



What drives you?

WIC on the move!

2015 WIC Training and Educational Conference

April 28–29, 2015

Grand Traverse Resort and Spa



Registration Deadline: April 10



About the Michigan WIC Conference

The Michigan Department of Community Health WIC Division is excited to announce the 2015 Michigan WIC Training and Educational Conference. The 2015 WIC Training and Educational Conference brings together experts to speak on current public health and nutrition issues. The purpose of this event is to support WIC's continued commitment to staff who provide excellent service to more than 250,000 clients each year.

Nationally Known Presenters!



Keith Ayoob, EdD, RD, FADA
Associate Clinical Professor
Albert Einstein College of Medicine



Dr. Gary Bennett
Professor of Psychology, Global Health and Medicine
Duke University



Dr. Jill Mallory
Family Physician
Family Medicine with Obstetrics & Integrative Medicine & Lactation Consultation



Dr. Adolph Brown
Founder, President, and CEO
The Leadership & Learning Institute

Once again, this year's WIC Training and Educational Conference will be held over two full days to minimize your time away from the clinic. There will be continuing education credits available for nurses, social workers, registered dietitians and IBCLC's who attend the conference. We look forward to seeing you in April!

Registration Deadline: April 10

Conference Information

Michigan WIC Conference
Tuesday & Wednesday
April 28 & 29, 2015

Conference Location

Grand Traverse Resort and Spa
100 Grand Traverse Village Blvd
Acme, Michigan 49610
800.748.0303
www.GrandTraverseResort.com

Host Hotel Location

Grand Traverse Resort and Spa
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Conference Fees

WIC Program Staff	FREE
BFI Peers	FREE
Non-WIC Full Event	\$95
Non-WIC One Day	\$75

Overnight Lodging

WIC Program Staff
Costs will be reimbursed to qualified WIC agencies up to a predetermined limit. A reimbursement form will be provided to WIC Coordinators. Any lodging charges in excess of your agency's reimbursement amount must be covered by each individual WIC Local Agency. Each agency is responsible for contacting the hotel to make reservations.

Non-WIC Attendees

Non-WIC participants are responsible for their own lodging arrangements and payment.

Infants under 6 months and in mothers' arms are welcome. For safety and space concerns, please, no strollers.



Hotel Lodging

The host hotel for the 2015 Michigan WIC Training and Educational Conference is the:

Grand Traverse Resort and Spa

100 Grand Traverse Village Boulevard
Acme, Michigan 49610
800.748.0303
www.GrandTraverseResort.com

\$127.00 single/double (excluding applicable taxes)

Reservations must be made by March 27, 2015 to receive the special conference rates. To obtain the special overnight rate, you must call the Grand Traverse Resort and Spa to make your reservation and mention that you are with the 2015 WIC Training and Educational Conference.

Conference attendees are responsible for their own individual room reservations and cost. Designated WIC agencies will be reimbursed by the Michigan Public Health Institute, per the Lodging Reimbursement Form provided to agency WIC Coordinators. If your agency would like to set up a master account with the Grand Traverse Resort and Spa, please do so directly with hotel reservations.

NOTE: To qualify for the 6% sales tax exemption, rooms must be paid for with an agency check or credit card and individuals must present proof of tax exemption at the time of check-in. Payment by cash, personal check, or credit card will not be eligible for tax exemption.

Lodging Reimbursement

To receive your approved lodging reimbursement, please complete and return the Lodging Reimbursement Form that will be mailed to WIC Coordinators with original hotel room receipts to: Michigan Public Health Institute, E&T, 2479 Woodlake Circle, Suite 340, Okemos, MI 48864. Reimbursement will be made within 45 days of receipt. Forms must be sent to MPHI by **May 29, 2015**.

NOTE: The WIC Division will not pay for additional lodging, travel expense costs or the hotel fitness center.

Hotel Reservation Deadline: March 27, 2015

Traverse City

If you'd like a break from the conference, there are plenty of activities available in Traverse City. Big-city excitement and natural splendor. Cultural sophistication and small-town warmth. Fun for families and coolness for couples.

Traverse City offers the best of all worlds - so you don't have to settle for one or the other. You can put your own special edge on your trip. Be sure to explore the Traverse City Convention & Visitors Bureau for information on activities!



TraverseCity
TRUE NORTH



Other Highlights

Block Session Format

Join us for an exciting conference format that brings together all WIC clinic staff from across the State of Michigan. Conference Day One offers an opening plenary followed by an informative block session. After lunch, all participants will attend concurrent sessions. Conference Day Two starts things off with a highly motivated morning exercise which will lead into the Kellogg Breakfast. Conference Day Two will also allow participants the opportunity to choose their final concurrent session based on their interests. We then end our educational experience with the closing block session.

Continuing Education

- ♥ Nurses – TBD
- 🎯 Registered Dietitians & Dietetic Technicians, Registered – TBD
- * IBCLCs – TBD
- † Social Workers – TBD

Requirements for participation are attendance at the entire session and completion of an online evaluation. Certificates cannot be awarded to participants who arrive late or leave early. Partial credit is available. Look for the icons next to each workshop listed in the brochure to identify which credit or contact hour applies to each session.

IdeaMart

IdeaMart is an exciting opportunity to share special ideas you have turned into creative examples of WIC ingenuity. Many of your creative ideas have enhanced your program and we encourage you to share these ideas with others at the conference.

Each participating agency will receive one six foot table. We encourage you to designate staff from your agency to represent your display during the exhibit times of the conference.

Helpful hints:

- Take pictures of your creative ideas in action and tape to poster board
- Fasten your handouts or forms to poster board
- Put your creative handout in a plastic sleeve for table top display

To participate in IdeaMart, be sure to complete the IdeaMart Registration Form and return to MPHI by **April 17**,

Michigan WIC Conference: April 28-29, 2015



Registration Deadline: Friday, April 10, 2015

Name _____ Degrees _____
Title _____
Agency _____
Address _____
City _____ State _____ Zip Code _____
Phone _____ Fax _____ Email _____

CONFERENCE FEES Registration deadline: April 10

- I plan to attend the full conference
- I plan to attend only Tuesday, April 28
- I plan to attend only Wednesday, April 29

WIC Employee

- Free
- Free
- Free

Non-WIC Employee

- \$95.00
- \$75.00
- \$75.00

TOTAL PAYMENT DUE Checks made payable to MPH

Credit card payments are accepted when registering online

\$ _____

ACCOMMODATIONS

- I will require Vegetarian Meals
- I will require Vegan Meals
- I will require Gluten-Free Meals
- Other Special Needs - Please contact MPH

SESSION SELECTION Indicate the sessions you plan to attend

*Full session descriptions available on-line

TUESDAY, APRIL 28, 2015

BLOCK SESSION:

100

200 SESSIONS:

201 202 203 204 205 206 207

300 SESSIONS:

301 302 303 304 305 306 307

EVENING RECEPTION:

Yes No

WEDNESDAY, APRIL 29, 2015

GROUP PHYSICAL ACTIVITY:

Yes No

KELLOGG BREAKFAST:

Yes No

400 SESSIONS:

401 402 403 404 405 406 407

BLOCK SESSION:

500

PLEASE SEND COMPLETED REGISTRATION FORM & CHECKS TO:

*Cancellations are due 5 business days before the event for a full refund.
Cancellations received after April 21 are subject to full registration fees.*

Michigan Public Health Institute
Attn: WIC Conference
2479 Woodlake Circle, Suite 340
Okemos, MI 48864
Or FAX: (517) 324-6080
Questions? (517) 324-8330

IdeaMart Registration



Registration Deadline: Friday, April 17, 2015

IdeaMart is an exciting opportunity to share with other WIC agencies special ideas you have turned into creative examples of WIC ingenuity. Many of your creative ideas have enhanced your program and we encourage you to share these ideas with other WIC staff at the conference.

Agency _____

Name _____

Address _____

City _____ State _____ Zip Code _____

Phone _____ Fax _____ Email _____

Idea Title _____

Idea that you plan to display _____

Please note that each IdeaMart participant will receive one six foot table to display their ideas. If your display requires special set up, please indicate such below. We will do our best to accommodate any such requests received by the April 17th deadline.

PLEASE MAIL OR FAX COMPLETED IDEAMART FORMS TO:

Michigan Public Health Institute
Attn: WIC Conference
2479 Woodlake Circle, Suite 340
Okemos, MI 48864
Or FAX: (517) 324-6080
Questions? (517) 324-8330



Schedule of Events

*Full session descriptions are available online

Tuesday, April 28, 2015

Registration begins at 8:00 am

Exhibits & IdeaMart Open - 8:30 am - 6:00 pm

Welcome & Opening - 9:00 - 10:00 am

Don't Judge a Book By Its Cover!

Break: 10:00 - 10:30 am

Visit Exhibits & IdeaMart

Block Session - 10:30 am - 12:00 pm

When Obesity Becomes the Norm, What Can We Do?

Networking Lunch - 12:15 - 1:30 pm

Break - 1:30 - 1:45 pm

Visit Exhibits & IdeaMart

Concurrent Sessions - 1:45 - 3:00 pm

201 WIC Eligibility - Road to Success

202 Management of Jaundice in the Breastfed Infant

203 Michigan WIC Data

204 Nutrition Education Collaboration

205 Understanding Health through a Life Course Perspective

206 Nutrition Services

207 A WIC News 14 Special Report: *WIC Program Integrity - Fact or Fiction*

Break - 3:00 - 3:30 pm

Visit Exhibits & IdeaMart

Concurrent Sessions - 3:30 - 4:45 pm

301 Medicaid Update

302 Food Allergies in the Lactating Dyad

303 Michigan WIC Systems

304 Increasing WIC Participation

305 Build Community Relationships While Building Caseload

306 Readiness for Change: To Change or Not to Change

307 Federal Fraud Investigation

Reception - 4:45 - 6:00 pm

Exhibitor Meet and Greet

Wednesday, April 29, 2015

Registration begins at 8:00 am

Group Physical Activity - 7:00 - 8:00 am

Exhibits & IdeaMart Open - 8:30 am - 1:00 pm

Kellogg Breakfast - 9:00 - 10:30 am

Break - 10:30 - 11:00 am

Visit Exhibits & IdeaMart

Concurrent Sessions - 11:00 am - 12:15 pm

401 Are You a Thermostat or a Thermometer?

402 Supporting Working and Breastfeeding Mothers

403 Michigan WIC Client Websites: Valuable Tools and Information Available To Your Clients!

404 Brushing Up on Oral Health with WIC

405 Coping with Stress, Why Deer Don't Get Ulcers

406 Nutrition Services

407 Motivational Interviewing: Getting From No to Go

Luncheon - 12:30 - 1:45 pm

Break: 1:45 - 2:00 pm

Block Session - 2:00 - 3:15 pm

Nutrition Services

Adjourn - 3:15 pm

