



Health Care Liaison

Sample Language for Job Descriptions

- **Scope of WIC:** Increases awareness about the scope of WIC services among the health care community. Dispels misconceptions about WIC policies/procedures, allowable foods, education, and referrals.
- **Collaboration:** Builds partnerships with the health care community to inform and strengthen health care community knowledge about WIC and develop partnerships with local healthcare providers to optimize the delivery of evidence-based nutrition messages and foster a team approach to coordinate care and nutrition services.
- **One Point of Contact:** Collaborates with other local WIC agencies to identify a regional Registered Dietitian as the one-point-of-contact to centralize and facilitate communication between physicians, nurses, allied health professionals, dietitians/nutritionists, and professional organizations* for seamless care and consistent messages of WIC families.

*American Academy of Pediatricians (AAP), American Congress of Obstetrics and Gynecology (ACOG), California Academy of Family Physicians (CAFP), etc., Develop training, lesson/presentation plans, and themes for provider outreach, e.g., Lunch and Learn, provider office staff meetings, meetings at professional organizations (AAP, ACOG, etc.).

- **Training:** Provides training to both WIC staff and health care professionals to increase their knowledge and understanding of the dynamic relationship between health care and WIC for improved delivery of services to WIC families.
- **Boards and Professional Groups:** Works in local medical associations and/or executive boards to establish and promote cohesive relationships among local healthcare providers and WIC clinics to increase understanding and clarify individual roles, responsibilities, and policies for the delivery of optimal health and WIC services (e.g., patient education and staff in-service training).

Attends meetings with Physician Champions and other Health Care Liaisons to develop training, education and information, advocacy, coalition building, evaluation, outreach and other areas of mutual concern related to women, infants and children.

- **Research:** Collaborates with professionals and academia to participate in and/or design research activities, exchange clinical and research information relevant to WIC families.
- **Quality Assurance:** Identifies, develops, and promote best practices for evidence-based health and nutrition care which are cost effective for both WIC and the health care community.

Assists with the monitoring of provider education materials that are current,, accurate, reliable, evidence-based, and participant-centered information is provided.

- **Agreements:** Works with key stakeholders in the health care community to establish MOUs with to address areas of mutual interest relevant to WIC and health care. providers