	WIC Program Manual	
	Section 1460	
	Date: 06/2021	Page 1 of 7
Local Agency Staff		

POLICY

1. Local agencies must maintain adequate staffing levels to provide quality nutrition services while ensuring compliance with federal regulations.
2. Local agencies must have a WIC Coordinator to oversee program operations.
3. Local agencies must have access to a Qualified Nutritionist.
4. Local agencies must recruit staff that meet the minimum qualifications for the position and follow New York State WIC Program hiring procedures.
5. Local agencies must fill all vacancies within 90 days.
6. Local agencies must maintain documentation of all WIC staff qualifications including credentials, trainings and continuing education credits.
7. Local agencies must keep each position title within the scope of practice.

REGULATIONS

Definitions, [7 CFR §246.2](#) – Competent professional authority

Agreements with local agencies, [7 CFR §246.6](#) – Provisions of agreement

DEFINITIONS


Refer to Acronyms and Definitions in Section 1011.

Paraprofessional (Peer Counselors) – An individual without extended professional training in health, nutrition, or the clinical management of breastfeeding who are selected from the group to be served and are trained and given ongoing supervision to provide a basic service or function. Paraprofessionals provide specific tasks within a defined scope of practice. They assist professionals, but are not licensed or credentialed as healthcare, nutrition, or lactation consultant professionals (WIC Breastfeeding Model for Peer Counseling).

PROCEDURE

LA/VMA Policy Required Yes No

1. The local agency must obtain approval from the New York State (NYS) Department of Health (DOH) for all new WIC Coordinator, Qualified Nutritionist (QN) and Competent Professional Authority (CPA) hires, including those who transfer from another WIC agency or are promoted, and student interns.
2. Minimum qualifications are required when hiring or promoting all staff, as outlined for each position below.

	WIC Program Manual	
	Section 1460	
	Date: 06/2021	Page 2 of 7
Local Agency Staff		

WIC Coordinator

There are no minimum qualifications for the WIC Coordinator as local agencies vary in size and need for managerial staff. It is preferred that the WIC Coordinator has a public health, public administration or nutrition degree.

Preferred Qualifications:

- Bachelor's degree in public health, public administration or nutrition from an accredited college or university
AND
- 2 years of supervisory experience

- OR
- Master's degree in public health, public administration or nutrition from an accredited college or university
AND
- 1 year of supervisory experience


Job Description:

- oversee all WIC services and ensure compliance with all federal regulations and state policies
- provide supervision and ensure all staff are trained and competent in their role
- ensure that each staff member has a training plan tailored to their needs
- define staff responsibilities, work schedules and clinic hours
- work in collaboration with sponsoring agency and DOH to develop and manage WIC budget and caseload
- establish clear procedures on appointment scheduling and reminders, walk-ins, late arrivals and monitor clinic flow regularly
- participate in the development and implementation of the annual Local Agency Compliance and Self-Assessment (LACASA)
- act as a mentor to all staff and provide necessary guidance to deliver quality services to WIC participants
- provide direct leadership to maintain program integrity
- maintain Local Agency Policy and Procedure Manual, and ensure staff are familiar with requirements outlined in the manual
- ensure collaboration with intra-agency staff, health care providers and community-based organizations
- other duties as assigned

Qualified Nutritionist (QN)

Minimum Qualifications:

- Registered Dietitian Nutritionist (RD/RDN) OR
- Bachelor's, Master's, or Doctoral degree in Nutrition from an accredited college or university

	WIC Program Manual	
	Section 1460	
	Date: 06/2021	Page 3 of 7
Local Agency Staff		

Job Description:

- may conduct all duties of CPA, Nutrition Assistant and Program Support staff
- develop and implement individual care plans (ICPs) and oversee high risk care to all participants
- provide oversight and guidance to CPA and Nutrition Assistant staff
- coordinate nutrition education, including breastfeeding promotion and support, that is responsive to the identified needs/interests of each high-risk participant
- refer high-risk participants to other health-related and social services, as necessary
- track high-risk participants' progress in improving their health and document for outcomes
- ensure the efficient flow of the assessment and education processes
- provide leadership in planning, conducting, and evaluating participant-centered nutrition services
- provide leadership and assist in orienting, training and mentoring new local agency (LA) staff
- provide leadership in developing, conducting and evaluating nutrition training for LA staff in nutrition education topics
- other duties as assigned


Competent Professional Authority (CPA)

Minimum Qualifications:

- Registered Nurse (RN) with a Bachelor's degree from an accredited college or university OR
- Nutrition and Dietetics Technician, Registered (DTR/NDTR) OR
- Bachelor's degree in an appropriate health-related field from an accredited college or university with at least 6 credit hours in nutrition

Job Description:

- may conduct all duties of Nutrition Assistant and Program Support staff
- conduct a complete nutrition assessment, determine nutrition risk and enroll participants
- conduct a breastfeeding assessment, and provide participant-centered counseling that helps a mother initiate breastfeeding, establish a milk supply, exclusively breastfeed and continue breastfeeding
- address common breastfeeding concerns and issue breast pumps
- prescribe, tailor, authorize, issue, and reissue all food packages
- review and approve formula requests requiring medical documentation in consultation with the Health Care Provider
- identify the need for an individual care plan and refer to a QN, as appropriate
- carry out ICPs established by the QN, provide participant centered counseling for high-risk participants, and work in conjunction with the QN to ensure continuity of care and to decide when the ICP can be closed
- provide and document participant-centered nutrition education/counseling (individual/family sessions and facilitated group discussions) for participants
- document nutrition services provided, including referrals and follow-up to referrals
- ensure referrals for lead testing and immunizations are provided, as appropriate
- track participant's progress, and document outcomes
- develop, conduct and evaluate nutrition training for LA staff in nutrition education topics

	WIC Program Manual	
	Section 1460	
	Date: 06/2021	Page 4 of 7
Local Agency Staff		

- provide guidance to Nutrition Assistant staff in collecting nutrition assessment data
- orient, train, and mentor Nutrition Assistant staff
- other duties as assigned

Nutrition Assistant (NA)

Minimum Qualifications:

- High School Diploma OR Licensed Practical Nurse
AND
- experience working in the health care field, including volunteer experience
- experience with providing customer service and computer data entry, including volunteer experience

Job Description:

- may conduct all duties of Program Support staff
- provide clinic and office support to QN and CPA staff
- provide excellent customer service to participants
- review Rights and Responsibilities with participants
- conduct program orientation, including explaining program benefits, issuing eWIC card, setting up WIC2GO and providing list of authorized vendors
- collect information for the nutrition assessment process, including obtaining anthropometric and hematological data, as trained
- participate in breastfeeding promotion and support activities
- complete issuance of food packages that do not require medical documentation, once prescribed by the QN or CPA
- assist by issuing WIC benefits as part of a QN/CPA-led facilitated group discussion, when no food package changes are needed
- provide referrals to health and social services, and document in participant's record
- identify and refer participants to a QN or CPA, when appropriate
- assist QNs and CPAs in planning and evaluating participant-centered nutrition education (such as FitWIC, food demos, etc.)
- provide additional program information on such topics as WIC benefits and the Farmers' Market Nutrition Program
- issue Farmers' Market benefits to participants
- other duties as assigned


Program Support

Minimum Qualification:

- High School Diploma

OR

GED

	WIC Program Manual	
	Section 1460	
	Date: 06/2021	Page 5 of 7
Local Agency Staff		

Preferred Qualification:

- experience with providing customer service and computer data entry, including volunteer experience

Job Description:

- general reception duties such as answering phones, scheduling appointments, following-up on missed appointments, and greeting participants
- review Rights and Responsibilities with participants
- conduct program orientation, including explaining program benefits, issuing eWIC card, setting up WIC2GO and providing list of authorized vendors
- collect information for the certification process including verifying identity, income and residency
- provide referrals to health and social services, and document in participant's record
- complete issuance of food packages that do not require medical documentation, once prescribed by the CPA or QN
- provide additional program information on such topics as WIC benefits and the Farmers' Market Nutrition Program
- issue Farmers' Market benefits to participants
- other duties as assigned

Breastfeeding Peer Counselor

Minimum Qualifications:


- is a paraprofessional, as defined by the [WIC Breastfeeding Model Components for Peer Counseling](#)
- recruited and hired from WIC's target population, and, to the extent possible, represent the same racial/ethnic background as the participants they support
- have breastfed at least one baby
- is trained based on the FNS WIC Breastfeeding Curriculum

Job Description:

- provide basic breastfeeding information and support to pregnant and breastfeeding participants
- are available to WIC participants outside usual clinic hours and outside the WIC clinic environment
- counsel prenatal and postpartum participants via email, phone, home visits, hospital visits, and face-to-face
- refer participants to the Designated Breastfeeding Expert (DBE), QN/CPA, or other community breastfeeding resources for situations outside the peer counselor's scope of practice
- follow up on participant referrals in a timely manner
- document interactions and referrals to other staff in the management information system (MIS)
- other duties as assigned

3. Staff must complete the following continuing education requirements every year:

- WIC Coordinator, Qualified Nutritionist and Competent Professional Authority – 12 hours

	WIC Program Manual	
	Section 1460	
	Date: 06/2021	Page 6 of 7
Local Agency Staff		


- Nutrition Assistant, Program Support and Breastfeeding Peer Counselor – 6 hours
4. The LA must develop written descriptions of job duties that adhere to the scope of practice outlined in this policy for all staff. The duties described in this section are intended to identify the appropriate scope of practice for each title, but do not necessarily reflect all of the duties and responsibilities of each title.
 5. The LA must comply with WIC Program Manual (WPM) 1467 Staff Training and, train all new staff on WIC Program policies and procedures within six months of employment. New staff can provide services in the WIC clinic as they attain competencies.
 6. The LA must comply with WPM 1401 Record Retention and develop a system for maintaining records for staff qualifications including resumes, transcripts, DOH approvals, professional licenses, registrations, certifications, training and continuing education.
 7. Applicants with foreign degrees must have an independent foreign degree evaluation agency validate their degree as equivalent to a Bachelor's or Master's degree conferred by a US regionally accredited college or university.
 8. The local agency must designate a staff member for the following roles:
 - Training Coordinator
 - It is recommended that the WIC Coordinator serve as the Training Coordinator for the LA, although duties may be delegated to the Nutrition Coordinator as necessary
 - Nutrition Coordinator (NC)
 - Breastfeeding Coordinator (BFC)
 - Designated Breastfeeding Expert (DBE)
 - Peer Counselor Coordinator (PCC)
 - PCC is not a required role; it is based on caseload and is necessary only if the LA needs to have a separate person to help manage the Breastfeeding Peer Counselor Program
 - Outreach Coordinator
 - National Voter Registration Act Coordinator
 9. The NC and BFC are required to spend adequate time each week to perform the duties and responsibilities of the position.

GUIDANCE

Policy Supplement Available Yes No

This policy is intended to establish minimum qualifications for the hiring and promotion of staff within these titles.

These titles do not necessarily reflect an organizational hierarchy, except that it is expected that a QN or CPA oversee the work of Nutrition Assistants and that the Nutrition Coordinator is responsible for ensuring that procedures are in place to provide WIC participants with the highest possible quality

	WIC Program Manual	
	Section 1460	
	Date: 06/2021	Page 7 of 7
Local Agency Staff		

participant centered nutrition services. All WIC nutrition staff must possess the skills, knowledge and confidence to carry out the duties assigned to them.

The first choice for a Qualified Nutritionist is a Registered Dietitian Nutritionist (RD/RDN).

International Board Certified Lactation Consultant (IBCLC) or Certified Lactation Counselor (CLC) is a preferred qualification for a QN and a CPA.

If the minimum qualifications are questionable, local agencies are encouraged to consult with DOH prior to interviewing potential hires. Transcripts should be obtained and reviewed for all potential CPA hires with a health-related degree. Hires must have 6 credit hours from pertinent nutrition courses. Thesis writing does not count towards these 6 credits.

RESOURCES

WIC Program Manual Sections and Policy Supplements:

- #1020 Participant-Centered WIC Environment
- #1135 Nutrition Assessment Process
- #1186 Substance Use Screening, Education and Referral
- #1216 High Risk Care
- #1401 Record Retention
- #1406 Compliance and Self-Assessment
- #1452 User Account Security and Guidelines

WIC Library:

- WIC Staff Competencies

Other:

- [Code of Ethics for the Nutrition and Dietetics Profession](#)
- [Foreign Degree Evaluation Agencies](#)
- [WIC Nutrition Services Standards](#)