

Section 1.2: State WIC Staff and Role

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The Minnesota Department of Health administers the Minnesota WIC Program through the WIC Section of the Child & Family Health Division. (See [State Staff Directory - WIC/CSFP](#))

The [Minnesota Operations Manual \(MOM\)](#) is issued by the Minnesota Department of Health and is the primary document describing WIC policies and procedures. MOM provides both requirements and guidance for local WIC agencies and defines the requirements monitored during Management Evaluations and Financial Reviews. MOM is available on the WIC Program website.

State staff set policy, evaluate local agencies, and monitor local operations. The state agency also provides management, financial, and nutrition consultation, technical assistance, and training to Local Agency staff and authorized WIC vendors.

The state WIC program is comprised of four functional areas (units): Nutrition/Clinic Services; Management Information System (MIS) & Data; Breastfeeding, Training and Communications; and Food Delivery (Vendor). Another function at the state office is fiscal management.

Nutrition & Clinic Services Unit

This unit is located in the MDH St. Paul office and regional offices. The Consultants' primary responsibility is to assist Local Agency staff in administering the WIC program, addressing nutrition and program administration issues, implementing policies, and responding to questions and concerns.

- Basic breastfeeding promotion and support
- Nutrition services: health and nutrition risk assessment; education and counseling
- Staffing policies, guidance, and technical assistance
- Food package policies, and WIC food approval process
- Infant formula policies, training, and technical assistance
- Training and technical assistance related to nutrition
- The monitoring and evaluation of nutrition services and health outcomes
- Outreach to health professionals, community partners, and the public
- Interface with other health and social service programs
- The monitoring and evaluation of Local Agency operations
- Staff training related to administrative and nutrition topics
- Evaluation of program planning and grant management
- Clinic administrative issues, e.g., food benefit issuance and security, participant eligibility, and participant rights and responsibilities
- The monitoring of Local Agency computer security
- Caseload management
- Record keeping and retention

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- The monitoring of Local Agency expenditures and requests. Assistance with Local Agency General Ledger and Financial Reviews.
- Support of participant centered customer service
- The monitoring of Local Agency Civil Rights procedures
- Provision of general technical assistance and consultation

MIS and Data Unit

This unit is located in the MDH St. Paul office. Staff are responsible for:

- Management of the WIC Information System
- Information System contract administration and oversight
- Coordination and design of software modifications and enhancements
- User acceptance testing
- Development of system-related on-line training modules
- Software release and report guidance
- Research and purchase of hardware used by Local Agency clinic staff
- Onsite technical assistance in specialized or critical situations
- Coordination of data requests used for program evaluation
- Evaluating WIC program and peer breastfeeding program data
- Nutrition surveillance of maternal and child health indicators
- Program participation and demographics
- Development, revision, and maintenance of the WIC website

Breastfeeding/Training/Communications

This unit is located in the MDH St. Paul office. Staff are responsible for:

- Breastfeeding promotion and support with Local Agencies and Community partners
- Training and technical assistance on breastfeeding promotion and support
- Administering, monitoring, and evaluating Local Agency peer breastfeeding support
- Coordinating and developing Staff training materials/conferences/modules related to administrative, nutrition, and breastfeeding topics
- Coordinating breast pump purchasing
- Developing and identifying breastfeeding education materials for Local Agencies to use for participant education
- Coordinating policy development and revisions
- Oversight of Civil Rights
- Assisting other state WIC staff with questions on breastfeeding
- Assisting with communication related to WIC Program outreach and assuring health equity
- Assisting with the evaluation of program planning, grant management, breastfeeding promotion, and support
- Supporting participant centered customer service

Food Delivery (Vendor) Unit

This unit is located in the MDH St. Paul office. Issues related to the WIC-allowed foods and/or retail food delivery system should be directed to the Food Delivery (Vendor) Unit:

- Conducting WIC Vendor Activities as outlined below (see Exhibit 1H: [Authorization and Monitoring of WIC Vendors – State Role](#) for additional details)
 - Authorizing, monitoring, and training WIC vendors
 - Providing vendor resources and communications
 - Developing vendor rules
 - Assuring vendor program compliance
 - Setting food price limits
 - Addressing shopping experience concerns
- Coordinating the WIC food approval process and changes to the food list
- Maintaining an APL (Approved Product List) of MNWIC-allowed foods and addressing questions and new food submission requests
- Ordering medical formula for participants upon request of a Local Agency
- Identifying and following up on situations involving potential participant violations and Local Agency staff abuse
- See Exhibit 1H: [Authorization and Monitoring of WIC Vendors – State Role](#)

Fiscal Management

These staff are located in the MDH St. Paul office. They are responsible to:

- Track monthly participation
- Evaluate administrative and food costs to date and forecast future expenses
- Process/track monthly claim forms
- Calculate infant formula rebate monthly
- Compute local agency caseloads quarterly
- Review *Request to Increase Administrative Funds* (RIAF) and Local Agency Expense forms for supplemental funding
- Provide assistance on federal funding inquiries
- Monitor activities, costs, and effectiveness
- Financial/general ledger reviews

Reference – Complete Listing of Hyperlinks

[State Staff Directory – WIC/CSFP](#)

(www.health.state.mn.us/docs/people/wic/localagency/program/ststfflst.pdf)

[MN Operations Manual \(MOM\)](#)

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

[Exhibit 1-H Authorization and Monitoring of WIC Vendors Vendors-State Role](#)

(www.health.state.mn.us/docs/people/wic/localagency/program/mom/exhbts/ex1/1hnew.pdf)

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Minnesota Department of Health - WIC Program 625 Robert St N, PO BOX 64975, ST PAUL MN 55164-0975; 1-800-657-3942, health.wic@state.mn.us, www.health.state.mn.us. To obtain this information in a different format, call: 1-800-657-3942.

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