

Criteria for WIC Program Best Practices Recognition Awards 2010

California WIC Association Annual Conference

San Diego, California

May 3-5, 2010

AWARD CATEGORY	CRITERIA
Excellence in Health Linkages (Agency Award)	<ul style="list-style-type: none"> ▪ Successfully implemented a new or pilot model for integration of WIC into the community; OR ▪ Demonstrates successful collaboration with community partners toward a public health objective; OR ▪ Consistently utilizes an established health and community services referral/follow-up system to ensure the identified needs of participants are met.
Excellence in Learner-Centered Education and Nutrition Services (Agency Award)	<ul style="list-style-type: none"> ▪ Demonstrates successful application and sustainability of learner-centered education, e.g.: individual education using motivational interviewing methods, group education using techniques from Finding the Teacher Within, Facilitated Group Discussion/other; AND ▪ Reinforces on-going learner-centered education techniques for local agency staff; OR ▪ Demonstrates exemplary implementation of their Nutrition Services Plan; AND ▪ Applies nutrition education activities beyond core WIC services.
Excellence in Vendor Partnerships (Agency Award)	<ul style="list-style-type: none"> ▪ Demonstrates exemplary implementation of the Local Vendor Liaison project that supports vendor partnerships; AND ▪ Demonstrates successful collaboration and partnership with community partners, such as the Network for a Healthy California Retail Program or other community partners.
Exceptional Breastfeeding Promotion and Support (Agency Award)	<ul style="list-style-type: none"> ▪ Demonstrates exemplary application of the Ten Steps to Successful Breastfeeding listed in WPM Section 600-00 (see attachment); AND ▪ Implements program services to support breastfeeding in the first month -- Healthy Habits Begin at Birth; AND ▪ Has an exclusive breastfeeding rate that is at or above the 12.9% statewide average for FFY 2009.
Exceptional or Innovative Customer Service (Agency Award)	<ul style="list-style-type: none"> ▪ Demonstrates a high standard of customer service while experiencing high demand for WIC services (participation >100% of caseload); OR ▪ Modified a policy or procedure to improve customer service as a result of an identified problem or emergency situation; OR ▪ Implements an innovative approach to customer service; AND ▪ Successfully implements exceptional customer services on a daily basis that is above and beyond routine expectations of service.
* WIC Nutrition Assistant Rookie of the Year 2009 (Individual Award)	<ul style="list-style-type: none"> ▪ Has been a local agency employee for less than 18 months; AND ▪ Performs duties significantly above the level of a new employee; AND ▪ Demonstrates excellent customer service; AND ▪ Is an effective team player in the WIC community.
* Outstanding Local Agency Employee 2009 (Individual Award)	<ul style="list-style-type: none"> ▪ Demonstrates an exceptional record for performing duties above and beyond basic WIC services; AND ▪ Provides exceptional customer service; AND ▪ Is an excellent role model for other employees; AND ▪ Motivates other employees.

*** A letter of recommendation from the WIC Director must be included for the two individual award categories, Local Agency Rookie of the Year 2009 and Outstanding Local Agency Employee of the Year 2009.**