



WISCONSIN WIC LOCAL STAFF COMPETENCIES

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Introduction

Wisconsin WIC Staff Competencies manual is an essential document for the Wisconsin WIC Program. The competencies reflect the skills that staff should possess as they work to meet WIC's vision and mission. The competencies are designed to serve as a starting point for WIC staff to understand, assess, and meet the workforce and training needs of the program.

This document was developed to be used together with other WIC policy and public health leadership materials. Implementing the WIC competencies statewide will assist in meeting several infrastructure focus area objectives within the state health plan Healthiest Wisconsin 2020, such as “*Assuring a diverse, sufficient and competent workforce that promotes and protects health*” and “*Supporting public health capacity and quality*.”¹

This document was developed and reviewed by Wisconsin WIC staff from various local projects, the regional offices and central office.

Following are a few examples of the intended uses of the competencies:

- ◆ An **employee** may use them to assess and meet their training needs or set goals for their job performance.
- ◆ A **manager** can use them to craft job descriptions, implement staff performance reviews, and create staff training plans.
- ◆ An **organization** might draft workforce development plans, prepare for accreditation, or assess knowledge and skill gaps of individual employees or of the entire organization.
- ◆ **Trainers** can use the competencies to develop and evaluate competency-based training content and curricula.

Finally, before you delve into the Wisconsin WIC competencies, please know that WIC is part of public health in general. If you are interested you can see the core competencies created by National Public Health at <http://www.phf.org/nphpsp/home.aspx>. Do a search on the Home Page for “core competencies”.

¹ Healthiest Wisconsin 2020, A State Health Plan to Improve Health Across the Life Span, and Eliminate Health Disparities and Achieve Health Equity. Wisconsin Department of Health Services, 2010.

WIC Competencies Guidance

These competencies outline the skills and knowledge that should be demonstrated in each position at WIC. They serve as a basis for job performance, staff development and evaluation. They are a starting point, not an end in itself; from competencies many activities can be created such as orientation trainings and job performance checklists. Currently, WI WIC is working on developing a comprehensive orientation plan for all newly hired WIC staff and the competencies will guide this activity. Until that is finalized, staff can use this manual as they see fit. There are competencies for all local WIC staff and other competencies that are for specific job roles, as well as competencies for anyone who conducts staff development.

Before reading the specific competencies, review the following description of what competencies are and an explanation of the table that is used in this manual. *Be aware that all efforts have been made to ensure that the resources listed are current and that information is accurate, but mistakes do happen. Please let the WIC Training Coordinator know of any errors. Thanks!*

What are Competencies?

Competencies are broad objectives for job performance.

Competencies provide a road map for understanding the overall duties of a specific job.

Competencies are NOT detailed instructions on how to do a job.

Competency Table

COMPETENCY AREA	COMPETENCIES	SUB - COMPETENCIES	NOTES/RESOURCES
Language Proficiency	Demonstrates proficiency in dual languages	Demonstrates ability to comprehend and speak at an advanced level in both languages	Policy: xxxxx

		<p>Identify when prescriptions may be required for participants.</p> <p>Locate support, resources, and information about prescription required packages.</p>	
D. BREASTFEEDING PROMOTION & SUPPORT	Provide ongoing breastfeeding promotion and support.	<p>Understand effective strategies for increasing staff support for breastfeeding.</p> <p>Know the benefits of breastfeeding for baby, mother, family, and community.</p> <p>Understand how WIC food packages for the breastfeeding dyad support breastfeeding.</p> <p>Develop rapport and foster open dialogue to successfully communicate with pregnant women and mothers.</p>	*Not explicit in online course
E. FOOD INSTRUMENTS	Knowledgeable of all WIC Food Instruments.	Describe differences between WIC food instruments and Farmers Market Nutrition Program food instruments.	
F. DATA COLLECTION	Operate electronic data management system. (i.e. ROSIE)	<p>Describe data system components used for WIC including help functions.</p> <p>Demonstrate proficiency in electronic data entry.</p>	
G. CUSTOMER SERVICE	Provide services in a friendly, timely and considerate manner.	<p>Maintain efficient clinic flow.</p> <p>Demonstrates positive, responsive behavior to participants' needs and complaints.</p> <p>Identify techniques to use to resolve conflicts.</p> <p>Describe procedures for giving a notification of appeal rights and guidelines for giving benefits.</p> <p>Perform job duties professionally.</p>	

WIC Civil Rights - Competencies (For All WIC Staff)

NOTE: These general orientation competencies are designed for a high level understanding of the WIC Civil Rights policies and procedures and are incorporated into the *WI WIC CivilRights Online Orientation Course* (launch date – September 2010) found on the *Wisconsin WIC Training Connection* website.

COMPETENCY AREA	COMPETENCY DESCRIPTION	COMPETENCY PERFORMANCE	NOTES/RESOURCES
A. CIVIL RIGHTS OVERVIEW	Understand Civil Rights regulations related to WIC.	<p>Understand the regulations affecting the WIC Program to prevent acts of discrimination.</p> <p>Accommodate participants with visual, hearing, speech, physical, language and other challenges.</p> <p>Identify policies and other resources regarding civil rights.</p>	<p>* Resources for all topics are listed on the course home page -</p> <p>WIC Training Connection: Staff Development</p>
B. ROSIE AND CIVIL RIGHTS	Document Civil Rights related data in ROSIE.	Provide documentation of data in ROSIE: physical challenge; language challenge; and ethnicity and race.	
C. CUSTOMER SERVICE	Provide customer service that complies with Civil Rights policies.	<p>Communicate WIC's policies to participants in areas related to collecting and using physical challenge, language challenge, ethnicity and race data.</p> <p>Describe actions or policies that have the effect of discrimination.</p> <p>Follow civil rights complaint procedures.</p>	
D. INTERPRETERS	Using an Interpreter.	<p>Describe requirements for providing interpreters.</p> <p>Explain characteristics of a qualified interpreter.</p>	

		<p>Identify elements for assessing the language needs of the population.</p> <p>Find interpreter resources.</p>	
E. TRANSLATION	Translating materials.	<p>Explain requirements for translating WIC materials.</p> <p>Identify characteristics of a qualified translator.</p> <p>Find translation resources.</p>	

WIC Confidentiality - Competencies (For All WIC Staff)

NOTE: These general orientation competencies are designed for a high level understanding of the WIC Civil Rights policies and procedures and are incorporated into the *WI WIC Confidentiality Online Orientation Course* (launch date – October 2010) found on the Wisconsin *WIC Training Connection* website.

COMPETENCY AREA	COMPETENCY DESCRIPTION	COMPETENCY PERFORMANCE	NOTES/RESOURCES
A. CONFIDENTIALITY OVERVIEW	Understand basics of confidentiality policies.	Know confidentiality requirements.	* Resources for all topics are listed on the course home page - WIC Training Connection: Staff Development
B. FILES	Maintain participant confidentiality.	Describe how WIC participants are able to access their own file/data. Describe how others are able to access WIC participant files/data without consent. Describe how others are able to access WIC participant files/data with consent.	
C. CHALLENGES	Recognize challenges related to maintaining confidentiality.	Explain challenging situations in WIC that relate to confidentiality issues. Problem solve for challenging situations related to confidentiality in the WIC clinic. List ways in which WIC staff can maintain confidentiality of WIC participants on a daily basis	

WIC Cultural Competencies (All WIC Staff)

Note: Being “culturally competent” is a lifelong pursuit and involves learning on many levels, including (but not exclusive to) exploring and unlearning personal bias and understanding different cultural practices. These competencies are meant to be a starting point only.

COMPETENCY AREA	COMPETENCY DESCRIPTION	COMPETENCY PERFORMANCE	NOTES/RESOURCES
A. CULTURALLY – SENSITIVE COMMUNICATION	Work effectively with others.	Demonstrate personal awareness of one’s own cultural preferences and behaviors. Demonstrate awareness of others’ cultural preferences and behaviors. Demonstrate understanding of rules of cultural etiquette. Interact effectively with persons from diverse cultural, socioeconomic, educational, and professional backgrounds, and with persons of all ages. Demonstrate understanding of potential cultural barriers to communication. Develop and adapt approaches to problems that take into account cultural differences.	More resources will be added in the near future.
B. CULTURE, NUTRITION, AND PHYSICAL ACTIVITY	Use cultural knowledge and awareness to understand nutrition – related behaviors.	Identify how cultural group membership affects food choices, physical activity behaviors, and personal health goals. Explain the effect of health disparities on the nutritional health and physical activity of communities. Design interventions in WIC that consider	Health disparity:

		and respect the contexts of gender, race, poverty, history, migration.	
C. CULTURE AND BREASTFEEDING	Use cultural knowledge and awareness to understand attitudes and behavior related to breastfeeding.	<p>Identify how cultural group membership affects attitude and choices related to breastfeeding.</p> <p>Explain the effect of health disparities on breastfeeding behaviors of communities.</p> <p>Explain how health disparities affect nutritional status and physical activity in communities.</p> <p>Design interventions in WIC that consider and respect the contexts of gender, race, poverty, history, migration.</p>	
D. LANGUAGE	Use a variety of strategies for communicating with participants for whom English is not their first language.	<p>Identify situations in which participants would benefit from interpretation services.</p> <p>Provide interpretation services to participants.</p> <p>If interpretation is not readily available, employ strategies that facilitate communication.</p> <p>Provide educational materials that are culturally appropriate and in the participants first language when possible.</p>	

WIC Director/Project Nutritionist - Competencies Combined

COMPETENCY AREA	COMPETENCY DESCRIPTION	COMPETENCY PERFORMANCE	NOTES/RESOURCES
A. WIC PARTICIPANT CERTIFICATION	Ensure policies and procedures are followed for participant eligibility/ineligibility determination and notification.	<p>Demonstrate understanding of policies and procedures for participant eligibility/ineligibility determination and notification.</p> <p>Monitor staff procedures for participant eligibility/ineligibility determination and notification.</p>	<p>Policy: 10.21 WIC Staff Requirements: Nutrition Staff</p> <p>Policy: 10.25 WIC Staff Requirements: Project Director</p> <p>Policy: 2.1 Certification Requirements</p>
	Ensure that anthropometric measurements are completed according to state policy.	<p>Assess equipment to ensure specifications are met.</p> <p>Assess accuracy of anthropometric equipment.</p> <p>Ensure maintenance of anthropometric equipment.</p> <p>Ensure staff is trained in anthropometric measurements.</p> <p>Monitor staff for accurate and *culturally appropriate anthropometric measurement.</p>	<p>Policy: 3.12 Nutrition Risk Determination: Anthropometric Procedures</p> <p>Policy: 3.50 Specifications for Nutrition Assessment Equipment</p> <p>Policy: 3.51 Maintenance of Nutrition Assessment Equipment</p> <p>ROSIE Help, Assessment Procedures</p> <p>*Culture plays a role in how people communicate, their comfort level with touch and discussing issues related to the body. Try to learn about the culture of the families you work with. They will appreciate it. Watch for verbal and nonverbal clues. Incorporate techniques to help your families such as using a doll to demonstrate what you will be doing.</p>
	Ensure that hematological measurements are collected according to state policy.	<p>Assess equipment to ensure specifications are met.</p> <p>Ensure accuracy of hematological equipment.</p>	<p>Policy: 3.11 Nutrition Risk Determination: Hematologic Procedures</p> <p>Policy: 11.6 WIC Equipment Purchase and Security</p>

	Monitor staff for accurate and culturally appropriate hematological procedures.	<p>Policy: 3.50 Specifications for Nutrition Assessment Equipment</p> <p>Policy: 3.51 Maintenance of Nutrition Assessment Equipment</p> <p>ROSIE Help, Assessment Procedures</p>
Ensure that health, diet, and breastfeeding assessments are completed according to WIC regulations, policies and initiatives.	<p>Monitor staff completing the health and diet assessment.</p> <p>Ensure assessment of a pregnant woman's intention to breastfeed and identify factors that affect breastfeeding success.</p> <p>Ensure the assessment of the breastfeeding mother and infant.</p>	<p>Policy: 3.10 Nutrition Assessment at Certification</p> <p>ROSIE Help, ROSIE Nutrition Guidance</p> <p>ROSIE Help, Assessment Procedures</p> <p>ROSIE Help, WIC Risk Criteria and Guidelines</p> <p>VENA Resources:</p>
Ensure nutrition counseling is goal – oriented and based on identified risks and participant concerns.	<p>Provide training on WIC risk criteria and guidelines.</p> <p>Monitor counseling.</p>	<p>Policy: 3.30 General</p> <p>ROSIE Help, WIC Risk Criteria and Guidelines</p> <p>VENA Resources:</p>
Ensure breastfeeding education and support is offered to pregnant and breastfeeding women.	<p>Implement project procedures for breastfeeding promotion, education, referrals, and support.</p> <p>Monitor breastfeeding education and support activities.</p>	<p>Policy: 3.40 Breastfeeding Plan</p> <p>ROSIE Help, Peer Counseling Documentation</p>
Ensure food packages are determined per policy.	<p>Monitor food package issuance.</p> <p>Promote the fully breastfeeding food package for breastfeeding women and their infants.</p>	<p>Policy: 4.2 WIC Food List/Food Packages Overview</p> <p>Policy: 4.10 Food Packages: General</p>

			<p>Policy: 4.11 Tailoring for Participant Needs</p> <p>Policy: 4.12 Women and Children Food Packages (Regular)</p> <p>Policy: 4.13 Breastfeeding Dyad Food Packages</p> <p>Policy: 4.14 Infant Food Packages</p> <p>Policy: 4.15 Prescription-Required Foods and Food Packages</p> <p>Policy: 4.18 Ready-to-Feed Formulas and Medical Food</p> <p>Policy: 4.20 Limited Cooking and Storage Models</p> <p>ROSIE Help, New WIC Way</p>
	<p>Ensure that secondary education contacts address each participant's needs.</p>	<p>Implement project procedures for secondary education contacts.</p> <p>Monitor secondary education contacts.</p> <p>Identify the need for, or develop accurate, culturally appropriate breastfeeding and nutrition education materials.</p> <p>Ensure that secondary education is delivered in a participant – centered manner.</p>	<p>Policy: 3.30 Nutrition Education: General</p> <p>Policy: 3.32 Nutrition Education: Secondary Nutrition Education Contacts</p>
	<p>Ensure that referrals are made and documented for all participants according to state policy.</p>	<p>Develop project procedures for intra-agency and inter-agency referrals that meet state policy guidelines.</p> <p>Monitor referral activity.</p>	<p>Policy: 5.2 Programs/Services Available to WIC Participants</p> <p>ROSIE Help, WIC Risk Criteria and Guidelines</p>

	<p>Ensure nutrition care and breastfeeding documentation that meets state policies.</p>	<p>Monitor nutrition care and breastfeeding documentation.</p>	<p>Policy: 10.21 WIC Staff Requirements: Nutrition Staff</p> <p>ADA Nutrition Care Plan</p> <p>Policy: 3.30 Nutrition Education: General</p> <p>Policy: 3.10 Nutrition Assessment at Certification</p> <p>ROSIE Help, Breastfeeding Peer Counseling Documentation</p>
	<p>Ensure food instruments are issued per policy.</p>	<p>Monitor that staff follows food instrument issuance policies and procedures.</p> <p>Promote enhanced food packages available to breastfeeding mothers and their infants.</p>	<p>Policy: 4.30 Food Instrument Issuance: Overview & Timeframe</p> <p>Policy: 4.31 Late Food Instrument Issuance</p> <p>Policy: 4.33 Catch-Up Food Instrument Issuance</p> <p>Policy: 4.34 Special Draft Issuance Considerations</p> <p>Policy: 4.35 Issuance Intervals</p> <p>Policy: 4.37 Reissued and Additional Food Instruments</p> <p>Policy: 4.40 Proxies</p> <p>Policy: 4.41 Lost and Stolen Food Instruments</p> <p>Policy: 4.43 Returned Formula</p> <p>Policy: 4.44 Returned Food</p> <p>Policy: 4.45 WIC Benefits During a Disaster</p>

B. NUTRITION SERVICES	Ensure current, evidence - based practices are used in providing nutrition services.	<p>Monitor nutrition services to ensure evidence – based, culturally appropriate practices are used.</p> <p>Ensure the use of interpretation and translation services to communicate with participants with limited English proficiency.</p>	<p>ROSIE Help, WIC Risk Criteria and Guidelines</p> <p>Policy: 3.30 Nutrition Education: General</p> <p>Policy: 10.51 Attachment: Guidance on Interpreters and Translators</p>
C. BREASTFEEDING	Ensure current, evidence - based practices are used in providing breastfeeding services.	<p>Provide anticipatory guidance on breastfeeding for pregnant women.</p> <p>Promote exclusive breastfeeding without formula supplementation.</p> <p>Provide strategies, affirmation, and encouragement to breastfeeding mothers to continue the breastfeeding relationship.</p>	<p>Policy: 3.40 Breastfeeding Promotion & Support Plan</p> <p>Policy: 3.42 Breastfeeding Peer Counseling</p>
D. ADMINISTRATION	Provide direction on following state and federal confidentiality and civil rights.	<p>Ensure WIC participant confidentiality.</p> <p>Ensure civil rights policy and procedures are followed.</p>	<p>Policy: 10.41 Confidentiality</p> <p>Policy: 10.51 Civil Rights</p> <p>Policy: 3.42 Breastfeeding Peer Counseling</p> <p>Policy: 10.23 Breastfeeding Coordinator and Breastfeeding Peer Counseling Coordinator</p> <p>ROSIE Help, WIC Project Nutrition Policy Options for Trained Bilingual CPA Staff</p> <p>WIC Training Connection – Leadership and Management Resources</p>
	Build and maintain effective relations with central office and regional staff.	<p>Serve as a liaison between local agency staff and regional/central office state staff.</p> <p>Advocate for local project needs to the</p>	

	regional/central offices.	
Encourage leadership within WIC and the development of strong WIC teams.	<p>Develop personal leadership skills.</p> <p>Provide opportunities for developing staff leadership skills.</p> <p>Build and maintain effective relationships with other local staff.</p>	WIC Training Connection – Leadership and Management Resources
Conduct personnel activities.	<p>Hire qualified staff.</p> <p>Hire staff to reflect the diversity of the community served.</p> <p>Evaluate staff performance based on identified competencies.</p> <p>Mentor professional and paraprofessional staff as well as students.</p> <p>Support positive staff interaction and communication.</p>	<p>Policy: 10.21 WIC Staff Requirements: Nutrition Staff</p> <p>Policy: 10.23 WIC Staff Requirements: Breastfeeding Coordinator and Peer Counselor Program Coordinator</p> <p>Policy: 10.25 WIC Staff Requirements: Project Director</p> <p>WIC Training Connection – Leadership and Management Resources</p>
Coordinate Staff Development.	<p>Coordinate orientation activities for new WIC staff.</p> <p>Assess staff development needs.</p> <p>Coordinate continuing education activities.</p> <p>Use systematic communication processes to provide consistent messages to staff.</p>	

	<p>Manage program data security and quality.</p>	<p>Analyze data for quality improvement for food issuance, nutrition services, breastfeeding support, and referrals.</p> <p>Monitor nutrition and health report data.</p> <p>Present reports to stakeholders.</p> <p>Obtain and manage grants.</p>	<p>Policy: 10.42 Records Retention</p> <p>ROSIE Reports</p>
	<p>Manage daily program activities.</p>	<p>Evaluate program effectiveness to meet the needs of all the WIC eligible population.</p> <p>Develop schedules for clinics to meet requirements that adequately serve participant needs and eligible population.</p> <p>Plan for program improvement.</p> <p>Implement an action plan for program improvement.</p> <p>Provide ongoing outreach efforts with an emphasis on disparate populations.</p>	<p>Policy: 2.2 Initial Contact/Appointment Scheduling</p>
	<p>Manage Program Fiscal Activities.</p>	<p>Manage budgets following state and local agency policies.</p> <p>Forecast funding needs for expansion of program services.</p>	<p>Policy: 11.1 Expenditure of Program Funds</p> <p>Policy: 11.3 Budget Tracking</p>
	<p>Manage Vendor Activities.</p>	<p>Promote Farmers' Market Nutrition Program.</p> <p>Ensure staff follows policy and procedures related to WIC and Farmers' Market Nutrition Program vendors.</p> <p>Review Farmers' Market Nutrition Program redemption rate.</p> <p>Submit Farmers' Market Nutrition Program expenditure report.</p>	<p>Policy: 7.5 Vendor Training</p> <p>WIC Farmers' Market Nutrition Program</p>

		<p>Provide Farmer' Market Nutrition Program documentation as required for project review.</p> <p>Ensure Vendors are monitored.</p> <p>Provide regular and on-going training for vendors.</p> <p>Develop tools to determine barriers to Farmers' Market check redemption.</p>	
	Oversee technology.	<p>Ensure WIC system security and access.</p> <p>Ensure technology needs are met.</p> <p>Coordinate equipment repairs and upgrades.</p>	
	Ensure effective use of technology.	<p>Assess staff technology expertise.</p> <p>Coordinate technology training specific to staff needs.</p> <p>Provide staff with technology needed to perform their job duties.</p>	
E. COMMUNITY RELATIONS	Build and maintain effective community relations while maintaining the core mission of WIC.	<p>Develop project referral policies.</p> <p>Participate in community and nutrition needs assessments, planning, implementing and evaluating of programs.</p> <p>Ensure WIC Project promotes and supports breastfeeding as the norm within WIC, the agency, and the community.</p> <p>Develop and maintain effective partnerships within the agency, community and with other WIC projects.</p> <p>Collaborate with community organizations for breastfeeding promotion and support.</p> <p>Collaborate with community organizations to</p>	Policy: 5.0 Coordination / Integration

		<p>increase access to healthy foods.</p> <p>Collaborate with community organizations to increase access to physical activity.</p> <p>Use culturally appropriate community engagement strategies to improve the health of the WIC population.</p>	
<p>F. PUBLIC HEALTH ROLE</p>	<p>Ensure WIC staff functions effectively within the Public Health system.</p>	<p>Ensure staff is able to identify their role in the provision of essential public health services.</p> <p>Identify the role of WIC in public health nutrition services.</p> <p>Identify the role of WIC in emergency services.</p> <p>Identify collaborative role with local Public Health Department.</p>	<p>Public Health Orientation: search DHS homepage</p>

WIC Director – Competencies

COMPETENCY AREA	COMPETENCY DESCRIPTION	COMPETENCY PERFORMANCE	NOTES/RESOURCES
A. WIC PARTICIPANT CERTIFICATION	Ensure policies and procedures are followed for participant eligibility/ineligibility determination and notification.	Demonstrate understanding of policies and procedures for participant eligibility/ineligibility determination and notification. Monitor staff procedures for participant eligibility/ineligibility determination and notification.	Policy: 10.25 WIC Staff Requirements: Project Director Policy: 2.1 Certification Requirements
	Ensure that health, diet, and breastfeeding assessments are completed according to WIC regulations, policies and initiatives.	Monitor staff completing the health and diet assessment. Ensure assessment of a pregnant woman's intention to breastfeed and identify factors that affect breastfeeding success. Ensure assessment of the breastfeeding mother and infant.	
	Ensure nutrition counseling is goal – oriented and based on identified risks and participant concerns.	Provide training on WIC risk criteria & guidelines. Monitor counseling.	Policy: 3.30 Nutrition Education: General VENA Resources:
	Ensure breastfeeding education and support is offered to pregnant and breastfeeding women.	Implement project procedures for breastfeeding promotion, education, referrals, and support. Monitor breastfeeding education and support activities.	
	Ensure food instruments are issued per policy.	Monitor that staff follows food instrument policies and procedures. Promote enhanced food packages available to breastfeeding mothers and their infants.	
B. NUTRITION SERVICES	Ensure current, evidence - based practices are used in providing nutrition services.	Monitor nutrition services to ensure evidence – based, culturally appropriate practices are	ROSIE Help, WIC Risk Criteria and Guidelines

		used. Ensure the use of interpretation and translation services to communicate with participants with limited English proficiency.	Policy: 3.30 Nutrition Education: General Policy: 10.51 Attachment: Guidance on Interpreters and Translators
C. BREASTFEEDING	Ensure current, evidence - based practices are used in providing breastfeeding services.	Provide anticipatory guidance on breastfeeding for pregnant women. Promote exclusive breastfeeding without formula supplementation. Provide strategies, affirmation, and encouragement to breastfeeding mothers to continue the breastfeeding relationship.	Policy: 3.40 Breastfeeding Promotion & Support Plan Policy: 3.42 Breastfeeding Peer Counseling
D. ADMINISTRATION	Provide direction on following state and federal confidentiality and Civil Rights regulations.	Ensure WIC participant confidentiality. Ensure civil rights policy and procedures are followed.	Policy: 10.24 WIC Staff Requirements: Recruiting Qualified Nutrition Staff WIC Training Connection – Leadership and Management Resources Policy: 10.41 Confidentiality
	Build and maintain effective relations with state staff (regional and central office staff).	Serve as a liaison between local agency staff and regional/central office state staff. Advocate for local project needs to the regional/state offices.	Policy: 10.51 Civil Rights: Non-discrimination
	Encourage leadership within WIC & the development of strong WIC teams.	Develop personal leadership skills. Provide opportunities for developing staff leadership skills. Build and maintain effective relationships with other local staff.	WIC Training Connection – Leadership and Management Resources

	Supervise WIC staff.	<p>Hire qualified staff.</p> <p>Hire staff to reflect the diversity of the community served.</p> <p>Evaluate staff performance based on identified competencies.</p> <p>Mentor professional and paraprofessional staff as well as students.</p> <p>Support positive staff interaction and communication.</p>	WIC Training Connection – Leadership and Management Resources
	Coordinate Staff Development.	<p>Coordinate orientation activities for new WIC staff.</p> <p>Assess staff development needs.</p> <p>Coordinate continuing education activities.</p> <p>Mentor bilingual paraprofessional staff as well as students.</p> <p>Use systematic communication processes to provide consistent messages to staff.</p>	
	Manage program data security and quality.	<p>Analyze data for quality improvement for food, nutrition, breastfeeding support, and referrals.</p> <p>Monitor nutrition and health report data.</p> <p>Present reports to stakeholders.</p> <p>Obtain and manage grants.</p>	<p>Policy: 10.41 Confidentiality</p> <p>Policy: 10.42 Records Retention</p>
	Manage daily program activities.	<p>Evaluate program effectiveness to meet the needs of all the WIC eligible population.</p> <p>Develop schedules for clinics to meet requirements that adequately serve participant needs and eligible population.</p>	Policy: 2.2 Initial Contact/Appointment Scheduling

		<p>Plan for program improvement.</p> <p>Implement an action plan for program improvement.</p> <p>Provide ongoing outreach efforts with an emphasis on disparate populations.</p>	
	Manage Program Fiscal Activities.	<p>Manage budgets following state policy.</p> <p>Forecast funding needs for expansion of program services.</p>	<p>Policy: 11.1 Expenditure of Program Funds</p> <p>Policy: 11.3 Budget Tracking</p>
	Manage Vendor Activities.	<p>Promote Farmers' Market Nutrition Program.</p> <p>Ensure staff follows policy and procedures related to WIC and Farmers' Market Nutrition Program vendors.</p> <p>Review Farmers' Market Nutrition Program redemption rate.</p> <p>Submit Farmers' Market Nutrition Program expenditure report.</p> <p>Provide Farmer' Market Nutrition Program documentation as required for project review.</p> <p>Ensure Vendors are monitored.</p> <p>Provide regular and on-going training for vendors.</p> <p>Develop tools to determine barriers to Farmers' Market check redemption.</p>	<p>Policy: 7.5 Vendor Training</p> <p>WIC Farmers' Market Nutrition Program</p>

	Oversee technology.	<p>Ensure WIC system security and access.</p> <p>Ensure technology needs are met.</p> <p>Coordinate equipment repairs and upgrades.</p>	
	Ensure effective use of technology.	<p>Assess staff technology expertise.</p> <p>Coordinate technology training specific to staff needs.</p> <p>Provide staff with technology needed to perform their job duties.</p>	
E. COMMUNITY RELATIONS	Build and maintain effective community relations.	<p>Develop project referral policies.</p> <p>Participate in community and nutrition needs assessments, planning, implementing and evaluating of programs.</p> <p>Ensure WIC Project promotes and supports breastfeeding as the norm within WIC, the agency, and the community.</p> <p>Develop and maintain effective partnerships within the agency, community and with other WIC projects.</p> <p>Collaborate with community organizations for breastfeeding promotion and support.</p> <p>Collaborate with community organizations to increase access to healthy foods.</p> <p>Collaborate with community organizations to increase access to physical activity.</p> <p>Use culturally appropriate community engagement strategies to improve the health of the WIC population.</p>	Policy: 5.0 Coordination / Integration
F. PUBLIC HEALTH ROLE	Ensure WIC staff functions effectively within the Public Health system.	Ensure staff is able to identify their role in the provision of essential public health services.	Public Health Orientation: search DHS homepage

		<p>Identify the role of WIC in public health nutrition services.</p> <p>Identify the role of WIC in emergency services.</p> <p>Identify collaborative role with local Public Health Department.</p>	
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Project Nutritionist – Competencies

COMPETENCY AREA	COMPETENCY DESCRIPTION	COMPETENCY PERFORMANCE	NOTES/RESOURCES
A. WIC PARTICIPANT CERTIFICATION	Ensure that anthropometric measurements are completed according to state policy.	<p>Assess equipment to assure specifications are met.</p> <p>Assess accuracy of anthropometric equipment.</p> <p>Ensure maintenance of anthropometric equipment.</p> <p>Ensure staff is trained in anthropometric measurements.</p> <p>Monitor staff for accurate and culturally appropriate anthropometric measurement.</p>	Policy: 3.12 Nutrition Risk Determination: Anthropometric Procedures
	Ensure that hematological measurements are collected according to state policy.	<p>Assess equipment to ensure specifications are met.</p> <p>Ensure accuracy of hematological equipment.</p> <p>Monitor staff for accurate and culturally appropriate hematological procedures.</p>	<p>Policy: 3.11 Nutrition Risk Determination: Hematological Procedures</p> <p>Policy: 11.6 WIC Equipment Purchase and Security</p>
	Ensure that health, diet, and breastfeeding assessments are completed according to WIC regulations, policies and initiatives.	<p>Monitor staff completing the health and diet assessment.</p> <p>Assess a pregnant woman’s intention to breastfeed and identify factors that affect breastfeeding success.</p> <p>Assess the breastfeeding mother and infant.</p>	<p>Policy: 3.10 Nutrition Education: General</p> <p>VENA Resources:</p>
	Ensure breastfeeding education and support is offered to participants.	<p>Implement project procedures for breastfeeding promotion, education, referrals, and support.</p> <p>Monitor breastfeeding education and support</p>	Policy: 3.40 Breastfeeding Plan

		activities.	
	Ensure food packages are determined per policy.	Monitor food package issuance. Promote enhanced food packages available to breastfeeding mothers and their infants.	Policy: 4.2 WIC Food List/Food Packages Overview
	Ensure that secondary education contacts address each participant's needs.	Implement project procedures for secondary education contacts. Monitor secondary education contacts. Identify the need for, or develop accurate, culturally appropriate nutrition and breastfeeding education materials. Ensure that secondary education is delivered in a learner – centered manner.	Policy: 3.30 Nutrition Education: General
	Ensure that referrals are made and documented for all participants according to state policy.	Develop project procedures for intra-agency and inter-agency referrals that meet state policy guidelines. Monitor referral activity.	Policy: 5.2 Programs/Services Available to WIC Participants
	Ensure nutrition care and breastfeeding documentation that meets state policies.	Monitor nutrition care and breastfeeding documentation.	Policy: 10.21 WIC Staff Requirements: Nutrition Staff ADA Nutrition Care Plan Policy: 3.30 General Policy: 3.10 Nutrition Assessment at Certification
B. NUTRITION SERVICES	Ensure current, evidence - based practices are used in providing nutrition services.	Monitor nutrition services to ensure evidence – based, culturally appropriate practices are used. Ensure the use of interpretation and translation services to communicate with participants with limited English proficiency.	ROSIE Help, Nutrition Risk Criteria and Guidelines Policy: 3.30 Nutrition Education: General Policy: 10.51 Attachment: Guidance on Interpreters and Translators

C. BREASTFEEDING	Ensure current, evidence - based practices are used in providing breastfeeding services.	Assist all staff in providing ongoing support for mothers to breastfeed. Implement project breastfeeding – related procedures for staff.	Policy: 3.42 Breastfeeding Peer Counseling
D. ADMINISTRATION	Coordinate Staff Development.	Coordinate orientation activities for new WIC staff. Assess staff development needs. Coordinate continuing education activities. Mentor bilingual paraprofessional staff as well as students. Use systematic communication processes to provide consistent messages to staff.	WIC Training Connection – Leadership and Management Resources

WIC Competent Professional Authority (CPA) - Competencies

COMPETENCY AREA	COMPETENCY DESCRIPTION	COMPETENCY PERFORMANCE	NOTES/RESOURCES
A. WIC PARTICIPANT CERTIFICATION	Provide professional WIC nutrition services.	<p>Follow WIC policies and procedures for participant eligibility determination.</p> <p>Provide services in a friendly, timely, considerate, confidential manner.</p> <p>Adapt nutrition care of participant based on current research, data and participant feedback.</p>	<p>Wisconsin WIC Program. <u>WIC Nutrition Services Standards</u></p> <p><u>VENA Resources:</u></p> <p>Policy: <u>2.2 Initial Contact/Appointment Scheduling.</u></p> <p>Policy: <u>3.3 Nutrition Services Planning and Evaluation: Participant Satisfaction</u></p>
B. CULTURAL COMPETENCY	Apply the nutrition - related cultural implication to practice in a clinic setting.	<p>Demonstrate knowledge of factors in determining disease, disease prevention and health promotion that affect nutrition in diverse populations.</p> <p>Develop and use accurate, culturally appropriate nutrition education materials.</p> <p>Respect participant's belief in alternative health systems (i.e. negative attitudes toward blood work, use of alternative medicine/herbs or traditional healers).</p> <p>Consult with Interpreters and Bilingual CPAs to gain more cultural awareness.</p>	<p>Policy: <u>3.35 Nutrition Education: Techniques and Cultural and Linguistic Considerations</u></p> <p>Policy: <u>10.51 Attachment: Guidance on Interpreters and Translators</u></p> <p>ADA. Diversity Checklist. (See ADA website – for members only)</p> <p>Policy: <u>10.51 Civil Rights: Non Discrimination</u></p>
C. NUTRITION ASSESSMENT	Conduct WIC Nutrition Assessment.	<p>Interpret anthropometric data.</p> <p>Interpret hematological data.</p> <p>Analyze health and nutrition histories based on lifecycle stage and development.</p>	<p>Policy: <u>3.12 Nutrition Risk Determination: Anthropometric Procedures.</u></p> <p>ROSIE Help, Assessment Procedures</p> <p>ROSIE Help, WIC Project Nutrition</p>

		<p>Assess and determine risk.</p> <p>Assess participant's concerns and priorities.</p>	<p>Policy Options</p> <p>ROSIE Help, WIC Project Policy Options for Trained Bilingual Paraprofessional CPA Staff</p> <p>VENA Resources:</p> <p>Policy: 3.11 Nutrition Risk Determination: Hematological Procedures</p> <p>AAP: <i>Bright Futures, Guidelines for Health Supervision of Infants, Children and Adolescents, 2008;</i></p> <p>USDA: <i>Infant Nutrition and Feeding, A Guide for Use in the WIC and CSF Programs</i></p> <p>Policy: 3.10 Nutrition Assessment at Certification</p>
D. BREASTFEEDING	<p>Provide on going quality nutrition breastfeeding promotion and support to all WIC women.</p>	<p>Complete breastfeeding assessments at critical points during pregnancy and post partum.</p> <p>Analyze breastfeeding problems using evidence – based information.</p> <p>Provide referrals to Peer Counselors and Lactation Consultants.</p> <p>Provide WIC breast pumps based on appropriate assessment and need.</p>	<p>Policy : 3.40 Breastfeeding Promotion and Support Plan</p> <p>Policy: 11.11 Security of WIC Data</p>
E. NUTRITION EDUCATION & COUNSELING	<p>Provide health and nutrition education and counseling.</p>	<p>Practice active listening and observation skills.</p> <p>Assess readiness to change.</p> <p>Communicate to participants in a sensitive, non-judgmental manner.</p>	<p>VENA Resources:</p>

	Provide family centered nutrition education responsive to the identified needs/interests of the participant.	Prioritize nutrition problems to be addressed with the participant. Provide science – based and consistent nutrition education and health messages.	
F. FOOD PACKAGE ISSUANCE	Ensure food package meets participant needs.	Issue food package based on nutritional needs, USDA and state WIC policies.	<p>Policy: 4.10 Food Packages: General</p> <p>Policy: 4.2 WIC Food List/Food Packages Overview</p> <p>Policy: 4.11 Tailoring for Participant Needs</p> <p>Policy 4.12 Women and Children Food Packages (Regular)</p> <p>Policy: 4.13 Breastfeeding Dyad Model Food Packages</p> <p>Policy: 4.14 Infant Food Packages (Regular)</p> <p>Policy: 4.15 Prescription-Required Foods and Food Packages</p> <p>Policy: 4.18 Ready-to-Feed Formulas and Medical Foods</p> <p>Policy: 4.19 Formulas and Medical Foods – Needs Beyond</p>
G. NUTRITION CARE PLAN	Complete Nutrition Care Plan.	Document observations, assessment, medical information including labs, risks, nutrition education, referrals and planned follow-up and evaluation.	ADA Nutrition Care Plan
H. REFERRALS	Refer participants to nutrition, health and social services to which they may qualify.	Refer participant to other WIC staff, public health agency, medical providers or other outside agencies for information request, additional assessments, referrals and follow-up.	<p>Agency referral list</p> <p>Policy: 3.10 Nutrition Assessment at Certification</p> <p>CYSHCN-WIC Toolkit</p>

I. WIC FARMERS' MARKET NUTRITION PROGRAM	Educate participant on the Farmers' Market Nutrition Program.	Assess participant interest in Farmers' Market Nutrition Program. Provide information on Farmers' Market locations and available food. Issue Farmers' Market checks. Provide secondary education about fruit and vegetables.	WIC Farmers' Market Nutrition Program
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WIC Paraprofessional Bilingual Certifier - Competencies

Hmong and Spanish- speaking bilingual paraprofessional WIC Certifiers have obtained a *Wisconsin WIC Program Certificate of Completion – CPA* that documents competencies attained through the Wisconsin WIC Bilingual Certifier Training. They are allowed to certify and provide individual secondary education contacts to participants of the bilingual paraprofessional’s culture with risks as identified in policy 5.b) (1). They must also be directly or technically supervised or mentored by an RD.

COMPETENCY AREA	COMPETENCY DESCRIPTION	COMPETENCY PERFORMANCE	NOTES/RESOURCES
A. WIC PARTICIPANT ENROLLMENT	Provide WIC nutrition services.	<p>Follow WIC policies and procedures for participant eligibility determination.</p> <p>Provide services in a friendly, timely, considerate, confidential manner.</p> <p>Adapt nutrition care of participant based on current research, data and participant feedback.</p>	<p>Wisconsin WIC Program. <i>WIC Nutrition Services Standards</i></p> <p>VENA Resources:</p> <p>Wisconsin WIC Program. <i>WIC Nutrition Services Standards</i>, June 2003</p> <p>Policy: 2.2 Initial Contact/Appointment Scheduling.</p> <p>Policy: 3.3 Nutrition Services Planning and Evaluation: Participant Satisfaction</p>
B. LANGUAGE PROFICIENCY	Demonstrate proficiency in dual languages.	<p>Comprehend, speak, and write at an advanced level in both languages.</p> <p>Adapt vocabulary to be suitable to the participant’s education level and understanding.</p> <p>Identify and correct own mistakes.</p> <p>Know one’s abilities and limits.</p>	<p>Language Proficiency Resources:</p> <p>American Council for the Teaching of Foreign Languages (ACTFL)</p> <p>Interagency Language Roundtable (ILR) scale</p> <p>ICAO Language Proficiency Scale</p>

<p>C. CULTURAL COMPETENCY</p>	<p>Apply the nutrition related cultural implication to practice in a clinic setting.</p>	<p>Demonstrate knowledge of factors in determining disease, disease prevention and health promotion that affect nutrition in diverse populations.</p> <p>Develop and use accurate, culturally appropriate nutrition education materials.</p> <p>Respect participant’s belief in alternative health systems (i.e. negative attitudes toward blood work, use of alternative medicine/herbs or traditional healers).</p>	<p>Policy: 3.35 Nutrition Education: Techniques and Cultural and Linguistic Considerations</p> <p>ADA. Diversity Checklist. (See ADA website – for members only)</p> <p>Policy: 10.51 Civil Rights: Non Discrimination</p>
<p>D. NUTRITION ASSESSMENT</p>	<p>Conduct WIC Nutrition Assessment.</p>	<p>Identify at – risk and high – risk participants.</p> <p>Refer all high – risk participants to WIC Dietitian or WIC Nutritionist.</p> <p>Interpret anthropometric data.</p> <p>Interpret hematological data.</p>	<p>Policy: 3.12 Nutrition Risk Determination: Anthropometric Procedures</p> <p>ROSIE Help, Assessment Procedures</p> <p>ROSIE Help, WIC Project Nutrition Policy Options for Trained Bilingual Paraprofessional CPA Staff</p> <p>VENA Resources:</p> <p>Policy: 3.11 Nutrition Risk Determination: Hematological Procedures</p> <p>HemoCue Capillary Sampling Skills Checklist HemoCue training in-services are completed by CPA.</p> <p>AAP: <i>Bright Futures, Guidelines for Health Supervision of Infants, Children and Adolescents, 2008</i>; USDA: <i>Infant Nutrition and Feeding, A Guide for Use in the WIC and CSF Programs</i></p>

		<p>Analyze health and nutrition histories based on lifecycle stage and development.</p> <p>Assess and determine risk.</p> <p>Assess participant’s concerns and priorities.</p>	<p>ROSIE Help, Nutrition Risk Criteria and Guidelines</p>
E. BREASTFEEDING	<p>Provide ongoing quality nutrition and breastfeeding promotion and support to all WIC women.</p>	<p>Complete breastfeeding assessments at critical points during pregnancy and post partum.</p> <p>Analyze breastfeeding problems using evidence – based information.</p> <p>Provide referrals to Peer Counselors and Lactation Consultants.</p> <p>Provide WIC breast pumps based on appropriate assessment of need.</p>	<p>Policy : 3.40 Breastfeeding Promotion and Support Plan</p> <p>Policy: 11.11 Security of WIC Data</p>
F. NUTRITION EDUCATION AND COUNSELING	<p>Provide health and nutrition education and counseling.</p>	<p>Practice active listening and observation skills.</p> <p>Assess readiness to change.</p> <p>Communicate to participants in a sensitive, non-judgmental manner.</p>	<p>VENA Resources:</p>
	<p>Provide family centered nutrition education which is responsive to the identified needs/interests of the participant.</p>	<p>Prioritize nutrition problems to be addressed with participant.</p> <p>Provide science – based and consistent nutrition education and health messages.</p>	<p>ROSIE Help, Nutrition Risk Criteria and Guidelines</p>
G. FOOD PACKAGE ISSUANCE	<p>Ensure food package meets participant needs.</p>	<p>Issue food package based on nutritional needs, USDA and state WIC policies.</p>	<p>Policy: 4.10 Food Packages: General</p> <p>Policy: 4.2 WIC Food List/Food Packages Overview</p>

			Policy 4.12 Women and Children Food Packages (Regular) Policy: 4.13 Breastfeeding Dyad Model Food Packages Policy: 4.14 Infant Food Packages (Regular)
H. NUTRITION CARE PLAN	Complete Nutrition Care Plan.	Document observations, assessment, medical information including labs, risks, nutrition education, referrals and planned follow-up and evaluation.	
I. REFERRALS	With RD approval, refer participants to nutrition, health and social services to which they may qualify.	With RD approval, and following agency policy, refer participant to other WIC staff, public health agency, medical providers or other outside agencies for information request, additional assessments, referrals and follow-up.	Agency referral list Policy: 3.10 Nutrition Assessment at Certification CYSHCN-WIC Toolkit
J. WIC FARMERS' MARKET NUTRITION PROGRAM	Educate participant on the Farmers' Market Nutrition Program.	Assess participant interest in Farmers' Market Nutrition Program. Provide information on Farmers' Market locations and available food. Issue Farmers' Market checks. Provide secondary education about fruit and vegetables.	WIC Farmers' Market Nutrition Program

WIC Support Staff – Competencies

COMPETENCY AREA	COMPETENCY DESCRIPTION	COMPETENCY PERFORMANCE	NOTES/RESOURCES
A. PRESCREENING	Prescreen applicants.	Apply income guidelines. Apply categorical and residential eligibility. Apply processing standards.	Policy: 2.3 Income Eligibility ROSIE User's Guide
B. APPOINTMENT SCHEDULING	Schedule appointments for optimal clinic flow and show rates.	Make appointments in Scheduler. Follow-up on appointment no-shows.	Policy: 2.2 Initial Contact/Appointment Scheduling
C. INTAKE	Complete application intake.	Determine participant eligibility. Make referrals per state and project policy. Document intake and other applicable participant information in ROSIE. Initiate Rights and Responsibilities form. Identify anthropometric and hematological screenings needed.	Policy: 2.3 Income Eligibility Forward Health
D. FOOD INSTRUMENTS & SECONDARY NUTRITION CONTACTS	Issue food instruments to participants. Issue FMNP instruments to participants. Document all Secondary Nutrition Education and other data.	Print and distribute food instruments, including for Farmers' Market Nutrition Program. Explain food selection and FI use. Promote the fully breastfeeding food package for breastfeeding women and their infants. Maintain Magnetic Ink Character Recognition (MICR) printer. Instruct participants on process for nutrition and breastfeeding display or module activity. Document Secondary Nutrition Education contacts in ROSIE. Establish procedures to follow-up on pick-up	Policy: 4.0 Food Package/FI Issuance Policy: 3.30 Nutrition Education: General Policy: 3.31 Nutrition Education: Certification Appointments Policy: 3.32 Nutrition Education: Secondary Nutrition Education Contacts Nutrition Fact Sheets

		no shows.	
E. CUSTOMER SERVICE	Provide excellent customer service.	Provide services in a friendly, timely, considerate and confidential manner. Solicit and address participant concerns, document complaints. Manage clinic flow.	Policy: 10.51 Civil Rights: Non-discrimination
F. BREASTFEEDING	Support WIC education messages. Refer participants to appropriate WIC staff.	Inform mothers and their families on how WIC promotes and supports breastfeeding. Promote exclusive breastfeeding without formula supplementation. Refer breastfeeding participants requesting infant formula to CPA. Refer participants requesting food package changes to CPA or RD. Refer to BF support staff.	WI WIC Breastfeeding Information Grow and Glow Breastfeeding Training WIC Training Connection
G. REPORTS AND DATA	Use reports and data.	Use reports and queries related to scheduling, draft issuance, and participant fraud/abuse as directed.	

WIC Health Screener - Competencies

COMPETENCY AREA	COMPETENCY DESCRIPTION	COMPETENCY PERFORMANCE	NOTES/RESOURCES
A. ANTHROPOMATIC MEASUREMENT	Obtain accurate weight.	Determine when measurement should be obtained. Use appropriate equipment. Follow correct method.	Policy: 3.10 Nutrition Assessment at Certification Policy: 3.12 Nutrition Risk Determination: Anthropometric Procedures Policy: 3.51 Maintenance of Nutrition Assessment Equipment
	Obtain accurate length.	Determine when measurement should be obtained. Use appropriate equipment. Follow correct method.	Policy: 3.10 Nutrition Assessment at Certification Policy: 3.12 Nutrition Risk Determination: Anthropometric Procedures Policy: 3.51 Maintenance of Nutrition Assessment Equipment ROSIE Help, Assessment Procedures
	Obtain accurate height.	Determine when measurement should be obtained. Follow correct method. Use appropriate equipment.	Policy: 3.10 Nutrition Assessment at Certification Policy: 3.12 Nutrition Risk Determination: Anthropometric Procedures Policy: 3.51 Maintenance of Nutrition Assessment Equipment ROSIE Help, Assessment Procedures
B. HEMATOLOGICAL MEASUREMENT	Obtain accurate hemoglobin/hematocrit measurement.	Determine when measurement should be obtained. Identify supplies necessary for collecting	Policy: 3.11 Nutrition Risk Determination: Hematological Procedures

		blood sample. Use proper specimen collection procedure to obtain accurate hematocrit or hemoglobin.	Policy: 3.51 Maintenance of Nutrition Assessment Equipment
C. DOCUMENTATION	Document measurements.	Document measurements accurately in ROSIE.	
D. UNIVERSAL PRECAUTIONS	Maintain safety standards for procedures.	Maintain cleanliness on all surfaces and equipment. Follow proper procedure to reduce risk of infection from blood borne pathogens. Dispose of lab wastes/materials properly.	Local Agency procedures related to blood borne pathogen exposure control plan.
E. EQUIPMENT MAINTENANCE	Maintain equipment standards.	Implement routine maintenance and calibration schedules for equipment. Perform control checks on blood analyzers if required. Maintain adequate and appropriate inventory of laboratory supplies.	
F. CULTURAL COMPETENCY	Communicate appropriately.	Explain procedure to participant/guardian before performing. Modify based upon participant needs (i.e. language, *culture, disabilities). Defer interpretation of measurement.	*Culture plays a role in how people communicate, their comfort level with touch and discussing issues related to the body. Try to learn about the culture of the families you work with. They will appreciate it. Watch for verbal and nonverbal clues. Incorporate techniques to help your families such as using a doll to demonstrate what you will be doing.

WIC Interpreter - Competencies

Definition: Interpretation is oral - it refers to listening to something spoken (i.e., an explanation of a process) in the source language and interpreting it orally into the target language.

COMPETENCY AREA	COMPETENCY DESCRIPTION	COMPETENCY PERFORMANCE	NOTES/RESOURCES
A. LANGUAGE PROFICIENCY	Demonstrate proficiency in dual languages.	<p>Comprehend and speak at an advanced level in both languages.</p> <p>Adapt vocabulary to be suitable to the participant's education level and understanding.</p> <p>Identify and correct own mistakes.</p> <p>Know one's abilities and limits.</p>	<p>Language Proficiency Resources:</p> <p>American Council for the Teaching of Foreign Languages (ACTFL).</p> <p>Interagency Language Roundtable (ILR) scale</p> <p>ICAO Language Proficiency Scale</p>
B. CULTURAL UNDERSTANDING	Demonstrate understanding of the target language culture.	<p>Follow rules of cultural etiquette.</p> <p>Prevent potential cultural barriers to communication.</p> <p>Share relevant cultural information.</p>	See Resources Below
C. COMMUNICATION FACILITATION	Demonstrate professional standards for interpretation.	<p>Establish rapport with WIC participants.</p> <p>Select most appropriate mode of interpretation.</p> <p>Transmit information between involved parties.</p> <p>Ensure understanding of information by all parties.</p> <p>Manage communication flow for enhanced rapport between all parties.</p> <p>Maintain impartiality.</p> <p>Interpret participant concerns to WIC staff.</p> <p>Understand the role of the interpreter and not deviate to other roles.</p>	See Resources Below
D. HEALTH, NUTRITION AND	Understand WIC – related nutrition and breast – feeding concepts and WIC	Interpret health, nutrition and breastfeeding concepts.	WIC Nutrition Basics for Interpreters Training

BREASTFEEDING CONTENT KNOWLEDGE	procedures. Understand how WIC promotes and supports breastfeeding.		
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Other Resources

Web - Based
<p>WI WIC Policy: 10.51 Civil Rights: Non-discrimination and Guidance on Interpreters and Translators</p> <p>Interpreter Competencies and Standards of Practices Massachusetts Medical Interpreters' Association Standards of Practice http://mcihealth.org/Documents/Outline,%20Interpreter%20Competencies%20and%20Standards.doc.-</p> <p>US Department of Health and Human Services Office of Minority Health National Standards on Culturally and Linguistically Appropriate Services (CLAS)</p>
Print - Based
<p>Advisory Committee on Interpreter Standards, (1998). "Interpreter Code of Ethics", in Bridging the Language Gap: How to Meet the Need for Interpreters. Minnesota: Health Advocates.</p> <p>Advisory Committee on Interpreter Standards, (1999). Professional Interpreter Standards: Training and Skill Assessment. Minnesota: Health Advocates.</p> <p>Cross Cultural Health Care Program, (1999). Interpreter Services: Code of Ethics. Adapted from Hospital Interpretation Program, Seattle, WA, Boston City Hospital, Boston, MA, and American Medical Interpreters and Translators Association, Stanford, CT.</p> <p>Egli, Eric & Garcia-Peltoniemi, Rosa E., (1999). Guidelines for Working with Interpreters, Minneapolis, Unpublished work, Minnesota: Center for Victims of Torture.</p> <p>Gany, Francesca, (1997). Working with Interpreters: The Perspective of the Provider. Massachusetts Medical Interpreters Association, National Conference on Medical Interpreting.</p> <p>Poss, J.E. and Rangel, R. (1995). "Working Effectively with Interpreter in the Primary Care Setting," Nurse Practitioners, December.</p>

WIC Translator - Competencies

Definition: Translation is written - it involves taking a written text (such as a poster) in the source language and translating it in writing into the target language.

Note: A competent interpreter may or may not be competent to translate written materials. Consider contracting with a professional translation service for trained and competent translators.

COMPETENCY AREA	COMPETENCY DESCRIPTION	COMPETENCY PERFORMANCE	NOTES/RESOURCES
A. LANGUAGE PROFICIENCY	Demonstrate proficiency in dual languages.	<p>Read and write at an advanced level in both languages.</p> <p>Identify and correct own mistakes.</p> <p>Know one’s abilities and limits.</p>	<p>Language Proficiency Resources:</p> <p>American Council for the Teaching of Foreign Languages (ACTFL).</p> <p>Interagency Language Roundtable (ILR) scale</p> <p>ICAO Language Proficiency Scale</p>
B. CULTURAL UNDERSTANDING	Demonstrate understanding of the target language culture.	Use or explain appropriate cultural references.	
C. TRANSLATION SKILLS	Demonstrate professional standards for translation.	<p>Translate ideas and be true to author’s intentions.</p> <p>Understand subject matter of material that is to be translated.</p> <p>Ensure that the translated text is similar in mood and style to that of the original.</p> <p>Ensure that the translated text follows the target language rules of punctuation and formatting.</p> <p>Translate materials so that they can be understood by all or most *subgroups.</p> <p>Utilize translation tools when necessary.</p> <p>Follow common writing conventions for editing, proofing and finalizing document.</p>	<p>*For example, Somalians understand different dialects and in the United States, there are at least seven Hispanic/Latino subgroups.</p> <p>Translation tools: monolingual and bilingual dictionaries. reference guides, and WIC – related materials.</p>

		<p>Clarify source material with author if necessary.</p> <p>Maintain confidentiality and impartiality if the translation is specifically for an individual.</p> <p>Understand the role of the translator and not deviate to other roles.</p>	
D. HEALTH, NUTRITION AND BREASTFEEDING CONTENT KNOWLEDGE	<p>Understand WIC – related nutrition and breast – feeding concepts and WIC procedures.</p> <p>Understand how WIC promotes and supports breastfeeding.</p>	<p>Translate health, nutrition and breastfeeding *concepts.</p>	<p>*WIC Program nutrition and health terms, issues surrounding women, infants and children, rights and responsibilities, and program sanctions.</p>

WIC Breastfeeding Coordinator - Competencies

COMPETENCY AREA	COMPETENCY DESCRIPTION	COMPETENCY PERFORMANCE	NOTES/RESOURCES
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A. PARTICIPANT SERVICES	Promote and support breastfeeding in a manner that is consistent with WIC regulations, policies, and initiatives.	Inform mothers and their families on how WIC promotes and supports breastfeeding.	Policy : 3.40 Breastfeeding Promotion and Support Plan
B. PRINCIPLES OF BREASTFEEDING	Understand basic breastfeeding principles for pregnancy, lactation, infancy, and early childhood.	Provide accurate and relevant information to mothers and their families about breastfeeding and emphasize that most mothers can breastfeed. Explain the effects of formula supplementation on a mother's milk production.	Policy : 3.40 Breastfeeding Promotion and Support Plan
C. BREASTFEEDING ASSESSMENT	Understand the WIC Breastfeeding assessment process including documentation.	Recognize how personal and cultural beliefs, attitudes, and concerns influence mothers' breastfeeding decisions. Assess a pregnant woman's intention to breastfeed and identify factors that affect breastfeeding success. Assess the breastfeeding mother and infant. Document in a manner that is consistent with WIC policies and guidance.	Policy : 3.40 Breastfeeding Promotion and Support Plan
D. BREASTFEEDING SUPPORT	Promote breastfeeding during pregnancy and help mothers initiate and continue breastfeeding.	Provide appropriate anticipatory guidance on breastfeeding during the mother's pregnancy. Promote exclusive breastfeeding without formula supplementation. Provide breastfeeding education and support in the early postpartum period. Provide strategies, affirmation, and encouragement to breastfeeding mothers on how to continue the breastfeeding relationship.	Policy : 3.40 Breastfeeding Promotion and Support Plan
E. COMMUNICATION	Communicate with WIC families about breastfeeding.	Develop rapport and foster open dialogue to successfully communicate with mothers and their families about breastfeeding.	

F. BREASTFEEDING PROGRAM COORDINATION	<p>Ensure that the WIC project promotes and supports breastfeeding as the norm within WIC, the agency, and the community.</p>	<p>Orient and train all staff on breastfeeding competencies, promotion and support.</p> <p>Ensure that breastfeeding education and support is offered to all pregnant and breastfeeding women.</p> <p>Evaluate breastfeeding services.</p> <p>Monitor to ensure that practices and procedures are consistent with WIC regulations, policies, and initiatives.</p> <p>Build and maintain effective community breastfeeding partnerships.</p>	<p>Initiatives include breastfeeding peer counseling program, breast pump program, Grow and Glow, WIC food package, Business Case for Breastfeeding, etc.</p>
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WIC Breast Feeding Peer Counselor - Competencies

COMPETENCY AREA	COMPETENCY DESCRIPTION	COMPETENCY PERFORMANCE	NOTES/RESOURCES
A. PARTICIPANT SERVICES	<p>Promote and support breastfeeding in a manner that is consistent with WIC</p>	<p>Inform mothers and their families on how WIC promotes and supports breastfeeding.</p>	<p>Policy: 3.42 Breastfeeding Peer</p>

	regulations, policies, and initiatives.		Counseling
B. PRINCIPLES OF BREASTFEEDING	Understand basic breastfeeding principles for pregnancy, lactation, infancy, and early childhood.	<p>Provide accurate and relevant information to mothers and their families about breastfeeding and emphasizes that most mothers can breastfeed.</p> <p>Explain the effects of formula supplementation on a mother's milk production.</p>	
C. BREASTFEEDING ASSESSMENT	Understand the WIC Breastfeeding assessment process including documentation.	<p>Recognize how personal and cultural beliefs, attitudes, and concerns influence mothers' breastfeeding decisions.</p> <p>Assess a pregnant woman's intention to breastfeed and identify factors that affect breastfeeding success.</p> <p>Assess the breastfeeding mother and infant.</p> <p>Document in a manner that is consistent with WIC policies and guidance.</p>	Policy : 3.40 Breastfeeding Promotion and Support Plan
D. BREASTFEEDING SUPPORT	Promote breastfeeding during pregnancy and help mothers initiate and continue breastfeeding.	<p>Provide appropriate anticipatory guidance on breastfeeding during the mother's pregnancy.</p> <p>Promote exclusive breastfeeding without formula supplementation.</p> <p>Provide breastfeeding education, support, and referrals in the early postpartum period.</p> <p>Provide strategies, affirmation, and encouragement to breastfeeding mothers on how to continue the breastfeeding relationship.</p>	Policy : 3.40 Breastfeeding Promotion and Support Plan
E. COMMUNICATION	Communicate with WIC families about breastfeeding.	Develop rapport and foster open dialogue to successfully communicate with mothers and their families about breastfeeding.	

WIC Farmers' Market Nutrition Program Farmer Contact - Competencies

NOTE: The following competencies have been integrated into the separate job roles (i.e. Director) but they are consolidated here to provide a comprehensive overview.

COMPETENCY AREA	COMPETENCY DESCRIPTION	COMPETENCY PERFORMANCE	NOTES/RESOURCES
A. PROGRAM	Demonstrate knowledge of Farmers' Market	Promote Farmers' Market Nutrition Program.	Key Personnel: Director

OVERSIGHT	Nutrition Program.	Monitor redemption rate. Demonstrate knowledge about policy resources (i.e. Staff Manual, Web site, ROSIE Resources, WIC PRO).	WIC Farmers' Market Nutrition Program WIC Farmers' Market Nutrition Program Forms and Publications:
B. CHECK ISSUANCE	Issue WIC Farmers' Market Nutrition Program checks.	Determine eligibility. Issue Farmers' Market Nutrition Program checks. Replace damaged checks. Direct participants to Farmers' Market Nutrition Program modules.	Key Personnel: Check Issuer (varies among projects) WIC Farmers' Market Nutrition Program Forms and Publications:
C. NUTRITION EDUCATION	Provide nutrition education to encourage participants to use checks.	Share nutrition resources available for the Farmers' Market Nutrition Program.	Key Personnel: Nutritionist WIC Farmers' Market Nutrition Program
D. SENIOR FARMERS' MARKET NUTRITION PROGRAM	Provide general information about the Senior Farmers' Market Nutrition Program.	Explain locations and benefits of Senior Farmers' Market Nutrition Program.	Key Personnel: Farmer Contact Senior Farmers' Market Nutrition Program website
E. FARMERS' MARKET & FARMSTAND APPROVAL	Maintain listing of approved farmers' markets and farm stands	Demonstrate knowledge of market and stand application process. Demonstrate knowledge of ROSIE FMNP On-Line System.	Key Personnel: Farmer Contact
F. FARMER AUTHORIZATION	Assist farmers to apply for the Farmers' Market Nutrition Program.	Determine farmer eligibility requirements. Follow application and training procedures mandated by State Office.	Key Personnel: Farmer Contact
G. FARMER MONITORING	Monitor farmers.	Visit market or farm stand as required. Submit Farmers' Market Nutrition Program Site Observation Worksheet. Follow complaint procedures.	Key Personnel: Farmer Contact
H. REPORTING	Provide required documentation	Submit Farmers' Market Nutrition Program	Key Personnel: Director

		expenditure report. Provide documentation as required for project review.	
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WIC Vendor - Competencies

COMPETENCY AREA	COMPETENCY DESCRIPTION	COMPETENCY PERFORMANCE	NOTES/RESOURCES
A. Vendor Requirements and Check Redemption Process	Demonstrate knowledge of WIC Vendor Manual and cashier quiz.	Apply information in the Vendor Manual to all vendors. Demonstrate understanding of vendor training DVD contents.	Policy: 7.0 Vendor Management Vendor training DVD Vendor website

		Maintain communication with WIC Management Unit.	Vendor manual: http://dhs.wisconsin.gov/wic/WICPRO/Vendor_Auth/pph04537.pdf
B. Knowledge of WIC Approved Foods	Demonstrate knowledge of approved WIC food types, brands and sizes. Demonstrate knowledge of Not Allowed Foods.	Maintain knowledge of current WIC Approved Foods list.	WIC Approved Foods WIC, You and the Grocery Store DVD Cashier section of vendor training DVD Cashier quiz in vendor manual
C. WIC Vendor Authorization	Conduct On-site WIC Vendor Authorization Visits.	Demonstrate understanding of authorization packet from State WIC Office. Determine compliance with minimum WIC vendor requirements. Provide vendor training.	Policy: 7.0 Vendor Management ROSIE Help – ROSIE and Central Office Resources/Reference and Guidance/Vendor Vendor training DVD
D. Authorized WIC Vendor Monitoring	Conduct Vendor Monitoring.	Prepare for monitoring visit. Conduct compliance buy test. Determine compliance with minimum WIC vendor requirements. Complete documentation of monitoring. Communicate monitoring results to vendor.	ROSIE and Central Office Resources on ROSIE Help – Corrective Action Plan, ROSIE Guidance, Routine Monitoring Training and Guidelines, Routine Monitoring Worksheet, Vendor Selection List, and Creating Compliance Buy Families ROSIE User Guide on ROSIE Help – Chapter 05 Vendor Management
E. Vendor Complaints	Handle Complaints from Participants, other Vendors and/or Consumers.	Document complaint. Collect complaint evidence, if provided. Communicate complaint to WIC Management Unit.	Policy: 7.0 Vendor Management ROSIE User Guide on ROSIE Help – Chapter 05 Vendor Management
F. Vendor Re-Application	Conduct Vendor Training Session(s).	Plan training session. Conduct training session to vendors.	DVD and other training materials provided by WIC Management Unit

		Ensure all vendors attend training.	
G. ROSIE Vendor Management area	Demonstrate knowledge of Vendor Management area of ROSIE and access ROSIE Vendor Management Reports.	<p>Search for vendor record.</p> <p>Demonstrate knowledge of information available.</p> <p>Complete data entry (monitoring, training, complaints) as allowed by State WIC Office and Project Director.</p> <p>Access and use reports available.</p>	<p>ROSIE User Guide on ROSIE Help – Chapter 05 Vendor Management</p> <p>ROSIE and Central Office Resources on ROSIE Help – Vendor Monitoring</p> <p>ROSIE Reports/Vendor</p>

WIC Trainer - Competencies

The following competencies apply to WIC staff that provides staff development within WIC. Staff development activities can range from a teleconference lecture format to a multi – day conference with a variety of presentations and workshops.

COMPETENCY	COMPETENCY	COMPETENCY	NOTES/RESOURCES
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AREA	DESCRIPTION	PERFORMANCE	
A. PLAN STAFF DEVELOPMENT ACTIVITIES	Plan interactive, learner – centered staff development activities.	<p>Complete a needs assessment to determine necessity of staff development activity</p> <p>Complete a needs assessment to determine content for staff development.</p> <p>Develop staff development learning objectives based on needs and culture of learners.</p> <p>Design staff development activities based on learning objectives and adult learning principles.</p> <p>Create learner – centered materials.</p> <p>Plan for follow up activities to the staff development activities.</p> <p>If planning by team, employ best practices for conducting meetings.</p> <p>Use project management tools to facilitate team progress.</p>	<p>WIC Staff Development Toolkit</p> <p>WIC Team Leadership Toolkit</p> <p>Decision Making Tool</p> <p>Nutrition Guidelines for the Workplace</p>
B. IMPLEMENT STAFF DEVELOPMENT ACTIVITIES	Implement interactive, learner – centered staff development activities.	<p>Follow best practices for presentations.</p> <p>Utilize a mix of learner – centered activities and group configurations.</p> <p>Incorporate interactivity and adult learning principles in learner activities.</p>	<p>PowerPoint Tips</p> <p>Social Media Guidelines</p> <p>Teleconference Tips</p> <p>Videoconference Tips</p>
C. EVALUATE STAFF DEVELOPMENT ACTIVITIES	Evaluate staff development activities.	<p>Design formative and summative assessment tools and processes.</p> <p>Incorporate assessment tools and processes during planning, implementation, and assessment phases of staff development.</p> <p>Use assessment results to improve staff</p>	<p>Formative assessment: monitoring that occurs throughout the process of learning, providing learners with feedback on how they are doing and what their next learning steps are.</p> <p>Summative assessment: A culminating assessment, which</p>

		development activities. Use assessment results to improve staff job performance.	gives information on learners' mastery of content, knowledge, or skills.
D. USE APPROPRIATE TECHNOLOGY	Learn and utilize technology appropriate for staff development activities.	Assess technology needs for trainer and learners. Investigate and learn new technology as needed. *Obtain access to necessary technology. Resolve technology issues that arise during staff development planning, implementation and evaluation.	*Software acquisition needs to be approved. It is important that all WIC staff that provides staff development have access to the following: laptop with wireless internet access, flash drive, LCD projector, Microsoft Word, PowerPoint and Excel. It is also might be helpful to become an administrator of Select Survey and TRAIN, if authorized. Scheduling tools can be useful: Outlook, Meeting Wizard.
E. PROVIDE ONSITE LOGISTICS	Plan and implement logistics for onsite staff development	Pre – Planning: organize trainer, site and event specifics; complete necessary administrative paperwork; conduct registration. Onsite Oversight: Manage onsite details for set – up, materials, registration, assistance with training activities, evaluation, food and general comfort of participants and trainers. Post – Event: Complete necessary administrative paperwork; manage evaluation results and certification materials.	WIC Onsite Logistics Manual