



Welcome to the "Foods and Focus" online orientation course for WIC staff in Wisconsin...

WIC Online Orientation - Introduction (00:07 / 17:19) ATTACHMENTS

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Welcome!

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Think about it

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Quick Tips to Navigate

- This course uses audio; please turn on your computer speakers or plug in your headphones.
- There are player controls at the bottom of the screen, or use the left navigation bar.
- Enlarge the player window by clicking here!
- The audio transcript is available in the Notes tab, or you can print a handout for each segment from the course home page.

SLIDE 1 OF 26 CLICK NEXT TO ADVANCE 00:07 / 00:07

Done

articulate POWERED PRESENTATION

SLIDE 1 OF 14 PAUSED 00:03 / 00:10

This course uses audio; please turn on your computer speakers or plug in your headphones.

There are player controls at the bottom of the screen that allow you to move around in this course, or use the left navigation bar.

You can enlarge the player window by clicking on the icon in the lower right corner.

The audio transcript is available in the Notes tab, or you can print a handout for each segment from the course home page.

At the end of each segment you will have some questions to consider.

Are you ready to begin?

A close-up photograph of a young girl with dark hair and eyes, wearing a purple shirt, holding a large, ripe red strawberry to her mouth and taking a bite. The background is a soft, out-of-focus green and blue gradient.

Introduction
about WIC

Our mission – how we help families

WIC services

Wisconsin WIC – places and people

WIC vendors

In this introduction, you will learn some of the basics about the WIC program, and how you make a difference - each and every day - in your work with WIC families.

You'll have a chance to explore some important concepts about WIC... and find out more about how we help families. In this section you will also learn about the main components of the WIC program, and the services we offer to families.

This course is customized for Wisconsin WIC staff – you'll discover how WIC works AND how we work for WIC participants around the state.

You will also learn about the role of the vendor and how vendors help to provide supplemental nutritious, healthy food for WIC families.



This is an orientation program, and is designed primarily for new WIC staff, although current staff are welcome to use this as a review.

This course was developed with funds provided by the United States Department of Agriculture.

WIC makes a difference!

25%

50%

4.3 million

WIC served 8.7 million participants each month through 10,000 clinics nationwide in 2008

- 922,000 pregnant women
- 577,000 breastfeeding women
- 652,000 postpartum women
- 2.2 million infants
- 4.3 million children

* 2009 WIC for a Healthier America

Did you know that approximately one out of four pregnant women in the United States participate in WIC?

Approximately half of all infants born in the United States are in WIC.

Millions of children are also WIC participants.

In 2008, WIC served 8.7 million participants each month through 10,000 clinics nationwide.

Do we make a difference? We know we do....

Numerous studies have shown that pregnant women who participate in WIC have longer pregnancies leading to fewer premature births. They have fewer low and very low birth-weight babies and experience fewer fetal and infant deaths.

WIC helps to ensure infants' and children's normal growth and improves diets. WIC reduces levels of anemia and increases immunization rates, and improves access to regular health care and social services.



Let's take a few minutes to review some terms and general concepts.

WIC stands for the Special Supplemental Nutrition Program for Women, Infants and Children. WIC provides nutritious foods, nutrition and breastfeeding education, breastfeeding support, and referrals to health and social services to participants at no charge.

Our target audience is income-eligible women, infants and young children who are at nutrition risk.

Our mission is to promote and maintain the health and well being of nutritionally at-risk pregnant and breastfeeding women, new mothers, infants and young children.

The funding for WIC comes from the United States Department of Agriculture. Each year Congress authorizes a specific amount of funding which is provided to state agencies to pay for WIC foods, nutrition services and other expenses.

Wisconsin WIC

Introduction

WIC has specific goals for participants. We provide a variety of services to support those goals.

Click on each segment to learn more.

(Tips to navigate: You can view in any order. Some pages have scrollbars that you can use to view the rest of the content on the page. Each segment has an image; you can use the magnifying glass to make the images larger.)



PROPERTIES
Allow user to leave interaction:
Show 'Next Slide' Button:
Completion Button Label:

[Anytime](#)
[Show upon completion](#)
[Next Slide](#)

Properties...

Edit in Engage

(Interaction)

Click on each segment to learn more.

WIC goals and services

Question 1 of 1 Point Value: 10

WIC provides a variety of services to support eligible families. Identify the services that WIC provides from the list below:



- Breastfeeding support
- Referrals to other health and nutrition services
- Education about nutrition and breastfeeding
- FoodShare (formerly known as "food stamps")
- Supplemental nutritious foods
- Wisconsin Works Program (W-2) enrollment

PROPERTIES

On passing, 'Finish' button:	Goes to Next Slide	 Properties...	 Edit in Quizmaker
On failing, 'Finish' button:	Goes to Next Slide		
Allow user to leave quiz:	After user has completed quiz		
User may view slides after quiz:	At any time		
User may attempt quiz:	2 times		

You just learned about the services that WIC provides. Now see what you remember.



Now that you have learned about our mission and services, it's time to find out more about the places and people that are part of the Wisconsin WIC program.

Wisconsin WIC

Wisconsin has WIC projects and clinic sites all across the state. There are also five regional offices.

Click on each numbered circle in order, to learn more about the places of WIC.

PROPERTIES
Allow user to leave interaction: Anytime
Show 'Next Slide' Button: Show upon completion
Completion Button Label: Next Slide

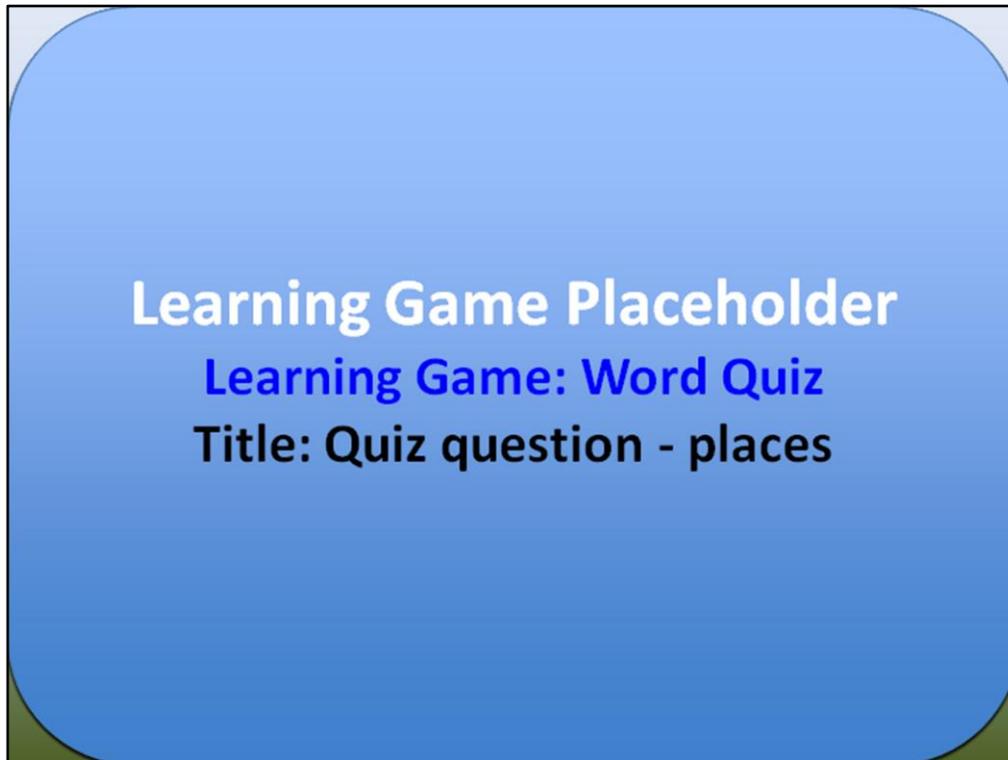
Properties...

Edit in Engage

(Interaction)

Wisconsin has WIC projects and clinic sites all across the state. There are also five regional offices.

Click on each numbered circle in order, to learn more about the places of WIC.



Try the word quiz now – click on the Go button.

Notes:

Word game – the letters spin into place

Question -

A local WIC agency is also called a _____.



Now that you've explored some of the WIC locations in Wisconsin, it's time to find out about some of the people at WIC.

In some clinics, one person may serve more than one role. As you learn about WIC roles, think about your job and where you fit in.

Please listen carefully – we'll ask you to match roles and responsibilities in just a few minutes. You can always repeat a page or go back for extra review.

Support Staff



- First contact with participants
- Initial intake
- Applications and screening
- Scheduling
- Provide information & referrals
- Print checks

The Support Staff greets the WIC participant - this is the first person in the office to meet with a prospective client, and this is a very important role in our organization.

The Support Staff does the initial "intake" - that just means they collect proof of identity, residency and income. Sometimes the intake person is also the Health Screener.

Responsibilities may include helping families through the application process, screening families for eligibility, and scheduling and rescheduling classes and appointments.

Support Staff promote breastfeeding and nutrition education, answer phone calls, and provide referrals to community resources.

The Support Staff also print out the WIC checks for the participant at the end of the visit, and at check pickup times.

Health Screener

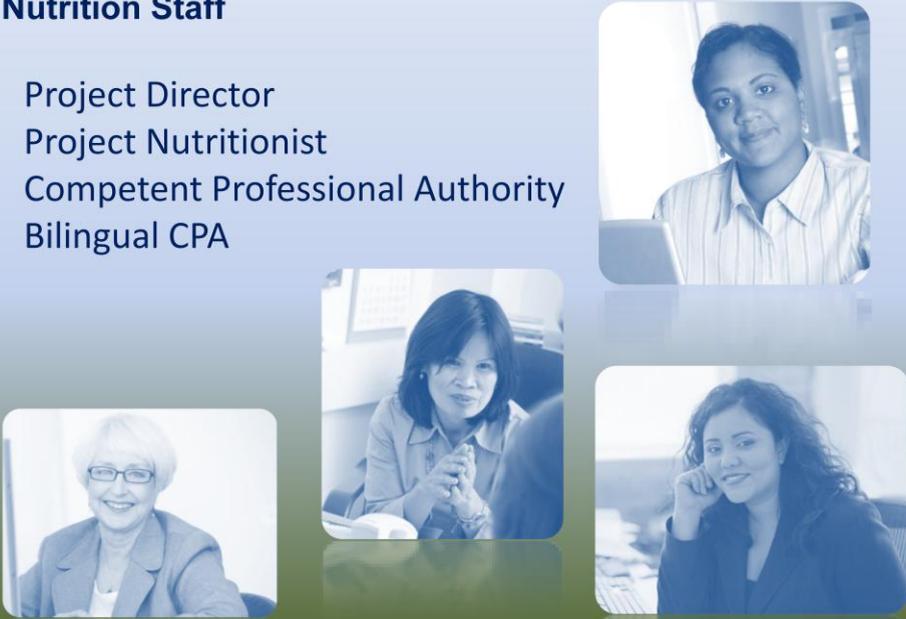


- Height or length
- Weight
- Finger-stick blood samples

The Health Screener measures the participants' height or length, their weight, and also takes finger-stick blood samples.

Nutrition Staff

Project Director
Project Nutritionist
Competent Professional Authority
Bilingual CPA

The image contains four portrait photographs of women, arranged in a 2x2 grid. The top-right photo shows a woman with dark hair wearing a striped shirt. The bottom-left photo shows an older woman with short white hair and glasses. The bottom-middle photo shows a woman with dark hair in a light-colored jacket. The bottom-right photo shows a woman with long dark hair in a dark jacket. The entire graphic is set against a blue-to-green gradient background.

There are different roles among WIC nutrition staff.

Project Director

- Oversees all the operations
- Manages the people, money and program
- Collaborates with public health organizations

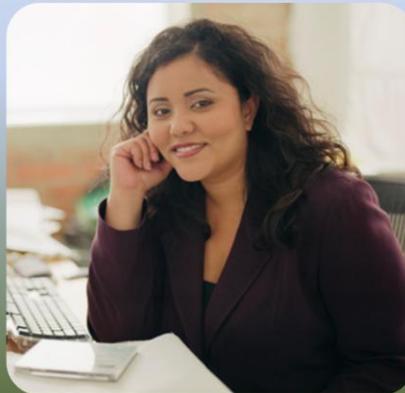


The Project Director oversees all the operations of a WIC project... remember a “project” in WIC is one of the clinics or locations where we serve WIC participants.

The Project Director manages the people, the money and the overall program for the project while also collaborating with other public health organizations.

Project Nutritionist

- Provides quality nutrition services
- Works with WIC Director
- Supervises other nutrition staff



The WIC Project Nutritionist is responsible for working with the WIC Director, to assure quality nutrition services. The project director may also be the project nutritionist.

They may also supervise other nutrition staff, if the director does not have that responsibility.

Competent Professional Authority “CPA”



Bilingual CPA



- May be nutritionists or RNs
- Assess dietary and health risks
- Recommend changes
- Determine food package
- Educate and provide referrals
- May speak Hmong or Spanish

One of the key roles in WIC projects are Competent Professional Authorities, or “CPAs”.

The CPAs are nutritionists and other qualified individuals such as Registered Nurses, who work with WIC participants. CPAs assess dietary and health risks, and counsel the WIC participant on potential changes that can be made to improve health.

The CPA also determines a “food package” for the WIC participant. The package is the amount and the type of supplemental food that WIC can provide. You will learn more about food packages a little later in the course.

WIC CPAs educate women about nutrition and provide referrals to other health and social services.

All CPAs speak English but some also speak Hmong or Spanish. These Bilingual CPAs are specially trained by WIC to certify participants of the Bilingual CPA’s culture and provide nutrition education and breastfeeding support.

Interpreter



- Language translation and interpretation

The interpreter provides language interpretation and translation to help WIC participants who do not speak English as their native language.

Breastfeeding Peer Counselors

- Provides information, and encouragement
- Provides direct support
- She is an experienced breastfeeding mother



WIC provides support for breastfeeding mothers through the WIC Breastfeeding Peer Counseling program, which exists in most of the WIC projects.

A Breastfeeding Peer Counselor provides basic breastfeeding information, encouragement and direct support to WIC pregnant and breastfeeding mothers. She is a mother who has personal experience with breastfeeding and is participating or has participated in WIC. Breastfeeding mothers are matched with their peers, based on their culture and language similarities

Breastfeeding Coordinators



- Oversees and supports Breastfeeding Peer Counselors
- Has advanced training in lactation

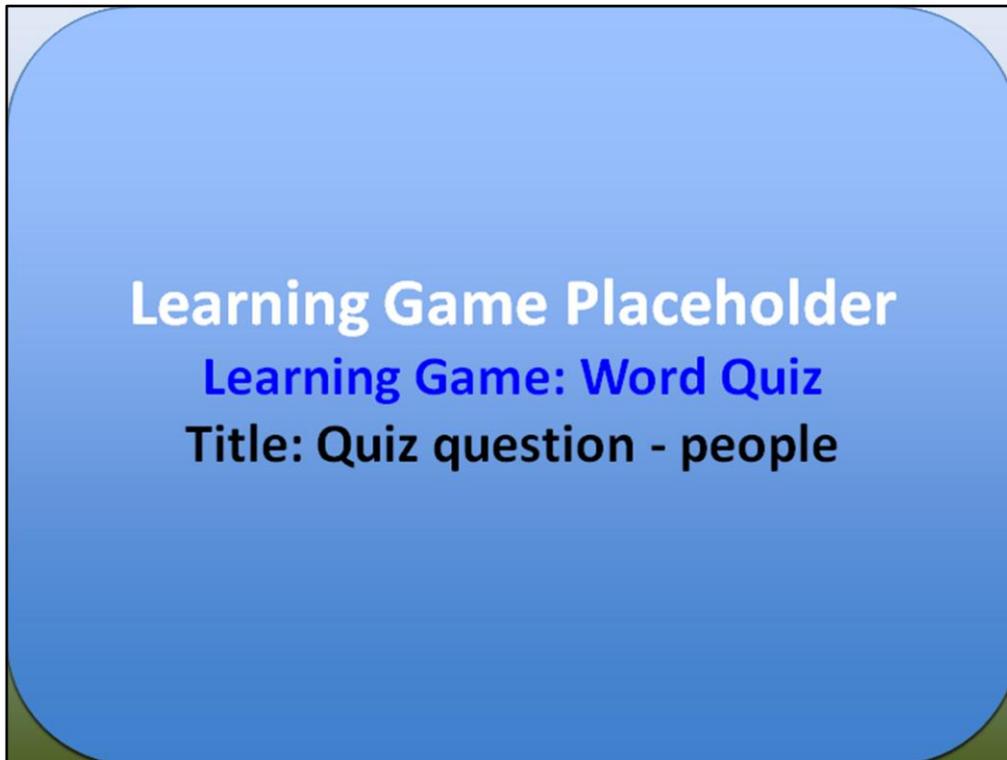
Where there is a Breastfeeding Peer Counseling program, a Breastfeeding Coordinator serves to oversee the operations and ongoing support for the Counselors. The Breastfeeding Coordinator usually has advanced training in breastfeeding, which is also called “lactation”, as well as counseling, education and support.



There's another role that we haven't discussed yet, and that's the role of the WIC vendor. Wisconsin grocery stores and pharmacies can become authorized to accept WIC checks and provide WIC approved food to participants. It doesn't cost the vendor to become approved to provide WIC foods, but they must meet some requirements.

Vendors must have:

- Minimum stock of WIC approved foods;
- Acceptable prices;
- Been trained by WIC staff
- And they must have a store located in Wisconsin.



Try another word quiz – click the Go button when you are ready.

Notes:

Word game – the letters spin into place

Question - Who assesses the dietary and health risks for WIC participants, and counsels them on potential changes that may improve their health?

Match roles and responsibilities

Question 1 of 1

1:29:59

Point Value: 10

Who is responsible for:

Choosing a food package	Health Screener
Overseeing the Breastfeeding Peer Counselors	Breastfeeding Coordinator
Checking for identification and proof of residency?	Support Staff
Measuring the height and weight of the participant?	WIC Director
Oversees all the operations of a WIC project?	Competent Professional Authority

PROPERTIES

On passing, 'Finish' button:	Goes to Next Slide
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Properties...

Edit in Quizmaker

Now match the roles and responsibilities.

Drag each of the roles from the right side of the page to the matching responsibility on the other side. Put them together like puzzle pieces – so they click into position.

When you think you have them all correct, click the Submit button.

If a new client came into your WIC agency, how would you describe what WIC does?

A group of black silhouettes of people of various ages and ethnicities. From left to right: a woman standing with hands on hips, a man and woman standing together, a pregnant woman, a woman holding a baby, a woman lifting a child into the air, a young child holding a man's hand, and a man standing with hands on hips. The background is a light blue to green gradient.

Close this window, then continue to the next module

Talk to your supervisor about how your WIC project is organized.

If a new client came into your WIC agency, how would you describe what WIC does?

Close this window, then continue to the next module.