

Wisconsin WIC Certification and Benefits Online Orientation Course WIC Glossary of Terms

Adjunctively eligible: WIC participants can automatically be income eligible if they are already enrolled in other programs, including Medicaid/BadgerCare, FoodShare and others.

Breastfeeding Peer Counselors: specially trained peers who directly support WIC mothers in breastfeeding.

Certification: process of enrolling a person into the WIC program (often abbreviated as “cert”).

Certified Lactation Educator (CLE): staff granted a certificate after completion of a five day course of breastfeeding management training. A CLE can provide breastfeeding assessment, counseling and support.

Certified Lactation Specialist (CLS): staff granted a certificate after completion of a five day course of breastfeeding management training and an exam. A CLS can provide breastfeeding assessment, counseling and support and have the CEUs (credentials) necessary to take the IBCLC (International Board Certified Lactation Consultant) exam.

Competent Professional Authority or CPA: staff who provide nutrition assessment and counseling, and make the final WIC eligibility determination, usually a Registered Dietitian but sometimes a dietetic technician, nurse or bilingual paraprofessional.

Contraindicated (for breastfeeding): This is not recommended.

Food instrument: term used to describe the WIC checks.

Food Package: set of food instruments for the individual participant; one food package per month.

High-Risk: those who are usually scheduled for an individual secondary education contact (because of the need for follow up) at their next check pick up.

Intake: the first step in the process of determining an applicant’s eligibility for the WIC Program.

Lactation: producing breast milk

Latch: the way babies position their mouth on the breast as they nurse.

Neonatal, neonatal mortality: “neonatal” is the first 28 days after birth; “neonatal mortality” means death within the first 28 days (“infant mortality” means death within the first year).

Nutritionist: a general term for Registered Dietitian (RD); Dietetic Technician, Registered (DTR); or a person with a Bachelor's degree in nutrition or dietetics.

Postpartum: period after a baby is born.

Projects: local WIC agencies.

Recertification: process of enrolling a person into the WIC Program for a subsequent certification period (after the initial certification), usually every six months. (Usually faster than the first time because there is already information in ROSIE from the first certification).

ROSIE: (Real-time Online Statewide Information Environment) software used throughout WIC to collect participant data and issue food checks.

USDA: United States Department of Agriculture, the Department that funds the WIC Program.

WIC, You and the Grocery Store Tool!: a DVD presentation for WIC participants and guardians of the WIC food list and procedure for purchasing WIC foods.

Vendor Management: part of the WIC organization that oversees all vendor activities including authorization, training, monitoring and fraud.

VENA: (Value Enhanced Nutrition Assessment) a procedure for assessing nutrition risk and counseling WIC participants that is participant centered and goal oriented