

WIC Virtual Training Program Descriptions

Advanced Formula *NEWLY REVISED*

When medical conditions indicate and support the use of contract/exempt infant formula for participants, WIC plays an important role in ensuring the most appropriate formula for each specific situation is issued. This two-day training will work to build the nutritionist's critical thinking skills and confidence in assessing a feeding, providing nutrition education and counseling related to formula use, working collaboratively with health care providers, assessing Medical Documentation forms accuracy and completeness, and that associated notes in the MIS include required elements. Additionally, nutritionists will focus on enhancing the quality and level of collaboration between WIC staff and health care providers since this relationship is essential in assuring continuity of care and high-quality participant-centered services are provided.

By the end of this training, participants will be able to:

- Assess common and complex infant feeding situations and identify appropriate solutions
- Describe at least three resources available to WIC nutritionists to support critical thinking related to contract/exempt formula issuance
- Discuss indications for use for contract and exempt formulas
- Explain applicable policies/procedures related to correctly completing a medical documentation form, including reasoning and appropriate notation within the MIS
- Collaborate effectively with healthcare professionals to support continuity of care

Continuing Education: 6 CPEUs, 6 CEUs

Target Audience: NYS DOH Staff, WIC Coordinator, Nutrition Coordinator, Training Coordinator, Site Supervisor, Qualified Nutritionist (QN), Competent Professional Authority (CPA).

Asking Difficult Questions *NEW*

This one-day training will provide an opportunity for all WIC staff to identify and explore the questions they find difficult to ask participants. The rationale behind why staff need to ask these questions will be discussed as well as strategies for making these questions more comfortable for staff and participants. Trainees will have the opportunity to increase their comfort level by practicing these strategies within the training.

By the end of this training, participants will be able to:

- Identify the questions that are challenging to ask participants
- Discuss the purpose of asking required questions
- Explore why some questions are hard to ask
- Practice applying communication strategies to make asking these questions more comfortable
- Practice preventing and managing challenging participant reactions

Continuing Education: 3 CPEUs, 3 CEUs



*Please note, all online prerequisites are temporarily waived pending training updates



Target Audience: WIC Coordinator, Nutrition Coordinator, Site Manager, Outreach Coordinator, Training Coordinator, Qualified Nutritionist (QN), Competent Professional Authority (CPA), Designated Breastfeeding Expert, Breastfeeding Coordinator, Peer Counselor Coordinator, Nutrition Assistant, Program Support Staff, Peer Counselor, NYS DOH Staff

Breastfeeding...It's What We Do! Competencies for Support Staff

Building staff awareness and competency in the ability to provide breastfeeding encouragement to all WIC participants are important skills for all staff who work in the WIC Program. Utilizing USDA's WIC Breastfeeding Curriculum, support staff will explore how WIC compares to the national health objective goals for breastfeeding, review what sets breastfeeding apart from other milk substitutes and the benefits of breastfeeding, identify the role of support staff in promoting, supporting, and protecting breastfeeding, and how to move parents from worry to confidence using a participant-centered approach.

By the end of this training, participants will be able to:

- List methods that WIC is using to support breastfeeding families
- Name at least 5 reasons breastfeeding is important
- Recognize support staff roles, feelings, and responsibilities as part of the WIC "team"
- Understand the history as it relates to the current breastfeeding landscape/environment
- List key methods for effective communication around breastfeeding

Target Audience: WIC Coordinator, Nutrition Coordinator, Site Manager, Breastfeeding Coordinator, Peer Counselor Coordinator, Nutrition Assistant, Program Support Staff, NYS DOH Staff, Designated Breastfeeding Experts

Continuing Education: 3 CPEUs, 3 CEUs

Breastfeeding...It's What We Do! Basic Competencies for QN/CPA Staff

The focus of this one-day training designed specifically for QN/CPAs, is on opening the breastfeeding conversation with pregnant and breastfeeding participants. Attendees will develop encouraging key messages to share with pregnant and breastfeeding participants. In addition, practicing counselling skills, preparing pregnant participants for breastfeeding, building confidence in new parents, helping parents with common breastfeeding issues such as low milk supply, positioning and latch and supporting breastfeeding when the breastfeeding dyad is separated are other important areas which will be explored.

By the end of this training, participants will be able to:

- List three reasons why breastfeeding is important
- Describe breastfeeding anticipatory guidance for pregnant participants, especially during the third trimester
- Discuss the steps of baby-led breastfeeding
- Identify resources available to help address common concerns parents may have about breastfeeding



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- Describe the skills that can be used when talking with participants about infant feeding when there are contraindications to breastfeeding

Target Audience: WIC Coordinators, Qualified Nutritionists, CPAs, Breastfeeding Coordinators, Designated Breastfeeding Experts, Breastfeeding Peer Counselor Coordinators NYS DOH Staff

Continuing Education: 3 CPEUs, 3 CEUs, TBD LCERPs

Breastfeeding Best Practices: You Can Do It, WIC Can Help!

While exclusive breastfeeding is the biological norm for both postpartum people and babies, it is rare amongst NYS WIC participants, with about 10% of babies being fully breastfed. (FY 2020 WIC BF Data, 2021). There are multiple causes for this, some of which we can address at WIC. This 2-day training will guide you through the components of a successful evidence-based intervention developed by Vermont WIC to improve exclusive breastfeeding rates. This intervention, known as, “You Can Do It, WIC Can Help,” was also used in a 2014 NYS WIC and CAI Learning Community. It focuses on screening prenatal participants and providing them with individualized, targeted counseling to ensure they have the knowledge, confidence, and support to meet their breastfeeding exclusivity goals.

By the end of this training, participants will be able to:

- Describe the intervention “You Can Do It/WIC Can Help” that promotes exclusive breastfeeding
- Demonstrate skills in administering and scoring the BAPT tool
- Demonstrate skills utilizing the results of the BAPT for targeted counseling and case conferencing
- Identify strategies to conduct a targeted group discussion

Target Audience: WIC Coordinators, Site Managers, Nutrition Coordinators, Designated Breastfeeding Experts, Qualified Nutritionist, CPA, Breastfeeding Coordinators, Peer Counselor Coordinators, NYS DOH Staff

Continuing Education: 6 CPEUs, 6 CEUs

Breastfeeding Peer Counselor

In this virtual training, designed to address needs identified by the 2019 Annual Workforce Needs and Competency Evaluation for Breastfeeding Peer Counselors (PCs), PCs will sharpen their 3-step counseling skills and examine their own attitudes about breastfeeding and WIC participants. Additionally, PCs will build an understanding of their role within the WIC agency, their scope of practice, and when to yield or refer if situations arise outside of their scope.

By the end of this training, participants will be able to:

- Identify their role in WIC
- Discuss 2 strategies for prioritizing and managing their caseloads
- Utilize 3-Step Counseling in an empathetic, nonjudgmental manner
- Identify when to yield and refer
- List 3 important concepts to remember when documenting contacts

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Target Audience: WIC Coordinators, Breastfeeding Coordinators, Designated Breastfeeding Experts, Breastfeeding Peer Counselor Coordinators, Breastfeeding Peer Counselors, NYS DOH Staff

Continuing Education: 3 CPEUs, 3 CEUs

Building Continuity of Care: Critical Thinking and Note Writing in WIC

In this training, WIC staff will practice use of critical thinking skills to identify and prioritize participant assessment, education and counseling information into clear and concise notes. WIC staff will build rationale for the importance of note taking for all participants, understand how this methodology will assist in the establishment of rapport, and be able to discuss all methods of note writing reviewed with colleagues back at the LA to determine and decide on a standardized method for all.

By the end of this training, participants will be able to:

- Build a rationale for the importance of note taking as the key to continuity of care and participant engagement
- Demonstrate use of critical thinking skills and their importance in note taking
- Review the SOAP and Nutrition Care Process (NCP) note writing methods and explore using the key components of each as the Cornerstones of good note writing
- Understand the importance of establishing standardized note writing procedure within the local agency
- Practice reading and writing clear, concise notes to promote continuity of care

Target Audience: WIC Coordinators, Qualified Nutritionists, CPA, Breastfeeding Coordinators

NYS DOH Staff

Continuing Education: 3 CPEUs, (Level 2) 3 CEUs

Building Relationships with Community Partners *NEW*

Description: NYS WIC local agencies are often overlooked as valuable and integral partners working within, amongst, and toward strengthening the continuum of care for eligible and certified WIC participants in our respective communities. This training aims to provide NYS WIC staff with support, ideas, and best practice recommendations including actionable steps on how to build better and more effective relationships with community partners to positively impact outreach, referral, and participant health outcomes. Join us in this virtual training to understand the benefits of building relationships with community partners. This includes understanding the gaps and opportunities available to NYS WIC agencies and completing a self-assessment of current partnerships. This allows for the exploration of the impact of staff buy-in and motivation on the agency's ability to build relationships with the end goal of strengthening and helping to safeguard the health of our participants, staff, and communities in a meaningful way.



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Target Audience:

Breastfeeding Coordinator, Designated Breastfeeding Expert, Nutrition Coordinator, NYS DOH Staff, Outreach Coordinator, Qualified Nutritionist (QN), Site Manager, Training Coordinator, WIC Coordinator

Continuing Education: 3 CPEUs, 3 CEUs

By the end of this training, participants will be able to:

- Describe at least four benefits of building relationships with community partners for NYS WIC participants, staff, local agencies, and the overall community.
- Detail the three main components of assessing the strength of an agency's current relationship status with partners in their catchment area including knowledge of available partners, degree of connectivity, and ways the relationship could be improved.
- Explore the impact of staff buy-in and motivation on an agency's ability to create and maintain relationships with community partners.
- Explain the five actionable steps toward building relationships with community partners which are considered best practice.

Building Skills: Assessing and Counselling Breastfeeding Participants

Research proves exclusive breastfeeding results in positive health outcomes for participants and their infants yet far too many breastfeeding infants receive supplementation. WIC is committed to supporting exclusive breastfeeding and reversing this trend. This training will help the CPA understand their vital role in supporting breastfeeding participants and will practice counselling skills while using the breastfeeding assessment tool.

By the end of this training, participants will be able to:

- Define exclusive breastfeeding
- Explain the importance of exclusive breastfeeding
- Use the breastfeeding assessment tool to support discussions with participants around exclusive breastfeeding
- Use core counseling skills when talking to participants about exclusive breastfeeding
- List tips for helping participants reach the goal of exclusive breastfeeding

Target Audience: WIC Coordinators, Qualified Nutritionist, CPA, Breastfeeding Coordinators, Breastfeeding Peer Counselor Coordinators
NYS DOH Staff

Continuing Education: 3 CPEUs, 3 CEUs, 3.25 LCERPs Approval #C2023079

Building Skills for the QN/CPA: Conducting a Breast Pump Assessment

Determining whether a breast pump is needed, and which breast pump meets a breastfeeding mother's needs requires QN/CPAs to conduct an assessment using a participant-centered approach.



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This training is designed for professional staff to understand the role that hand expression and breast pumps play in supporting breastfeeding and which pump is most appropriate based on a mother's situation. QN/CPAs will learn how to conduct a breast pump assessment, practice participant-centered counselling when issuing a breast pump and explore resources available to support breastfeeding mothers.

By the end of this training, participants will be able to:

- Explain how breast pumps can support breastfeeding
- Describe the importance of teaching hand expression
- Identify key components to conducting a breast pump assessment
- Select the most appropriate breast pump for a breastfeeding woman
- List resources to support breastfeeding mothers when they return to work or school

Target Audience: WIC Coordinators, Qualified Nutritionist, CPA+, CPA, Breastfeeding Coordinators, Designated Breastfeeding Expert, Breastfeeding Peer Counselor Coordinators

Continuing Education: 3 CPEUs, 3 CEUs, 3.25 LCERPs Approval #C2022269

Effective Supervision: The Key to a Quality Program

Within the WIC Program, there are a variety of managers and staff who have the responsibility for providing supervision, oversight and coaching to direct line staff. This training will provide participants with skills to provide effective supervision and explore how this is a direct link to a quality program. Participants will explore characteristics of effective supervision, supervisory competencies, providing feedback, coaching and observing staff through a quality lens. In addition, participants will explore how to build trust with staff in a manner that supports the supervisory structure and results in high motivation and engagement of staff.

By the end of this training, participants will be able to:

- Define supervision, its competencies, and build a rationale for the connection to quality
- Describe the characteristics of an effective vs ineffective supervisor
- Explore personal attitudes and beliefs related to supervision
- Define and practice strategies for coaching and providing "difficult" feedback to employees
- List the opportunities to monitor and observe staff in their work

Target Audience: WIC Coordinators, Site Managers, Nutrition Coordinators, Designated Breastfeeding Experts, VMA Directors, Breastfeeding Coordinators, Peer Counselor Coordinators, NYS DOH Staff.

Continuing Education: 3 CPEUS, (Level 2) 3 CEUs



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Enhancing Note Writing and Documentation Skills *NEW*

This training for WIC nutritionists aims to cultivate their ability to keep accurate participant records. Clear, correct, complete, and concise documentation is crucial to fostering effective communication among staff and participants, and to bolstering the delivery of high-quality services within the WIC program. Trainees will be equipped with valuable tools to evaluate and improve note quality, addressing potential barriers and solutions to ensure effective note-writing practices. Additionally, the training will include practical scenarios for note writing, including crafting individual care plans and follow-up notes for high-risk participants. By enhancing their note-writing abilities, WIC nutritionists will significantly contribute to continuity of care for their participants. It is recommended that trainees attend the trainings, “High Risk Care” and “Building Continuity of Care: Critical Thinking and Note Writing” prior to attending this training.

By the end of this training, participants will be able to:

- Explain the importance of accuracy in documentation
- Identify practices and available resources that can be utilized to help ensure documentation is accurate and complete
- Practice writing notes, including individual care plans and follow-up notes

Target Audience:

WIC Coordinators, Nutrition Coordinators, Site Managers, NYS DOH Staff, Qualified Nutritionists (QN), Competent Professional Authorities (CPA)

Continuing Education: 3 CPEUs, 3 CEUs

High Risk Care

Working with high risk participants requires specialized skills, knowledge, and the ability to work effectively with the most vulnerable WIC participants. This two-day program will emphasize the Qualified Nutritionist and CPA’s role in the nutrition assessment and care of high risk participants. Applying participant-centered skills, communication techniques, critical thinking, setting SMART goals, documenting care plans, and incorporating professional judgment when making decisions on a high risk participants’ care will all be part of this dynamic 2-day event.

By the end of this training, participants will be able to:

- Describe why critical thinking is essential and how to use critical thinking skills for assessing risks, needs, and concerns with high risk participants
- Learn how advanced level participant-centered skills can assist in the development of care plan with high risk participants
- Understand the components of SMART goals in working with high risk participants
- Review documentation considerations for Individual Care Plans and follow-up to ensure continuity of care

Target Audience: WIC Coordinators, Site Managers, Nutrition Coordinators, Designated Breastfeeding Experts, Qualified Nutritionist, CPA, NYS DOH Staff



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**Department
of Health**

Continuing Education: 6 CPEUs (Level 2), 6 CEUs

***Prerequisite:** This is an advanced level training. Attendees must have taken and have basic proficiency in the online trainings, Participant-Centered Communication Skills and Advanced Participant-Centered Communication Skills, and the classroom training, Communication Skills Lab for QN/CPAs. Attendees are also expected to be familiar with the High-Risk Care policy (WPM #1216) and the Nutrition Risk Criteria and Priority System Policy Supplement (WPM#1136).

How to Make a Referral *NEW*

This two-day training is designed to equip trainees with the knowledge and skills necessary to actively engage and support participants in accessing community resources through the process of making active referrals. Trainees will delve into the concept of active referrals and learn practical strategies to enhance their referral process. Active referrals go beyond providing a list of resources; they involve actively assisting participants in navigating the referral process to ensure seamless connections to appropriate services.

By the end of this training, participants will be able to:

- Define types of referrals
- Consider participant readiness for a referral
- Demonstrate making an effective, active referral using communication skills
- List key information a WIC staff person should share with a participant about a referral agency/program
- Practice documenting initial referrals and follow up for continuity of care
- Explore attitudes around WIC staff roles in making referrals and following up

Continuing Education: 6 CPEUs, 6 CEUs

Target Audience:

WIC Coordinator, Nutrition Coordinator, Site Manager, Outreach Coordinator, Qualified Nutritionist (QN), Competent Professional Authority (CPA), Breastfeeding Coordinator, Peer Counselor Coordinator, Nutrition Assistant, Program Support Staff, NYS DOH Staff

Income Assessment and Reassessment for Staff Who Determine Income Eligibility

This three-hour remote training will explain the many aspects of what is required when performing a WIC income assessment/reassessment utilizing participant-centered services. Staff who attend will increase their knowledge when determining income eligibility for WIC participants by practicing with case studies and activities that require application of their critical thinking skills.

By the end of this training, participants will be able to:

- Identify proper procedures for conducting an income assessment and reassessment



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- Write brief notes which document the details of an income assessment and reassessment
- List tips to prepare participants for future WIC appointments
- Increase comfort level when denying participants for WIC
- Provide and document appropriate referrals

Target Audience: WIC Coordinators, Site Managers, Nutrition Coordinators, Qualified Nutritionist, CPA, Nutrition Assistants, Clerical/Support Staff, NYS DOH Staff

Continuing Education: 3 CPEUs, 0 CEUs

Nutrition Assessment, Education, and Counseling

In this training, the QN/CPA will explore the rationale and skills required to conduct a Participant-Centered Nutrition Assessment (PCNA) as well as the elements and skills required for providing nutrition education and counseling. Strategies and techniques that can be used to engage WIC participants while gathering important mandatory and relevant nutrition and health information will be discussed. Through a series of interactive activities, trainees will review strategies and techniques for using the information gathered from the nutrition assessment to provide education. QN/CPAs will have the opportunity to sharpen their skills through case studies and practice conducting a PCNA and providing nutrition education and counseling.

By the end of this program, participants will be able to:

- Explain the rationale for conducting a PCNA
- Demonstrate how to develop rapport to elicit mandatory and relevant information necessary for a nutrition assessment in a participant-centered manner
- Identify and practice at least three communication techniques used to ensure a PCNA
- List the elements to providing nutrition education and counseling
- Describe how to provide education in a participant-centered manner, based on information gathered in the nutrition assessment
- Discuss skills to sensitively educate participants on issues and risks

Target Audience: WIC Coordinators, Site Managers, Nutrition Coordinators, Qualified Nutritionist, CPA, DOH Staff

Continuing Education: 6 CPEUs (Level 2), 6 CEUs

Peer Counselor Program Management Training

Ensuring NYS WIC Peer Counselor programs meet the USDA WIC Breastfeeding Support model is an important and extremely effective means of improving, supporting and enhancing breastfeeding initiation, duration and exclusivity in our WIC populations. This training will provide new and experienced peer counselor program coordinators/managers and supervisors with the skills needed to implement, enhance, and sustain a high-quality successful peer counselor program. This includes establishing and communicating the role of the WIC Peer Counselor, their tasks and expectations, caseload prioritization, minimum contact guidelines and scope of practice. By assessing and

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developing the needed supervisory skills and best practice components of a successful peer program Local Agencies will be able to enhance their breastfeeding outcomes, the quality of Peer Counselor work and interactions, and overall experience of pregnant and breastfeeding mothers enrolled in WIC.

By the end of this program, participants will be able to:

- Describe the efficacy of the *WIC Breastfeeding Model Components for Peer Counseling*
- Compare their local agency's peer counseling program to the WIC Breastfeeding Model Components for Peer Counseling and identify resources to help address identified gaps
- Define the tasks and expectations of a Peer Counselor
- Strategize how to plan and prioritize the work of the Peer Counselor
- List the methods of assessing the quality and quantity of Peer Counselor work

Prerequisite: Participants should view the Basic Training for Peer Counselors Modules 1-3 before attending this training.

Target Audience: WIC Coordinators, Breastfeeding Coordinators, Designated Breastfeeding Experts, Breastfeeding Peer Counselor Coordinators NYS DOH Staff

Continuing Education: 3 CPEUs, 3 CEUs

Referrals are a Two-Way Street: Developing and Maintaining an Effective Referral System

Training Description: WIC Local Agencies provide comprehensive nutrition services to women and families in their communities but often WIC participants need much more It is an expectation that each WIC Local Agency will have developed a strong referral network built on community relations, strong partnerships, identification of gaps in services and the utilization of local data This one-day training will assist WIC managers in exploring what a good referral includes, how to leverage community partnerships, and how to develop a system within the local agency that staff can readily access and that can be kept current and appropriate

Goal: To provide managers at all levels in WIC Local Agencies with increased knowledge and skills on the development of an effective referral process to assist WIC participants with basic needs as well as psychosocial support. In addition, to assist local agencies in identifying key community partners who can support the referral of new participants

By the end of this training, participants will be able to:

- Describe the key components of an effective referral system
- Review DOH policies as they relate to referrals and outreach
- Identify and examine referrals and outreach to new participants
- Utilize local data to identify resources and gaps and develop a plan for a comprehensive referral system
- Share best practices for maintaining an accurate and appropriate referral system

Target Audience: WIC Coordinators, Nutrition Coordinators, Outreach Coordinators, Site Managers, and other members of the management team.



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Continuing Education Credits: 3 CPEUs (Level 2), 3 CEUs

Supporting Healthy Pregnancies *NEW*

As the premier public health nutrition program in the country, WIC has a unique role in helping women have a healthy pregnancy with positive birth outcomes. Our WIC families trust us. We see them regularly and we have worked hard to build rapport and have a good relationship with them. At the same time, the science and evidence about healthy pregnancies changes regularly. This one-day training is designed to help nutritionists stay abreast of evidence-based recommendations for pregnancy and communicate these educational messages to our WIC participants in a respectful, effective manner.

Target Audience: WIC Coordinators, Nutrition Coordinators, Site Managers, Qualified Nutritionist (QN), Competent Professional Authority (CPA), NYS DOH Staff

By the end of this training, participants will be able to:

- Identify current recommendations for a healthy pregnancy
- Examine some common myths related to nutrition, oral health and exercise
- Reflect on personal attitudes about health behaviors and pregnancy
- Develop and deliver respectful educational messages

Continuing Education: 3 CPEUs, 3 CEUs

Talking About Weight: From Age One to Five

In the past several years, there has been significant research regarding obesity and its impact on health outcomes, both physical and emotional. This one-day training is designed to provide WIC Qualified Nutritionists and Competent Professional Authorities (QNs and CPAs) with an overview of how weight management is key throughout the lifecycle but will primarily focus on the knowledge and skills necessary to provide participant-centered counseling and education to parents, guardians, or caregivers of children ages one to five. This training will also explore how to use key information about obesity risks in a strategic manner utilizing the participant-centered nutrition assessment (PCNA) as the framework. In addition, the role of referrals when more targeted assistance may be needed to support families will be reviewed.

By the end of this training, participants will be able to:

- Use risk factors and impact of obesity on health outcomes to inform counseling and education
- Plan and provide targeted participant-centered education and counseling on weight management
- Develop confidence and competence in utilizing the PCNA to initiate opportunities to talk about weight management in children ages one to five
- Apply the PCNA framework to counsel and set behavioral goals for weight management



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Target Audience: WIC Coordinators, Site Managers, Nutrition Coordinators, Designated Breastfeeding Experts, Qualified Nutritionist, CPA, Breastfeeding Coordinators, NYS DOH Staff

Continuing Education: 3 CPEUs (Level 2), 3 CEUs

YOU are the Face of WIC: Enhanced Skills for Engagement and Conflict Management for Support Staff

In this virtual training, support staff will build their skills around conflict prevention and management to create a WIC environment where participants feel welcome and safe. Trainees will review key engagement and rapport-building skills, as well as the importance giving information and options and managing the waiting room effectively in order to prevent conflict in WIC. The importance of framing will be reviewed, and trainees will practice developing framing statements and probing questions. Finally, trainees will spend time building their knowledge and skills around what to do when conflict arises, particularly when they have feelings they need to manage about participants, and how to de-escalate an angry participant.

By the end of this program, participants will be able to:

- Identify at least 3 key skills to prevent conflict and promote an environment of trust in WIC
- Demonstrate ability to ask participants tough questions that are a part of a WIC certification or re-certification
- Describe strategies to manage personal feelings about participants
- Identify the steps to de-escalate an angry participant in a WIC local agency

Target Audience: WIC Coordinators, Site Managers, Nutrition Coordinators, Clerical/Support Staff, Nutrition Assistants, NYSDOH Staff

Continuing Education: 3 CPEUs, 3 CEUs



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