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: