WIC BASIC TRAINING:
COURSE INTRODUCTION,
OVERVIEW, & ORGANIZATION

MODULE 1

SESSION AGENDA
- Welcome and WIC Basic Training Introduction
- Course Specifics
- Policies and Procedures
- WIC Purpose and Federal Mandate
- State Organization
- Program Benefits
- Tools for Program Administration

WHAT IS WIC BASIC TRAINING (WBT)?
A REVIEW OF HOW WBT IS ORGANIZED AND WHAT TO EXPECT
MODULES

- WIC Basic Training Toolkit
- Training Checklist
- Presentation slide handouts
- Supplemental handouts
- Training activities
- Evaluation

WIC Staff should always refer to the WIC Program Manual for policy guidance!

MODULE COMPLETION ORDER AND TOPICS

- Module 1: Course Introduction, Overview and Organization
- Module 2: Program Eligibility and Application
- Module 3: Nutrition Eligibility and Nutrition Assessment
- Module 4: Plan of Care and Nutrition Education
- Module 5: Food Package
- Module 6: Food Benefit Issuance
- Module 7: Participant Rights and Responsibilities
- Module 8: Breastfeeding Promotion and Support
- Module 9: Outreach

TRAINING CHECKLIST
THIS COURSE...

- Designed to orient newly hired staff
- Developed with input from local agency staff
- Serves as an adjunct to training in your local agency
- Always available to you as a reference

WIC STAFF WILL BE EMPOWERED TO:

- Implement program policies and procedures
- Access resources for problem solving
- Provide services and perform duties with confidence

EVALUATIONS

- Complete the evaluation at the end of each module
- Feedback and thoughtful comments are beneficial
- Specific examples are helpful
ROLE ASSIGNMENT IN CROSSROADS

- Roles are requested by local WIC Director and approved by NSB Customer Service staff
- Local agency factors for consideration:
  - Caseload
  - Clinic layout and flow
  - Appointment scheduling
  - Staffing
  - Teamwork philosophy

WHAT IS WIC?

- Special Supplemental Nutrition Program for Women, Infants, and Children
- Funded by the United States Department of Agriculture (USDA)
- Began in NC in 1974 as an expansion of a small pilot project
WHY DOES WIC EXIST?

Section 17(a) of Public Law 95-627:
"The Congress finds that substantial numbers of pregnant women, infants, and young children are at special risk in respect to their physical and mental health by reason of poor or inadequate nutrition or health care, or both..."

THE FOUR PILLARS OF WIC

- Supplementation Foods
- Breastfeeding Support
- Nutrition Education
- Referrals

NATIONAL WIC ASSOCIATION (NWA)

HEALTHY FOOD
HEALTHY KID
HAPPY FAMILY
HOW IS WIC FUNDED?

- Congress appropriates funds
- United States Department of Agriculture (USDA) – Food and Nutrition Services (FNS)
- North Carolina Department of Health and Human Services (DHHS) – State WIC Agency (Nutrition Services Branch)
- Local WIC Agencies
NC Department of Health and Human Services
Division of Public Health
Women's and Children's Health Section
Nutrition Services Branch

WIC Program
Organization in North Carolina

NUTRITION SERVICES BRANCH (NSB) SIMPLIFIED ORGANIZATIONAL CHART

OPERATIONS UNIT
- Provide oversight
- Process contracts and budgets
- Administer all aspects of the vendor component
- Operate the information systems (Crossroads)
- Operate the Customer Service Desk
PUBLIC HEALTH NUTRITION UNIT (PHNU) ACTIVITIES

- WIC clinical services
- Crossroads user guidance
- Develop training and educational resources
- Work with local agencies and partners
- Complete quality assurance reviews
- Develop and interpret WIC policy
- Plan and coordinate training events
- Nutrition education
- Provide technical assistance

SPECIAL NUTRITION PROGRAMS UNIT ACTIVITIES

- Administer the Child and Adult Care Food Program (CACFP)
- Training and education
- Provide technical assistance, monitoring, interpretation of federal regulations, and program reviews
WHO DOES NSB PHNU STAFF SERVE?

- 85 Local WIC Programs in all 100 counties
- About 1,100 local WIC staff
- About 225,000 participants each month

CASELOAD AND PARTICIPATION

NORTH CAROLINA WIC BENEFITS

- Supplemental Foods
- Nutrition Education
- Breastfeeding Support
- Prenatal
BENEFIT: SUPPLEMENTAL FOODS

- Fruits and Vegetables
- Cereal
- Juice
- Milk
- Cheese*
- Yogurt*
- Tofu*
- Whole Grains
  - Bread
  - Tortillas
  - Brown rice
  - Whole wheat pasta
- Eggs
- Peanut butter
- Dry beans, peas, lentils
- Tuna/Salmon*
- Soy Beverage
- Infant Cereal
- Infant Foods
  - Fruits/Vegetables
  - Meats*

BENEFIT: BREASTFEEDING SUPPORT

- Protect, Promote, and Support Breastfeeding
- Exclusive Breastfeeding = Providing only human milk
- Normality

"Breastfeeding and human milk are the normative standards for infant feeding and nutrition."

BENEFIT: REFERRALS

- Coordination of services
- Schedule WIC and clinic appointments on same day
- View existing documentation to avoid:
  - Repetitive interview questions
  - Repetitive and unnecessary lab testing
  - WIC and immunization coordination
**BENEFIT: NUTRITION EDUCATION**

- Explore relationships
- Assist with health behavior change
- Prevention

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**MANDATED SERVICE COORDINATION**

Lead screening

Immunization screening

Voter registration

Substance abuse services

Medicaid

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**COORDINATION OF SERVICES – EXAMPLE #1**

Pregnant woman with:
- Two children
- No source of medical care
- An abusive husband

Possible referrals:
- Prenatal clinic
- Medicaid / Health Choice (NCHC)
- Shelter or domestic violence support program
- Well Child Care
- Immunization Services
- Pregnancy Care Management
- Care Coordination for Children (CC4C)
- Division of Social Services
CONFIDENTIALITY

- All information about an applicant or participant is confidential
- Most disclosures require written authorization from the applicant/participant
- Vendor information is also confidential

TOOLS FOR ADMINISTRATION OF WIC

- WIC Program Manual
- Numbered memos from NSB
- Agency policy and procedure manuals
- Regional Nutrition Consultants
- Training

CROSSROADS GUIDANCE

- Guidance documents for most recent system upgrade
- Guidance documents for various procedures
- Procedural guidance to help implement policy

WIC Program Manual available on www.nutritionnc.com
WIC was established by the USDA to provide supplemental foods, health care referrals, and nutrition education for low-income women, infants, and children.

WIC is administered through the WCH section of NCDHHS, by the staff of the Nutrition Services Branch.

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   Washington, D.C. 20250-9410

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