



Memorandum

#16-050

TO: WIC Regional Directors
WIC Local Agency Directors

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

DATE: May 20, 2016

SUBJECT: Nutrition & Breastfeeding Conference – 2016

The 2016 Texas WIC NBF Conference will be held on July 18th -20th, 2016 at the Downtown Austin Hilton. This year's theme is *The Power of You*. At the conference you will gain knowledge and confidence to be the Super Hero at your WIC clinic!

Pre-conference Workshops

- *Baby Friendly Hands on Training* - the Baby Friendly Hospital Initiative (BFHI) is an evidence-based hospital designation that recognizes the powerful role that hospitals and health care workers play in successful breastfeeding practices
- *The Secrets of Super Health Kids' Success* – tools for success with social media

Breakout sessions include:

- Building Sustainable Food Practices in Community Gardens
- Breastfeeding Strategies for a Successful Practice
- Clear and Compelling: Effective Communication to Engage Low Health Literate Audiences
- Attention WIC Shoppers: Reducing Barriers at the Grocery Store
- The Power of Compost
- The Power to Support New Parents and Prevent Childhood Adversity

Poster Session:

Local Agencies have the opportunity to register for the poster session. Show us what motivates and empowers YOU! How does your agency make a difference in the lives of WIC families?

For example:

- Has your agency implemented Power of Influence (POI)?

- Have you served as a WIC representative in the Star Achiever- Texas Breastfeeding Learning Collaborative (TBLC)?
- Does your agency have a great Obesity Prevention Mini Grant (OPMG) project or awesome nutrition education initiatives?
- Does your agency collaborate with other community organizations?
- Is your agency active in WIC Wellness Works?
- Does your agency celebrate National Breastfeeding Month?

These are just a few examples. We encourage you to submit a poster that showcases the Power of You and Your local agency. Conference attendees will get to vote on their favorite poster, so don't miss out. This is your time to shine and show the power of YOU! To register and for more information, visit the Registration page on the WIC NBF conference website.

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

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 (512) 341-4582.