

## WIC Director/Project Nutritionist - Competencies Combined

| COMPETENCY AREA                         | COMPETENCY DESCRIPTION  | COMPETENCY PERFORMANCE  | NOTES/RESOURCES  |
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| <b>A. WIC PARTICIPANT CERTIFICATION</b> | 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: <a href="#">10.21 WIC Staff Requirements: Nutrition Staff</a></p> <p>Policy: <a href="#">10.25 WIC Staff Requirements: Project Director</a></p> <p>Policy: <a href="#">2.1 Certification Requirements</a></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: <a href="#">3.12 Nutrition Risk Determination: Anthropometric Procedures</a></p> <p>Policy: <a href="#">3.50 Specifications for Nutrition Assessment Equipment</a></p> <p>Policy: <a href="#">3.51 Maintenance of Nutrition Assessment Equipment</a></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: <a href="#">3.11 Nutrition Risk Determination: Hematologic Procedures</a></p> <p>Policy: <a href="#">11.6 WIC Equipment Purchase and Security</a></p>   |

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|   | Monitor staff for accurate and culturally appropriate hematological procedures.   | <p>Policy: <a href="#">3.50 Specifications for Nutrition Assessment Equipment</a></p> <p>Policy: <a href="#">3.51 Maintenance of Nutrition Assessment Equipment</a></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: <a href="#">3.10 Nutrition Assessment at Certification</a></p> <p>ROSIE Help, ROSIE Nutrition Guidance</p> <p>ROSIE Help, Assessment Procedures</p> <p>ROSIE Help, WIC Risk Criteria and Guidelines</p> <p><a href="#">VENA Resources:</a></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: <a href="#">3.30 General</a></p> <p>ROSIE Help, WIC Risk Criteria and Guidelines</p> <p><a href="#">VENA Resources:</a></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: <a href="#">3.40 Breastfeeding Plan</a></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: <a href="#">4.2 WIC Food List/Food Packages Overview</a></p> <p>Policy: <a href="#">4.10 Food Packages: General</a></p>  |

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|  |  |   | <p>Policy: <a href="#">4.11 Tailoring for Participant Needs</a></p> <p>Policy: <a href="#">4.12 Women and Children Food Packages (Regular)</a></p> <p>Policy: <a href="#">4.13 Breastfeeding Dyad Food Packages</a></p> <p>Policy: <a href="#">4.14 Infant Food Packages</a></p> <p>Policy: <a href="#">4.15 Prescription-Required Foods and Food Packages</a></p> <p>Policy: <a href="#">4.18 Ready-to-Feed Formulas and Medical Food</a></p> <p>Policy: <a href="#">4.20 Limited Cooking and Storage Models</a></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: <a href="#">3.30 Nutrition Education: General</a></p> <p>Policy: <a href="#">3.32 Nutrition Education: Secondary Nutrition Education Contacts</a></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: <a href="#">5.2 Programs/Services Available to WIC Participants</a></p> <p>ROSIE Help, WIC Risk Criteria and Guidelines</p>   |

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|  | <p>Ensure nutrition care and breastfeeding documentation that meets state policies.</p> | <p>Monitor nutrition care and breastfeeding documentation.</p>  | <p>Policy: <a href="#">10.21 WIC Staff Requirements: Nutrition Staff</a></p> <p><a href="#">ADA Nutrition Care Plan</a></p> <p>Policy: <a href="#">3.30 Nutrition Education: General</a></p> <p>Policy: <a href="#">3.10 Nutrition Assessment at Certification</a></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: <a href="#">4.30 Food Instrument Issuance: Overview &amp; Timeframe</a></p> <p>Policy: <a href="#">4.31 Late Food Instrument Issuance</a></p> <p>Policy: <a href="#">4.33 Catch-Up Food Instrument Issuance</a></p> <p>Policy: <a href="#">4.34 Special Draft Issuance Considerations</a></p> <p>Policy: <a href="#">4.35 Issuance Intervals</a></p> <p>Policy: <a href="#">4.37 Reissued and Additional Food Instruments</a></p> <p>Policy: <a href="#">4.40 Proxies</a></p> <p>Policy: <a href="#">4.41 Lost and Stolen Food Instruments</a></p> <p>Policy: <a href="#">4.43 Returned Formula</a></p> <p>Policy: <a href="#">4.44 Returned Food</a></p> <p>Policy: <a href="#">4.45 WIC Benefits During a Disaster</a></p> |

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| <b>B. NUTRITION SERVICES</b> | 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: <a href="#">3.30 Nutrition Education: General</a></p> <p>Policy: 10.51 Attachment: <a href="#">Guidance on Interpreters and Translators</a></p>   |
| <b>C. BREASTFEEDING</b>      | 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: <a href="#">3.40 Breastfeeding Promotion &amp; Support Plan</a></p> <p>Policy: <a href="#">3.42 Breastfeeding Peer Counseling</a></p>   |
| <b>D. ADMINISTRATION</b>     | 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: <a href="#">10.41 Confidentiality</a></p> <p>Policy: <a href="#">10.51 Civil Rights</a></p> <p>Policy: <a href="#">3.42 Breastfeeding Peer Counseling</a></p> <p>Policy: <a href="#">10.23 Breastfeeding Coordinator and Breastfeeding Peer Counseling Coordinator</a></p> <p>ROSIE Help, WIC Project Nutrition Policy Options for Trained Bilingual CPA Staff</p> <p><a href="#">WIC Training Connection – Leadership and Management Resources</a></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>   |  |

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|  | 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>  | <a href="#">WIC Training Connection – Leadership and Management Resources</a>   |
| 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: <a href="#">10.21 WIC Staff Requirements: Nutrition Staff</a></p> <p>Policy: <a href="#">10.23 WIC Staff Requirements: Breastfeeding Coordinator and Peer Counselor Program Coordinator</a></p> <p>Policy: <a href="#">10.25 WIC Staff Requirements: Project Director</a></p> <p><a href="#">WIC Training Connection – Leadership and Management Resources</a></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>   |   |

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|  | <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: <a href="#">10.42 Records Retention</a></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: <a href="#">2.2 Initial Contact/Appointment Scheduling</a></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: <a href="#">11.1 Expenditure of Program Funds</a></p> <p>Policy: <a href="#">11.3 Budget Tracking</a></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: <a href="#">7.5 Vendor Training</a></p> <p><a href="#">WIC Farmers' Market Nutrition Program</a></p>      |

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|                               |   | <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>   |  |
| <b>E. COMMUNITY RELATIONS</b> | 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: <a href="#">5.0 Coordination / Integration</a> |

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|                              |  | <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>   |   |
| <b>F. PUBLIC HEALTH ROLE</b> | <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><a href="#">Public Health Orientation: search DHS homepage</a></p> |