

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.	<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: 10.25 WIC Staff Requirements: Project Director</p> <p>Policy: 2.1 Certification Requirements</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 assessment of the breastfeeding mother and infant.</p>	
	Ensure nutrition counseling is goal – oriented and based on identified risks and participant concerns.	<p>Provide training on WIC risk criteria & guidelines.</p> <p>Monitor counseling.</p>	<p>Policy: 3.30 Nutrition Education: General</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>	
	Ensure food instruments are issued per policy.	<p>Monitor that staff follows food instrument policies and procedures.</p> <p>Promote enhanced food packages available to breastfeeding mothers and their infants.</p>	
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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