

## POLICY MANUAL

---

### 3. PROGRAM OPERATIONS.

---

#### 3.02 Local Agency Staffing.

---

#### A. POLICY OVERVIEW

Local WIC agencies (LAs) must hire and maintain the required positions as indicated in this policy based on the qualifications, experience and skills within. Other positions may be hired and maintained based on LA needs. WIC staff must fulfill the duties pertaining to their position within this policy unless an exception has been made by the State agency (SA).

#### B. POLICY

1. All WIC staff must work collaboratively within their LA and with external partners to ensure the continuity of care of WIC participants.
2. All WIC staff must complete the State-developed, competency-based orientation program upon hire as indicated in Policy 3.03, Training of WIC Staff.
3. All WIC staff with professional certifications required for their position must acquire continuing education to maintain their credentials and practice in WIC using current, evidence-based information.
4. LAs are recommended to provide a balanced schedule for coordinator and management level staff between time dedicated to coordination of program services and time spent directly serving program participants to effectively perform the role(s) they were hired for.
5. LAs must require a valid PA Driver's License or other reliable mode of timely transportation for all staff who would be required to travel as part of their assigned duties based on their position in WIC or LA-specific needs.
6. Administrative Staffing
  - a. WIC Director – *Required Position*
    - (1) LA must designate a person to act as the program director who is responsible for planning, directing, coordinating, implementing and evaluating the services provided by the WIC program.
    - (2) Qualifications: Must have a minimum of a Bachelor's degree in a related field; Registered Dietitian Nutritionist (RDN) or RDN-Eligible through the Commission on Dietetics Registration (CDR) is preferred.
    - (3) Experience: Two years of experience managing, coordinating or supervising the WIC program preferred; or may have other relevant WIC and/or management experience.
    - (4) Duties:

## POLICY MANUAL

---

### 3. PROGRAM OPERATIONS.

---

#### 3.02 Local Agency Staffing.

---

- a) Conduct community needs assessments to determine ideal clinic locations within the local agency service area and plan for co-location with other public service programs which service the same or similar populations as the WIC program.
  - b) Uphold the grant agreement, policy and other guidance set forth by the State WIC agency.
  - c) Manage staffing and financial resources and communicate local agency needs.
  - d) Work with program coordinators to plan nutrition, breastfeeding, and outreach activities and collaborate with other programs to improve client services.
  - e) Utilize available data and reports to evaluate the success of the program within the local agency service area.
  - f) Solicit feedback from WIC participants and utilize feedback for program improvement measures.
  - g) Monitor and evaluate clinic environments and services to ensure compliance with applicable regulations, policies, and guidance; and participate in State WIC agency program monitoring including submitting a corrective action plan.
  - h) Ensure that staff maintain competency in providing prompt and quality WIC services, including conducting performance evaluations and providing or coordinating training and in-service activities.
  - i) Report to State WIC agency and USDA, orally or in writing, on the progress and success of program administration as required.
- (5) Skills:
- a) Ability to articulate program goals and policies to participants, health care providers, community agencies and vendors.
  - b) Ability to manage financial and staffing resources and work within complex governmental organizations.
  - c) Program and people management skills.
  - d) Superior decision-making and problem-solving skills.
  - e) Exceptional communication, leadership and team building skills.
  - f) Excellent organizational skills.
  - g) Ability to understand and navigate management information systems.
  - h) Exceptional customer service skills and sensitivity to client needs.
  - i) Literacy and language skills appropriate to address the needs of population served.
- b. Other administrative staff such as assistant directors and clinic managers or supervisors may be hired to support the program based on local agency needs.

## POLICY MANUAL

---

### 3. PROGRAM OPERATIONS.

---

#### 3.02 Local Agency Staffing.

---

#### 7. Nutrition Services Staffing

##### a. Nutrition Education Coordinator (NEC) – *Required Position*

- (1) Local agencies must designate a person to act as the Nutrition Education Coordinator and this individual must be a qualified Competent Professional Authority as described in section B.7.b.(2).
- (2) Qualifications: Nutritionist (bachelor's, master's or doctoral degree from an accredited institution with a major in Nutritional Sciences, Community Nutrition, Clinical Nutrition, Dietetics, Public Health Nutrition or a degree in another health science field, such as Public Health or Home Economics, with a minor in Nutrition); Registered Dietitian Nutritionist (RDN) or RDN-Eligible through the Commission on Dietetics Registration (CDR), Registered Nurse, Physician's Assistant (certified by the Nation Committee on Certification of Physician's Assistants), or Physician.
  - a) RDNs and Nutritionists are preferred.
- (3) Experience: At least two years of experience as a Nutritionist in the community/public health nutrition setting is recommended.
- (4) Duties: The following responsibilities must be carried out by the NEC:
  - a) May assist with planning the nutrition education budget with LA administration, including making nutrition education purchase requests, as needed.
  - b) Monitor and evaluate the LAs nutrition education services.
  - c) Prepare and implement annual LA Nutrition Education Plan.
  - d) Assist with recruitment and hiring of nutrition staff as appropriate.
  - e) Train staff in certification procedures to identify WIC risk codes including anthropometric measurement and dietary assessment.
  - f) Conduct in-service meetings when appropriate to implement nutrition education activities and to provide continuing education on relevant nutrition topics.
  - g) Supervise the nutrition education component of annual LA internal monitoring and periodic SA monitoring of LA.
  - h) Provide high-risk guidance and supervise the provision and documentation of nutrition education to high-risk participants.
  - i) Perform Nutritionist duties as necessary.
- (5) Skills:
  - a) Program and people management skills.
  - b) Knowledge of advanced principles and practices of nutrition and dietetics.
  - c) Knowledge of maternal and child health and nutrition concepts and the ability to apply them.
  - d) Ability to present educational information through a variety of methods such as pamphlets, posters, bulletin boards, videos, group classes, food demonstrations, breast models, etc.

## POLICY MANUAL

---

### 3. PROGRAM OPERATIONS.

---

#### 3.02 Local Agency Staffing.

---

- e) Ability to present ideas clearly, both verbally and in writing, using language appropriate to the intended audience.
  - f) Counseling and motivational interviewing skills.
  - g) Basic program evaluation skills.
  - h) Ability to develop and evaluate nutrition education and training materials.
  - i) Knowledge of anthropometric measurement techniques and the use and interpretation of growth charts and prenatal weight gain grids.
  - j) Knowledge of correct hematological testing procedures.
  - k) Knowledge of correct procedures for determining WIC risk codes and ability to analyze participants' nutritional needs.
  - l) Ability to interpret public health nutrition policies, procedures, and techniques.
  - m) Familiarity with various community resources, including health and social services.
  - n) Exceptional attention to detail, organizational and customer service skills.
- b. Competent Professional Authority (CPA) – *Required Position*
- (1) Local agencies must hire staff to perform certifications and provide WIC nutrition and breastfeeding services to all participants, including high-risk.
  - (2) Qualifications: Nutritionist (bachelor's, master's or doctoral degree from an accredited institution with a major in Nutritional Sciences, Community Nutrition, Clinical Nutrition, Dietetics, Public Health Nutrition or a degree in another health science field, such as Public Health or Home Economics, with a minor in Nutrition); Registered Dietitian Nutritionist (RDN) or RDN-Eligible through the Commission on Dietetics Registration (CDR), Registered Nurse, Physician's Assistant (certified by the Nation Committee on Certification of Physician's Assistants), or Physician.
    - a) RDNs and Nutritionists are preferred. However, all CPAs may use the working title of "WIC Nutritionist" based on local agency discretion.
  - (3) Experience: One year of experience in the community/public health nutrition setting or one year of graduate work is recommended. When the individual has no relevant prior work experience, they must be directly supervised by the LA NEC or designee until competency in the CPA role is demonstrated.
  - (4) Duties:
    - a) Conduct a thorough participant assessment and document identification of WIC risk code(s).
    - b) Prepare nutrition and breastfeeding care plans and document contacts for participants.
    - c) Prescribe and tailor food packages for participants.
    - d) Deliver and document nutrition education, including breastfeeding promotion and support.
    - e) Refer participants to other health and social services and document such referrals. Provide and document appropriate follow-up to referrals.

## POLICY MANUAL

---

### 3. PROGRAM OPERATIONS.

---

#### 3.02 Local Agency Staffing.

---

- f) Participate in meetings and continuing education programs as appropriate to job duties.
- (5) Skills:
  - a) Ability to apply advanced principles and practices of nutrition and dietetics, breastfeeding, and maternal child health concepts.
  - b) Ability to present educational information using a variety of teaching aids such as pamphlets, flyers, posters, slides, food demonstrations, breast models, etc.
  - c) Ability to present ideas clearly, both verbally and in writing, using language appropriate to the audience.
  - d) Counseling and motivational interviewing skills.
  - e) Knowledge of anthropometric measurement techniques and the use and interpretation of growth charts and prenatal weight gain grids.
  - f) Knowledge of correct hematological testing procedures.
  - g) Knowledge of correct procedures for determining WIC Risk Code(s) and ability to analyze participants' nutritional needs.
  - h) Ability to interpret public health nutrition policies and procedures.
  - i) Familiarity with various community resources, including health and social services.
  - j) Exceptional customer service skills.
  - k) Literacy and language skills appropriate to address the needs of population served.
- c. Competent Paraprofessional Authority (CPPA) – *Optional Position*
  - (1) Local agencies may hire staff to perform certifications and provide other low-risk services based on local agency needs.
  - (2) Qualifications: Must have a minimum of a high school diploma or General Education Diploma (GED); Nutrition and Dietetic Technician Registered (NDTR) with associate degree; bachelor's or associate degree in any field or have passed college course(s) in nutrition or dietetics from an accredited college or university is recommended.
  - (3) Experience: One year of experience as a Program Assistant or Breastfeeding Peer Counselor; or one year of experience in a related field.
  - (4) Duties:
    - a) Conduct and document a thorough participant assessment and document identification of WIC risk code(s).
    - b) Deliver and document nutrition education, including breastfeeding promotion and support.
    - c) Prepare nutrition care plans and document contacts for low-risk participants. See Policy 5.01, Nutrition Education and Counseling, for details regarding high-risk participant services.
    - d) Prescribe and tailor food packages for participants.

## POLICY MANUAL

---

### 3. PROGRAM OPERATIONS.

---

#### 3.02 Local Agency Staffing.

---

- e) Refer participants to other health and social services and document such referrals. Provide and document appropriate follow-up to referrals.
  - f) Participate in meetings and continuing education programs as appropriate to job duties.
  - g) Consult or refer to NEC, CPA, Breastfeeding Coordinator, or Designated Breastfeeding Expert in the agency when the situation is outside the CPPA scope or the CPPA is unsure how to handle a situation.
- (5) Skills:
- a) Ability to apply basic principles and practices of nutrition and dietetics, breastfeeding, and maternal child health concepts.
  - b) Ability to present educational information using a variety of teaching aids such as pamphlets, flyers, posters, slides, food demonstrations, breast models, etc.
  - c) Ability to present ideas clearly, both verbally and in writing, using language appropriate to the audience.
  - d) Counseling and motivational interviewing skills.
  - e) Knowledge of anthropometric measurement techniques and the use and interpretation of growth charts and prenatal weight gain grids.
  - f) Knowledge of correct hematological testing procedures.
  - g) Knowledge of correct procedures for determining WIC Risk Code(s) and ability to analyze participants' nutritional needs.
  - h) Ability to interpret public health nutrition policies and procedures.
  - i) Familiarity with various community resources, including health and social services.
  - j) Exceptional customer service skills.
  - k) Literacy and language skills appropriate to address the needs of population served.
- d. Program Assistant – *Optional Position*
- (1) Local agencies may hire staff to provide assistance with certain certification tasks based on local agency needs.
  - (2) Qualifications: Minimum of a high school diploma or General Education Diploma (GED).
  - (3) Experience: Six months of experience working in nutrition or have passed an introduction to nutrition course is recommended; or the individual may be directly supervised by the LA NEC or designee until competency in the Program Assistant role is demonstrated.
  - (4) Duties:
    - a) Collect anthropometric and hematological measurements.
    - b) Perform data entry accurately.
    - c) Explain and issue food benefits.
    - d) Provide and document basic information on available nutrition and health services within WIC.

## POLICY MANUAL

---

### 3. PROGRAM OPERATIONS.

---

#### 3.02 Local Agency Staffing.

---

- e) Refer participants to other health and social services and document such referrals. Provide and document appropriate follow-up to referrals.
- f) Promote and support breastfeeding.
- (5) Skills:
  - a) High school level writing, reading, and language skills.
  - b) Ability to exercise independent judgement to identify participants' needs.
  - c) Ability to perform simple mathematical procedures, such as computing family income.
  - d) Ability to work independently and in conjunction with other staff.
  - e) Exceptional customer service and organizational skills.
  - f) Literacy and language skills appropriate to address the needs of population served.

#### 8. Breastfeeding Services Staffing

- a. Breastfeeding Coordinator (BFC) – *Required Position*
  - (1) Local agencies must designate a person to act as the Breastfeeding Coordinator.
  - (2) Qualifications: Must obtain Lactation Counselor certificate (CLC) or equivalent within one year of hire or International Board Certified Lactation Consultant (IBCLC) preferred.
    - a) Local agencies may prefer a candidate who meets the qualifications of CPA or CPPA when it is desirable or necessary for this person to also perform the duties of either of those positions.
  - (3) Experience: A least one year of experience in breastfeeding counseling and program or people management is required.
  - (4) Duties: The following responsibilities must be carried out by the BFC:
    - a) May assist with planning the breastfeeding budget with LA administration, including making breastfeeding related purchase requests, as needed.
    - b) Ensure the LA maintains a breastfeeding-friendly environment.
    - c) Document staff completion of the State agency breastfeeding training and annual breastfeeding proficiency test.
    - d) Monitor and evaluate the LA's breastfeeding services.
    - e) Prepare and implement annual LA Breastfeeding Plan.
    - f) Assist with hiring breastfeeding and/or nutrition staff as appropriate.
    - g) Conduct in-service meetings when appropriate to implement breastfeeding activities and to provide continuing education on relevant breastfeeding topics.
    - h) Supervise the breastfeeding component of annual LA internal monitoring and periodic SA monitoring of LA.
    - i) Provide guidance and supervise the provision and documentation of breastfeeding promotion and support services.

## POLICY MANUAL

---

### 3. PROGRAM OPERATIONS.

---

#### 3.02 Local Agency Staffing.

---

- j) Perform duties of the Nutritionist as necessary.

(5) Skills:

- a) Program and people management skills.
  - b) Knowledge of advanced principles and practices of nutrition and dietetics and breastfeeding.
  - c) Knowledge of maternal and child health and nutrition concepts and the ability to apply them.
  - d) Ability to present educational information through a variety of methods such as pamphlets, posters, bulletin boards, videos, group classes, food demonstrations, breast models, etc.
  - e) Ability to present ideas clearly, both verbally and in writing, using language appropriate to the intended audience.
  - f) Counseling and motivational interviewing skills.
  - g) Basic program evaluation skills.
  - h) Ability to develop and evaluate breastfeeding education and training materials.
  - i) Knowledge of anthropometric measurement techniques and the use and interpretation of growth charts and prenatal weight gain grids.
  - j) Knowledge of correct hematological testing procedures.
  - k) Knowledge of correct procedures for determining WIC risk codes and ability to analyze participants' nutritional problems.
  - l) Ability to interpret public health nutrition and breastfeeding policies, procedures, and techniques.
  - m) Familiarity with various community resources, including health and social services.
  - n) Exceptional attention to detail, organizational and customer service skills.
  - o) Literacy and language skills appropriate to address the needs of population served.
- b. Designated Breastfeeding Expert (DBE) – *Required Designation*
- (1) Local agencies must designate one or more person(s) to act as a Designated Breastfeeding Expert to assist WIC breastfeeding dyads with complex breastfeeding challenges that are outside the scope of practice of Breastfeeding Peer Counselors and other WIC staff.
    - a) DBE is not an additional position that must be hired for, but rather a designation to assign to current, qualified staff. However, LAs may hire additional staff to fulfill this role based on their specific needs.
  - (2) Qualifications:
    - a) Must be a Certified Lactation Counselor (CLC) or equivalent; International Board Certified Lactation Consultant (IBCLC) preferred.
    - b) Must be a Nutritionist (bachelor's, master's or doctoral degree from an accredited institution with a major in Nutritional Sciences, Community



## POLICY MANUAL

---

### 3. PROGRAM OPERATIONS.

---

#### 3.02 Local Agency Staffing.

---

Nutrition, Clinical Nutrition, Dietetics, Public Health Nutrition or a degree in another health science field, such as Public Health or Home Economics, with a minor in Nutrition); Registered Dietitian Nutritionist (RDN) or RDN-Eligible through the Commission on Dietetics Registration (CDR), Registered Nurse, Physician's Assistant (certified by the Nation Committee on Certification of Physician's Assistants), Physician; or have completed a minimum of 8 college courses from an Accredited Institution in the Health Sciences (suggested coursework includes, but is not limited to the following areas: Human Anatomy, Human Physiology, Biology, infant Growth and Development, Nutrition, Counseling Skills, Sociology, Introduction to Clinical Research, etc.).

- (3) Experience: Minimum of one year of experience in lactation counseling preferably working with the low socio-economic status families who have complex breastfeeding challenges. Experience facilitating breastfeeding classes and/or trainings preferred.
- (4) Duties:
  - a) Assists WIC breastfeeding dyads with overcoming complex breastfeeding challenges.
  - b) Provides follow-up breastfeeding support to participants.
  - c) Conducts and documents breastfeeding assessments and care plans.
  - d) Acts on internal referrals regarding complex breastfeeding challenges that are beyond the scope of practice for breastfeeding peer counselors and other WIC staff.
  - e) Refers and documents referrals to health care providers for further assessment and medical care.
  - f) May provide breastfeeding in-services for WIC staff.
  - g) May promote breastfeeding within the community.
- (5) Skills:
  - a) Compassion and desire to help breastfeeding parents resolve challenges and succeed with their infant feeding goals.
  - b) Critical thinking and problem-solving skills.
  - c) Breastfeeding assessment, counseling and motivational interviewing skills.
  - d) Ability to present educational information through a variety of methods such as pamphlets, posters, bulletin boards, videos, group classes, food demonstrations, breast models, etc.
  - e) Ability to present ideas clearly, both verbally and in writing, using language appropriate to the intended audience.
  - f) Literacy and language skills appropriate to address the needs population served.

## POLICY MANUAL

---

### 3. PROGRAM OPERATIONS.

---

#### 3.02 Local Agency Staffing.

---

- c. Breastfeeding Peer Counselor Supervisor – *Required Position*
- (1) Local agencies with a Breastfeeding Peer Counselor Program must designate a person to directly supervise the peer counseling services and staff and ensure that program requirements are met.
    - a) This position may be filled by the BFC; however, a minimum of 1 FTE to supervise 5-7 BFPCs is strongly recommended.
  - (2) Qualifications:
    - a) Minimum of a high school diploma or General Education Diploma (GED)
    - b) Must obtain Lactation Counselor certificate (CLC) or equivalent within one year of hire; International Board Certified Lactation Consultant (IBCLC) is preferred.
  - (3) Experience: One year of experience in breastfeeding counseling and program or people management is strongly recommended.
  - (4) Duties:
    - a) May assist with planning the BFPC budget with LA administration, including making BFPC purchase requests, as needed.
    - b) Monitor and evaluate the BFPC program services including BFPC assignment, caseload, and contacts.
    - c) Prepare and implement annual LA BFPC Program Plan.
    - d) Collaborates with community organizations, such as hospitals, to integrate BFPC services.
    - e) Assist with recruitment and hiring of BFPCs as appropriate.
    - f) Train and mentor BFPCs in performing their role through regular meetings with staff.
    - g) Provide guidance on and supervision of the provision and documentation of BFPC contacts.
    - h) Conduct in-service meetings when appropriate to implement BFPC activities and to provide continuing education on relevant breastfeeding topics.
    - i) Supervise the breastfeeding peer counselor program component of annual LA internal monitoring and periodic SA monitoring of LA.
  - (5) Skills:
    - a) Program and people management skills.
    - b) Knowledge of advanced principles and practices of nutrition and dietetics and breastfeeding.
    - c) Knowledge of maternal and child health and nutrition concepts and the ability to apply them.
    - d) Ability to present educational information through a variety of methods such as pamphlets, posters, bulletin boards, videos, group classes, food demonstrations, breast models, etc.
    - e) Ability to present ideas clearly, both verbally and in writing, using language appropriate to the intended audience.
    - f) Counseling and motivational interviewing skills.

## POLICY MANUAL

---

### 3. PROGRAM OPERATIONS.

---

#### 3.02 Local Agency Staffing.

---

- g) Basic program evaluation skills.
  - h) Ability to develop and evaluate breastfeeding education and training materials.
  - i) Knowledge of anthropometric measurement techniques and the use and interpretation of growth charts and prenatal weight gain grids.
  - j) Knowledge of correct hematological testing procedures.
  - k) Knowledge of correct procedures for determining WIC risk codes and ability to analyze participants' nutritional problems.
  - l) Ability to interpret public health nutrition and breastfeeding policies, procedures, and techniques.
  - m) Familiarity with various community resources, including health and social services.
  - n) Exceptional attention to detail, organizational and customer service skills.
  - o) Literacy and language skills appropriate to address the needs of population served.
- d. Senior Breastfeeding Peer Counselor (BFPC) – *Optional Position*
- (1) Local agencies with a Breastfeeding Peer Counselor Program may promote BFPCs to the Senior BFPC position
  - (2) Qualifications:
    - a) Minimum of a high school diploma or General Education Diploma (GED).
    - b) Must have Lactation Counselor certificate (CLC) or equivalent upon promotion.
  - (3) Experience: Has served as a WIC BFPC for at least two years.
  - (4) Duties:
    - a) Support normal breastfeeding and certain breastfeeding challenges by providing basic breastfeeding information and encouragement to pregnant and breastfeeding WIC participants.
    - b) Issues breast pumps to participants, including those who are separated from their infants or who are experiencing breastfeeding challenges.
    - c) Contacts WIC participants in assigned caseload routinely and within the appropriate schedule.
    - d) Provide peer counseling services in a variety of settings including the WIC clinic, local hospitals, and participant homes.
    - e) Be available outside of clinic hours to assist pregnant and breastfeeding participants from home via phone calls, text messages, or emails.
    - f) Educates WIC participants individually and serves as lead instructor of breastfeeding classes.
    - g) May assist in recruiting and interviewing prospective BFPCs.
    - h) Assists BFPCs with screening and follow-up of participants experiencing challenges to determine appropriate yielding to DBE(s), Nutritionist, and/or healthcare professional outside of the WIC program.

## POLICY MANUAL

---

### 3. PROGRAM OPERATIONS.

---

#### 3.02 Local Agency Staffing.

---

- i) Mentor new BFPCs in their role and models exemplary peer counseling skills.
- (5) Skills:
  - a) Ability to mentor and train staff.
  - b) Compassion and desire to help parents choose to and successfully provide breast milk to their infants.
  - c) Critical thinking and problem-solving skills.
  - d) Breastfeeding assessment, counseling and motivational interviewing skills.
  - e) Ability to present educational information through a variety of methods such as pamphlets, posters, bulletin boards, videos, group classes, food demonstrations, breast models, etc.
  - f) Ability to present ideas clearly, both verbally and in writing, using language appropriate to the intended audience.
  - g) Ability to work independently at off-site locations.
  - h) Literacy and language skills appropriate to address the needs of population served.
- e. Breastfeeding Peer Counselor (BFPC) – *Required Position*
  - (1) Local agencies with a BFPC Program must hire an adequate number of BFPCs to cover the LA service area. A ratio of 0.5 FTE for a caseload of 200 is strongly recommended to provide quality BFPC services and timely follow-up.
  - (2) Local agencies must recruit and hire BFPCs from WIC's target population and to the extent possible, ensure that selected BFPC candidates are considered a peer, equal or belonging to the same societal group, especially based on age, grade, or status when compared to the mothers within their respective service areas; and that selected BFPC candidates represent the same racial/ethnic background as the mothers served within their respective service area.
  - (3) Qualifications: Minimum of a high school diploma or General Education Diploma (GED).
  - (4) Experience: Has personal experience with exclusively or mostly breastfeeding at least one infant for 6 months. Continued breastfeeding with introduction of complementary foods until 1 year of age or longer is preferred. Current or previous WIC breastfeeding participant preferred.
  - (5) Duties:
    - a) Support normal breastfeeding by providing basic breastfeeding information and encouragement to pregnant and breastfeeding WIC participants.
    - b) Informs breastfeeding participants about breast pump options and may issue breast pumps to participants.
    - c) Contacts WIC participants in assigned caseload routinely and within the appropriate schedule.
    - d) Provide peer counseling services in the WIC clinic.

## POLICY MANUAL

---

### 3. PROGRAM OPERATIONS.

---

#### 3.02 Local Agency Staffing.

---

- e) Be available outside of clinic hours to assist pregnant and breastfeeding participants from home via phone calls, text messages, or emails.
  - f) Educates WIC participants individually and assists in teaching breastfeeding classes. May serve as lead instructor of breastfeeding classes based on local agency needs.
  - g) Yields to DBE(s), Nutritionist, and/or healthcare professional outside of the WIC program for any nutrition-related questions and complex breastfeeding challenges.
- (6) Skills:
- a) Compassion and desire to help parents choose to and successfully provide breast milk to their infants.
  - b) Critical thinking and problem-solving skills.
  - c) Breastfeeding assessment, counseling and motivational interviewing skills.
  - d) Ability to present educational information through a variety of methods such as pamphlets, posters, bulletin boards, videos, group classes, food demonstrations, breast models, etc.
  - e) Ability to present ideas clearly, both verbally and in writing, using language appropriate to the intended audience.
  - f) Literacy and language skills appropriate to address the needs of population served.

#### 9. Program Outreach Services

##### a. Outreach Coordinator – *Required Position*

- (1) Local agencies must designate a person to act as the Outreach Coordinator.
- (2) Qualifications: Minimum of a high school diploma or General Education Diploma (GED). Bachelor's degree in related field preferred.
- (3) Experience: Previous relevant experience, including experience with SNAP or media/communication or marketing activities recommended.
- (4) Duties:
  - a) Raise awareness of and promote the WIC program and its values within the community.
  - b) Prepare and implement annual LA Outreach Plan.
  - c) Advertise the WIC program effectively in a variety of venues such as online (Google, social media, etc.), billboard, radio, newspaper, and in-store digital ads.
  - d) Educate local health and social service agencies about the WIC program.
  - e) Establish referral channels between WIC and local health and social service agencies.
  - f) Identify and address local barriers to WIC enrollment and retention.
  - g) Identify and address local barriers with making and receiving referrals.

## POLICY MANUAL

---

### 3. PROGRAM OPERATIONS.

---

#### 3.02 Local Agency Staffing.

---

- h) Travel and attend conferences and outreach events within the local agency service area or other areas in Pennsylvania.
  - i) Conduct pre-screenings at off-site locations to increase WIC enrollment.
  - j) Perform certifications and/or other clinic duties as needed.
- (5) Skills:
- a) Knowledge of social media and general marketing techniques.
  - b) Ability to present educational information through a variety of methods such as in-person and virtual presentations.
  - c) Ability to present ideas clearly, both verbally and in writing, using language appropriate to the intended audience.
  - d) Basic program evaluation skills.
  - e) Ability to develop and evaluate efficacy of WIC outreach activities and materials.
  - f) Ability to interpret public health program policies, procedures, and techniques.
  - g) Familiarity with various community resources, including health and social services.
  - h) Exceptional attention to detail, organizational and customer service skills.
  - i) Literacy and language skills appropriate to address the needs of population served.

### 10. Vendor Management Services

#### a. Retail Store Coordinator – *Required Position*

- (1) Local agencies must designate a person to act as the Retail Store Coordinator.
- (2) Qualifications: Minimum of a high school diploma or General Education Diploma (GED); Bachelor's degree in related field preferred.
- (3) Experience: One year of experience in the WIC program or two years of experience in food assistance programs, grocery stores or warehouses, or other applicable experiences is recommended.
- (4) Duties:
  - a) Prepare and implement annual LA Retail Store Plan.
  - b) Provide technical assistance for vendor related questions or concerns.
  - c) Train vendors on the WIC program policies, procedures, and regulations.
  - d) Monitor vendors via authorizations and reauthorizations to assure they are meeting requirements.
  - e) Investigate and respond to complaints and allegations of program abuse.
  - f) Participate in fair hearings, administrative hearings, and appeals.
  - g) Travel to store locations within LA service area on a routine basis.
  - h) Perform other clinic duties based on qualifications and LA needs.
- (5) Skills:
  - a) Exceptional attention to detail, organizational and customer service skills.

## POLICY MANUAL

---

### 3. PROGRAM OPERATIONS.

---

#### 3.02 Local Agency Staffing.

---

- b) Ability to present ideas clearly, both verbally and in writing, using language appropriate to the intended audience.
- c) Basic program evaluation skills.
- d) Ability to interpret public health and vendor-related regulations, policies and procedures.
- e) Literacy and language skills appropriate to address the needs of population served.

---

#### References:

1. 7 CFR 246.2 "Competent professional authority"
2. USDA BFPC Management Guide
3. WIC Breastfeeding Model Components for Peer Counseling