

**Certification Specialist**

Minimum requirements: High school diploma **or** GED **or** non-nutrition Associate degree

Competency <i>Revised 1.5.10</i>	Knowledge and Skills	Performance Expected	Target Date	Comments	Date Completed
1. Understands WIC program requirements.	<p>Knowledge of:</p> <p>WIC Program services, Participant categories, WIC foods and key nutrients in foods, Income requirements, and Community resources.</p> <p>Participants' rights and responsibilities</p> <p>How to use WIC Food Instruments</p> <p>How to complete and use WIC ID folder</p> <p>The basic physiology of lactation and evidence-based techniques for lactation management. Breastfeeding support and resources provided by WIC.</p> <p>Community Referral Resources</p>	<p>Have the ability to assess participant's understanding of information provided.</p> <p>Explains the WIC Program, the eligible population, income qualifications, and the services provided. i.e. referrals, nutrition education, community resources, nutritious foods, WIC complaint hotline, and other basic information.</p> <p>Explains to participants their rights and responsibilities and voter registration</p> <p>Explains how to use Food Instruments and Cash Value Vouchers and where they can be used.</p> <p>Accurately completes and explains the WIC ID folder</p> <p>Prints FI's and issues to clients???</p> <p>Promotes breastfeeding. Explains WIC support and resources available to participants such as the breastfeeding hotline, as appropriate</p> <p>Provide appropriate referrals to community resources.</p> <p>Attends required in-services and trainings.</p>			

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		Successful completion of required CS courses.			
2. Nutrition assessment process: Understands the WIC nutrition assessment process, including risk assignment and documentation.	<p>Knowledge of:</p> <p>How to navigate in AIM</p> <p>WIC eligibility and certification requirements.</p> <p>Knowledge and purpose of nutrition assessment, risk assignment, WIC foods, and food package in the WIC program</p> <p>Importance of accurately documenting in AIM.</p> <p>Other available services in the community.</p>	<p>Pre-certifies and schedules WIC appointments in AIM</p> <p>Explains eligibility requirements and certification process to participants</p> <p>Accurately completes the following using AIM: collect required demographic data, eligibility and category determination, record documentation, food instrument issuance, appointment scheduling, and referrals to other programs</p> <p>Documents referrals made in AIM.</p> <p>Determines which other community programs the participant may be eligible for and/or may benefit from and makes appropriate referrals.</p> <p>Successful completion of CS required courses.</p>			
3. Anthropometric and hematological data collection techniques: Understands the	<p>Knowledge of:</p> <p>Knowledge and purpose of medical assessment in the WIC program and how to collect hematological and</p>	<p>Cleans, maintains, sets up, and organizes the laboratory to meet local and state quality assurance standards.</p>			

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importance of using appropriate measurement techniques to collect anthropometric and hematological data.	<p>anthropometric information.</p> <p>The basic relevance of anthropometric data to health and nutrition status. Relationship of hematological parameters to health and nutrition status</p>	<p>Demonstrates appropriate anthropometric measurement techniques. Reads and records measurements accurately.</p> <p>Demonstrates appropriate technique for performing a hemoglobin screening and assessment.</p> <p>Obtains consent and release prior to performing screenings.</p> <p>Conducts health assessments to include measurements of stature, weight, hemoglobin, and review of medical documentation.</p> <p>Explains the purpose of collecting anthropometric and hematological data to participants.</p> <p>Follows protocols for re-measurements.</p> <p>Successful completion of required CS courses.</p>			
4. Communication: Knows how to develop rapport and foster open communication with	<p>Knowledge of:</p> <p>The principles of effective communication</p>	<p>Answers, routes, and receives all incoming phone calls for clinic(s)</p>			

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<p>participants and caretakers.</p>	<p>USDA and State agency policies about participant confidentiality.</p>	<p>Documents participant demographic information</p> <p>Picks up and delivers mail, receives and distributes correspondence</p> <p>Monitors and orders office and medical supplies as needed</p> <p>Documents food instrument issuance</p> <p>Obtains release of information before sharing any participant data</p> <p>Protects participant confidentiality in conversations with others</p> <p>Conducts interviews and collects information on residency, income, and family situation.</p> <p>Provides education to participants on program rights and responsibilities, how to use food instruments correctly, and WIC foods.</p> <p>Provides explanations when/if participant is unable to follow program guidelines.</p> <p>Answers basic questions and resolves simple complaints from applicants.</p> <p>Successful completion of required CS</p>			

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<p>5. Multicultural awareness: Understands how sociocultural issues affect nutrition and health practices and nutrition-related health problems.</p>	<p>Knowledge of:</p> <p>Cultural groups in the target population, including their families and communities, values and beliefs, characteristics, and resources.</p> <p>Cultural eating patterns and family traditions such as core foods, traditional celebrations, and fasting.</p> <p>Differences in communication styles between groups and how these differences may impact the assessment process.</p>	<p>courses.</p> <p>Completes annual Civil Rights training</p> <p>Respects different belief systems about issues such as blood work, alternative medicine, and traditional healers.</p> <p>Uses culturally appropriate communication styles to collect participant information</p> <p>Uses interpretation and/or translation services appropriately to collect information from participants with limited English proficiency.</p> <p>Awareness of cultural issues surrounding breastfeeding.</p>			
<p>6. Critical thinking: Knows how to synthesize and analyze data to draw appropriate conclusions.</p>	<p>Knowledge of:</p> <p>Principles of critical thinking.</p> <p>Critical thinking recognizes when participants need higher level referrals such as nutritionists, supervisors, and/or IBCLC.</p>	<p>Schedules participants appropriately.</p> <p>Asks additional questions to clarify information or gather more details.</p> <p>Maintains an awareness of the participant's current situation and determines best course of action.</p> <p>Makes appropriate referrals to</p>			

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		supervisors, dietitians, or IBCLC.			
7. Customer Services: Provides good customer service using PCE approach.	Knowledge of:  Principles of PCE in dealing with customers to meet their needs.	Greets and acknowledges customers in courteous manner builds rapport with active and reflective listening.  Provides accurate and relevant information.  Able to diffuse a difficult situation with a frustrated/angry customer			

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