

Appendix

A. Support Staff Revised Competency Set, July 2020

NYS DOH WIC Support Staff and Nutrition Assistant* Core Competencies – Revised July 2020

*Nutrition Assistant-specific Sub-Areas and KSAs – created from WIC Program Policy 1460 – are highlighted in gray throughout the document.

Core Competency Domain	Sub-Areas	Knowledge, Skills, Attitudes
1. Program Integrity and Understanding	1.1 Demonstrates personal and professional accountability in all work tasks and communication.	1.1.1 Complies with local agency written policies and protocols related to professionalism, absenteeism, integrity and other work-ethics. 1.1.2 Balances multiple responsibilities including: administrative tasks, WIC certifications, issuing benefits authorized by a QN/CPA, assisting with data collection for reports, and appointment scheduling. 1.1.3 Answers and returns phone calls in a courteous and expeditious manner, defined by local agency policy. 1.1.4 Uses technology, program equipment, and materials in accordance with program policies and procedures. 1.1.5 Actively participates in staff development, training, and continuing education as required. 1.1.6 Promotes positive teamwork and collaborative principles including accountability and taking initiative. 1.1.7 Complies with the provisions of Civil Rights laws, regulations, and policies. 1.1.8 Complies with local, state, and national policies dedicated to the reduction of fraud and reports potential abuse to BSI.
	1.2 Demonstrates a comprehensive understanding of the WIC program including WIC's mission, policies, and procedures, and appropriately applies and communicates this information.	1.2.1 Performs duties in accordance with local agency written policies, New York State (NYS) policy, and USDA regulations. 1.2.2 Correctly identifies the primary WIC services (nutrition education, breastfeeding promotion and support, referrals into health and social services, and WIC food packages). 1.2.3 Applies WIC program knowledge to anticipate participant needs and provides assistance to encourage program participation. 1.2.4 Demonstrates the ability to make informed decisions based on WIC policies and procedures and when to defer to a supervisor. 1.2.5 Provides WIC program orientation to participants including an explanation of the program, participant's rights and responsibilities, appropriate use of WIC benefits, and directs them through the appointment process.
2. Confidentiality	2.1 Demonstrates commitment to	2.1.1 Understands the importance and application of HIPAA (Health Insurance Portability and Accountability Act), data privacy, and security provisions to WIC

	protecting and maintaining participant confidentiality in the sharing, transmitting, storage, and management of personal health information.	<p>participant's personal health information including confidentiality both inside and outside the workplace.</p> <p>2.1.2 Maximizes participant privacy in all areas where staff may obtain participant information, including categorical, identity, residency, income, and personal health information.</p> <p>2.1.3 Ensures participant confidentiality while documenting information in the management information system and with the maintenance and storage of physical documentation.</p> <p>2.1.4 Ensures participant confidentiality while handling e-WIC cards and photo identification.</p> <p>2.1.5 Ensures that confidential participant information is not released without written consent of the participant, and permission of the State or WIC Director.</p>
3. WIC Certification	3.1 Demonstrates ability to screen WIC participants for eligibility.	<p>3.1.1 Correctly identifies the components of the WIC certification processing including categorical, identity and residency, income, and nutritional risk assessment.</p> <p>3.1.2 Understands the process of each screening step and can assess, verify, and record all required documentation relating to certification.</p> <p>3.1.3 Ensures that all participants understand their rights and responsibilities before collecting and documenting certification data, in a language they understand.</p> <p>3.1.4 Asks probing questions to clarify any information needing further assessment or explanation and identifies and communicates red flags to supervisor and/or BSI, to maintain program integrity.</p>
	Identity and Residency Assessment	
	3.2 Demonstrates ability to assess, verify, and record categorical and identity and residency status.	<p>3.2.1 Assesses and verifies categorical, identity, and residency documentation for participants and any authorized individuals.</p> <p>3.2.2 Accurately records categorical, identity, and residency information in management information system, including housing status (e.g., homelessness, migrant status) and mailing address.</p> <p>3.2.3 Assesses if participants live in a shelter that has adequate cooking facilities.</p>
	Income Assessment	
	3.3 Demonstrates ability to assess, verify, and record participant's household size or economic unit.	<p>3.3.1 Accurately assesses all household members who share housing, income, and consumption of goods and services together as part of the economic unit.</p> <p>3.3.2 Ensures all household and income information for the household is promptly updated if changes are noted.</p> <p>3.3.3 Properly documents if multiple WIC economic units are living in the same physical address.</p> <p>3.3.4 Considers each foster child a household of one.</p> <p>3.3.5 Where applicable, increases household size for multiple fetuses.</p>

		3.3.6 Properly documents a pregnant woman's possible, potential refusal to increase household size.
	3.4 Demonstrates ability to assess, verify, and record participant's enrollment in qualifying adjunct programs.	3.4.1 Assesses and verifies participant's current enrollment in a qualifying adjunct program. 3.4.2 Accurately records all qualifying adjunct program enrollment(s) for each household member. 3.4.3 Correctly attaches the verification methods and program ID of qualifying adjunct programs to the appropriate household members in the management information system. 3.4.4 Verifies that an applicant or participant who is qualifying through a household member's active enrollment in an adjunct program is part of that household member's economic unit.
	3.5 Demonstrates ability to assess, verify, and record participant's income.	3.5.1 Assesses and records all sources of cash income of all members of the economic unit/household. 3.5.2 Determines whether current income status current (past 30 days), prospective (future 30 days), or annual income is the best indicator of eligibility. 3.5.3 Accurately determines when both tax records and pay stubs/income documentation for the past 30 days are required and can be used as proof of income. 3.5.4 Determines whether the correct number of pay stubs are presented and that the pay stub dates are within 30 days of certification. 3.5.5 Determines that a written statement from an employer indicating gross income within the past 30 days can be accepted instead of pay stubs. 3.5.6 Assesses all options before a participant is determined eligible to self-declare and maintains the self-declaration form in the participant's record. 3.5.7 Accurately records income verification methods and frequency.
	3.6 Demonstrates ability to reassess income eligibility.	3.6.1 Reassesses income whenever information is received that indicates a change in income, adjunct programs, or makeup of the economic unit/household. 3.6.2 Appropriately flags household member holding the qualifying adjunct program or income source for income reassessment. 3.6.3 Practices strategic scheduling in planning when income reassessment must occur. 3.6.4 Accurately documents income reassessment in an Income Reassessment Verification (IRV) note.
	Additional Certification Processes	
	3.7 Demonstrates ability to offer voter registration	3.7.1 Offers the opportunity to register to vote without suggesting or coercing a political ideology or party in any way, in the appropriate language.

	services in a neutral, nonpartisan manner.	3.7.2 Ensures appropriate completion and processing of voter registration materials per NYS guidance.
	3.8 Demonstrates ability to assess, verify, and record incoming and outgoing Verification of Certification (VOC).	<p>3.8.1 Processes VOCs and determines if a change in income/adjunct program/size of economic unit/household has occurred.</p> <p>3.8.2 Determines if a participant will need an income reassessment at the next appointment and documents in a note. If so, provides notice to bring in the appropriate income/adjunct program documentation for all members of the economic unit to their next appointment.</p> <p>3.8.3 Informs participants of the transfer process and VOC availability if they indicate they may be moving within NYS or out of NYS state.</p>
	3.9 Demonstrates ability to assess, verify, and record information related to the Participant Representative.	<p>3.9.1 Demonstrates ability to clearly explain the role and permissions of an Authorized Representative, Parent/Spouse/ Partner (PSP), caretaker, and proxy according to the Participant Representatives Desk Guide to assist a participant in the decision process.</p> <p>3.9.2 Reviews and verifies the name and ID of the Participant Representative at each appointment.</p> <p>3.9.3 Reviews and verifies the Authorized Representative's name, date of birth, and mailing address zip code at each contact.</p>
	3.10 Demonstrates ability to process temporary 30-day certifications.	<p>3.10.1 Assesses participant's need for a 30-day temporary certification and ensures they have provided the appropriate documents for two of the following three certification items: income, identity, or residency.</p> <p>3.10.2 Accurately processes and documents 30-day temporary certification and informs participant of the requirement to provide documentation within 30 days.</p> <p>3.10.3 Accurately provides the Temporary 30-day Benefit Letter for income reassessment, obtains signature and scans copy into NYWIC.</p>
	Ineligibility or Termination	
	3.11 Demonstrates ability to explain and record all instances of participant ineligibility or termination.	<p>3.11.1 Provides proper explanation of the reason for income ineligibility and the right to a fair hearing to the applicant or participant, in writing, in a language they understand.</p> <p>3.11.2 Properly records and issues required letter(s) to participants, obtains, and scans copy into NYWIC.</p> <p>3.11.3 Accurately assesses time since participant's last claimed benefits and notifies participants of potential termination, according to NYS policy and local agency best practices.</p> <p>3.11.4 Properly records all participant terminations.</p> <p>3.11.5 Demonstrates ability to follow up with nutritionist to issue partial benefits, where necessary.</p>

	Health Data Intake	
	3.12 Demonstrates ability to provide clinical support to the QN/CPA in the nutritional assessment process, in a participant-centered manner.	<p>3.12.1 Understands the importance of reliable and accurate measurements.</p> <p>3.12.2 Accurately documents regular maintenance and verification/calibration of equipment.</p> <p>3.12.3 Demonstrates appropriate anthropometric measurement techniques specific to infants, children, and adults.</p> <p>3.12.4 Demonstrates appropriate techniques for performing a hemoglobin or hematocrit assessment.</p> <p>3.12.5 Accurately collects, reads, and records (and converts, if necessary) both anthropometric and hematologic measurements.</p> <p>3.12.6 Obtains relevant data from current and previous WIC visits, including anthropometric, hematologic, clinical, and potentially family and social environment information.</p> <p>3.12.7 Accurately documents relevant information from WIC nutrition assessments.</p> <p>3.12.8 Checks the accuracy of inconsistent or unusual measurements or data, documents any discrepancies, and takes appropriate actions as needed (e.g., rechecks measurements, documents factors that interfere with measurements).</p>
4. Issuing of Benefits and Referrals	4.1 Demonstrates ability to issue and explain WIC benefits to participants that have been authorized by a QN or CPA.	<p>4.1.1 Understands and works within state and local agency guidelines regarding the ability to authorize or issue benefits (e.g., Nutrition Assistants may authorize benefits if prescribed by the CPA or QN if no medical documentation is required, as part of a CPA/QN-led facilitated group discussion, when no food package changes are needed, Farmers' Market benefits).</p> <p>4.1.2 Informs the person receiving benefits about their Rights and Responsibilities, in the appropriate language, before benefits are authorized by a QN/CPA.</p> <p>4.1.3 Follows appropriate security and confidentiality measures to protect WIC participant eWIC cards.</p> <p>4.1.4 Educates WIC shoppers on the correct use of benefits and how to use the WIC food cards, pictorial foods guide, the WIC To Go app, the eWIC Shopping Guide, and eWIC shopping video.</p>
	4.1 Demonstrates ability to refer participants to the appropriate internal and external health care and community resources.	<p>4.2.1 Understands community demographics, needs, and issues.</p> <p>4.2.2 Identifies accurate, up to date, and relevant referral resources available for WIC participants.</p> <p>4.2.3 Provides participants and designated representatives or proxies with appropriate referrals to health, welfare, and social services including mandatory referrals, mental health, drug, and alcohol services.</p> <p>4.2.4 Documents incoming and outgoing referrals in the participant's electronic record.</p> <p>4.2.5 Documents in a note if a participant is not interested in a particular referral.</p> <p>4.2.6 Follows-up on referrals provided to participants to determine if action was taken and/or if the participant needs further assistance.</p>

5 Technology Literacy	5.1 Demonstrates ability to use the management information system to manage participant data and clinic flow.	<p>5.1.1 Demonstrates comprehensive knowledge of WIC and management information system data fields.</p> <p>5.1.2 Demonstrates working knowledge and ability to troubleshoot basic hardware and software issues, contacting the help desk or IT department as necessary.</p> <p>5.1.3 Accurately and confidentially records, updates, and verifies participant's personal information in the management information system as necessary.</p> <p>5.1.4 Utilizes pertinent WIC reports to assist in clinic flow and environment management.</p> <p>5.1.5 Accurately documents and reviews computer notes, unusual circumstances, and deviations from normal procedures in the management information system.</p> <p>5.1.6 Records and maintains notes in the management information system that are objective, concise, and pertinent.</p>
	5.2 Demonstrates ability to use the management information system and technology to schedule appropriate and accurate participant appointments.	<p>5.2.1 Assesses, determines, and schedules participant appointments based on participant needs and availability, keeping in mind the requirements for each appointment type and general principles of local agency clinic flow.</p> <p>5.2.2 Demonstrates ability to provide options for participants whom the clinic cannot accommodate at that time.</p> <p>5.2.3 Demonstrates ability to offer participants same site/day appointments, according to local agency policy and availability.</p> <p>5.2.4 Clearly explains the appointment process to the participants.</p> <p>5.2.5 Accurately documents in the participant's record when a contact was provided, offered, missed, and/or refused.</p> <p>5.2.6 Maintains an effective system for appointment reminders and for missed appointments that considers participant's preferred mode of communication.</p>
6. Communication and Customer Service	6.1 Demonstrates understanding and appropriately uses the principles of effective communication within a participant-centered environment.	<p>6.1.1 Demonstrates the ability to assess and identify participant's communication needs and barriers to effective communication.</p> <p>6.1.2 Offers written information that is appropriate for the target population to understand (i.e. language) per NYS agency policy.</p> <p>6.1.3 Provides excellent customer service to WIC participants, vendors, medical providers, community partners, referral organizations, etc.</p> <p>6.1.4 Uses appropriate participant-centered techniques to establish a relationship and build a rapport.</p> <p>6.1.4.A Demonstrates a positive and friendly manner, by introducing self and role, explaining what to expect during the appointment including an estimated appointment length, and greeting the participant by name.</p> <p>6.1.4.B Practices active listening and observation skills.</p> <p>6.1.4.C Demonstrates understanding by paraphrasing or reflecting what was heard.</p>

		<p>6.1.4.D Utilizes participant's verbal and non-verbal responses and behaviors to assess participant's situation.</p> <p>6.1.4.E Uses an effective balance of open-ended, closed-ended, and probing questions.</p> <p>6.1.4.F Affirms participant's feelings, beliefs, and efforts.</p> <p>6.1.4.G Expresses empathy for the participant's situation.</p> <p>6.1.4.H Demonstrates ability to remain engaged with the participant to elicit assessment information (e.g., does not read questions from the screen, maintains good eye contact with participant).</p> <p>6.1.5 Ensures participants receive fair, non-discriminatory treatment.</p> <p>6.1.6 Ensures notes in management systems or patient's records are timely, legible, accurate and professional in nature.</p> <p>6.1.7 Provides timely explanations and apologizes for any inconveniences; offers options and allows participants to make informed choices.</p>
	6.2 Demonstrates understanding and respect for participant's cultural backgrounds, values, beliefs and how that affects participant interactions.	<p>6.2.1 Respects participant's cultural differences without passing judgment.</p> <p>6.2.2 Recognizes how personal beliefs and attitudes influence participant's breastfeeding and behavior in the clinical environment.</p> <p>6.2.3 Meets participant's cultural/language needs and preferences, using available resources.</p> <p>6.2.4 Recognizes the limits of own cultural knowledge, skill and abilities, and consults with others when needed.</p>
7. Critical Thinking	7.1 Demonstrates understanding and use of the principles of critical thinking.	<p>7.1.1 Collects and clarifies all information before drawing conclusions and deciding upon the best next steps and course of action.</p> <p>7.1.2 Recognizes and addresses participant's needs, concerns, and priorities.</p> <p>7.1.3 Works within the scope of practice for their position and provides appropriate resources, knowing when to defer situations to a supervisor or site manager.</p> <p>7.1.4 Provides services that align work with organization policies, strategic plan and mission statement.</p>
8. Nutrition Information and Breastfeeding Promotion and Support	8.1 Ensures the clinic environment and personal behavior promotes and supports nutrition and breastfeeding.	<p>8.1.1 Understands the influence of staff attitudes and behaviors on participant perceptions of nutrition education and breastfeeding.</p> <p>8.1.2 Promotes and supports breastfeeding as the biological norm for feeding infants.</p> <p>8.1.3 Promotes and supports breastfeeding and nutrition education in a manner that is consistent with both WIC regulations, policies, and initiatives and the mother's feeding decisions.</p> <p>8.1.4 Recognizes potential concerns related to breastfeeding and refers participants appropriately.</p>

		<p>8.1.5 Positively promotes WIC as a nutrition program to participants and in the community.</p> <p>8.1.6 Maintains the clinic environment to ensure it is safe, clean, and accessible with required signage and appropriate, up-to-date nutrition and breastfeeding information posted.</p>
	<p>8.2 Demonstrates basic knowledge of food and nutrition requirements and dietary recommendations for women, infants and children.</p>	<p>8.2.1 Possesses basic understanding of nutrition concepts and the impact of nutrition on growth and development.</p> <p>8.2.2 Understands and applies federal and NYS nutrition policy guidance to nutrition education work with participants, under guidance by a QN/CPA.</p> <p>8.2.3 Differentiates between safe and inappropriate food and nutrition practices, taking cultural practices into consideration.</p>
	<p>8.3 Demonstrates ability to provide additional program information on such topics as WIC benefits and the Farmers' Market Nutrition Program.</p>	<p>8.3.1 Identifies local Farmers' Markets and vendors where WIC benefits can be redeemed.</p> <p>8.3.2 Provides participants with up to date information on where and how they can redeem their Farmers' Market and WIC benefits.</p>
	<p>8.4 Demonstrates ability to support the QN/CPA in planning, executing, and evaluating participant-centered, nutrition education activities including facilitated group discussion, and cooking demonstrations.</p>	<p>8.4.1 Understands the benefits of group and individual nutrition education sessions and of the specific educational material or curricula to be used.</p> <p>8.4.2 Accurately articulates the rationale and objectives of WIC and additional orientation information during nutrition education activities.</p> <p>8.4.3 Effectively communicates their working knowledge of food and nutrition requirements and dietary recommendations to participants during nutrition education activities, cofacilitated by a QN/CPA.</p> <p>8.4.4 Applies the principles of food and nutrition preparation, food safety, and management during nutrition education activities.</p>