



Imagine a WIC World Where Participants...

- ...look forward to coming to our sites*
- ...get excited about nutrition classes*
- ...have wonderful infant feeding experiences*
- ...tell their friends how beneficial WIC is*

WIC Goes Platinum

Puts participants at the center of everything we do at WIC
Is a permanent journey of transformation to quality WIC services
Looks different for every agency



Academy For Participant Centered Leadership

APL is a mentoring, leadership training, and special technical assistance program designed to create practical, cultural, and organizational changes that will improve the WIC setting and experience for both participants and staff.

In partnership with CWA, select frontline staff become Platinum Change Agents who will lead the way in transforming their sites to provide Platinum WIC Services.

Participant Centered Services (PCS)

Local agencies implement and institutionalize best practices to become "Certified Platinum Programs." Essential components of platinum services include:

- Participant-Friendly Processes
- Positive Staff Development Practices
- Exceptional Customer Service
- Outstanding Breastfeeding Support
- Inviting Site Environment
- Quality Education
- Continuous input from participants and frontline staff on how to improve

Phase 1: Pilot program, May 2010 - May 2011



Participant Centered Services

