

Chapter 2

State Agency Organization

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The North Carolina WIC Program operates within the Nutrition Services Branch and under the auspices of the Division of Public Health, North Carolina Department of Health and Human Services (NC-DHHS). This chapter provides an overview of the Nutrition Services Branch and the staff that work with the WIC Program.

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Nutrition Services Branch Overview

The Nutrition Services Branch (NSB) is housed within the Women's and Children's Section (WCHS), Division of Public Health, North Carolina Department of Health and Human Services. Activities of the Nutrition Services Branch promote sound nutrition habits among infants and children and women in their childbearing years. Branch staff work with county, state and private agencies to improve health status by reducing the incidence of nutritional risk factors, improving pregnancy outcomes, and by hastening recovery from illness and injury through the provision of technical assistance, education and supplemental foods.

■ Programs Administered by the Branch

- ▶ Child and Adult Care Food Program (CACFP)
- ▶ Farmers Market Nutrition Program (FMNP)
- ▶ Nutrition Surveillance Systems (Pediatric Nutrition Surveillance, Pregnancy Nutrition Surveillance, and NC-Nutrition & Physical Activity Surveillance)
- ▶ Special Supplemental Nutrition Program for Women, Infants, and Children (WIC)

■ Units Within the Branch.

- ▶ **Administrative Services Unit.** The Administrative Unit provides overall administration and management of all programs operated through the Nutrition Services Branch.
- ▶ **Information Systems Unit.** The Information Systems Unit administers, develops and operates the WIC, CACFP, SFSP, and FMNP information systems (ADPS) and the Help Desk.
- ▶ **Public Health Nutrition Unit.** The Public Health Nutrition Unit is responsible for developing program policy, procedures, and implementation guidance related to participant and clinical services of the Special Supplemental Nutrition Program for Women, Infants and Children (WIC); developing program leading efforts to promote, protect and support breastfeeding; supporting quality assurance of nutrition programs through policy, monitoring, evaluation and data analysis; coordinating programmatic and nutrition training for local agency staff, school personnel and staff of public and private entities; developing nutrition education tools that promote breastfeeding, healthful eating and physical activity in women, children, youth and families; providing consultation and technical assistance to local health agencies, public schools and other public and private community agencies; managing the Pregnancy Nutrition, Pediatric Nutrition and Physical Activity and Nutrition (PAN) Surveillance Systems and supporting other surveillance and evaluation efforts and developing and maintaining WIC computer system and providing related training

- ▶ **Special Nutrition Programs Unit.** The Special Nutrition Programs Unit administers the CACFP. As the administering agency, this unit provides training, technical assistance, monitoring, interpretation of federal regulations, audits, and nutrition education. This assistance helps local sponsors of these programs operate effectively.

- ▶ **Vendor Unit.** The Vendor Unit administers all aspects of the Vendor component of the WIC Program including program policy and vendor contracting, education, surveillance, and compliance buying.

State Agency WIC Program Staff

The following tables provide a brief overview of staff within the Nutrition Services Branch with one or more areas of responsibility with the WIC Program. Staff with WIC Program responsibilities but who are housed outside of the Nutrition Services Branch is also listed.

Position	Name of Individual	Primary Area(s) of WIC Program Responsibility
NUTRITION SERVICES BRANCH ADMINISTRATION		
Branch Head	Mary Anne Burghardt, MS, RD, LDN	State WIC Director. Overall responsibility for WIC Program including supervision and recruitment of staff; financial management; administrative aspects & caseload management.
Operations Manager	Kimberly Lovenduski, MPA	Responsible for budgets, contracts, and branch operations. Manages local contracts, budgets, and revision approval and provides guidance on financial reporting. Supervises the Vendor and Information Services Units.
Business Officer	Sheila Hirt	Coordinates local agency budgets and expenditure reports; contracts; oversees warehouse.
Interim Crossroads Consortium Project Manager	Jim Finley, BA, PMP	Project Manager for the four state Crossroads WIC State Agency Model (SAM) System.
Crossroads Project Management Assistant	Kavi Chenna, PMP	Provides administrative support to the Interim Crossroads Project Manager
NC EBT Project Manager	Timothy Northrup	Project Manager for the WIC EBT project
NC Crossroads Release Management Coordinator	Christine ConwayBalder	Provides release management coordination for NC for the WIC Crossroads SAM System.
Purchasing Coordinator	Sarah Lyons	Coordinate purchasing activities for the Branch.
Warehouse Manager	Jeremy Henderson	Branch warehouse manager, mailing and inventory of administrative and nutrition education materials, Branch mailings.
Business Services Coordinator	Michele Faison	Management support.

PUBLIC HEALTH NUTRITION UNIT		
Nutrition Program Supervisor	Vacant	State Nutrition Coordinator; leadership and coordination of policy & procedures development related to participant and clinical services; coordination of local agency program reviews; program evaluation; training and development of nutrition education materials and resources.

Processing Assistant IV	Angela Dewar	Management support.
Program Assistant	Gwendolyn Waller, BS	Management support.
Nutrition Program Consultant	Vacant	WIC Policy and Quality Assurance Team Leader; Develop program policy, procedures, and implementation guidance related to participant and clinical services of the WIC Program and to support quality assurance of nutrition programs through program monitoring and evaluation.
Nutrition Program Consultant	Sara Moss, MPH, RD	Nutrition Education and Training Team Leader. Coordinate programmatic and nutrition training for local health agency staff and staff of public and private entities; to develop nutrition education tools that promote breastfeeding, healthful eating and physical activity in women, children and families; to conduct social marketing and health education campaigns; and to support quality assurance of nutrition programs through program monitoring and evaluation. .
Public Health Epidemiologist	Najmul Chowdhury, MBBS, MPH	Pregnancy Nutrition Surveillance (PNSS), Pediatric Nutrition Surveillance System (PedNSS), NC-Nutrition and Physical Activity Surveillance System (NC-NPASS), program evaluation.
Nutrition Program Consultant	Kathy Lamb, MS, RD	Develop program policy, procedures, and implementation guidance related to participant and clinical services and to support quality assurance of nutrition programs through program monitoring and evaluation.
Nutrition Program Consultant	Grisel Rivera, MPH, RD, LND, IBCLC	State Breastfeeding Coordinator, Responsible for supervising the Breastfeeding Promotion and Support Team. This includes leading efforts to promote, protect and support breastfeeding within WIC and DPH and to support quality assurance of nutrition programs through program monitoring and evaluation.
Nutrition Program Consultant	Lisa Baker, MS, RD, IBCLC	State Breastfeeding Peer Counselor Program Coordinator; policy, procedures, and program development for peer counselor programs and to support quality assurance of nutrition programs through program monitoring and evaluation.

Nutrition Program Consultant	Rachel Pedersen, MPH, RD	Develop program policy, procedures, and implementation guidance related to participant and clinical services and to support quality assurance of nutrition programs through program monitoring and evaluation.
Nutrition Program Consultant	Bhuvana Parmar, MS, RD, LDN	Develop program policy, procedures, and implementation guidance related to participant and clinical services and to support quality assurance of nutrition programs through program monitoring and evaluation.
Nutrition Program Consultant	Geraldine Rich-Charles, MS, RD, LDN	Develop program policy, procedures, and implementation guidance related to participant and clinical services and to support quality assurance of nutrition programs through program monitoring and evaluation.
Nutrition Program Consultant	Amanda Orfitelli, MS, RD	Coordinate programmatic and nutrition training for local health agency staff and staff of public and private entities; to develop nutrition education tools that promote breastfeeding, healthful eating and physical activity in women, children and families; to conduct social marketing and health education campaigns; and to support quality assurance of nutrition programs through program monitoring and evaluation.
Nutrition Program Consultant	Vivian Hansen, MA, RD	Develop program policy, procedures, and implementation guidance related to participant and clinical services and to support quality assurance of nutrition programs through program monitoring and evaluation.
Nutrition Program Consultant	Tonya Nicholson, MS, RD, LDN	Coordinate programmatic and nutrition training for local health agency staff and staff of public and private entities; to develop nutrition education tools that promote breastfeeding, healthful eating and physical activity in women, children and families; to conduct social marketing and health education campaigns; and to support quality assurance of nutrition programs through program monitoring and evaluation

Nutrition Program Consultant	Kerry Phillips, MPH, RD, LDN	Coordinate programmatic and nutrition training for local health agency staff and staff of public and private entities; to develop nutrition education tools that promote breastfeeding, healthful eating and physical activity in women, children and families; to conduct social marketing and health education campaigns; and to support quality assurance of nutrition programs through program monitoring and evaluation.
Nutrition Program Consultant	Lisa Sewell, RD, LDN	Coordinate programmatic and nutrition training for local health agency staff and staff of public and private entities; to develop nutrition education tools that promote breastfeeding, healthful eating and physical activity in women, children and families; to conduct social marketing and health education campaigns; and to support quality assurance of nutrition programs through program monitoring and evaluation.
Nutrition Program Consultant	Nan Pardington, MS, RD	Translates program policy into the WIC management information system (MIS); develops tools to support data integrity and training of local agency staff on MIS; supports data analysis and reporting of WIC MIS data.
Lead Regional Nutrition Program Consultant	Kathy Griffin, MS, RD	Supervising the Consultation and Technical Assistance Team. This includes supervising consultation and technical assistance on program policy to local health agencies and to support quality assurance of nutrition programs through program monitoring and evaluation.
Regional Nutrition Program Consultants	<ul style="list-style-type: none"> ▪ Amy Evans, MS, RD, LDN ▪ Vacant ▪ Julie Hurt, MS, RD, LDN ▪ Donna Clark, MS, RD ▪ Vacant 	Provides consultation and technical assistance on program policy to local health agencies and to support quality assurance of nutrition programs through program monitoring and evaluation.
INFORMATION SYSTEMS UNIT		
Unit Supervisor, Information Systems	Sharon McDougal	Information System Manager, Provides leadership, supervision & management of WIC Information System.
Lead Technology Support Tech – NSB Customer Service Desk	Vacant	WIC Information System support activities.

Section 2: STAFF

Technology Support Analyst – NSB Customer Service Desk	Ellie Rothschild	WIC Information System support activities.
Technology Support Analyst – NSB Customer Service Desk	Troy Hirt	WIC Information System support activities.
Technology Support Tech – NSB Customer Service Desk	Lillian Kinlaw	WIC Information System support activities.
Technology Support Analyst – NSB Customer Service Desk	Michele Mitchell	WIC Information System support activities.
VENDOR UNIT		
Unit Supervisor Vendor Unit	Tysha Grays, MPH	Provides leadership, supervision & direction for food delivery system and vendor surveillance.
WIC Vendor Compliance Officer	Vacant	Coordinates compliance activities related to WIC vendors. Manages the WIC Farmers' Market Nutrition Program (FMNP)
Vendor Consultant	Futurea Patterson	Provides consultation, technical assistance and training on WIC vendor management policy to local health agencies and WIC vendors.
Vendor Consultant	J'Sonya Watkins	Provides consultation, technical assistance and training on WIC vendor management policy to local health agencies and WIC vendors.
Vendor Consultant	Vacant	Provides consultation, technical assistance and training on WIC vendor management policy to local health agencies and WIC vendors.
Program Integrity Investigator	Sam Cabrera	Conducts compliance buy investigations on WIC vendors.
Program Assistant V	Vacant	Administrative support for the Vendor Unit.

There are staff also who work directly with the WIC Program but who are housed outside of the Nutrition Services Branch.

Position	Name of Individual	Primary Area(s) of WIC Program Responsibility
LEGAL STAFF (Attorney General's Office)		
Attorney II	Lisa Bradley, JD	Legal Consultant to the WIC Program. Represents the program in administrative appeals and court actions.
Legal Secretary	Randy Rieper	Management support.