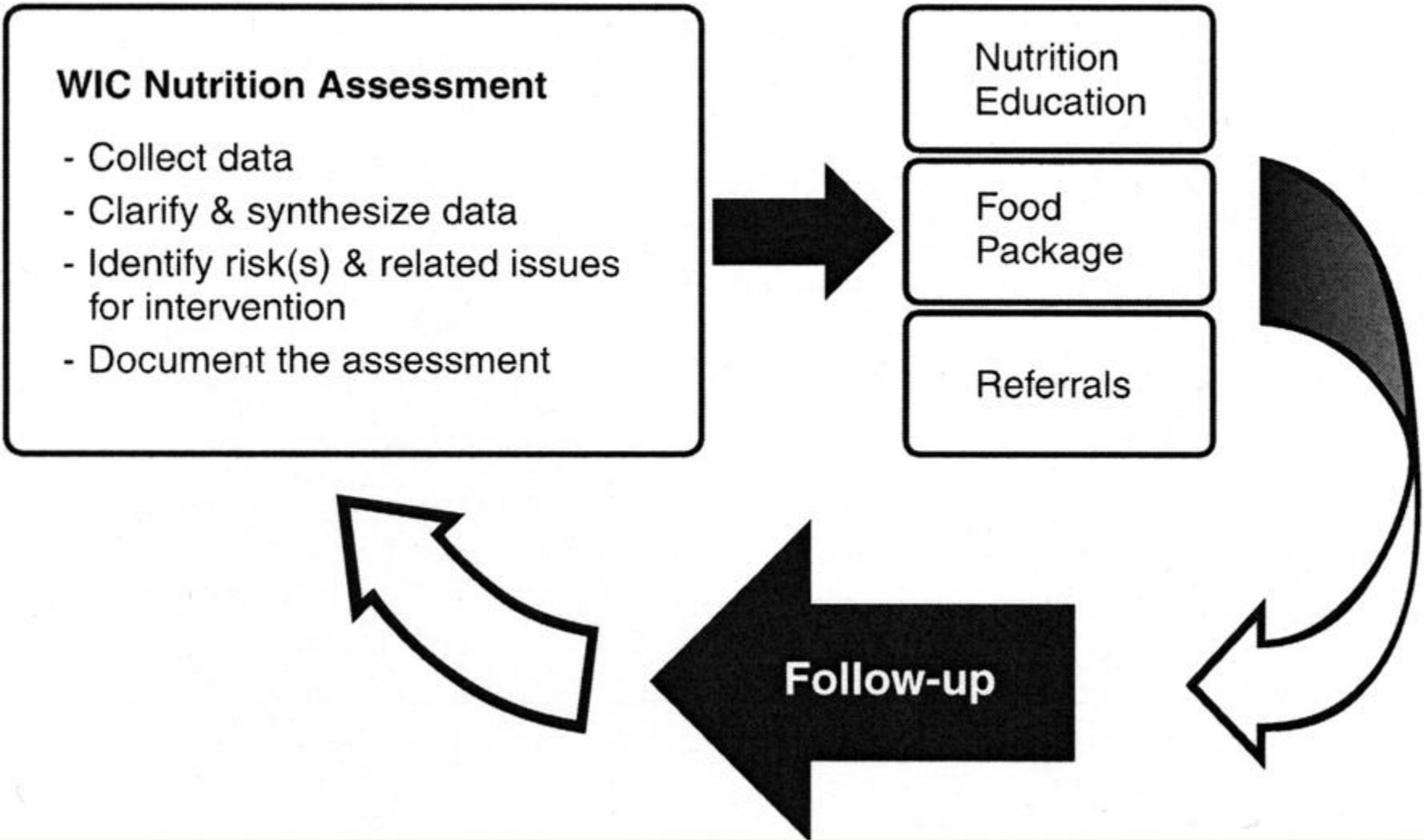




Participant Centered Services ALASKA WIC



WIC Nutrition Services Process



WIC Nutrition Education

Targeted Behaviors

- More fruits, vegetables and whole grains
- Increased physical activity
- More and longer breastfeeding
- Appropriate introduction of solid foods, weaning
- Better snacks, less 'junk food'
- Family meals

Positive Outcomes - Healthy Babies - Healthy Families

- Reduction in overweight and obesity
- Reduction in diabetes and gestational diabetes
- More postpartum weight reduction
- Better birth outcomes
- Less hunger/food insecurity

Advancements in Behavior Change Theories and Practice

- Behavioral Learning Theory
- Social Cognitive Theory
- Stages of Change
- Motivational Interviewing
- 3-Step Counseling Method
- Facilitated Group Discussion



Teacher-Centered Education

Educator's Presentation

Educator wants to be seen as a knowledgeable nutrition expert

Educator's Actions

1. Asks for information from the WIC participant about risks and problems
2. Decides which nutrition/health behavior changes the WIC participant should make
3. Informs the WIC participant what is wrong with her current nutrition/health behaviors (her "nutritional risks")
4. Presents an action plan with broad suggestions for behavioral change
5. Asks yes/no and leading questions to confirm the WIC participant's understanding of the nutrition information and action plan

Expected Outcomes

WIC participant leaves with information she can use to change educator-identified nutrition/health-related behaviors

OLD WIC



PARTICIPANT CENTERED EDUCATION

Educator's Presentation

Educator strives to be seen as a facilitator or partner, supportive and open to the participant's views

Stylistic Characteristics

- Elicits information from the WIC participant about her goals and concerns
- Helps the WIC participant determine nutrition/health behaviors she wants to change
- Offers information and ideas for how to accomplish behavior change, with small doable action steps
- Helps the WIC participant identify barriers to change and strategies she can use to overcome them
- Asks open-ended questions to encourage the WIC participant's active participation
- Uses active listening skills to make sure she (the educator) understands
- Provides education, including information, in the context of each WIC participant's goals, culture, and personal circumstances

Anticipated Outcomes

WIC participant leaves with information

+

WIC participant gains ideas about small steps she can take, motivation to take those steps and a feeling of support that can help her to change her nutrition/health-related behaviors

PCE = Participant Centered Services

- ▲ PCE uses a '**systems**' approach which creates a framework for conducting WIC services
- The overall WIC experience that the participant comes in contact with during their clinic visit
 - WIC policies and procedures; clinic flow
 - Processes that must be navigated to receive WIC services and benefits and the effect of these on interactions with clients
 - Customer service
- The logistics participants must deal with before they arrive at the clinic and after they leave
- How all of the clinic staff work as a team to provide services
 - Interpersonal skills for delivering WIC services in a customer-focused manner



What does PCE look like?



- And how do you know when you're doing it?





PCE



With PCE we are creating conversations that are:

- 🥕 Personalized
- 🥕 Collaborative – partnership
- 🥕 Positive
- 🥕 Non-judgmental
- 🥕 Safe
- 🥕 Conversations that inspire positive outcomes
 - 🥕 Build people up
 - 🥕 Give confidence
 - 🥕 Lead towards success

Common Misconceptions About PCE

What does it look like?

- It's only for counseling
- I don't need to use it in conversations with others



Common Misconceptions about PCE

What does it feel like?

- Hard... change is hard!
 - Use PCE skills in small, doable pieces -- Practice
 - » Work on adding different skills
 - » Observe each other and offer feedback





PCE



Mastering the Skills: How to effectively interact with others



Tools for your PCE conversation



- 🥕 Active listening
- 🥕 Silence
- 🥕 Open-ended questions
- 🥕 Affirmations
- 🥕 Probing
- 🥕 Reflective listening
- 🥕 Asking permission
- 🥕 Summarizing



Active Listening

- ▶ Listening with presence – undivided attention
 - Eyes, ears, and heart...use all your senses
 - Listen more than we talk
- ▶ When someone really listens, we feel valued
- ▶ Eye contact, show interest
- ▶ Non verbal encouragers / verbal encouragers
- ▶ Listen with acceptance and not judgment
- ▶ Active listening + ‘Active Looking’ – what is their body language telling you
- ▶ Signs that you are not ‘actively listening’?
 - Thinking of what you are going to say next
 - Thinking about the people in the waiting room



Silence



- 🥕 Silence is *Golden!*
- 🥕 Means other person is thinking
- 🥕 Allows people an opportunity to put their thoughts together
- 🥕 Restrain from filling in the silence
- 🥕 Creates a relaxed, non-rushed atmosphere
- 🥕 Being comfortable with silence takes practice





Opening a Conversation



- 🥕 Warm greeting
- 🥕 First few minutes sets the stage for your interaction
- 🥕 Introduce yourself, your role, etc. (as appropriate)
- 🥕 Clarify expectations – what is going to happen
- 🥕 Ask permission
- 🥕 Ask what concerns or question they have

Open-Ended Questions

- Can't be answered in a yes or no
- Encourage a deeper conversation
- Use throughout conversation & appointment
- Comes from a place a curiosity
- Starts with “What..”, “Tell me...”, “How...”
- Good way to explore what someone knows or would like to know
- Beware the string of open-ended questions

Affirmations

- Support and encourage the other person by focusing on strengths and positive efforts.
 - Great job
 - Look how well you're doing
 - What great questions
- Builds rapport and increases confidence
- Focuses on the positives
 - Affirm the effort – “you've been working hard on that”



Affirmations

- Makes someone feel normal
 - Your not alone. Others tell me the same thing
 - I hear that a lot from others people
- You choose what to affirm
- Encourages greater participation
- Must be sincere and genuine



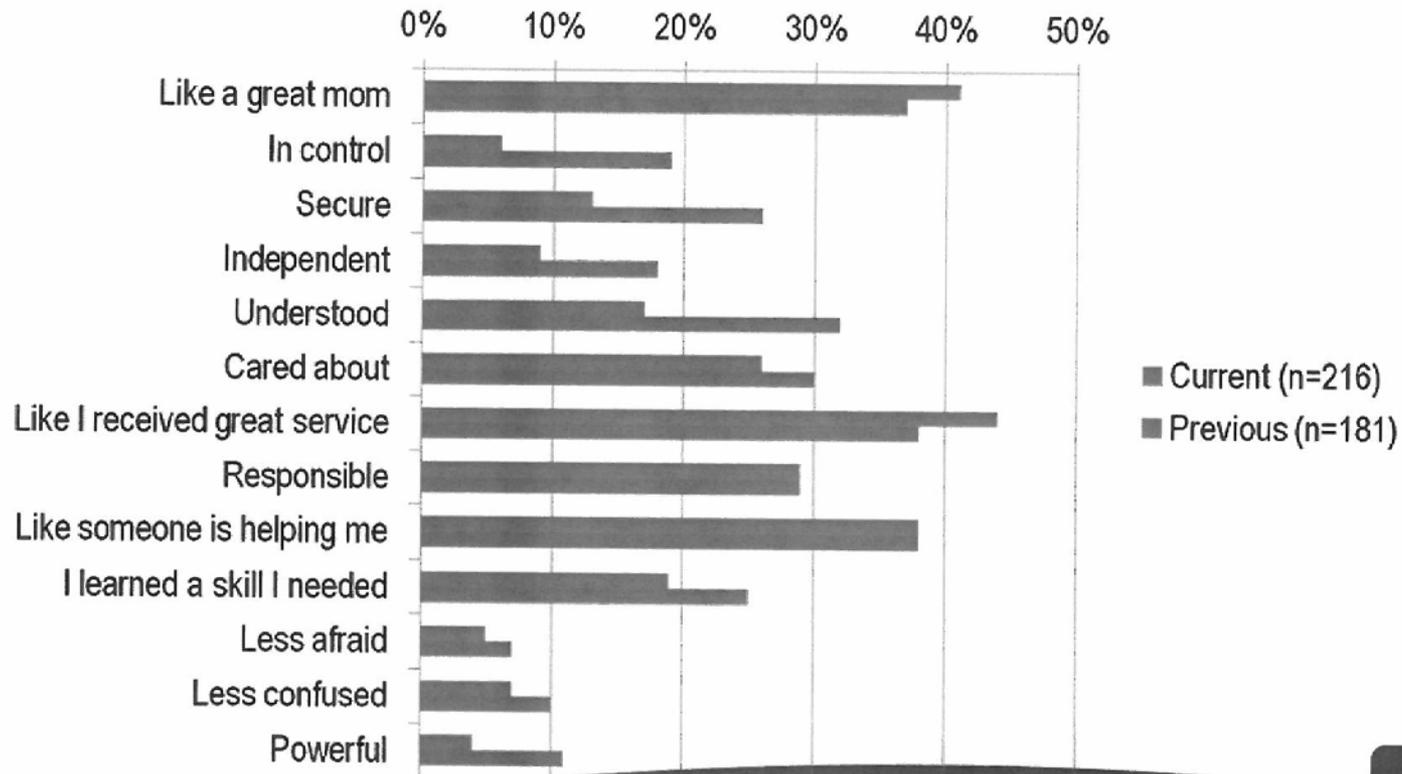


Practice



- 🥕 Practice through observation and the activities on the Western Region “WIC Listens” DVD
- 🥕 Make it part of your Nutrition Education Plan to have CPAs and RDs at your site observe each other at regular intervals during the year
- 🥕 Consider using the form the State uses during Management Evaluations to evaluate PCS with your staff

When I Walk Out of WIC, I Want to Feel...





Questions?



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