WIC Coordinator Competencies

This document identifies the competencies for WIC personnel performing the duties of a Local Agency WIC Coordinator.

The 9 core areas for WIC Coordinators include:

1. **WIC Program Overview;**
2. **Caseload Management**;
3. **Local Agency Staffing**;
4. **Nutrition Education**;
5. **Program Integrity**;
6. **Data System Use**;
7. **Local Program Operations**;
8. **Utilizing Resources**; and,
9. **Leadership and Communications**.

Each competency area is presented in a separate table. The components of the tables and their definitions are listed below:

Core area   A particular area of skill or body of knowledge.

Knowledge required   A specific topic or content area required to achieve the competency.

Competency   Skills, actions, or behaviors related to a specific knowledge requirement.

Training Methods   How staff will become competent – identifies state provided materials, training or support.

Note: Individual local agencies determine prerequisite competencies they expect at hire. This competency model does not include those basic competencies, but rather includes only competencies that are necessary to do the tasks specific to being a WIC Coordinator. For example, successful WIC Coordinators are often excellent managers. Examples of management competencies can be found at http://www.dhs.state.or.us/training/management_comps.htm

Note: If the staff person performing the WIC Coordinator role also acts as a CPA (determines participant eligibility and assigns food packages), they must also meet the competencies identified for the CPA in the *CPA Competency Model*. (Competencies found in both comp models are <mark>highlighted</mark>.)

1. WIC Program Overview

Competency Area: Understands and is able to explain the WIC Program.

Knowledge Required	Competency	Training Methods
WIC Program orientation	1. Correctly describes WIC to a potential participant. 2. Directs participants through the clinic flow. 3. Correctly explains a WIC participants' rights and responsibilities	Intro to WIC Module
WIC eligibility criteria	**4.** Correctly screens participants for eligibility.	Intro to WIC Module
Benefit issuance	5. Correctly issues benefits to participants. 6. Educates WIC shoppers on the use of WIC benefits.	Intro to WIC Module Shopper Education Tool and Checklist

2. Caseload Management

Competency Area: Understands caseload management principles and strategies for maintaining the local agency's WIC participant caseload at targeted levels.

Knowledge Required	Competency	Training Methods
Caseload management strategies	1. Maintains caseload at 97-103% of state assigned levels.	Policy and Procedure Manual, Intro to Caseload Module, and Caseload Management Resources
Outreach strategies	2. Ensures program outreach to potential participants is performed and documented.	Policy and Procedure Manual

3. Local Agency Staffing

Competency Area: Assures that the local agency has the appropriate well-trained staff.

Knowledge Required	Competency	Training Methods
Staffing requirements	1. Assures agency is appropriately staffed to provide WIC services. 2. Ensures staff receive appropriate training and meet job related competencies.	Policy and Procedure Manual

4.   Nutrition Education

*Competency Area: **Understands the importance of providing quality Nutrition Education.***

Knowledge Required	Competency	Training Methods
Breastfeeding promotion	**1.** Assures agency actively and effectively supports and promotes breastfeeding.	Breastfeeding Module
Principles of quality nutrition education	2. Assures quality nutrition education is offered to all WIC participants. 3. Ensures the annual nutrition services plan is completed.	Policy and procedure manual PCE Group Education Training Module

5.   Program Integrity

*Competency Area: **Demonstrates personal accountability and ensures that program policies and procedures are followed.***

Knowledge Required	Competency	Training Methods
Personal accountability	1. Balances multiple responsibilities between nutrition assessment, nutrition education, data entry, and benefit issuance (e.g. shopper education). 2. Practices positive work ethics to ensure program integrity (honesty, integrity) 3. Participates actively in staff development/training. 4. Uses technology and program equipment/materials in an appropriate and safe manner for work purposes only. 5. Performs duties within the context of written policies of the agency where employed, Oregon State WIC policy. and USDA regulations.	LA Training Supervisor – On the job training
Civil rights	6. Complies with the provisions of Civil Rights laws, regulations and policies 7. Ensures staff and local agency procedures protect participant civil rights.	Cultural Competence, Customer Service, Civil Rights Module (TBD)

Knowledge Required	Competency	Training Methods
Assurances	8. Effectively manages WIC program assets. 9. Assures staff implement and follow policy and procedures as outlined in the Oregon WIC Policy and Procedure Manual. 10. Assures required local agency policies and procedures are up-to-date and implemented. 11. Assure certification equipment is maintained to ensure accuracy of measurements and risk evaluation.	Policy and Procedure Manual
Participant Rights	12. Ensure protection of participant confidentiality 13. Ensure participants are informed of their rights and responsibilities	
Referrals	14. Ensure participants are screened and referred to health and social services.	

6. Data System Use

Competency Area: *Uses technology to monitor local agency operations*

Knowledge Required	Competency	Training Methods
MIS Functionality	1. Uses MIS for program data entry and retrieval. 2. Interprets MIS reports for ongoing monitoring of local agency operations. 3. Completes Coordinator specific MIS tasks.	Current MIS Training Manual

7. Local Program Operations

Competency Area: *Understands day to day operations of WIC .*

Knowledge Required	Competency	Training Methods
Principles of effective communication	1. Completes annual local agency reviews – state and local.	Policy and procedure manual
Principles of customer service	2. Provides excellent customer service to WIC participants on the phone and in person. 3. Provides excellent customer service to partners – vendors, medical providers, community partners, referral organizations.	Cultural Competence, Customer Service, Civil Rights Module (TBD)

	4. Staff use correct techniques, accurate nutrition-focused counseling, referrals, stay within scope of practice and demonstrate a minimum competency in participant centered skills	
Farm Direct Nutrition Program rules	5. Ensures agency is following the Farm Direct Nutrition Program policies and procedures.	Policy and Procedure Manual
Homeless Facilities	6. Ensure homeless facilities and institutions in service area that may serve WIC participants benefit the WIC participant and not the facility.	

8.   Utilizing Resources

Competency Area: *Accesses and utilizes resources.*

Knowledge Required	Competency	Training Methods
State WIC program staff and services	1. Appropriately utilizes state WIC program resources. 2. Contacts the appropriate state staff person for assistance or information. 3. Accesses most current information on WIC program operations. 4. Appropriately utilizes available resources.	

9.   Leadership

Competency Area: *Demonstrates effective leadership.*

Knowledge Required	Competency	Training Methods
Mission of public health and of the WIC program	1. Promotes the WIC program's mission and goals and advocates for WIC as a Public Health Nutrition Program.	
Knowledge of participant centered services model	**2.** Promotes participant centered services as the standard for providing WIC services.	
Leadership principles	3. Represents WIC's mission, goals, and vision to internal and external partners.	

References

Local Agency Review Tools

Nutrition Services Standards, USDA – FNS, 2013