



# Welcome


Minnesota WIC Program  
Participant-Centered Webinar Series

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## Guidelines

- ▲ Phones on mute
- ▲ Raise hands
- ▲ Dialogue box





## The Plan

- ▲ **Topic area:** Goal-setting
- ▲ **Survey:** Best practices, tips, strategies



## Common Challenges for Goal Setting

- ▲ Don't see a need for change
- ▲ Already doing well
- ▲ Don't know how to set goals
- ▲ Societal barriers
- ▲ Not enough time


## WHY SET GOALS?

**“A goal without a plan is just a wish.”**

- Antoine de Saint-Exupery

## Best Practice: Their Goals, Not Ours

- ▲ Make sure it is something that is valuable to the participant, their goal and not yours.
- ▲ Let the clients lead, listen for change talk, say to participants "what will work for you" or "what do you see working for your family and busy schedule?"
- ▲ Be flexible with which goals or topics the family is interested in.
- ▲ Let client choose the goal (even if it's not what the counselor thinks it should be).



## Goal Setting

- ▲ Many people don't think in terms of goals.
- ▲ People are not used to talking in terms of goals and don't know where to start. I think that setting a goal puts something out there that you have now committed to, and I think that many of the WIC moms that we work with don't want to do that.
- ▲ Participants look at me - like you want me to do what?

Being proactive, setting goals and planning ahead are not a part of generational poverty. Most of what occurs is reactive and in the moment...Lifestyle changes with long-term benefits are difficult to comprehend if the emphasis is on living in the present.

*Bridges out of Poverty: Strategies for Professionals and Communities, 2001*

## Explain the Purpose of WIC Nutrition Ed



Explain why you set goals and how this helps their family.

**Change  
Talk**

## Examples of Motivational Change Talk

- ▲ I want to stop snacking as much.
- ▲ I don't want to eat for two and gain too much. I am worried about after.
- ▲ I need to be better with water.
- ▲ I want to make my own baby food.
- ▲ I've started cutting back on sweets a lot.
- ▲ I am trying to lose the weight I gained after I moved.

## Guiding the Goal: Change Talk to Goal Talk

- ▲ What are your plans for Johnny and how he eats? I've understood you say he doesn't like milk and you would like him to drink more so should that be something you can work on with him?
- ▲ Sounds like you are thinking about...
- ▲ Is that the one thing you want to work on? Have you thought up a time frame yet?
- ▲ Of all the things we talked about, increasing solids, practicing with the cup, trying protein foods, what would you set as your priority or focus?

## Experimenting for Success

- ▲ What do you want your goal to be?
- ▲ What is one thing you could do until next time?
- ▲ What will you choose as your goal for the next 6 months?
- ▲ WIC makes everyone choose a goal.

## Poll Question



## Questions to Evoke Motivation



## Questions to Evoke Areas for Goal Setting

- ▲ Is there anything you wish Johnny was eating that he is not currently eating?
- ▲ What would you like your family to be working on related to health, activity or nutrition?
- ▲ Anything new you are working on for yourself? (For moms)
- ▲ What changes would you like to make in terms of your eating, activity, etc.?
- ▲ If there were one thing you wish your family ate more or less of, what would it be?

## No Goals Wanted or Needed



- ▲ Always listen for readiness to change (client has to WANT to change for success), accept if client truly does not want to set a goal.
- ▲ Have patience, if not this time maybe next visit will be better.

## Best Practice: Ask for Importance



## Skill: Affirming Goals




▲ Be encouraging and excited when they set a goal no matter how big or small.


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## Tools for Goal Setting

- ▲ Goal Sheets
- ▲ Circle Charts
- ▲ Projective Tools

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## Goal Sheets




### Healthy Trends

I choose to improve my family's health by:


\_\_\_\_\_

Name \_\_\_\_\_ Age \_\_\_\_\_ Date \_\_\_\_\_  
 Height \_\_\_\_\_ Weight \_\_\_\_\_ Hemoglobin \_\_\_\_\_


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## Circle Charts





**What would you like to talk about today?**


**Breastfeeding?** 

**Your Weight?** 

**Healthy Meals & Snacks?** 

**Family Meal Times?** 

**Activities for Baby & You?** 

**Anything Else?** 

**How Much New? What Would You Like to Talk About Today?**

**breastfeeding Guide:**

**Express possible opening questions:**

- How do you feel about breastfeeding? How are you doing overall?
- What are your goals for breastfeeding?
- What questions or concerns do you have about breastfeeding?

**Supportive Education:**

- Discuss with the mother what she has learned.
- Try to stay in the way of the mother's learning for breastfeeding.

**Check:**

- What did you find most helpful?
- Is there anything that was an obstacle to the at home?

**Healthy Meals & Snacks:**

**Express possible opening questions:**

- How do you feel about eating together in the way you want?
- What are your goals for eating together?

**Supportive Education:**

- Get a better picture of healthy weights.

**Check:**

- Is there anything you would like to try?
- Would you like to try at home?

**Family Meal Times:**

**Express possible opening questions:**

- What are your goals for family meal times?
- Who do you think it is important to have family meal times?


**Supportive Education:**

- Bring together food with family bonding and conversation.
- Bring together food with family bonding and conversation.
- Bring together food with family bonding and conversation.
- Bring together food with family bonding and conversation.

**Check:**

- What did you find most helpful?
- Is there anything you would like to try at home?
- What would you like to try at home?

## Projective Tools

## Metaphor Images



## Card Sort/Topic Cards

Being active

Healthy snack ideas for my child

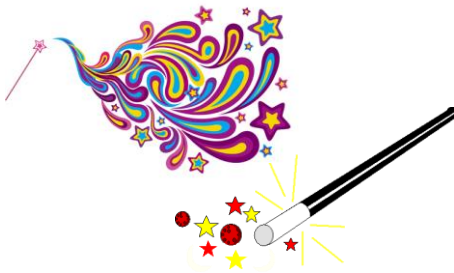
Type of milk to offer my child

Juice and milk—how much is too much?

Healthy weight

Feeding my child—how much and how often

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For more information:  
[Gettingtotheheartofthematter.com](http://Gettingtotheheartofthematter.com)

## Poll Question



### Best Practice for Refining Goals: Keep it Simple


- ▲ Keep it simple and specific so they know when they have done it.
- ▲ Encourage them to try to pick one thing at a time and practice it for a month to 6 weeks until it becomes part of their lifestyle.
- ▲ Talk in terms of small, measurable goals. Give some examples based on what the participant has said. Let them know that the goal is something that is theirs, not WIC's.

### Refining goals - Continued

- ▲ Start small. Small changes can lead to big changes. Sometimes people try to change too many things at once. For instance, cutting back on soda. Maybe cut back one at a time, plan when you are going to have them, etc.
- ▲ Keep it simple and specific and hopefully measurable – e.g., "I will eat one more salad each week" instead of "I will eat more vegetables."
- ▲ Let the client lead on what is achievable.. not what we think is achievable. Ask participants "what is realistic for you/your child?"

### Range of Positive Goals


- ▲ Thinking about something
  - A goal can be as simple as the participant considering change.
- ▲ Experimentation
  - I encourage the use of trying something. The word "try" is not heavy in commitment.
- ▲ Sustaining a current or new behavior



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### Asking for Their Ideas


- ▲ You know your child better than anyone, where do you think is a good place to start?
- ▲ Can you think of a starting point to get him there?
- ▲ What do you think can help you accomplish that? Is that do-able?



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### Other Tips for Goal Setting

- ▲ Have parent write out goal and take home to post.
- ▲ Make a universal goal for the whole family, not just for one child if possible. Easy to remember and apply.
- ▲ Follow-up on the goal at the next appointment.




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### Discussing Challenges





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### Skill: Reflecting Goals



- ▲ You're determined to get rid of bottles, especially for her teeth.
- ▲ Walking more is going to help you feel better and for you 3 times a week after work is doable for your schedule.



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### Participants Adapt




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