

BASIC POSITION DESCRIPTIONS

Title: WIC PROGRAM COORDINATOR

The WIC Coordinator is responsible for directing, supervising and controlling all aspects of the Program to assure compliance with Federal and State rules, procedures, performance standards and guidelines. In addition to providing some direct services, the WIC Coordinator is responsible for assuring that the funded caseload is achieved, and that staff recruitment, training and supervision, budget development, procurement and program promotion are conducted appropriately.

Responsibilities and Duties

The following are the responsibilities of the WIC Program Coordinator:

1. Develops annual goals and objectives for the Annual Plan of Program Operations and assures implementation in accordance with the requirements of the DC Government, Department of Health, Maternal and Primary Care Administration, WIC State Agency.
2. Adept in seeking and writing grant proposals.
3. Develops the Local Agency WIC Program Annual Budget and budget revisions. Reviews and compiles expenditure data for monthly claims for reimbursement.
4. Proficient in DC CARES.
5. Ensures confidentiality of WIC data and protects WIC information systems against unauthorized access.
6. Assures that applicants for the WIC Program meet financial, residential and medical/nutritional criteria established by the State Agency.
7. Assures that eligible persons are provided WIC benefits in accordance with state and federal policies and procedures.
8. Completes health and nutritional assessments of WIC applicants to determine medical/nutritional risk, including assessment of medical history, health data, hematological, dietary measures and breastfeeding goals; and assures that referrals are made for ancillary services as needed to address social and health needs of applicants.
9. Supervises WIC nutritionists, support staff and Breastfeeding Peer Counselors, including work assignments, training and development, and recruitment, selection, evaluation, promotion, counseling and grievance resolution.
10. Plans and coordinates outreach and other program components and activities with intra-agency clinic staff, health care providers, and community-based organization to identify potential WIC participants. Assures that outreach activities are directed at the highest priority groups, such as pregnant and breastfeeding women and infants less than 12 months of age in order to meet the performance standards.
11. Develops or approves nutrition education and breastfeeding activities, lesson plans materials, visual aids, etc., and assures that required State Agency approvals are secured.

12. Keeps abreast of current research findings in maternal and child health and nutrition in order to assure that appropriate intervention strategies are provided to participants.
13. Monitors the effectiveness of nutrition education and other Program services offered to clients.
14. Assures timely submission of required reports.
15. Plans and conducts special initiatives directed at assuring that performance standards are reached or surpassed in the area of program utilization, priorities served, nutrition services and other key performance areas.
16. Able to assess program data to determine the trends and nuances inherent in their caseload based on the locations of their clinic(s).
17. Develops and implements policies and procedures to assure that documentation of services and accountability of property are maintained as required by the State Agency and Federal rules/guidelines.
18. Maintains liaison with the WIC State Agency and attends monthly meetings for Local Agency coordinators, quarterly nutrition education training, and other local and national WIC meetings.

Education Requirements

1. Master of Science degree in clinical nutrition, nutrition service, nutrition, dietetics or nutrition-related field.
2. Registered Dietitian (RD) with the, Academy of Nutrition and Dietetics, Commission on Dietetic Registration.
3. Licensed Dietitian (LD) or Licensed Nutritionist (LN) with the District of Columbia Department of Consumer and Regulatory Affairs, Board of Dietetics and Nutrition.

Experience Requirements

1. Master's (M.S. or M.P.H.) level candidate must have at least three (3) years of experience in maternal and child health, one of which is supervisory experience.
2. Experience in planning and developing program goals, objectives and implementation plans and monitoring operations of health, community or nutrition programs.
3. Financial management and computer skills.

I understand the above job responsibilities, and agree to perform these duties as assigned

WIC Program Coordinator

Date

Title: WIC NUTRITIONIST

The nutritionist is responsible for the certification and nutrition education of WIC participants.

Responsibilities and Duties

1. Assesses nutritional and/or health risks, including an assessment of eating patterns, breastfeeding goals, economic and cultural background, food preferences, medical history, laboratory values, and other pertinent data. Determines and prioritizes the nutritional risks of clients based on established priority factors.
2. Prescribes a food package to address the individual client's medical and nutritional needs, taking into consideration food preferences and cultural background, as well as the availability of refrigeration and cooking facilities.
3. Executes full access to the CARES module.
4. Ensures confidentiality of WIC data and protects WIC information systems against unauthorized access.
5. Provides education and counseling in individual and group settings to women or caretakers concerning breastfeeding goals, nutritional needs of women and children, and preventive health, including substance abuse education and referrals.
6. Develops high-risk nutritional care plans for designated individuals and provides individual follow-up counseling as required to assure that the health and nutritional needs of the clients are adequately addressed.
7. Coordinates nutritional care with other members of the health care team to assure comprehensive medical and social services for clients, including referrals for related services, such as substance abuse intervention, Food Stamps, Temporary Assistance for Needy Families (TANF) and Medicaid/DC Healthy Families benefits and child protection as required.
8. Plans, schedules and conducts training programs for Local Agency WIC and intra-agency clinic staff to address the nutritional and health care needs of the participants. Supervises day-to-day clinical operations to assure that the WIC Program is carried out in compliance to State and Federal requirements.
9. Assists in the development, implementation, and evaluation of nutrition education programs to meet the needs of the WIC community, taking into consideration cultural and ethnic needs, including selection of appropriate materials, formats, and scheduling of sessions.
10. Keeps abreast of current research findings in maternal and child health and nutrition in order to assure that appropriate intervention strategies are provided to participants.
11. Establishes and conducts activities as necessary to promote and support breastfeeding among the target population and evaluates the effectiveness of these services.
12. Assures that nutrition education and counseling services are documented as appropriate and that anthropometrical and hematological data are appropriately recorded.

Educational Requirements

1. Bachelor of Science degree in clinical nutrition, nutrition service, nutrition, dietetics or nutrition-related field.
2. Licensure in the District of Columbia or licensed in another state with proof of application for licensure in the District of Columbia.
3. Registered Dietitian (RD) or RD – eligible with the Academy of Nutrition and Dietetics preferred.
4. Master’s degree preferred.

Experience Requirements

One (1) year of experience and/or completed internship, preferably in the area of maternal and child health.

I understand the above job responsibilities, and agree to perform these duties as assigned

WIC Nutritionist

Date

WIC Health Technicians SUPPORT STAFF

Incumbent provides a variety of support functions to assure efficient delivery of services to WIC clients.

Responsibilities and Duties

1. Collects and records demographic, financial and health data, as required to determine eligibility of clients.
2. Ensures confidentiality of WIC data and protects WIC information systems against unauthorized access.
3. Maintains partial access to the Service Site module within CARES.
4. Educates applicants regarding their rights and responsibilities, including the food delivery system, WIC foods, certification schedule, and assists with group education activities as needed.
5. Assists with the reconciliation of monthly reports.
6. Issues WIC Food Checks and I.D. Folders and records this information as required.
7. Assures that proper documentation of computer check issuance is maintained and that supplies and materials are properly secured.
8. Maintains WIC certification and related files, checks and I.D. inventories, and other materials to assure accountability.
9. Greets and receives new applicants, answers telephone and gives appointments and information to applicants for WIC. Maximize compliance for eligibility, certification and check pick-up by conducting follow-up.
10. Prepares and issues various notices to clients regarding eligibility, certification and check pick-up.
11. Assists with coordination of WIC services, including breastfeeding promotion and support, making referrals as warranted and helping with outreach activities.
12. Assists in resolving routine problems presented by participants and in correcting and resolving certification and caseload management reports.
13. Other duties as assigned

Educational Requirements

1. High school degree or GED
2. Computer skills
3. Demonstrated oral and written communication skills
4. Customer service and time management skills

Experience Requirements

One year of experience in working with indigent individuals in a community service type setting or service organization is preferred.

I understand the above job responsibilities, and agree to perform these duties as assigned

WIC Health Technician

Date

WIC Senior Breastfeeding Peer Counselor

Title: WIC SENIOR BREASTFEEDING PEER COUNSELOR

General Description:

A WIC Senior Breastfeeding Peer Counselor is a paraprofessional support person who provides both basic and more advanced breastfeeding information and encouragement to WIC pregnant and breastfeeding mothers, and assists new peer counselors in their job.

Qualifications:

- Has breastfed at least one baby for at least 6 months (does not have to be currently breastfeeding).
- Is a current or former WIC participant.
- Is enthusiastic about breastfeeding, and wants to help other mothers enjoy a positive experience.
- Has demonstrated expertise in breastfeeding counseling and management through previous experience as a breastfeeding peer counselor, or through additional lactation training and experience.
- Has worked as a breastfeeding peer counselor for at least three years.
- Has received the recommendation of both the Local Agency WIC Coordinator and the State Breastfeeding Coordinator.
- Receives above a passing grade (70%) on the Senior Breastfeeding Peer Counselor test.
- Has a telephone, and is willing to make telephone calls from home and outside work hours.
- Has reliable transportation.

Training

- Participates in all training programs of peer counselors, including attending formal training sessions, observing other peer counselors or lactation consultants helping mothers, and reading assigned books or materials about breastfeeding.
- Attends additional training conferences or workshops on breastfeeding as appropriate.
- Attends at least 90% of required meetings on time.
- Reads additional books and materials about breastfeeding as assigned by supervisor or Breastfeeding Coordinator.

Supervision:

The senior peer counselor is supervised by their site supervisor and the Breastfeeding Peer Counselor Liaison.

Duties:

The WIC Senior Breastfeeding Peer Counselor:

1. Attends breastfeeding training classes in lactation management.
2. Counsels WIC pregnant and breastfeeding mothers at the WIC Clinic or via telephone at scheduled intervals determined by the State Agency.
3. Receives a caseload of WIC clients and makes routine periodic contacts with all clients assigned.
4. Provides information and support for women in managing common maternal and infant breastfeeding problems that occur.
5. Receives referrals from peer counselors and WIC clinic staff regarding more advanced level follow-up needed with new mothers.
6. Respects each client by keeping her information strictly confidential.
7. Keeps accurate records of all contacts made with WIC clients, and turns in monthly records to the State Agency.
8. Refers mothers, according to clinic-established protocols, to the:
 - WIC nutritionist or breastfeeding coordinator.
 - Lactation consultant.
 - The mother's physician or nurse.
 - Public health programs in the community.
 - Social service agencies.
9. Leads Beautiful Beginnings Club meetings
10. Mentors new peer counselors through ongoing guidance, accepting referrals of mothers who need follow-up care, and reporting program information to supervisors.
11. Attends monthly staff meetings and breastfeeding conferences/workshops, as appropriate and reports back to Local Agency staff as requested.
12. Reads assigned books and materials on breastfeeding provided by the supervisor.
13. Participates in preparations for World Breastfeeding Month celebration and the Annual WIC Breastfeeding Picnic.
14. Assists WIC staff in promoting breastfeeding peer counseling through special projects and duties as assigned.
15. Performs additional tasks assigned by supervisor, as needed

I understand the above job responsibilities, and agree to perform these duties as assigned

WIC Senior Breastfeeding Peer Counselor

Date

WIC BREASTFEEDING PEER COUNSELOR

Title: WIC BREASTFEEDING PEER COUNSELOR

General Description:

A WIC Breastfeeding Peer Counselor is a paraprofessional support person who gives basic breastfeeding information and encouragement to WIC pregnant and breastfeeding mothers.

Qualifications:

- Has breastfed at least one baby (does not have to be currently breastfeeding) for at least 4 months.
- Is a current or former WIC participant.
- Is enthusiastic about breastfeeding, and wants to help other mothers enjoy a positive experience.
- Has at least a high school diploma or GED certification.
- Has reliable transportation.

Training

- Attends and receives certification of the completion of an approved Breastfeeding Peer Counselor training program prior to employment.
- Reads assigned books or materials about breastfeeding.
- Observes other peer counselors or lactation consultants helping mothers breastfeed.

Supervision:

The peer counselor is supervised by the nutritionist at the assigned clinic or the Local Agency Breastfeeding Coordinator, depending on the policy of the Local Agency. The Breastfeeding Peer Counselor Liaison, Lactation Consultant and State Breastfeeding Coordinator will periodically conduct visits and make suggestions and provide support to the Breastfeeding Peer Counselor.

Specific Duties:

The WIC Peer Counselor:

1. Attends breastfeeding training classes to become a peer counselor.
2. Counsels women in the WIC clinic.
3. Counsels WIC pregnant and breastfeeding mothers by telephone at scheduled intervals determined by the State Agency.
4. Receives a caseload of WIC clients and makes routine periodic contacts with all clients assigned.

5. Gives basic breastfeeding information and support to new mothers, including telling them about the benefits of breastfeeding, overcoming common barriers, and getting a good start with breastfeeding. She also helps mothers prevent and handle common breastfeeding concerns.
6. Respects each client by keeping her information strictly confidential.
7. Keeps accurate records of all contacts made with WIC clients.
8. Refers mothers, according to clinic-established protocols, to the:
 - WIC nutritionist or breastfeeding coordinator;
 - Lactation consultant;
 - The mother's physician or nurse;
 - Public health programs in the community;
 - Social service agencies.
9. Conducts Beautiful Beginnings Club meetings, (the WIC breastfeeding support group)
10. Attends monthly staff meetings and breastfeeding conferences/workshops as appropriate and reports back to Local Agency staff as requested.
11. Reads assigned books and materials on breastfeeding that are provided by the supervisor and Breastfeeding Coordinator.
12. Participates in preparations for World Breastfeeding Month celebrations.
13. Assists WIC staff in promoting breastfeeding through special projects and duties as assigned.
14. Performs additional tasks assigned by supervisor, as needed.

I understand the above job responsibilities, and agree to perform these duties as assigned

WIC Breastfeeding Peer Counselor

Date

WIC Breastfeeding Peer Counselor Liaison

Title: WIC PEER COUNSELOR LIAISON

General Description:

The WIC Breastfeeding Peer Counselor Liaison coordinates breastfeeding programs between the State and Local Agency levels and serves as a mentor to other Breastfeeding Peer Counselors.

Qualifications:

- Has demonstrated experience in program management and supervision;
- Has demonstrated expertise in breastfeeding management and promotion;
- Has credentials of an International Board Certified Lactation Consultant (IBCLC), other certification in lactation management (e.g., CLE, CLC) or State-approved training in lactation management;
- Has a minimum of two years experience counseling breastfeeding women.
- Can work independently.
- Receives a passing grade (70%) on the Senior Breastfeeding Peer Counselor test.

Training

- Receives State-approved training in breastfeeding management
- Participates in continuing education about breastfeeding annually
- Receives “Using *Loving Support through Peer Counseling: A Journey Together for WIC Managers’* Training

Supervision:

The peer counselor liaison is supervised by the WIC State Agency Breastfeeding Coordinator.

Duties:

The WIC Breastfeeding Peer Counselor Liaison coordinates breastfeeding programs between the State and Local Agency levels and serves as a mentor to other Breastfeeding Peer Counselors.

1. Assists in establishing program goals and objectives.
2. Assists in establishing peer counseling program protocols and policies.
3. Recruits and interviews potential peer counselors in alignment with program policies and standards.
4. Mentors new peer counselors during the first six months, providing routine follow-up and guidance in the early days of the job.
5. Provides ongoing supervision to peer counselors.
6. Participates in monthly meetings with peer counselors.
7. Collects documentation records and data from Breastfeeding Peer Counselors as appropriate.
8. Monitors the program, including conducting spot checks.
9. Routinely reports on the program to the State Breastfeeding Coordinator.

10. Works with other peer counselor supervisors to assess need and plan for ongoing program improvements.
11. Assists WIC staff in promoting breastfeeding peer counseling through special projects and duties as assigned.
12. Participates in preparations for World Breastfeeding Month celebrations and the Annual WIC Breastfeeding Picnic.
13. Performs additional tasks assigned by supervisor, as needed.

I understand the above job responsibilities, and agree to perform these duties as assigned

WIC Peer Counselor Liaison

Date

LOCAL AGENCY BREASTFEEDING COORDINATOR

The Local Agency Breastfeeding Coordinator (LABFC) shall:

1. Act as the Point of Contact between the Local Agency and the State Agency regarding breastfeeding promotion efforts.
2. Coordinate breastfeeding promotion and support activities with their agency clinics and departments, to include community breastfeeding resources.
3. Complete the required breastfeeding trainings provided by the State.
4. Attend meetings and trainings as required by State Agency.
5. Monitor LA breastfeeding rates.

Qualifications:

- Has demonstrated experience in program management.
- Has demonstrated expertise in breastfeeding management and promotion.
- Has credentials of an International Board Certified Lactation Consultant (IBCLC) or has other lactation management training (e.g., CLS, CLC, CLE) or State-approved training in lactation management.
- Has the qualifications of a Certified Professional Authority (CPA).
- Has a minimum of one year experience counseling breastfeeding women.

Training:

- Receives State-approved training in breastfeeding management.
- Participates in continuing education about breastfeeding annually.
- Receives “Loving Support© Through Peer Counseling: A Journey Together – For Peer Counselors” training.
- Receives “*Loving Support*© Through Peer Counseling: A Journey Together – For WIC Managers” training.

The Local Agency Breastfeeding Coordinator (LABFC) shall be responsible to assure the completion of the following activities:

1. Submission of the breast pump inventory and distribution log to the State Agency Breastfeeding Coordinator’s office at least quarterly (January, April, July, and October).
2. Scheduling and promotion of breastfeeding education classes (Beautiful Beginnings Club meetings). (See Section 2.020.)
3. Submission of the class-meeting schedule to the State Agency Breastfeeding Coordinator’s office for timely notification to participants.

4. New and current staff orientation and training in task-appropriate breastfeeding promotion and support, which will include a review of local and state agency policies as they relate to breastfeeding promotion and support.
5. Coordination of breastfeeding bulletin board displays.
6. World Breastfeeding Month activities.

7. Performs additional tasks assigned by supervisor, as needed.

I understand the above job responsibilities, and agree to perform these duties as assigned

Local Agency Breastfeeding Coordinator

Date