Memorandum

#21-057

TO: WIC Regional Directors
    WIC Local Agency Directors

FROM: Amanda Hovis, Director
       Nutrition Education/Clinic Services Unit
       Nutrition Services Section

DATE: June 7, 2021

SUBJECT: LIVE Virtual Power of Influence Training

The Texas WIC Power of Influence (POI) Training provides practical tools for becoming a greater influence in the lives of WIC families.

✔ Increase the value of WIC services.
✔ Learn about influence principles.
✔ Explore ways to support behavior change.
✔ Build nutrition education counseling skills.
✔ Improve job satisfaction and celebrate!

The POI Training fulfills the annual customer service training requirement and counts as two (2) continuing education credits for the WIC Certification Specialist (WCS) certification.

The 6-hour training is provided virtually and open to all local agency Texas WIC staff. Dates and times are flexible to best meet your agency’s needs.

Click here to sign your team up for this great opportunity!

For more information, please contact Beatrice Watson, Texas WIC Nutrition Education Specialist, at beatrice.watson@hhs.texas.gov.

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