

Staffing Requirements

I. Minimum Staffing Roles & Responsibilities

Each WIC agency must have the minimum staffing as listed below. One staff person may function in multiple roles.

- a. Local Agency Administrator/WIC Director
- b. Registered Dietitian (RD/RDN)
- c. Competent Professional Authority 1 (CPA1)
- d. Designated Breastfeeding Expert (DBE)
- e. Breastfeeding Coordinator
- f. Peer Counselor Coordinator
- g. Breastfeeding Peer Counselor (PC)
- h. Module Preceptor
- i. Local Agency Nutrition Coordinator
- j. Outreach Coordinator
- k. Vendor Coordinator

II. The following describes qualifications and responsibilities for each staffing role. Staff may have additional responsibilities as designated by the local agency and as allowed by WIC federal regulations.

a. Local Agency Administrator/WIC Director

ii. Qualifications:

1. Fulfills all requirements for a CPA1
2. Minimum 2 years supervisory experience
3. Other determinations by local agency management (i.e., health officer, local health department management, etc.)

iii. Responsibilities:

1. Oversees management and staffing of the WIC program at the local agency level.
2. Coordinates and oversees local agency implementation of state WIC policy.
3. Provides required documentation for local agency management evaluations.
4. Develops and manages the nutrition services budget.
5. Participates in local and state workgroups as able (i.e., UAWA, ASPHN, AND, etc.) to improve nutrition and program services.
6. Oversees the development and implementation of a Quality Assurance Plan and Quality Improvement Plan (i.e., local

on-going self-evaluation tool, self-evaluation tool for management evaluations)

7. Provides required documentation for local agency management evaluations.
8. Submits annual Nutrition Education & Evaluation Plan
9. Submits annual WIC Breastfeeding Peer Counselor Program Evaluation & Budget Expenditure

b. Registered Dietitian (RD/RDN)

i. Qualifications:

1. State certified (CD).
2. Completed the Academy of Nutrition and Dietetics (AND) approved course work and requirements prior to taking the registration exam.
3. Has practicum experience approved by the AND.
4. Has successfully completed the CDR's registration examination for dietitians.
5. Must have a current AND registration card and a registration number. A copy of their current state license and registration card must be kept in the WIC employee's file or on file in the official personnel records.

ii. Responsibilities:

1. Assist in writing the annual Nutrition Education & Evaluation Plan.
2. Coordinate nutrition care plans for high-risk participants.

c. Competent Professional Authority 1 (CPA1)

i. Grandfather clause: Individuals approved by the state agency as a CPA prior to June 2023 are authorized to function as a CPA1.

Transcripts are not required for CPA1s/CPA2s who were hired prior to June 2023.

ii. Qualifications:

1. The following persons are authorized to serve as a competent professional authority 1 (CPA1) for the Utah WIC Program:
 - a. Physician
 - i. MD, D.O.
 - ii. A copy of their current license must be kept in the WIC employee's file or on file in the official personnel records.

- b. Registered Dietitian (RD/RDN)
 - i. State certified (CD).
 - ii. Completed the Academy of Nutrition and Dietetics (AND) approved course work and requirements.
 - iii. Has practicum experience approved by the AND.
 - iv. Has successfully completed a CDR's registration examination for dietitians.
 - v. Must have a current AND registration card and a registration number. A copy of their current state license and registration card must be kept in the WIC employee's file.
- c. Registered Nurse (RN)
 - i. RN, B.S.N., C.N.M., or N.P.
 - ii. Degree must be from an accredited college/university.
 - iii. A copy of their current license must be kept in the WIC employee's file.
- d. Certified Physician Assistant (PA)
 - i. Certified by the National Committee on Certification of Physician's Assistants or the State Medical certifying authority.
 - ii. Degree must be from an accredited college/university. A copy of their current license must be kept in the WIC employee's file.
- e. Nutritionist
 - i. Must have a bachelor's or master's degree from an accredited college in one of the following fields:
 - 1. Human Nutrition
 - 2. Nutritional Sciences
 - 3. Community Nutrition
 - 4. Clinical Nutrition
 - 5. Dietetics
 - 6. Public Health Nutrition
 - 7. Home Economics with emphasis in Nutrition
 - ii. A copy of the transcript kept in the WIC employee's file.
- f. State or local medically trained health official.
 - i. Examples include:
 - 1. State health commissioner
 - 2. Local health officer/director
 - 3. State epidemiologist

4. County or city health officer
 5. Public health nurse
- iii. Responsibilities:
1. Conduct nutrition assessments following VENA guidelines.
 2. Assigning food packages and food package changes.
 3. Determining eligibility based on nutritional risk.
 4. Must complete the following questions in the Nutrition Interview in VISION regarding breastfeeding:
 - a. 4f. for pregnant women (Breastfeeding Preparation section)
 - b. 1g. for breastfeeding women (Breastfeeding Support section)
 5. Identifies and implements individual care plans as appropriate.
 6. Approve formula and food authorization forms as appropriate.
 7. Provides nutrition education, including breastfeeding promotion and support that meets the needs and interests of the participant.
 8. Documents nutrition services provided, including referrals and follow-up to referrals and goals set.
 9. Refers participants to other health and social services and provides appropriate follow-up to referrals.
 10. Refers to RD to resolve HR Care Plans, or has HR Care Plans co-signed by RD.
 11. Teach classes as needed in local agency.
- d. Designated Breastfeeding Expert (DBE)
- i. Qualifications:
 1. Successful completion of the FNS competency-based training for WIC Breastfeeding Curriculum (levels 1-4).
 2. Minimum of one year of experience in counseling breastfeeding mother/infant dyads.
 3. Meets one of the following criteria:
 - a. Health care provider
 - b. Nutritionist (Masters or Bachelor's degree in Nutritional Sciences, Community Nutrition, Clinical Nutrition, Dietetics, Public Health Nutrition or Home Economics with emphasis in Nutrition)
 - c. IBCLC

- d. Registered dietitian
 - e. Registered nurse
 - f. Physician's assistants certified by the National Committee on Certification of Physician's Assistants
 - g. Individual who has completed a minimum of 8 college courses from an Accredited Institution in the Health Sciences (suggested coursework includes, but is not limited to the following areas: Human Anatomy, Human Physiology, Biology, Infant Growth and Development, Nutrition, Counseling Skills, Sociology, Introduction to Clinical Research, etc.).
- ii. Responsibilities:
- 1. Assists WIC mother/infant dyads with complex breastfeeding challenges.
 - 2. Provides follow-up breastfeeding support to participants.
 - 3. Assesses, contributes towards the development of a care plan and counsels the mother/infant dyad with complex breastfeeding challenges.
 - 4. Communicates care plan to the rest of the WIC breastfeeding team, as appropriate.
 - 5. Acts on referrals from peer counselors and other WIC staff regarding complex breastfeeding challenges beyond their scope of practice.
 - 6. Refers mom to her or her baby's health care providers for further assessment and medical care.
 - 7. May serve as a breastfeeding resource and mentor for WIC agency staff.
 - 8. May provide breastfeeding training for WIC staff.
 - 9. May promote breastfeeding within the community.
 - 10. Maintains lactation credentials and certifications, if applicable and acquires ongoing continuing education, including opportunities to shadow an IBCLC, as appropriate, to stay abreast of current lactation profession information and enhance skills.
- e. Breastfeeding Coordinator
- i. Qualifications:
 - 1. Must be a designated breastfeeding expert (DBE).
 - 2. Has completed the Breastfeeding Curriculum, levels 1-4.
 - a. Responsibilities:

- i. Coordinates culturally appropriate breastfeeding promotion and support activities including training staff on clinic breastfeeding procedures.
- ii. Coordinates and approves distribution and inventory of breastfeeding equipment and aids.
- iii. Prepares the breastfeeding portion of the local Nutrition Education Plan.
- iv. Works directly with the local agency WIC administrator to prepare and manage the local agency breastfeeding policy and program; preparing the peer counseling grant; budget and grant evaluations; and coordinating the agency's peer counseling program; ensuring local agency compliance with all Utah WIC Program breastfeeding policies.
- v. Ensures that all local agency staff who work with pregnant or breastfeeding participants receive the required training and understand the state's breastfeeding policy and their roles and responsibilities pertaining to the WIC breastfeeding program.
- vi. Identifies, coordinates and collaborates with community breastfeeding resources (e.g., local hospital NICU, lactation services department, labor and delivery departments, private physician's office (OB/GYN) and community health centers).
- vii. Facilitates a minimum of one peer counselor support meeting per year. This must be for all peer counselors in the local agency to meet in-person in order to share ideas, concerns and challenges. The meeting will be facilitated by the breastfeeding coordinator. The breastfeeding coordinator should maintain a positive tone, direct discussions, maintain participant confidentiality, and work within the PC scope of practice. Telephone conference meetings are encouraged two times a year or based on the needs of the clinic. Other methods of regular communication are encouraged as needed such as emailing or texting.
- viii. Monitors local agency breastfeeding rates.
- ix. A breastfeeding clinic contact person (preferably a CPA) may be designated to assist the breastfeeding coordinator with handling breastfeeding related

activities including receiving breast pump supplies, completing inventories for submission to the breastfeeding coordinator, etc. Other staff who may help to promote and support breastfeeding are designated breastfeeding experts, peer counselors, clerical and administrative staff, and all other WIC staff. WIC clinics can develop their own breastfeeding support teams. All WIC staff and any non-WIC staff can be trained to provide breastfeeding promotion and support in the WIC clinics.

f. Peer Counselor Coordinator

i. Qualifications:

1. Meets the qualifications for a CPA1
2. Has experience in program management.
3. Has, at minimum, one year of experience in counseling breastfeeding women.
4. Has demonstrated expertise in breastfeeding management and promotion.
5. Has successfully completed specialized training in lactation management and care. International Board Certified Lactation Consultant® (IBCLC®) is preferred, but individual may be exam-eligible or have successfully completed other State-approved specialized training.

i. Responsibilities:

1. Manages the WIC peer counseling program at the local WIC agency level.
2. Assists in establishing program goals and objectives for the local agency.
3. Identifies gaps in breastfeeding resources and services, both within the WIC local agency and within the community, which can be addressed through the WIC peer counseling program.
4. Assures that the program follows the FNS WIC Breastfeeding Model Components for Peer Counseling.
5. Identifies sites for peer counseling services to be provided.
6. Promotes the peer counseling program with local clinic staff and community organizations and providers.

7. Collaborates with community organizations such as hospitals and private physician clinics to integrate peer counseling services.
 8. Determines peer counselor staffing needs.
 9. Conducts activities to recruit potential peer counselors.
 10. Interviews potential peer counselors in alignment with program policies and standards.
 11. Provides, or arranges for, training for new peer counselors.
 12. Arranges for continuing education of peer counselors.
 13. Mentors new peer counselors during the first six months, providing routine follow-up and guidance in the early days of the job.
 14. Arranges for availability of WIC Designated Breastfeeding Expert (DBE) for managing complex breastfeeding problems beyond the scope of the peer counselor.
 15. Recruits and arranges for training of peer counselor supervisors.
 16. Assures that peer counselors receive ongoing supervision.
 17. Conducts spot checks of peer counselor contacts per agency protocols.
 18. Holds monthly meetings with peer counselors.
 19. Provides or assists in training of local WIC clinic staff.
 20. Monitors program budget.
 21. Collects documentation records and data as appropriate.
 22. Arranges for appropriate evaluation and monitoring of program activities.
 23. Works with local agencies to determine program improvements and long-term program needs.
 24. Routinely reports on the program to supervisor and/or State Breastfeeding Coordinator.
 25. Follows other guidelines established by the State and local agency.
- g. Breastfeeding Peer Counselor (PC)
- i. Qualifications:
 1. Has breastfed at least one baby (does not have to be currently breastfeeding).
 2. Is enthusiastic about breastfeeding and wants to help other mothers enjoy a positive experience.

3. Can work about 10 hours a week; flexible based on agency caseload.
- ii. Responsibilities:
 1. Completes required training (see “Staff Training” P&P document)
 2. Receives a caseload of WIC mothers and makes routine periodic contacts with all mothers assigned.
 3. Keeps accurate records of all contacts made. (see “BF Promotion and Support” P&P document for contact requirements)
 - a. Documentation of contacts must be in the BF PC Documentation panel in VISION. BF PCs are the only staff who are to make documentations in this panel.
 4. Gives basic breastfeeding information and support to new mothers, including telling them about the benefits of breastfeeding, overcoming common barriers, and getting a good start with breastfeeding. Helps mothers prevent and handle common breastfeeding concerns.
 5. Counsels WIC pregnant and breastfeeding mothers by telephone, home visits, and/or hospital visits at scheduled intervals determined by the local WIC Program.
 6. May counsel women in the WIC clinic.
 7. Ideally is available outside the WIC clinic and the usual 8 to 5 working schedules to new mothers who are having breastfeeding problems.
 8. Respects each mother by keeping her information strictly confidential.
 9. Refers mothers, according to clinic-established protocols, to:
 - a. WIC CPA
 - b. Local agency breastfeeding coordinator.
 - c. WIC Designated Breastfeeding Expert
 - d. Other community resources following agency-approved protocols
 10. Attends and assists with prenatal classes and breastfeeding support groups.
 11. Attends monthly staff meetings and breastfeeding conferences/workshops as appropriate.
 12. Continues education following agency-approved guidelines.
 13. Reads assigned books and materials on breastfeeding that are provided by the supervisor.

14. May assist WIC staff in promoting breastfeeding peer counseling through special projects and duties as assigned.

h. Module Preceptor

i. Qualifications:

1. Must be an agency or clinic management staff assigned by the WIC director

ii. Responsibilities:

1. Coordinates and monitors completion of trainings/modules. If a staff member fails a post-test (scores <80%), the module preceptor should work with the staff member to help achieve a passing grade.

2. Monitors Staff Training tracking in VISION. Ensures this is current and accurate for local agency staff.

3. Ensures a designated breastfeeding expert grades the breastfeeding curriculum.

4. Determines the best policy for overseeing the supervisor's training when a supervisor must complete a module requiring observation.

i. Local Agency Nutrition Coordinator

i. Qualifications:

1. Fulfills all requirements for a CPA1

a. strong preference for an individual who is an RD/RDN or has a Bachelors/Masters or Doctoral degree in nutrition from an accredited college or university

b. otherwise, must successfully complete required trainings. (see "Staff Training" P&P document)

2. Minimum of 2 years of job-related experience

ii. Responsibilities:

1. Refer to "Nutrition Education" P&P document for nutrition education material guidelines.

2. Review nutrition education materials (i.e., class outlines, videos, handouts, books, etc.) prior to sending to the state RD over nutrition education for approval. Nutrition education materials should be reviewed for:

a. current, accurate, and relevant nutrition content

b. the needs of clinic populations

c. various household situations

d. various religious and cultural values

- e. readability (graphic design, color choices, font, white space, etc.)
 - f. literacy level
 - g. grammatical accuracy.
 - 3. Submit all locally-developed or modified nutrition education materials to the state RD over nutrition education at least 2 weeks prior to implementation for review and comment.
 - 4. Assists local WIC director in the development of the local agency nutrition and evaluation plan.
 - 5. Assists local WIC director in providing local in-service training to local agency staff who provide nutrition services to participants as needed.
 - 6. Assists local WIC director in coordinating supervision of staff providing nutrition services.
 - j. Outreach Coordinator
 - i. Qualifications:
 - 1. As determined by local agency.
 - ii. Responsibilities:
 - 2. Identifies and provides information about the WIC program to a network of organizations and programs that serve the low-income population.
 - k. Vendor Coordinator
 - i. Qualifications:
 - 1. Complete required training (see “Staff Training” P&P document)
 - 2. As determined by local agency.
 - ii. Responsibilities:
 - 1. Communicates with, trains and monitors local agency vendors.
- III. Additional Staffing Roles & Responsibilities (optional).
These roles are optional for local agencies. One staff person may function in multiple roles:
- a. Clinical Assistant (CA)
 - b. Competent Professional Authority 2 (CPA2)
 - c. Health Educator
 - d. Senior Breastfeeding Peer Counselor
 - e. Office Manager
 - f. Office Specialist/Clerk

- IV. The following describes qualifications and responsibilities for each staffing role. Staff may have additional responsibilities as designated by the local agency and as allowed by WIC federal regulations.
- a. Clinical Assistant (CA). The objective of using clinical assistants in the Utah WIC Program is to create an intermediate level of functioning professional which should ease the work flow in local agencies and assure that quality care is provided to WIC participants. The following individuals are eligible to apply and qualify as a WIC CA:
- i. Qualifications:
1. New employees to the Utah WIC Program:
- a. Must possess an associate or bachelor degree, or have completed at least 2 years from an accredited college/university.
- b. Must submit a copy of their transcripts from an accredited college/university to the state nutrition coordinator. A copy of their transcripts must be kept in the WIC employee's file.
- c. The state nutrition coordinator will send an approval letter to the local agency. Approval letter must be kept in the WIC employee's file.
2. Staff currently employed by the Utah WIC Program:
- a. Must have graduated from high school, or passed equivalency exam.
- b. Worked in the WIC program for at least one year.
- c. Have a strong recommendation letter from their local agency director.
- d. Completed all modules appropriate for duties assigned.
- e. Submit the following information to the state nutrition coordinator:
- i. Letter of recommendation from local agency director,
- ii. Resume,
- iii. Scores of applicable training module post-tests
- f. The state nutrition coordinator will send an approval letter to the local agency. Approval letter must be kept in the WIC employee's file.
- ii. Responsibilities:
1. Teaches classes
2. Performs laboratory procedures

- b. Competent Professional Authority 2 (CPA2). Individuals may function as a CPA2 only under the direct supervision of a CPA1. All nutrition risk assessments and food package assignments must be reviewed and co-signed by a CPA1 unless chart approval has been waived (see 'CPA2 chart approval waiver process' section below). Each agency/clinic must have a consistent system for documenting chart approval by the CPA1.
 - i. Grandfather clause: Individuals approved by the state agency as a CPA prior to June 2023 are authorized to function as a CPA1. Transcripts are not required for CPA1s/CPA2s who were hired prior to June 2023.
 - ii. Qualifications:
 - 1. The following are authorized to function as CPA2:
 - a. Licensed Practical Nurse (LPN)
 - i. Degree must be from an accredited program including completion of Basic Nutrition and Lifecycle Nutrition courses with a passing score of B.
 - ii. A copy of current license and college transcripts must be kept in the WIC employee's file.
 - b. Diet Technician, Registered (DTR).
 - i. Must have completed an AND approved Dietetic Technician program.
 - ii. Associate or bachelor degree from an accredited college/university in a health-related field
 - iii. A copy of current registration and transcripts must be kept in the WIC employee's file.
 - c. Individual with an associate or bachelor degree from an accredited college/university in a health-related field.
 - d. Clinical Assistant (CA)
 - i. Must receive written state agency approval to function as CPA2.
 - ii. Approval of CAs to function as CPA2:
 - 1. Submit a copy of transcripts from an accredited college/university to the state nutrition coordinator.
 - 2. A copy of transcripts must be kept in the WIC employee's file.

3. Successful completion of Life Cycle Nutrition modules.

*Life Cycle Nutrition module may be omitted if a copy of the new employee's transcript states they have successfully completed a Life Cycle Nutrition course at an accredited college or university. A copy of the transcripts must be kept in the staff member's file.

4. If approved, approval letter must be kept in the WIC employee's file at the local agency.

iii. Responsibilities:

1. Nutrition assessment following VENA guidelines.
2. Assigning food packages and food package changes.
3. Determining eligibility based on nutritional risk.
4. Must complete the following questions in the Nutrition Interview in VISION:
 - a. 4f. for pregnant women (Breastfeeding Preparation section)
 - b. 1g. for breastfeeding women (Breastfeeding Support section)
5. Issuing supplemental formula to breastfeeding women.
6. Assigning appropriate education/follow-up.
7. Refers to RD to resolve HR Care Plans, or has HR Care Plans co-signed by RD.
8. Teaching classes

iv. CPA2 chart approval waiver process. This waiver allows the CPA2 to complete nutrition risk assessments and assign food packages without CPA1 review, approval, or co-signing. If chart approval is waived, a CPA1 must still complete annual evaluations of the CPA2 as detailed below for the duration of their time functioning as a CPA2. Chart approval may be waived once the following conditions have been met:

1. An initial 3-month evaluation has been completed and is found to be satisfactory.
2. CPA1 has reviewed and co-signed nutrition risk assessments and food packages assigned by the CPA2 for at least 15 participants each month, for a total of 3 months.

3. CPA1 has watched at least 5 counseling sessions between a CPA2 and WIC participant each month, for a total of 3 months.
 4. CPA1 has watched the CPA2 teach at least 1 class during the 3-month review period.
 5. Initial evaluation by CPA1 must be kept in the WIC employee's file.
 6. Letter of recommendation from the clinic supervisor to the state nutrition coordinator based on CPA1's evaluation.
 7. If approved, the approval letter from the state agency must be kept in the WIC employee's file.
 8. Annual evaluations must be completed and kept in the WIC employee's file.
- c. Health Educator
- i. Qualifications:
 1. Must possess an associate or bachelor degree, or have completed at least 2 years of a health education program at an accredited college/university.
 2. A copy of their transcripts must be kept in the WIC employee's file.
 - ii. Responsibilities:
 1. Teaches classes
 2. Assists in creating materials for classes
- d. Senior Breastfeeding Peer Counselor
- i. Qualifications:
 1. Has breastfed at least one baby (does not have to be currently breastfeeding).
 2. Is enthusiastic about breastfeeding and wants to help other mothers enjoy a positive experience.
 3. Has expertise in breastfeeding counseling and management through previous experience as a breastfeeding peer counselor and through additional lactation training.
 4. Can work about 10-20 hours a week; flexible based on agency caseload.
 5. Has a telephone and is willing to make phone calls from home beyond the WIC clinic hours.

6. Has good customer service skills, relating to persons of diverse ethnic and cultural backgrounds, and communicating in a professional, courteous, and tactful manner.
 7. Able to remain calm and exercise judgment in unusual or stressful situations.
 8. Optional: bilingual in English and Spanish.
- ii. Responsibilities:
1. Completes Levels 1 and 2 training of the WIC Breastfeeding Curriculum.
 2. Counsels WIC pregnant and breastfeeding mothers by telephone, home visits, and/or hospital visits at scheduled intervals determined by the local WIC program.
 3. May counsel women in the WIC clinic.
 4. Receives a caseload of WIC clients and makes routine periodic contacts with all clients assigned.
 5. Respects each client by keeping her information strictly confidential.
 6. Keeps accurate records of all contacts made with WIC clients (Pregnant and Breastfeeding).
 7. Documentation should be in the BF PC Documentation panel in VISION.
 8. Provides information and support for women in managing common maternal and infant breastfeeding problems that may occur.
 9. Ideally is available outside usual 8 to 5 working hours to new mothers who are having breastfeeding problems.
 10. May issue breast pumps following agency protocols for mothers.
 11. Makes appropriate referrals to the WIC Designated Breastfeeding Expert when more complex breastfeeding problems occur.
 12. Refers mothers according to clinic-established protocols to the WIC Designated Breastfeeding Expert, the WIC CPA, and other WIC staff.
 13. Assists with breastfeeding classes for pregnant and postpartum mothers, including breastfeeding support groups.
 14. May assist in interviewing prospective peer counselors.
 15. Mentors new peer counselors through modeling good counseling principles and job skills.

16. Attends monthly staff meetings, WIC clinic staff meetings, and breastfeeding conferences/workshops, as appropriate.
17. Reads assigned books and materials on breastfeeding provided by the supervisor.
18. Collects data required by the State or local agency (including breast pump tracking).
19. May assist WIC staff in promoting breastfeeding peer counseling through special projects and duties as assigned.

e. Office Manager

iii. Qualifications:

1. As determined by local agency.

iv. Responsibilities:

1. Manages the front desk of the WIC clinic.
2. Supervises office specialists/clerks.
3. Other responsibilities as assigned by local agency

f. Office Specialist/Clerk

i. Qualifications:

1. As determined by local agency.

ii. Responsibilities:

1. Receptionist duties
2. Participant intake
3. Determining income eligibility
4. Laboratory duties, if applicable
5. Scheduling of appointments
6. Reminder calls/texts to WIC participants
7. Scanning documents
8. Loading of food benefits to EBT card
9. Monitoring clinic portal
10. Other responsibilities as assigned by local agency