

# WIC COORDINATOR

## General Description and Examples of Work

### General Description

The WIC Coordinator serves as the local agency representative who administers, plans, trains, implements, executes, and evaluates policies and acts as the primary contact for all communications with the Michigan Department of Health and Human Services WIC Division.

### Examples of Work

#### Overall Program Management

- Assess local agency data to create programming that meets client and community needs.
- Distribute and implement policies and procedures (WIC Policy, MI-WIC Manuals, and other State communications) in a timely manner.
- Attend required MDHHS WIC meetings, conferences, and webcasts, or arrange for other agency representation.
- Enforce Civil Rights and Nondiscrimination/Equal Opportunity policy in hiring, annual training, and treatment of clients.
- Communicate regularly with local agency consultant regarding services and needs.
- Communicate with key agency and community leaders to ensure access to, and participation in, local WIC services for all eligible participants.
- Institute quality assurance measures within the program to assure quality and consistent services.
- Use data and other system generated reports for program evaluation, quality assurance, needs assessment, coordination/ integration, and other management purposes.
- Complete and submit plans, reports, and surveys (as requested) to MDHHS/WIC in a timely manner.
- Develop and implement breastfeeding education, promotion, and support activities, coordinating with other community breastfeeding programs.
- Document and complete complaint/compliance procedures.
- Ensure all required or necessary training is completed for all local agency staff.

#### Fiscal Management

- Monitor caseload to sustain assigned target level. Request caseload adjustment as needed to reflect community needs.
- Comply with the Comprehensive Planning and Budget Contract or WIC Agreement.
- Plan annual budget, track monthly expenditures, and revise as needed.
- Ensure all local USDA WIC expenses claimed are allowable according to policy.
- Monitor security and issuance of EBT cards.
- Maintain accurate equipment inventory.

### Program Planning and Evaluation

- Conduct periodic assessment of local agency program needs for planning purposes.
- Develop, implement, and evaluate annual goals and objectives in the Nutrition Services Plan.
- Prepare and assist with MDHHS WIC Management Evaluation/Accreditation process and quality assurance, as well as ongoing assessment and implementation of corrective plans.
- Perform annual clinic evaluations for all sites, including subcontract agencies. Assess reviews, develop, and implement action plans to address deficiencies or improvements.

### Data Collection

- Ensure staff correctly enter certification and nutrition education information into MI-WIC and issues benefits.
- Ensure proper anthropometric and laboratory screening techniques are used and equipment is properly maintained.
- Train and monitor that CPA staff use proper procedure for risk assignment, nutrition education, food package issuance, referral procedures, documentation, and maintenance of client confidentiality.
- Ensure all security procedures are followed for handling of computer hardware and WIC data.

### Nutrition Education and Breastfeeding Promotion and Support

- Ensure nutrition and breastfeeding services are adequately represented and addressed by having regular and frequent communications with the Nutrition Education and Breastfeeding Coordinators (if different from the WIC Coordinator).
- Assign qualified and competent staff to provide nutrition and breastfeeding services and ensure staff vacancies are filled as quickly as possible with equally qualified staff.
- Train staff for consistency in documentation of nutrition and breastfeeding education and counseling, referrals, materials provided, etc.
- Ensure one-sixth (16.6%) of time/funding is spent on nutrition and breastfeeding education, counseling, and support. Conduct triennial Nutrition Education and Breastfeeding Time Study as scheduled by the State Agency.

### Program Outreach

- Develop an outreach plan to increase community awareness of WIC services.
- Monitor progress/effectiveness of outreach plan.
- Review and/or revise the outreach plan annually.
- Coordinate services with community members and other providers serving the maternal child population.
- Announce the availability of WIC services to the public annually, using media that will reach potential clients in the Local Agency service area (i.e., newspapers, public service announcements, website).
- Outreach to community resources and to WIC-eligible populations, especially pregnant women, homeless and migrant individuals, or families

### Vendor Management

- Assist MDHHS WIC in vendor management and training activities for the vendors in your community.
- Ensure that a vendor and client complaint reporting procedure is in place.

#### Integration and Coordination with Other Local Providers

- Collect and maintain referral information and procedures from WIC to other agency staff, health care providers, other food and nutrition, and non-health related community resources.
- Promote the use of WIC Program nutrition standards and protocols by lactation and health care providers within the agency and community.
- Participate in community coalitions, task forces, advisory committees that may impact services to WIC-eligible families.
- Participate in local public health agency needs assessments by sharing demographic, nutrition, and breastfeeding data.
- Provide leadership for assuring nutrition services are available to clients through the coordination and integration of MDHHS programs (i.e., Maternal Infant Health Program/MIHP, Hearing and Vision, Immunization, Family Planning, Medicaid/MI Child Enrollment, Children's Special Health Care Services (CSHCS).)
- Ensure all integrated services meet mutual goals of participating programs.
- Maintain compliance with confidentiality policies.