

# WIC Training Workshops

Altarum trainers have decades of experience working within the WIC program. We bring this in-depth knowledge of the WIC program and real world expertise to every training workshop we create.

- Trainings are tailored for each audience.
- Trainers use a multi-faceted approach to accommodate different learning styles.
- Our experiential approach to training is designed to build attendees' confidence and facilitate the integration of new skills.

## A Sampling of Our Workshops

### Customer Service

This highly interactive training will help attendees in all job roles develop the skills necessary to interact with WIC families in a manner that engages them and keeps them coming back, supporting participant retention and positive health outcomes for WIC families.

### Participant-Centered Services (PCS)

**Foundational Skills** – Providing attendees with the fundamental tools needed to effectively connect and engage WIC families, this workshop will focus on the basic skill set for providing WIC services using a participant-centered approach.

**PCS Counseling: A Deeper Dive** – Building on Foundational Skills, this training takes it to the next level of counseling in the PCS style. Addressing both assessment and counseling, attendees will practice advanced skills to explore and build participants' inner motivations for change, helping them achieve meaningful short and long term behavioral goals.

**Group Facilitation** – This fun and interactive training will provide attendees with the skills necessary to facilitate dynamic and engaging group education where WIC participants share knowledge and experience in a safe and supportive environment.

**Pay It Forward** – Mentoring is vital to helping WIC staff incorporate new skills into daily practice. Mentors pay it forward by ensuring that the spirit and style of PCS become an integral part of WIC services. This workshop provides mentors with the skills and the support they need to successfully guide others in their PCS journey.

### Leadership

Strong leaders build successful, effective teams. This highly interactive training is designed for WIC coordinators, managers and supervisors and includes topics such as mentoring and staff development, employee engagement, PCS leadership skills, and strategies for creating empowered teams.

### e-Learning

Distance learning solutions provide convenient and engaging tools to support ongoing staff development and growth. Altarum offers a range of e-Learning solutions for training WIC staff, including:

- Learning Management Systems
- Internet-based interactive training modules
- Responsive e-Learning
- Webinar facilitation and hosting

For more information about our workshops, contact:

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