North Carolina WIC Program Training Plan FFY 2025

Breastfeeding

WIC Breastfeeding Support Curriculum Levels 1 - 4

As part of our statewide training plan, the State agency will offer each tier of the WIC Breastfeeding Curriculum consistently. This approach will ensure that all new WIC staff can easily complete their role-specific breastfeeding orientation within the timeline outlined in the WIC Program Manual for Federal Fiscal Year 2025.All levels follow the minimum standards the Food and Nutrition Services (FNS) approved WIC Breastfeeding Curriculum.

WIC Breastfeeding Support Curriculum Level 1

All new WIC staff, students, and volunteers are required to complete Level 1 training before interacting independently with participants. This initial training encompasses basic breastfeeding promotion, fundamental communication approaches, and techniques to support WIC parents with breastfeeding. Currently, Level 1 training is offered as self-paced modules through the Public Health Foundation learning management system, Train.org, available continuously and designed to be completed in approximately 4 hours.

WIC Breastfeeding Curriculum Level 2 for Peer Counselors

Level 2 training, designed specifically for new peer counselors, equips them to effectively support normal breastfeeding. This comprehensive training covers essential practices for initiating breastfeeding, including positioning, latch techniques, and providing continuous support from pregnancy through weaning. It is delivered in a hybrid format, consisting of four live virtual days and two in-person days, facilitated by the State agency and contracted International Board Certified Lactation Consultants (IBCLCs). The sessions are held at various state locations and offered nine times a year.

WIC Breastfeeding Curriculum Levels 2 & 3 for Competent Professional Authorities (CPAs) and WIC-Designated Breastfeeding Experts (DBEs)

New CPAs will undergo Levels 2 and 3 training, specifically designed to prepare them to effectively support normal breastfeeding. This training encompasses critical prenatal and postpartum practices essential for breastfeeding success. Participants will also learn how to address parents' breastfeeding concerns and understand clinic practices that foster breastfeeding support. The training combines independent study with 10 live virtual training half-days spread across 5 weeks. It is scheduled to be offered twice this year.

WIC Breastfeeding Support Curriculum Level 4 for WIC Designated Breastfeeding Experts (DBEs)

Level 4 training, provided by the State agency and delivered by our contracted International Board Certified Lactation Consultants (IBCLCs), is designed to equip DBEs with the skills to assist WIC parents facing complex breastfeeding challenges. These challenges typically surpass the expertise of peer counselors and Competent Professional Authorities. The training is conducted in a hybrid format, which includes independent study, two live virtual days, and one in-person day. This format is held simultaneously at various locations across the state and is offered twice a year.

Breastfeeding Peer Counseling Program Quarterly Continuing Education for Peer Counselors and Peer Counselor Program Managers

Quarterly, the State agency partners with our contracted International Board Certified Lactation Consultants (IBCLCs) to provide ongoing training. This initiative serves as a continuing education opportunity for WIC peer counselors and their program managers, complying with the WIC

Breastfeeding Model Components for Peer Counseling. All training content adheres to the scope of practices for peer counselors, as outlined in North Carolina's WIC Program Manual. To maximize accessibility and convenience, each session is available as either a live virtual session or an in-person session in their designated region.

Quarterly Continuing Education for WIC Designated Breastfeeding Experts

Quarterly, the State agency collaborates with contracted International Board Certified Lactation Consultants (IBCLCs) to provide continuing education tailored for each clinic's WIC Designated Breastfeeding Experts (DBEs). This training is designed to equip these experts with advanced skills and knowledge to address complex breastfeeding issues effectively, ensuring they are well-prepared to offer exceptional support within the WIC program. To maximize accessibility and convenience, each session is available as either a live virtual session or an in-person session in their designated region. Furthermore, all training sessions adhere to the specific scope of practices outlined for WIC Designated Breastfeeding Experts in North Carolina's WIC Program Manual.

WIC Breastfeeding Support Curriculum Peer Counselor Management

The WIC Breastfeeding Curriculum Peer Counselor Management training is a critical element of our state's comprehensive training strategy. It is specifically crafted to prepare designated CPAs for the role of Peer Counseling Program Manager. Following the guidelines of the WIC Breastfeeding Model Components for Peer Counseling, the curriculum encompasses all essential aspects needed to effectively manage and support peer counselors. To ensure that all program managers possess the necessary knowledge and skills to lead effectively, completion of this training is required before a CPA can assume the managerial position. It is available continuously as self-paced modules through the Public Health Foundation's learning management system, Train.org, and is designed to be completed in approximately 4 hours.

Peer Counselor Care Plan Training

The purpose of this course is to orient WIC staff to the Breastfeeding Peer Counselor Care Plan located in Crossroads. This training is self-paced, and available on demand for new or experienced peer counselors and their managers.

Breastfeeding Supplies Competency Training (BSCT)

The State agency will develop an online self-paced training course that educates local WIC agency staff on standardized guidance for expressing human milk and the assembly, use, and care of breastfeeding supplies available for WIC Program participants.

Program and Policy

Civil Rights Training

State agency will provide guidance on Civil Rights compliance requirements, revise, and record this required annual update to all local agencies throughout FFY2025.

National Voter Registration Act (NVRA) Webinar

The North Carolina State Board of Elections will work with State agency to present an annual update. A recorded version will be available to all local agencies throughout FFY2025.

WIC Basic Training Modules 1-10

State agency offers WIC Basic Training, a comprehensive set of ten modules in the form of recorded webinars intended to orient new local agency WIC staff to the policies and procedures of the North Carolina WIC Program. All modules are continuously available online for local agency staff.

Nutrition Assessment and Care Plan Webinar Series

State agency offers to local agencies a three-part series on nutrition assessment and care plans as recorded and continuously available resources. The series includes: The Nutrition Assessment, The Care Plan and Effective Data Collection and Counseling.

2024-25 NC WIC Outreach Webinar:
State agency will provide an outreach webinar for local agencies as part of outreach efforts and to broaden community engagement.

WIC Program Update Webinars
State agency will provide updates for all local agency staff in North Carolina on an as needed basis during the FFY 2025.

Additional Topics

Annual WIC Conference or Symposium
State agency will provide training opportunities for all local WIC agency staff in North Carolina in the form of an annual conference and/or webinars that may include topics on nutrition, breastfeeding, leadership, customer service, collaboration, and outreach during the FFY 2025.

Vendor Management

Local Agency Vendor Training
State agency will provide the required policy training annually.

WIC Farmer's Market Nutrition Program (FMNP)
Annually, the State agency will provide an update (via webinar) to local agencies participating in the FMNP. This session will address policy, issuance, and nutrition education.

WIC Vendor Program Update Webinars
State agency will provide updates for all local agency staff in North Carolina on an as needed basis during the FFY 2025.