

1.02 Channels of Communication

POLICY:

Channels of communication policy develops and implements an overarching flow of communication that includes the following:

- Standard Operating Procedures for providing and receiving information,
- Best Practices for Communication within WIC at all levels, and
- Creates connections among WIC employees at all levels within the local agency (LA) and between local and state agency (SA) staff.

Communication is an important part of every organization and relationship. On every level, clear and concise communication is essential for optimal decision making and for successful program implementation with optimal service to our participants and community partnerships.

In order to achieve program goals, provide necessary services and achieve desired outcomes all staff need to know what is required and why. Likewise, it is desirable for all staff to be actively engaged in the process of communication within their clinic teams, within the LA, with LA leadership and with the SA. It is only when all members share their knowledge and ideas that best practice and quality improvement can be achieved by a thorough understanding of all the information available so that decisions can be made by either consensus or by well informed leadership decisions which are made for the good of the whole group and program.

LA personnel will contact the SA for technical assistance to resolve specific problems in determining applicant eligibility, implementing WIC services or inputting or extracting data from the Crossroads Management Information System.

LA personnel, as designated by the LA Director, will contact the SA Help Desk if a clinic or clinics will be closed during regular, publicized operating hours as soon as the closure is known.

PROCEDURE:

A. State Agency Help Desk

1. All LA personnel will contact the SA for resolution of specific problems occurring within the WIC clinic.
2. The SA Help Desk will utilize [Attachment #1](#)- Calls and Questions Technical Assistance Contacts - to direct LA personnel to the appropriate SA technical assistant based on subject matter expertise.
3. Each SA staff member oversees the development, implementation and evaluation of a division, or area of operation, within the Office of Nutrition

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Services. SA staff roles and responsibilities for LA technical assistance are outlined in [Attachment #2](#)

B. Local Agency WIC Clinic Closures

1. Local Agency personnel, as designated by the Local Agency Director, will contact the State Agency Help Desk if a clinic or clinics will be closed during regular, publicized operating hours as soon as the closure is known. This includes events such as, but is not limited to:
 - a. Staff meetings
 - b. Staffing shortages
 - c. Natural disasters/weather-related emergencies
 - d. Temporary or permanent changes to clinic hours
2. The State Agency Help Desk will send out notification via the One Call Now system to all affected participants when notification is received from the Local Agency.
3. The Local Agency will provide notification to participants via a social media post, a sign on the front door of the clinic, and/or message on the clinic answering machine.
4. Upon reopening, the Local Agency will contact participants to reschedule their appointments.

ATTACHMENTS:

1. [State Agency Staff Titles and Responsibilities](#)
2. [Calls and Questions Technical Assistance Contacts](#)