

Section 4.2: Local Agency Management

10/2006

References: 7 CFR 246.3(f); 2646.6 (a-b); WIC Nutrition Service Standards, Standard 1, FNS/USDA; and relevant MOM Policies referenced throughout

Policy: Each Local Agency must designate a WIC Coordinator (and other staff as needed) to manage the Local WIC Program

Purpose

- To ensure responsible and effective management of the WIC grant for meeting program requirements.
- To provide leadership in developing quality WIC nutrition and customer services.
- To serve as the key contact for communication with the state agency.

Procedures

- The local agency must designate a WIC Coordinator to oversee all functions of the program.
- Program activities may be accomplished by any number of responsible, qualified staff, but the WIC Coordinator is responsible for management and oversight.
- The WIC Coordinator must ensure that the following functions are performed, (either personally or by another staff person):
 - Manage the WIC grant and coordinate program activities.
 - Hire, train, and supervise staff so the program is administered effectively and efficiently.
 - Plan and coordinate WIC clinic activities.
 - Plan and coordinate nutrition services.
 - Ensure participants receive quality services and appropriate benefits.

Guidance

Qualifications of a WIC Coordinator:

- The qualifications of the WIC Coordinator will vary depending on the needs and staffing patterns of the local agency. It is highly desirable that the WIC Coordinator have a degree in

SECTION 4.2: LOCAL AGENCY MANAGEMENT

a health-related profession such as dietetics, nutrition, or nursing, and coursework and/or experience in:

- Management -- including program planning and evaluation; personnel management; and budget management
- Community/Public Health
- Maternal, Child, and Infant Nutrition
- It is strongly recommended that the WIC Coordinator be a **qualified Competent Professional Authority (CPA)** and have experience, or obtain experience, working as a CPA.

Local Agency Management and WIC Coordinator Activities include:

1. Manage the WIC grant and coordinate WIC activities to meet program requirements.
 - Complete and submit the grant application.
 - Plan use of grant funds, ensuring adequate and appropriate staffing for providing quality WIC nutrition services.
 - Prepare the Expenditure Plan and modify the plan to accommodate variations in funding.
 - Monitor spending regularly to ensure full utilization of the WIC grant.
 - Coordinate with local agency fiscal staff to ensure complete, accurate, and timely reporting.
 - Manage caseload based on available funding; promote growth as funding allows.
 - Assure compliance with MN WIC policies and procedures and applicable federal regulations, policies, and instructions.
 - Refer to most up-to-date policies.
 - Plan, implement, and follow-up on policy changes with staff.
 - Read communications from the state agency (e.g., WIC Updates and WIC Information System Release Documents), share information with staff, and ensure successful implementation of program changes.
 - Participate in Management Evaluations.
 - Perform on-going self-evaluation of compliance with federal requirements and of program effectiveness.
 - Provide leadership for staff in identifying problems and seeking solutions.
 - Respond to Management Evaluation. Plan and implement corrections as needed.
 - Communicate with and seek advice from the supervisor and/or local administrator about key issues in WIC.
 - Consult with and seek advice from state staff as needed.

SECTION 4.2: LOCAL AGENCY MANAGEMENT

- Attend state meetings/trainings and share information with staff.
 - Plan and implement outreach as needed, when funding and opportunities allow. (See [Section 1.6: Public Notification and Outreach](#))
2. Hire, train, and supervise staff so that the program is administered effectively and efficiently.
- Ensure that staff qualifications, skills, and competencies match program needs for nutrition services and administrative functions. When filling staff vacancies, consider the effectiveness of staffing structure in meeting WIC program needs.
 - Provide adequate initial and on-going training.
 - Provide staff supervision, monitoring, and evaluation, and coach to build competence (see CPA Performance Evaluation policy, [Section 4.6: CPA Performance Evaluation](#)).
 - Conduct regular performance reviews to evaluate staff performance of their WIC functions.
 - Schedule appropriate staff and adequate hours for providing clinic services, and for accomplishing office and other WIC duties.
 - Schedule and conduct regular WIC staff meetings to facilitate communication and coordinate services.
 - Regularly communicate program information and policy changes to staff.
 - Plan and oversee the use of volunteers and interpreters. (See [Chapter 4: Local Agency Management and Staffing](#).)
3. Plan and coordinate WIC clinic activities.
- Arrange to provide WIC services at sites/locations that will provide reasonable access to applicants/participants in your service area (see [Section 5.9: Clinic Environment](#))
 - Ensure compliance with all civil rights laws and regulations, including accessible-sites (see Civil Rights policy, [Section 1.10: Civil Rights](#)).
 - Assure adequate appointments and staffing to meet “10/20 day” scheduling standards (see [Section 3.2: Processing Standards-Timeframes for Scheduling Certification Appointments](#)).
 - Maintain adequate certification and WIC information System equipment for clinic operation.
 - Ensure security of staff, WIC Information System equipment and vouchers at every clinic site (see [Section 9.4: Network, Browser, and User Access Security](#))
 - Oversee staff use of WIC Information System. Designate and train Local Systems Administrator staff.

SECTION 4.2: LOCAL AGENCY MANAGEMENT

- Periodically evaluate and modify operations and clinic flow for optimal services and maximum efficiency.
 - When WIC clinic is co-located w/ other health services (e.g., Maternal and Child Health; Immunizations; Family Planning, etc.), coordinate services as possible. When not co-located, establish effective referral procedures.
4. Plan and coordinate nutrition services.
- Use WIC data to identify nutrition problems in population served by your agency, and plan and evaluate nutrition services to address them.
 - Develop and implement the agency's Nutrition Education Plan (See [Section 6.10: Local Agency Nutrition Education Plans](#)).
 - Comply with all state and federal requirements in provision of nutrition services to WIC participants (accurate assessments, appropriate nutrition education, referrals, and food packages).
 - Assure that adequate and appropriate nutrition education materials are available (see [Section 6.9: Nutrition Education Materials](#)).
 - Develop and implement a plan for promoting breastfeeding. Designate a breastfeeding coordinator (see [Section 4.4: Breastfeeding Coordinator](#)).
 - Periodically evaluate and modify nutrition practices and procedures for providing optimal service.
 - Oversee/manage the agency's issuance of infant formulas (contract, non-contract, and medical formulas) and formula samples. Communicate with local medical providers regarding formula issues (see [Section 7.4: Supporting Breastfeeding with the WIC Food Package](#)).
 - Coordinate medical referrals to physicians and other health care providers (see [Section 6.6: High Risk Individual Nutrition Care Plans](#)).
 - Coordinate referrals to other services such as MAC, Social Services, and Food Shelves (see [Section 5.7: Referrals](#)).
 - (See [Chapter 6: Nutrition Education](#))
5. Ensure participants receive quality services and appropriate benefits.
- Maintain participant confidentiality and protect data privacy (see [Section 1.7: Data Privacy](#)).
 - Train staff on Civil Rights requirements and monitor compliance (see [Section 1.10: Civil Rights](#)).
 - Respond to potential participant abuse (see [Section 1.11: Potential Participant Violations](#)).

- Promote good customer service by training and building staff skills.
- Solicit feedback from WIC participants and respond to participant suggestions and complaints.

Reference – Complete Listing of Hyperlinks

Section 1.6: Public Notification and Outreach

(https://www.health.state.mn.us/docs/people/wic/localagency/program/mom/chsctns/ch1/sctn1_6.pdf)

Section 4.6: CPA Performance Evaluation

(https://www.health.state.mn.us/docs/people/wic/localagency/program/mom/chsctns/ch4/sctn4_6.pdf)

Chapter 4: Local Agency Management and Staffing

(<https://www.health.state.mn.us/people/wic/localagency/mom.html#staffing>)

Section 5.9: Clinic Environment

(https://www.health.state.mn.us/docs/people/wic/localagency/program/mom/chsctns/ch5/sctn5_9.pdf)

Section 1.10: Civil Rights

(https://www.health.state.mn.us/docs/people/wic/localagency/program/mom/chsctns/ch1/sctn1_10.pdf)

Section 3.2: Processing Standards-Timeframes for Scheduling Certification Appointments

(https://www.health.state.mn.us/docs/people/wic/localagency/program/mom/chsctns/ch3/sctn3_2.pdf)

Section 9.4: Network, Browser, and User Access Security

(https://www.health.state.mn.us/docs/people/wic/localagency/program/mom/chsctns/ch9/sctn9_4.pdf)

Section 6.10: Local Agency Nutrition Education Plans

(https://www.health.state.mn.us/docs/people/wic/localagency/program/mom/chsctns/ch6/sctn6_10.pdf)

Section 6.9: Nutrition Education Materials

(https://www.health.state.mn.us/docs/people/wic/localagency/program/mom/chsctns/ch6/sctn6_9.pdf)

Section 4.4: Breastfeeding Coordinator

(https://www.health.state.mn.us/docs/people/wic/localagency/program/mom/chsctns/ch4/sctn4_4.pdf)

Section 7.4: Supporting Breastfeeding with WIC Food Package

(https://www.health.state.mn.us/docs/people/wic/localagency/program/mom/chsctns/ch7/sctn7_4.pdf)

SECTION 4.2: LOCAL AGENCY MANAGEMENT

Section 6.6: High Risk Individual Nutrition Care Plans

(https://www.health.state.mn.us/docs/people/wic/localagency/program/mom/chsctns/ch6/sctn6_6.pdf)

Section 5.7: Referrals

(https://www.health.state.mn.us/docs/people/wic/localagency/program/mom/chsctns/ch5/sctn5_7.pdf)

Chapter 6: Nutrition Education

(<https://www.health.state.mn.us/people/wic/localagency/mom.html#education>)

Section 1.7: Data Privacy

(https://www.health.state.mn.us/docs/people/wic/localagency/program/mom/chsctns/ch1/sctn1_7.pdf)

Section 1.11: Potential Participant Violations

(https://www.health.state.mn.us/docs/people/wic/localagency/program/mom/chsctns/ch1/sctn1_11.pdf)

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