



Texas WIC Power of Influence

Let's Get Started!

Step 1

Apply to host the training.

Step 2

Coordinate with state agency staff.

Step 3

Attend the POI Training.

Step 4

Implement and celebrate!

Open the door to greater influence!

The Texas WIC Power of Influence (POI) Training provides practical tools for becoming a greater influence in the lives of WIC families. Training is provided on-site or virtually and open to all local agency Texas WIC staff.

Training Objectives:

- ✓ Increase the value of WIC services.
- ✓ Explore ways to support healthy behavior change.
- ✓ Build upon nutrition education counseling skills.
- ✓ Learn about influence principles and how to apply them throughout the WIC experience.
- ✓ Improve job satisfaction and celebrate success!

Following the training, local agencies receive materials to help implement the POI principles into daily interactions with clients.

For more information visit <https://hhs.texas.gov/doing-business-hhs/provider-portals/wic-providers/wic-training> or contact **Beatrice Watson**, Texas WIC Nutrition Education Specialist, at beatrice.watson@hhs.texas.gov

