

Minnesota WIC everyday hero award procedure

May 2026

What is the everyday hero award?

This award is intended to recognize and honor the great work and commitment of local WIC staff – anyone and everyone who works in WIC: clerks, competent professional authorities (CPAs), coordinators, receptionists, breastfeeding peers, and others who support local WIC operations. We want to acknowledge local staff who exemplify the spirit of participant centered services (PCS) and strive every day to make WIC a great experience for participants. These staff see WIC service through the eyes of participants, ensuring that people feel valued and respected. They are role models for others in their agency.

Frequency and communication

- Every two years nominations will be requested in May.
- A weekly update communication will be sent announcing the award, a link to nomination form, as well as procedures, and timeline. CHS mailbag submission form will be filled out to alert public health administrators.
- A deadline to receive nominations will be established each year. This allows adequate time for each regional WIC advisory group representative to compile nomination material, prepare a ballot, and distribute to WIC local agency coordinators for voting.

Eligibility

- Any individual who works at the local level in WIC.
- Each local agency may submit up to two nominations.
- Each region will select one everyday hero. The WIC regional advisory group representative is responsible for overseeing the selection within the region they represent.

Selection Criteria

Individuals who...

- Embody the spirit of PCS and are dedicated to WIC and its potential to touch hearts and minds.
- Help people feel valued, understood, and respected.
- Exhibit a strong work ethic, are efficient and effective.
- Are results-oriented, and solutions-driven - striving for continuous quality improvement.

- They are role models for their co-workers and understand the value of being a team player.
- Look to the future and imagine what could be, generating innovative ideas.

Who can submit a nomination?

- Anyone working in WIC. WIC coordinators, WIC co-workers (staff can nominate each other), breastfeeding peers, MDH WIC staff, etc.
- Leaders from local public health agencies and/or from local grantee organizations.
- WIC coordinators are encouraged to solicit nominations from their local agency and may notify all candidates who are nominated. It does not have to be a secret process.
- Nominations must be approved by the local agency WIC Coordinator on nomination form.

Nomination steps

- Complete an everyday hero nomination form
 - Nomination requires a description of the nominee's role in WIC, a summary of their qualities making them an everyday hero, and two letters of support for the nominee which must be uploaded to the nomination form.
 - The nominee's local agency coordinator must approve of the nominee (check box on the form)

Local agency WIC coordinator role

Get nominations to regional WIC advisory representative by the specified date. Two maximum per local agency.

MDH WIC role

All nominations will be sent to MDH WIC staff and forwarded to the regional advisory group representative.

Regional advisory group role

Regional WIC advisory group representatives compile all nominations and support letters received.

Voting procedures

Regional advisory group role

- Compile all nominations and support letters received; prepare ballots for region; send all materials to local agency coordinators in their region for voting with a deadline.
- After voting complete - notify local agency WIC coordinators and MDH WIC of everyday hero winner from their region.

Local agency WIC coordinator role

- Return ballot provided by regional representative by specified date. WIC coordinators are encouraged to consult with or involve their staff in voting for their regional everyday hero.
- Each local agency will have one vote.

Regional award recipient

- Each region will have one everyday hero award recipient.
- MDH WIC will provide each everyday hero with a framed certificate and cover the registration fee for one NWA conference within a two-year period of their award. The local agency coordinator will help determine which conference and whether attendance in person can be supported or only virtual.
- In the event of a tie between two nominees, a re-vote will take place including only the “tied” nominees. Again, the ballot will be sent out by the WIC regional advisory group member representing the region, requesting a response within one week.
- If a regional WIC advisory group representative is nominated for the award, an alternate WIC advisory group member from that region should compile and distribute the nomination materials and ballot and oversee selection process.

Notification procedures

Regional advisory group role

- Notify all local agency WIC coordinators in the region of election results within a week of the voting deadline.
- The regional representative and local agency coordinator should decide together best method to recognize your everyday hero and nominees.
- Some award recipients may be able to attend their regional meeting to receive the award, or it could be presented locally, at a WIC staff meeting.
- Awards can be presented in August at regional meetings.

Local agency WIC coordinator role

- Notify the everyday hero (if from their agency) as well as informing other nominees (if applicable) from their local agency of the election results.
- Work with their regional representative on how to recognize the everyday hero and nominees.

MDH WIC role

- Announce everyday hero award recipients in a weekly update in September.
- Prepare and send a framed certificate to local agency coordinator.
- Help coordinate steps to pay NWA conference registration fee for everyday hero recipients.
- Help coordinate acknowledgement of recipients at WIC conference, if they haven't been recognized at a previous state conference.

Optional activities for local agency

- Local agencies are encouraged to develop a process to notify candidates of selection results, and to recognize the award recipient and all nominees.
- Local agencies may choose to provide each nominee with a copy of their nomination form.
- Local agencies may choose to provide their own ribbons, certificates, or other forms of recognition to award recipients and/or nominees.
- Local staff meetings, department meetings, board meetings, etc. may be appropriate venues for additional recognition.

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