

# **The WIC CONNECTOR**

**The WIC Connector keeps the WIC Connects spirit alive!**



## **Definition:**

The WIC Connector is:

- The contact to the state WIC office for WIC Connects' activities.
- A passionate supporter of WIC Connects one-to-one.
- Committed to helping clinic staff strengthen participant-centered skills.
- Interested in creating a clinic where the participant is at the center of every WIC interaction. Where staff supports participants to make healthy choices by helping to explore their unique strengths, values, and motivation.

## **Role:**

- Be a champion for change
- Keep the spirit alive
- Support staff observations and provide positive feedback
- Facilitate opportunities for growth

## **Activities:**

- Keeps the spirit and energy of WIC Connects one-to-one alive
- Leads activities at staff meetings (the State WIC office provides skill building activities)
- Participates in routine calls and/or meetings that state staff provide
- Schedules and participates in staff observations and provides positive feedback and support

## **What I bring to my role:**

**Note: Anticipate Connector work will take 3-4 hours per month**



This institution is an equal opportunity provider.  
**Washington State WIC Nutrition Program does not discriminate.**

For persons with disabilities, this document is available on request in other formats.  
To submit a request, please call 1-800-841-1410 (TDD/TTY 1-800-833-6388).

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