

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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