



Stay Connected:

Techniques for Phone and
Video Education in WIC



Stay Connected

Sponsored by: Minnesota Department of Public
Health-WIC
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Altarum Institute



“The video visits have been very beneficial for our participants who work in the field!”

–Winnie Nebres, RD, CLEC
Community Medical Centers WIC
Stockton California

Why Phone & Video Education?

1

**Decreased numbers in the
waiting room**

2

Less rushed

3

New opportunities for scheduling

4

Variety

5

Fill your bucket!



Quality

Focus

Confidence

Rewarding

Why Phone & Video Education?

1

**Improves Participant
Satisfaction**

2

Convenience

3

Reduces Expense

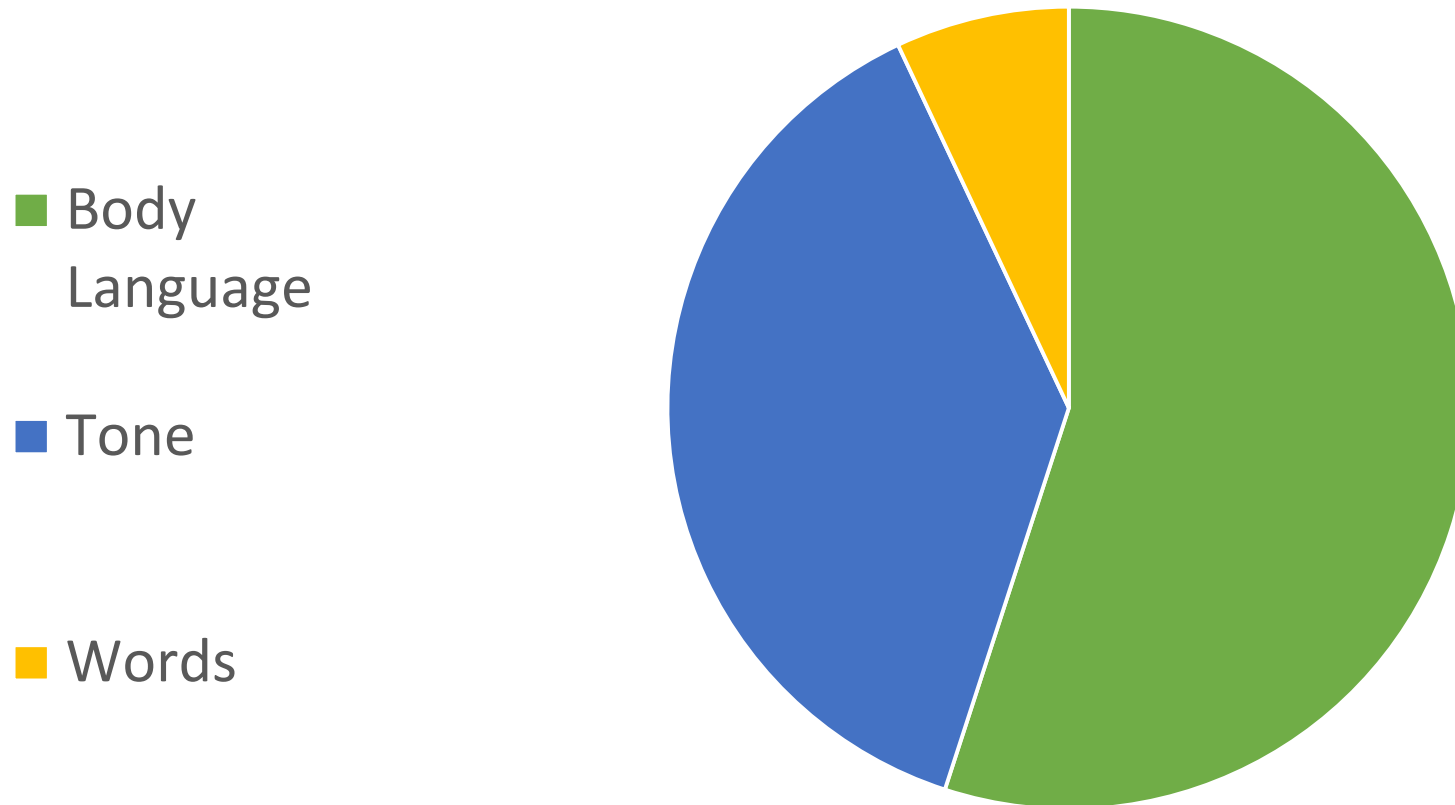
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Reduces Barriers

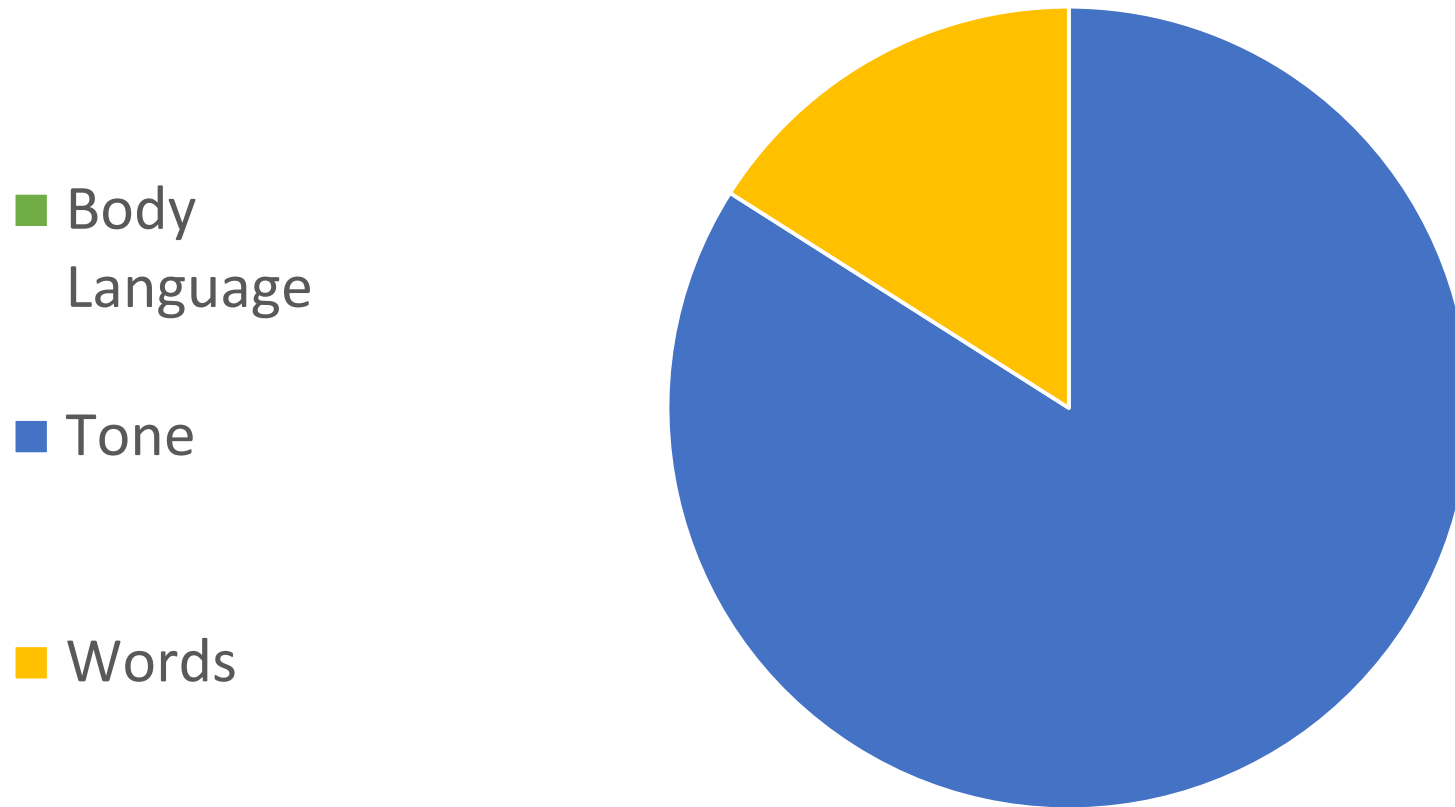
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**Decreased wait times/missed
appointments**

In Person Communication



Phone Communication



Approach to Communication

- Supportive
- Non-judgmental
- Compassionate
 - Rate of speech
 - Careful listening
 - Conscientious responses
- Understandable

Preparation



The right tool for
the job to be
done

Preparation



- Wired headset with a boom
 - Higher audio quality
 - Hands are free
 - Reduces background noise

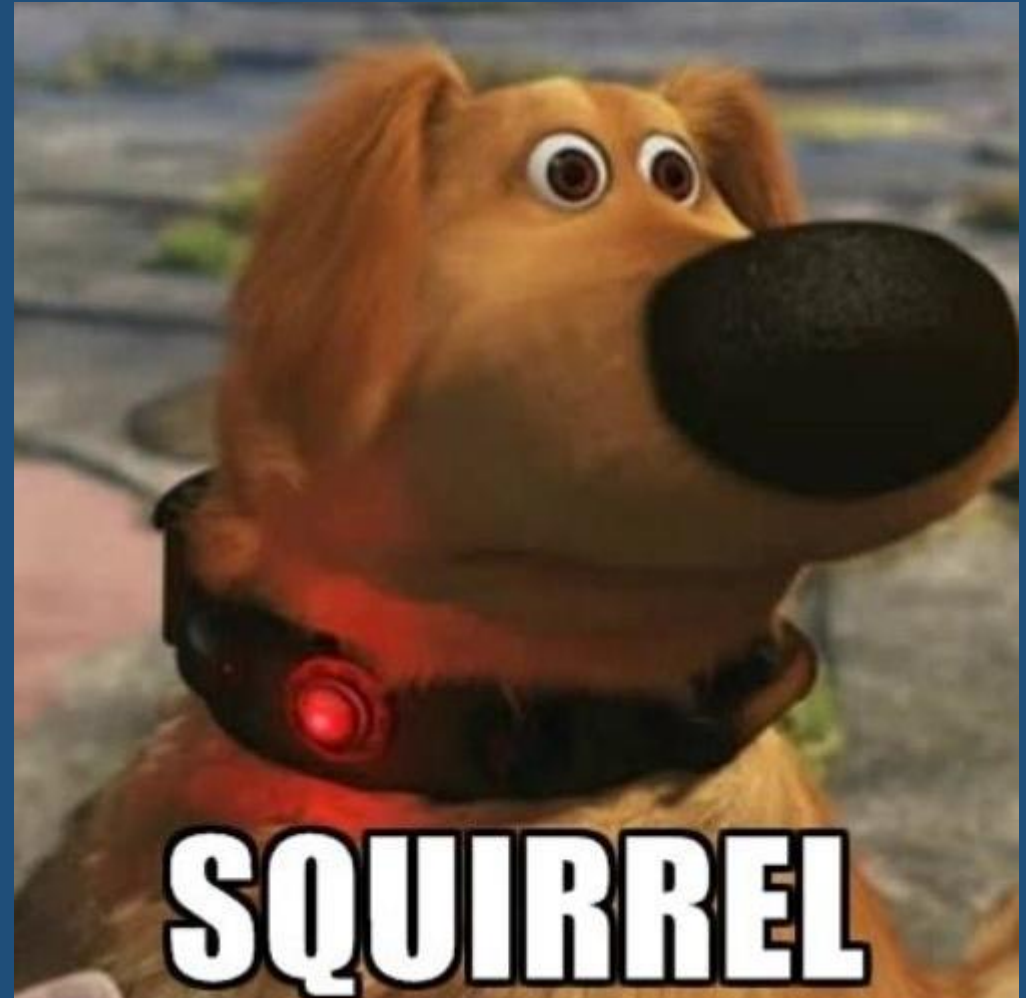


- Practice with your tools

Preparation

Eliminate Distractions

- Close e-mail
- Set instant messaging to do not disturb
- Put a post-it/sign on the door for co-workers



Preparation

Let the client know what to expect

- Timing
- Content
- Setting

Preparation

Let the client know what to expect

“I need you to be in a quiet place without distraction.”

“Clients have told me they get much more out of the discussion if they can focus on our call. If possible arrange for a quiet spot without distraction.”

Preparation

“Success is where preparation and opportunity meet.”

-Bobby Unser

Preparation

Record Review/Chart Prep

- Names
- Risk factors
- Referrals
- Goals
- Potential topics
- Plan for next appointment

Open the session

- Names
- Introduce yourself warmly
- Ask if this is a good time to talk
- Set the agenda
 - Purpose
 - Time
 - Collaboration

Open the session

“Today I’d like to follow-up on the discussion you had last time you were here in the WIC office, issue your food benefits and set your next appointment. This should take about 10 minutes . . . but first, do you have any questions for me about WIC or healthy eating?”

During the session

- Smile!

Smile



During the session

- Smile! It shows in your voice
- Give space
- Consider tone
- Use names
- Listen actively
- Listen with an open mind and heart

During the session

- Use verbal cues: “Yes, I see...,” “Uh huh...”
- Use questions
- Use reflections
- Use affirmations

What would you do?

- Client: “Since my last WIC visit, I’ve been working hard at getting the whole family to eat more vegetables. We now have a vegetable with dinner, basically every night. Cooking frozen vegetables in the microwave makes it so much quicker.”
- Counselor:
 - A: Ask an open-ended question
 - B: Ask a probing question
 - C: Use a reflection
 - D: Use an affirmation

Open-ended question:

“For you, what makes it important that your family eats more vegetables?”

Probing question:

“What type of vegetables are you cooking most often?”

“How often is ‘basically every night’?”

Reflection:

“You don’t give up.”

“You value convenient ways to add veggies to dinners.”

Affirmation:

“Your not a quitter. You’re going to keep finding ways to help your kids eat well.”

What would you do?

- Client: “Ever since I’ve had my baby I’ve hardly slept. She is eating all the time, or I need to change her or rock her, and I don’t have time to cook dinner like I used to. I feel so overwhelmed!”
- Counselor:
 - A: Ask an open-ended question
 - B: Ask a probing question
 - C: Use a reflection
 - D: Use an affirmation

Open-ended question:

“What can we talk about today that might help you feel less overwhelmed?”

Probing question:

“So, how much sleep *are* you getting?”

“When you say ‘eating all the time’, how long is it between each feeding?”

Reflection:

“Your wondering if this is normal and if it’s always going to be this way.”

“Your tired of being stressed.”

Affirmation:

“You love your baby and want to take good care of her.”

“You are determined to be a good mom.”

“Everything is Fine”

“Everything is Great”



Values-> Motivation

“What is most important to you about your family’s eating habits? “

“What are you proud of when it comes to your family's eating?”

“What healthy habits do you want your children to have when they get older?”



Anticipatory Guidance

“What have you heard about introduction to solids?”

“What have you heard about breastfeeding?”



Normalize

“Sometimes I hear from moms they are trying to limit fast food because their 3 year olds like it so much. Is that something you would like to talk about?”



Close the session

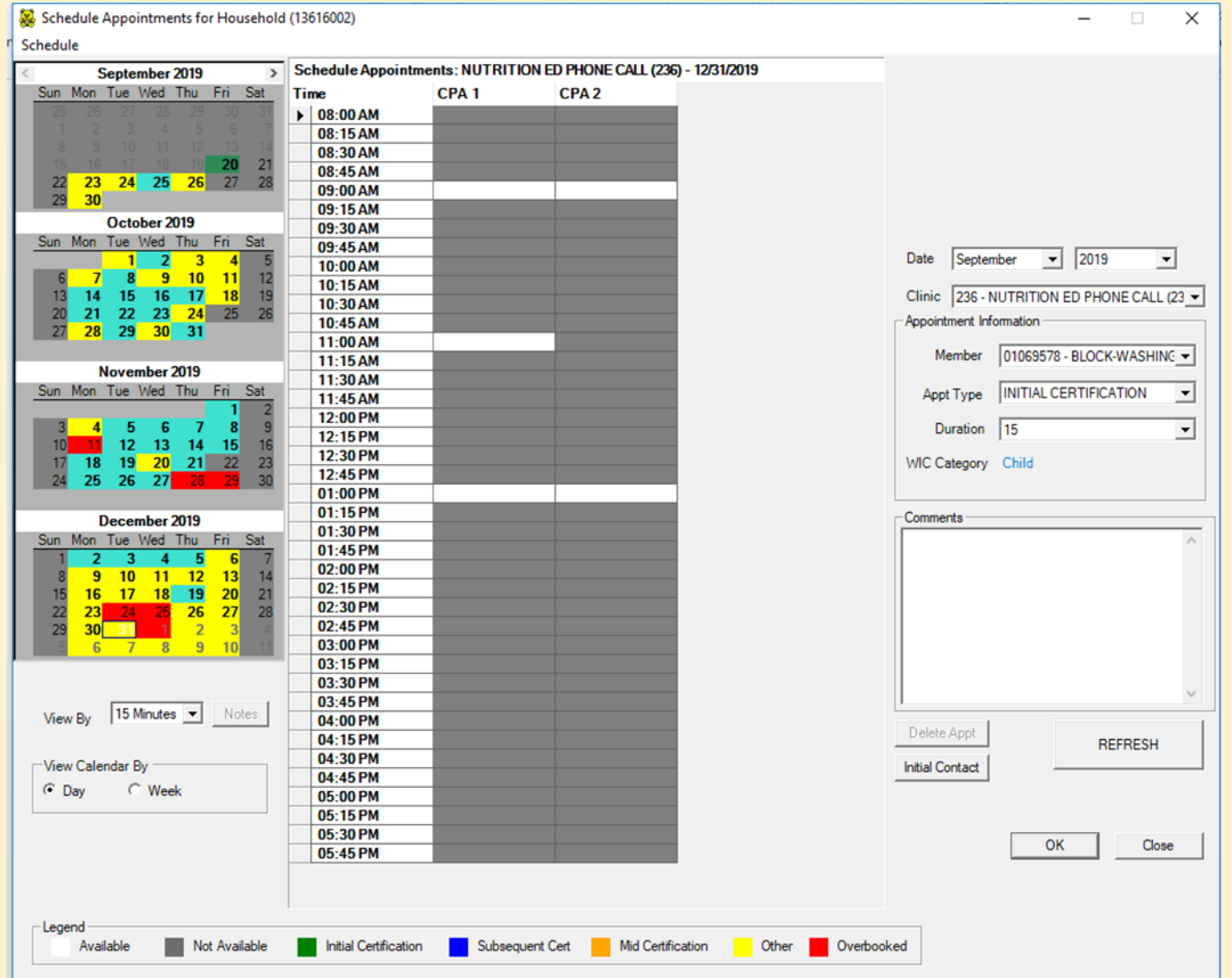
- Plan for the next visit
- Summarize the main points
- Thank them

Perspectives from a WIC Coordinator:

- Washington County currently serves ~2,400 clients
- Staffing needs had to be determined
- Scheduling methods and adjustments
- Ergonomics
- Overall benefits
- Challenges

Perspectives from a WIC Coordinator:

- Appointments



Schedule Appointments for Household (13616002)

Schedule

September 2019

Sun	Mon	Tue	Wed	Thu	Fri	Sat
25	26	27	28	29	30	31
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

October 2019

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

November 2019

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

December 2019

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

View By: 15 Minutes Notes

View Calendar By: Day Week

Legend

- Available
- Not Available
- Initial Certification
- Subsequent Cert
- Mid Certification
- Other
- Overbooked

Schedule Appointments: NUTRITION ED PHONE CALL (236) - 12/31/2019

Time	CPA 1	CPA 2
08:00 AM		
08:15 AM		
08:30 AM		
08:45 AM		
09:00 AM		
09:15 AM		
09:30 AM		
09:45 AM		
10:00 AM		
10:15 AM		
10:30 AM		
10:45 AM		
11:00 AM		
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04:45 PM		
05:00 PM		
05:15 PM		
05:30 PM		
05:45 PM		

Date: September 2019

Clinic: 236 - NUTRITION ED PHONE CALL (23)

Appointment Information

Member: 01069578 - BLOCK-WASHING

Appt Type: INITIAL CERTIFICATION

Duration: 15

WIC Category: Child

Comments

Delete Appt


Initial Contact

REFRESH

OK Close


Perspectives from a WIC Coordinator:

- Appointment reminders



UPCOMING APPOINTMENT

TIME

12/31/2019 AT 11:00AM 

NUTRITION ED PHONE CALL (236)

WASHINGTON COUNTY WIC,
STILLWATER, MN 55082-5082

[\(651\) 430-6658](tel:(651)430-6658)

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Perspectives from a WIC Coordinator:

- Overall benefits
- Challenges

Perspectives from a WIC CPA:

- Connecting with families over the phone versus in person
- Learning to manage expectations
- Ability to remain flexible

Questions



Discussion

ATTITUDE
IS
EVERYTHING





Thank You!