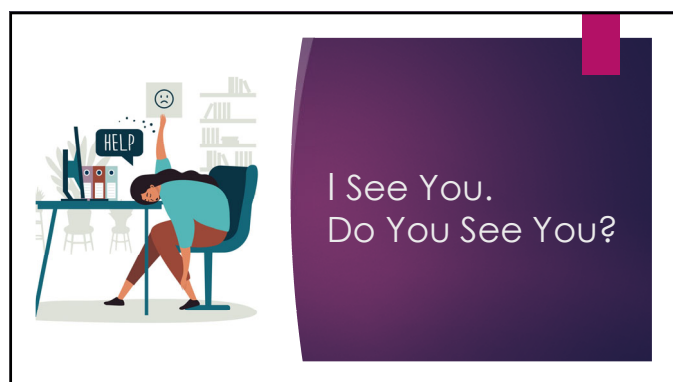




1



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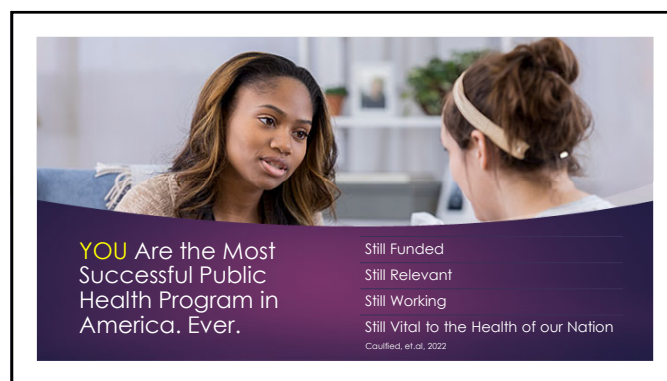
3



4



5



6

80,000 Participants a Month

- ▶ That is a ratio of 266 participants for each employee per month.
- ▶ You know, that isn't including the siblings that are not WIC eligible....
- ▶ You know, that doesn't include the friends, family and neighbors that moms and caregivers share WIC info with.....
- ▶ You know, there isn't another program anywhere with this kind of reach.



7

We Know You Are Tired

Why do you work so hard?

Why do you keep showing up?

What helps?

8

Maybe it's Big Money

- ▶ These shag pumps are \$2700.00 at Bergdorff Goodman
- ▶ WIC probably doesn't pay you that kind of money
- ▶ Luckily, there is research to show that salary is not a real motivator.



Nikolova, 2020

9

Actually, Meaningfulness Scores Higher Than Money

Nikolova, et. al. 2020

- ▶ Without WIC
Half the babies born in America
- ▶ Would be at higher risk for preterm birth
- ▶ Would not have the support to reach optimal weight and length
- ▶ Would not have support to be breastfed
- ▶ Would be more likely to suffer child abuse or neglect
- ▶ Would be more likely to be overweight
- ▶ Would be at a higher risk of losing their mother

Caulfield L, et. al. 2022

10

Is a Title What Motivates You?

- ▶ This mom needs a **Competent Professional Authority**.
- ▶ A Chief Visionary Officer might have a skewed idea of what feeding a young child entails




Luckily research shows that flashy titles don't impress you much., Nikolova, 2020

11

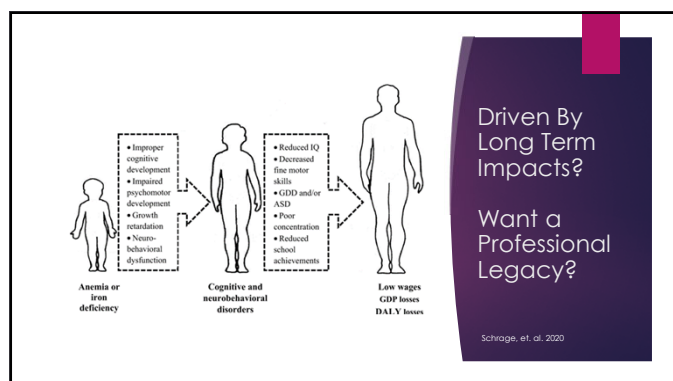
I Know! You Wanted to Grow Up to Be Invisible!

No Emotional Investment Required. Ever. Maybe Relatedness is Better.

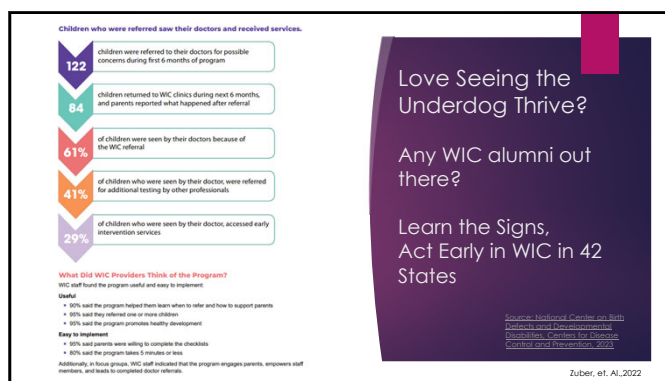



Nikolova, 2020

12



13



14

You Stand Up

Highest rate of child abuse in children under age one (25.3 per 1,000).

Annual estimate: 1,820 children died from abuse and neglect in 2021.

Five children die every day from child abuse.

Sixty-Six (66.2%) percent of all child fatalities were younger than 3 years old.

80.3% of child fatalities involve at least one parent.

Of the children who died, 77.7% suffered child neglect.

American Society for Positive Care of Children, 2022

15

You Know Their Stories and How to Help.

16

You Show Up for Her, Too
Cheering, Supporting, Listening.

17

Research Leads Me To Believe You Keep Showing Up Because

What you do is meaningful.

You are competent and have autonomy to impact long term outcomes.

The relationships you build with families are fulfilling.

You're appreciated.

No one else does what you do. You're it.

18



Together, we have learned so much.

Together, we have come so far since 1972, leading the nation's maternal, infant and child nutrition research.

Together, we have created a circle of connection for millions of families.

And this type of work is not without a cost.

19



Its Emotional Work.
Its Stressful.
The Need Always
Exceeds the Resources
Available.

BUT YOU DON'T HAVE TO BURN OUT.

20



Wisdom From The Field
(and a bunch of research)

21

Accept You Might Be
Affected

THEN CLAIM YOUR POWER.

Salisbury, Schwanz, 2022

22



EMPATHY IS EXHAUSTING

Salisbury, Schwanz, 2022

23

I take back everything I ever said about empathy.
It's unsustainable.

I feel you
You feel helpless and so do I
Your family is fragile
I've been there, and I'm
afraid to go back

Empathy

Try trading empathy for compassion.

I see you
I believe in you
You're capable
I'm okay, I am a witness and a
support, but this is not my reality.

Compassion

Compassion
Fatigue is
Really
Empathy
Fatigue

Salisbury, Schwanz, 2022

24

Communicate Purposefully and Often, Like Daily, Grow From Conflict.

- Retelling the event isn't very helpful
 - Instead talk about how you are feeling or responding to the event
- Focusing on things beyond your control will get you nowhere
 - Instead talk about all possible solutions and responses within your power
- Talking about someone's behavior to someone else will grow the problem
 - Talking to the person with whom you have an issue has potential solutions
- It's ok to be angry
 - But remember, anger is a sign that a boundary has been crossed. Revisit that boundary
- People pleasing is the path to resentment and exhaustion
 - Speak your truth, say no, ask for help, let other people manage their emotions.

25

Two Arrows

The parable of the second arrow is a Buddhist parable about dealing with suffering more skillfully. The Buddhists say that any time we suffer misfortune, two arrows fly our way. Being struck by an arrow is painful. Being struck by a second arrow is even more painful.

The Buddha explained:
"In life, we can't always control the first arrow. However, the second arrow is our reaction to the first. The second arrow is optional."

Don't Let the Story in Your Head Wound You Again and Again.

Sallibury, Schwarz, 2022

Arrows are the worst

I got hit with more arrows than other people

There must be something wrong with me

What if there's another arrow?

I can't handle another arrow

I am going to fall apart if there's another arrow

I will disappoint everyone

26

Let your mantra be
 "I am part of the solution."

Hard work is a prison sentence only if it does not have meaning. Once it does, it becomes the kind of thing that makes you grab your wife around the waist and dance a jig.

MALCOLM GLADWELL

Nikolaeva, 2020

27

Give and Receive Praise and Appreciation

6,700,000
 Lives Changed
 On the Rolls
Right Now
 Know You Matter

28

Give one another praise and appreciation.
 Believe it when you hear it.

6,700,000
 LIVES CHANGED
 ON THE ROLLS
 RIGHT NOW
 KNOW YOU MATTER

Rengier, 2020

29

Use Resources (Walk the Walk)

Non-Violent Communication and Conflict Management
Journaling as Self Communication
Boundary Setting and Workbook
Putting Self First and Self Respect
Emotional Intelligence
Secondary Traumatic Stress and Burnout
Skills for Creating a Life Worth Living
Showing Up In Your Own Life
The Quickest Way to Regulate your Nervous System
Building Resilience Workbook

Leadership – Trauma Informed Approach
Leadership – Crisis Prevention and Coping
Leadership – Effective Communication Skills
Parents – Stress Management for Teens
Parents and Providers – Early Childhood Stress
Couples – Communication Exercises
Dealing With Emotional Hurts

30

1	Laugh
2	Let it go
3	Be your own best friend
4	Adjust expectations
5	Rest

Restore
Reconnect to Self
Care for One Another

31

Allow Yourself to Accept Reality

- ▶ We will never be caught up
- ▶ The need will always exceed the resources that are available
- ▶ Some people will not make good choices, even with the information to do so
- ▶ Hormones are real
- ▶ You are imperfect

AND

- ▶ One person really does make a difference
- ▶ You are powerful in your own circle of influence
- ▶ Someone is better off because you touched their life
- ▶ You are never the only one

32

I See All of You

33

And YOU Matter. Every Single One of You.

988
SUICIDE
& CRISIS
LIFELINE

If you or someone you know needs support now,
CALL OR TEXT: 988
CHAT: 988lifeline.org

Talk with us.

Thank You for staying present with me!
Have a great conference!

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