



Memorandum

#15-051

TO: WIC Regional Directors
WIC Local Agency Directors

FROM: Amanda Hovis, Director
Nutrition Education/Clinic Services Unit
Nutrition Services Section

DATE: April 22, 2015

SUBJECT: 2015 Texas WIC Nutrition and Breastfeeding conference (NBF)

The 2015 Texas WIC NBF Conference will be held from July 7th, through July 9th, 2015 at the JW Marriott in Downtown Austin.

This year's theme is *What's Trending in WIC?* From start to finish, the conference is all about what is trending!

Pre-conference Workshops:

The pre-conference workshops include:

- *Digital Solutions for Millennial Mothers* with Alisa Sanders, RN, IBCLC, RLC from the Lactation Foundation in Houston
- *Gestational Diabetes: Nutrition Counseling from Diagnosis to Delivery and Beyond* with Sandi Spicer-Moore, RD, LD, CDE
- *Homegrown Food Straight from the Garden* with State staffer Joseph de Leon.
- *Take Charge of Your WIC Funds in a Changing Environment* which will be hosted by a panel of Texas WIC Directors

Kiran Saluja, MPH, RN, Executive Director of the PHFE WIC Program in California which is the largest local agency in the country is opening with, *WIC: Trending Success for the Future*, which promises to be enlightening. Partners from the National WIC Association (NWA), USDA and DSHS will also be featured during the opening session. Breakout sessions include topics important for breastfeeding, nutrition and clinic services. Our newest track, WIC Research will include information about how to increase participation and use of a mobile application. The conference will close with a very popular and engaging NWA speaker, Adolph Brown, PhD who is known as a Master Teacher, Motivator and "The World's Greatest Edu-trainer". He will inspire us all with his *Don't Judge a Book by it's Cover* presentation. You won't want to miss it!

The conference is right around the corner, so don't wait, register now! See you in Austin!

Poster Session:

Local Agencies will have the opportunity to register for the poster session and showcase how the agency has kept up with the changes and trends in WIC. This is a great way to share ideas and activities with other WIC agencies and also get new ideas. Conference attendees will vote on their favorite poster, so don't miss out on this excellent opportunity to highlight your agency!

Is your local agency trending?

Send us your pictures! Share pictures of the unique practices and services being offered in your agency. We look forward to seeing all the creative ways you are doing nutrition education, breastfeeding and serving participants every day. Let's work together to spread ideas about the great things going on out there!

To submit your pictures, follow these simple steps:

- 1) Select your favorite pictures and make sure they are in .JPEG format.
- 2) E-mail them to: whatistrendingNBF2015@gmail.com
- 3) Submit your pictures no later than June 5, 2015

For more information regarding registration please visit the WIC NBF website at <http://www.wicconference.com> or contact Lisa Rankine at lisa.rankine@dshs.state.tx.us or at (512) 341-4582.