strategies for contacting congressional offices.
- --Provide media training tips to locals for dealing with print and TV/radio requests for information/interviews.

Outreach Committee

Goals:

- Identify sources and methods of outreach that have been cost effective for local agencies.
- Make recommendations to NWA concerning the local perspective on outreach needs.
- Work with NWA to document the successful methods of outreach.

Possible Initiatives:

- Research the different methods of outreach and the cost vs. benefits of each.
- --Media campaign
- --Electronic outreach
- -- Other Print Advertising
- --Health Fairs
- --Public Presentations
- --Other Forms of Outreach

Nutrition Education Committee

Goals:

- Make recommendations to NWA concerning nutrition issues affecting the Local WIC population.
- Review Nutrition Education materials for accuracy and application in WIC that are being developed by companies and/or agencies.
- Serve as a conduit/clearinghouse for sources of Nutrition Education materials for local agencies.

Possible Initiatives:

- Assist local agencies with exploring possibilities of providing Nutrition Education via new mediums.
 - Online Classes Explore the different venues in which On-line classes are currently provided, i.e. whether it is through the State Agency or an independent private business.
 - Texting and Instant Messaging
 - Smartphone apps Explore the use of apps and how nutrition education could possibly be delivered in this manner.
 - Webinar/Streaming Video/ or Conference Video

Client Services Committee

Goals:

- Involved with bringing customer service, best practices, and strategies to implement at the local agency level.
- Serve as a conduit/clearinghouse for anthropometric and biochemical measuring tools.
- Recommend and promote best practices related to administration of a Local WIC Agency program.
- Review and make recommendations to NWA on certification policies and food delivery policies that affect the local agencies.

Possible initiatives:

- Review and make recommendations on strategies related to challenges with EBT affecting local WIC agencies.
- Developing best practices for premium customer service in local agency programs.
- Reviewing and making recommendations for local WIC agency program and administration.

Breastfeeding Committee

Goals:

- Make recommendations to NWA concerning breastfeeding policies, laws, legislation, or advertising.
- Review breastfeeding materials for accuracy and application in local WIC agencies.
- Serve as a conduit/clearinghouse for sources of Breastfeeding materials for local agencies

Possible initiatives include:

- Develop an implementation strategy for local agencies to adopt NWA's 6 steps to a Breastfeeding Friendly Clinic.
- Review and make recommendations on creating a more breastfeeding friendly environment at a local WIC agency.
- Develop and implement strategies on integrating the breastfeeding peer counselors to the local WIC agency program.
- Develop and make recommendations to local WIC agencies collaborations with baby friendly hospital efforts.

How can I get involved????

- When you see a listing consider joining a committee or task force
- Consider the new local agency committees
- Consider chairing your region
- Remember your voice is priceless!

**GET
INVOLVED!**

Wrapping it up!

What I need to know....

- Get to know your regional rep
- Being a voting member is a voice for locals, don't forget to participate
- Having an alternate is important, when you are not available

How can I get involved????

- Make sure to call in for all your regional calls
- Make sure to sign up for the local agency committees, tell a friend or colleague or staff person
- Attend local agency webinars about current issues within the WIC community

Signing up!

How do I sign up???

- An email will be sent after this webinar with an application and information about the committees.
- Please sign up now, committees will be starting this summer
- Space is limited and we want you!



What is available?

Southeast: Nutrition Ed (1), Client Services (2)

Northeast: Client Services (2)

Mid-Atlantic: Policy/Legislative Issues (2), Outreach/Marketing (2),
Client Services (1), Breastfeeding (2)

Midwest: Policy/Legislative Issues (1), Outreach/Marketing (2), Nutrition
Education (1), Client Services (2)

Southwest: Breastfeeding (1)

Mountain Plains: Policy/Legislative (1), Outreach/Marketing (1), Nutrition
Education (1), Client Services (2)

Western: Client Services (1)

Our info

Southeast Region, Heather Miranda, Chair

mirandah@piedmonthhealth.org

919-537-7479

Mountain Plains Region, Nancy Sanchez, Secretary

nsanchez@wycokck.org

Northeast Region, Susan Wnuk

swnuk@bm-cap.org

603-225-3295

Mid-Atlantic Region, Linda Kilby

LKilby@northwic.org

Southwest Region, Margaret Payton

Margaret.payton@ci.amarillo.tx.us

Western Region, Gayle Hoxler

ghoxter@rivcocha.org

Midwest Region, Barbara Riley

briley@metrohealth.org

216-957-9427

Membership Development Update

Membership
Development Chair:

Rebecca Rash, RD

rrash@challiance.org



Membership Development Update

The Membership Development Committee Charges for 2013-2014

- Develop and implement strategies to increase local agency membership and growth within the Association.
- Develop and implement pre-conference training sessions for the state and local agencies at the Annual Conference.
- Develop and implement a national mentoring model that new local agency directors can utilize.

Membership Development Update

Local Agency Conference Call Based Focus Groups

New Local Directors Calls

- **Wed, June 12 10-11:00 AM EDT (Locals in EDT and CDT Zones)**
- **Wed, June 12 4:00-5:00 PM EDT (Locals in MDT and PDT Zones)**

Veteran Local Directors Calls

- **Wed, June 26 10-11:00 AM EDT (Locals in EDT and CDT Zones)**
- **Wed, June 26, 4:00-5:00 PM EDT (Locals in MDT and PDT Zones)**

Membership Development Update

Focus Groups Requirements

- 15 people for each of the 2 calls we are going to have (1 for east coast 1 for west coast)
- Need representation from all 7 WIC regions
- We are looking for new management and veteran management
 1. New is considered > than 1 year experience <2 years
 2. Veterans considered 5 years exp or experience in leadership role
(mentoring staff) or experience doing something in an innovative way.
- **Need to be a current member of NWA**

QUESTIONS?



THANK YOU

HAVE A WONDERFUL WIC DAY!

PLEASE LOOK FOR OUR FUTURE WEBINARS IN AUGUST
AND OCTOBER, WHERE WE WILL EXPLORE NEW TRENDS