

**The Illinois Department of Human Services and  
the Springfield Urban League  
Community Health Training Center  
Invite you to attend the upcoming webcast:**

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**“From Connection to Collective Action: Creative  
Community Engagement”**

**November 13, 2025**

**08:30 AM - 9:30 AM CST**

**(This webcast may be viewed for CEU until 11/12/27)**

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Supporting families on their infant feeding journey requires more than clinical expertise—it calls for compassion, creativity, and connection. This session will explore how WIC professionals can deepen trust and impact by centering families' lived experiences and cultural values in every aspect of care. Through practical examples and real-world stories, participants will learn how to use storytelling and social media to strengthen engagement, shift everyday language to be more inclusive and empowering, and build meaningful partnerships beyond the clinic walls. Together, we'll reimagine breastfeeding support as a collaborative, community-rooted effort that reflects the diverse strengths of the families we serve.

**OBJECTIVES:**

Following the webcast teleconference, participants will be able to:

- Effectively use storytelling and social media to strengthen engagement in the community
- Shift everyday language to be more inclusive and empowering
- Build meaningful partnerships beyond the clinic
- Center families' lived experiences and cultural values in counseling and care

**AUDIENCE:**

- Breastfeeding Peer Counselor Supervisors
- Breastfeeding Peer Counselors
- WIC Staff
- Breastfeeding Advocates

**PRESENTER:** Cierra Murphy-Higgs MS, EdS, IBCLC

Cierra Murphy-Higgs, MS, EdS, IBCLC, is a perinatal mental health advocate, lactation consultant, and educator dedicated to supporting families through culturally responsive, evidence-based care. She serves as the Didactic Coordinator for the Human Lactation Pathway 2 Program at North Carolina Agricultural & Technical State University, where she instructs and mentors future professionals while developing dynamic, learner-focused content to inspire and equip the next generation of practitioners. In addition, she serves on the Board of Directors for the United States Lactation Consultant Association (USLCA) as Secretary, contributing her expertise and vision to advancing the lactation profession nationally. The presenter has no relevant affiliations or financial interests or arrangements to disclose.

**CONTINUING EDUCATION:**

Southern Illinois University School of Medicine (SIU) is providing continuing education credit for various disciplines. This webcast has been approved for 1 CPE for Registered Nurses, 1 CEU for Registered Dietitians, and 1 L-CERP for Clinical Skills for IBCLCs. This webcast meets a portion of the hourly requirement for CLC/CLS recertification.

After the webcast, CHTC staff will provide your information and type of continuing education credit

requested to SIU. Within ten days, you will receive an email from SIU requesting that you create a profile on their website using either IE10 or newer, Google Chrome or Firefox. If you have received continuing education credit from SIU for previous training sessions offered by IDHS through the Training Center, please do not create a new profile. Access to the current continuing education opportunity will be added to your existing profile. For those attendees that are new, after your profile is created, you will be given access to the quiz and will have three attempts to pass. Once the quiz is passed, you will be able to print a continuing education certificate.

This webcast may be viewed and the evaluation completed by November 12, 2027 for continuing education credit for RN, RDN, LDN, IBCLC (CLC or CLS).

**\*\*\*\*\*Registration is required to receive the link to view the webcast. \*\*\*\*\***

**This webcast is provided by the Illinois Department of Human Services as an educational opportunity. Any views or opinions presented in this webcast are solely those of the presenter and do not necessarily reflect official WIC policy. Contact your Regional Nutritionist Consultant with any questions regarding the content of this presentation.**