



Selecting Your Agency Champions

Consider the following as you decide which staff will act as Oregon WIC Listens Champion for your agency.

Champion Definition: An ardent defender or supporter of a cause or another person (not “One that wins first place or first prize in a competition” or “One that is clearly superior or has the attributes of a winner”).

Desired Champion Characteristics:

- Peer certifier if at all possible (consider staff who are not the coordinator, RD or training supervisor)
- Represent diversity of staff (ethnic, language, role, etc.)
- Enthusiastic
- Open-minded and flexible
- Person other staff feel comfortable with, can open up to
- Fun, energetic, excited about change
- Certifier for at least one year

Champion Role for Oregon WIC Listens:

- Motivator, change catalyst/agent, discussion facilitator
- Problem solver, help to reduce staff resistance to change
- Communicate with state staff to identify areas/skills needing additional training and support
- Help with peer to peer observations/positive feedback
- Active participation during CPA training
- Help guide continuing skill development and staff meeting discussions
- Participate in monthly calls with the state and other agency champions
- Network with other champions in his/her cohort
- Important component of sustainability for PCE at local level