

# WIC Technical Assistance & Peer Coaching (TA-PC) Center

## Empowering the WIC Workforce Nationwide

### Who We Are

The **WIC Technical Assistance and Peer Coaching (TA-PC) Center**, led by the University of Minnesota's Center for Research and Outreach (REACH Lab), is developing a sustainable, replicable model to strengthen and support both the current and future WIC workforce. The Center integrates innovative stakeholder-driven, training and coaching practices to build capacity across the WIC system.

### Our Vision

To cultivate a well-supported, modern WIC workforce of talented staff who are a part of and understand the communities they serve — leading to improved service delivery and staff retention across WIC programs nationwide.

### Key Components of the TA-PC Center

#### Community-Centered Workforce Development

We're creating learning resources and tools that support WIC strategies for hiring, training, and retaining the WIC workforce. Rooted in community knowledge, these materials reflect the real-world experiences of WIC professionals and participants.

#### Innovative Coaching Model

State and Local agencies will be supported by trained coaches — WIC professionals embedded in the system — who deliver ongoing, personalized support. These coaches will engage in year-long professional development and collaborate directly with sites to strengthen skills to engage with families.

#### Centralized Training Support Hub

The TA-PC Center serves as a coordinating body for resource management, coach training, and program evaluation. A centralized digital platform will provide access to tools, training materials, and research-based guidance, enabling WIC agencies to adapt and thrive.

### Goals & Outcomes

- Build a foundation of evidence-based learning opportunities.
- Develop a replicable coaching system to provide long-term, proactive training opportunities.
- Coordinate national-scale centralized evaluation, communication, and support systems.

### Expected Impact

- Higher retention of WIC staff through improved support systems.
- Better nutrition and health outcomes for families.
- Scalable tools and models to support WIC programs nationwide.

# Join the Project as a Member of the Advisory Committee or Subject Matter Expert Team

*Help shape the future of the WIC workforce.*

## WIC Technical Assistance and Peer Coaching Center (TA-PC)

A five-year national initiative funded by USDA/NIFA, is seeking dedicated professionals and community members to serve on our Advisory Committee and as Subject Matter Experts (SMEs).

TA-PC supports the development of a more resilient and skilled WIC workforce through implementing innovative training and coaching practices. We are looking for individuals who bring practical insight, on-the-ground experience, and a passion for strengthening WIC services across the country.

## Who We're Looking For

**Advisory Committee (AC):** A group of professionals from the national, regional, state, and local levels of the WIC workforce who:

- Understand how WIC operates and how training supports its mission and priorities.
- Have experience developing or implementing staff development tools and resources.
- Value practical solutions that meet the needs of a wide range of communities.

**Subject Matter Experts (SMEs):** Individuals who are current or former WIC participants and/or experts in maternal and child health, public health nutrition, workforce development, community engagement, and related disciplines who:

- Have experience supporting federally funded health or nutrition-related programs.
- Specialize in implementing community-based care

## Why Join?

As a member of the Advisory Committee or SME team, you will:

- Contribute to shaping national WIC workforce development strategies.
- Help shape evidence-based resources reflecting real-community needs.
- Expand your opportunities for future leadership roles within WIC and public health.
- Build meaningful relationships and collaborate with professionals across WIC.

## Get Involved

Interested in contributing your expertise or have questions?

Contact us at [WIC-TAPC@umn.edu](mailto:WIC-TAPC@umn.edu)

Together, we can build a stronger WIC workforce—one that's responsive, prepared, and ready for the future.



[z.umn.edu/WIC-TAPC-Contact](https://z.umn.edu/WIC-TAPC-Contact)

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