

## Section 4.2: Local Agency Management

UPDATED OCTOBER 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 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 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 MOM [Section 9.4 Equipment Inventory-WIC Information System](#))
  - Oversee staff use of WIC Information System. Designate and train Local Systems Administrator staff.
  - Periodically evaluate and modify operations and clinic flow for optimal services and maximum efficiency.

## SECTION 4.2: LOCAL AGENCY MANAGEMENT

- 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](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](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/program/mom/ch/ch4.html>)

### Section 5.9 Clinic Environment

([https://www.health.state.mn.us/docs/people/wic/localagency/program/mom/chsctns/ch5/sctn5\\_9.pdf](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](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](https://www.health.state.mn.us/docs/people/wic/localagency/program/mom/chsctns/ch3/sctn3_2.pdf))

### Section 9.4 Equipment Inventory-WIC Information System

([https://www.health.state.mn.us/docs/people/wic/localagency/program/mom/chsctns/ch9/sctn9\\_4hubert.pdf](https://www.health.state.mn.us/docs/people/wic/localagency/program/mom/chsctns/ch9/sctn9_4hubert.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](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](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](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](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](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](https://www.health.state.mn.us/docs/people/wic/localagency/program/mom/chsctns/ch5/sctn5_7.pdf))

### Section 1.7 Data Privacy

([https://www.health.state.mn.us/docs/people/wic/localagency/program/mom/chsctns/ch1/sctn1\\_7.pdf](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](https://www.health.state.mn.us/docs/people/wic/localagency/program/mom/chsctns/ch1/sctn1_11.pdf))

*Minnesota Department of Health - WIC Program 85 E 7<sup>th</sup> Place, PO BOX 64882, ST PAUL MN 55164-0882; 1-800-657-3942, [health.wic@state.mn.us](mailto:health.wic@state.mn.us), [www.health.state.mn.us](http://www.health.state.mn.us). To obtain this information in a different format, call: 1-800-657-3942.*