

WELCOME to WIC TAPC!

(Technical Assistance and Peer Coaching)

Recruiting Coaches, Pilot Sites, and Subject Matter Experts

September 21, 2026



This work is supported by the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) National Workforce – Implementation Projects: Development of Training Model and Potential Pilot, project award no. 2024-39594-43816, from the U.S. Department of Agriculture's National Institute of Food and Agriculture

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WIC TAPC Team

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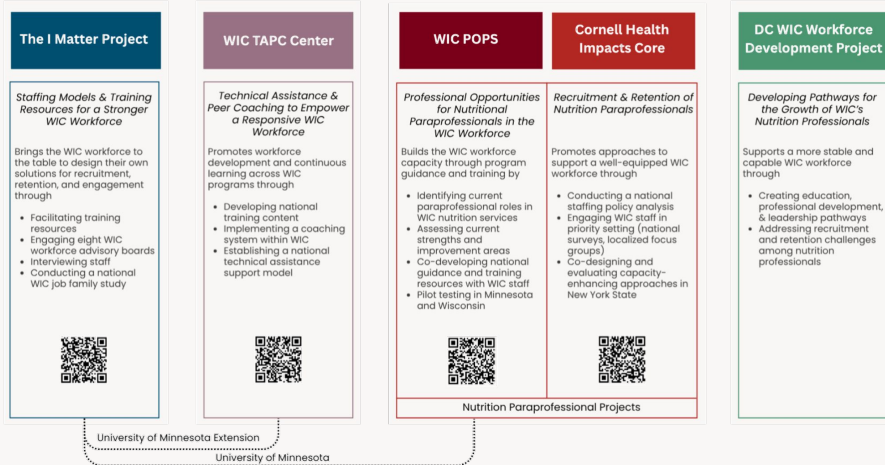
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The National WIC Workforce Development Initiative

Funded by
USDA-FNA and
USDA-NIFA.

Designed to
strengthen
WIC's
workforce
infrastructure.



What We are Hearing about WIC

There's lots of training on how to care for participants, but not so much about how to care for staff.

WIC professionals are really good at providing support and less good at asking for it.

Time is precious

WIC has too many required, generic, time consuming, trainings.

Working in WIC is rewarding.
It is also depleting.

online training

A supportive work environment is critical to staff morale.

What TAPC is Gonna Do About it

**Build a program to explicitly address
the needs of the WIC workforce**

And we need YOUR voice

Three components to TAPC's project:

1. Developing a curriculum to bolster staff members' skills and to reinforce healthy workplaces.
2. Hiring a team of coaches to provide motivational support and guidance to WIC agencies as they identify need for and implement change.
3. Testing our products.

How You Can Get Involved

TAPC is actively recruiting

- **Subject Matter Experts (SMEs)**

Individuals across the WIC workforce who will review, contribute to, and provide feedback on curriculum content.

- **WIC Coaches**

Individuals within WIC who will complete the year-long Coaching Institute and support Pilot Sites.

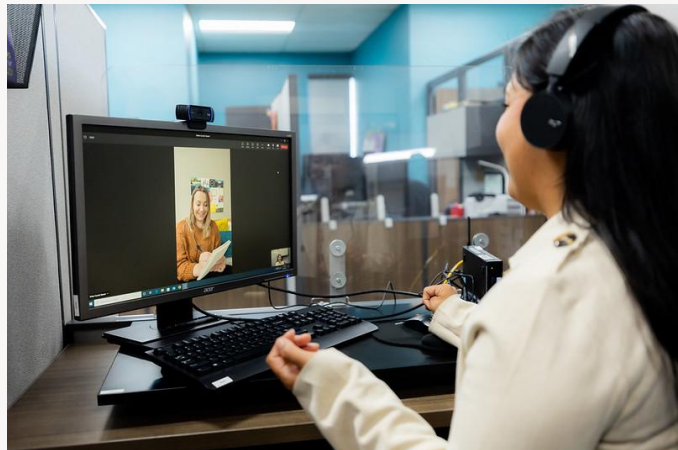
- **Pilot Sites**

WIC agencies that will test the new curriculum and work directly with an assigned WIC Coach.

How You Can Get Involved - Subject Matter Experts

SMEs are
WIC professionals who are:

- Knowledgeable about WIC culture and processes
- Able to advise on the plausibility of application of training materials
- Invested in identifying gaps in existing supports and willing to bolster the content



How You Can Get Involved - WIC Coaches

COACHES are
WIC professionals who are:

- Eager learners
- Outgoing and easy to get along with
- Interested in embedding health in WIC workplaces
- Enjoy troubleshooting and supporting colleagues
- Motivated to build leadership skills



How You Can Get Involved - Pilot Sites

PILOT SITES are
WIC agencies that are:

- Comfortable with ambiguity
- Excited to be early adopters of novel training materials
- Eager to work with a WIC Coach
- Willing to test tools, provide feedback, and shape national resources



RECAP: Get Involved!

SMEs:

- WIC professionals who are interested in workforce wellness, systems change, cultivating resilience in the workplace, and avoiding burnout.

Coaches:

- Members of the WIC workforce who are interested in building leadership skills, completing a year long Coaching Institute, and supporting WIC clinics with accomplishing goals.

Pilot Sites:

- WIC clinics that are invested in testing training materials, working with coaches, and providing feedback on what does and does not work.



Participation is about learning together—not being a perfect example.

12



This initiative is being
built with the WIC
workforce.



Learn more and stay
connected at wictapc.org 



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Clear, simple pathways to get involved

- Scan the QR code, or type in address below code
- Express interest in becoming:
 - WIC Coach
 - Pilot Site
 - Subject Matter Expert
- Multiple levels of engagement - your availability will drive your time commitment**



**NOTE: Between Spring '27-Spring '28, WIC Coaches are required to attend nine hours of interactive virtual training per month. This is mandatory for engagement.

https://z.umn.edu/TAPC_Interest

Updated QR code 8/31/26



14



Empowering a Responsive WIC Workforce

Questions?

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