



CCS Initiative

Tips for Implementation

Client Centered Services presents a shift in service delivery from risk-based assessment to meeting the client where they are today. Michigan WIC's CCS Initiative provides resources to provide staff with the tools and support needed to strengthen the CCS skills they use with their clients. CCS skills do not develop overnight; staff skills will continue to evolve and change over time. While CCS may be challenging for some staff, it has been shown to lead to more meaningful interactions, increased job satisfaction, and improved health outcomes for clients. For these reasons, Michigan WIC feels this initiative worthwhile, and have developed some tips to consider as you lead your staff on their CCS journey:

1. *Review the CCS Initiative Resource Packet*

- *Tips for Implementing the CCS Initiative*
- *Local Agency CCS Training Checklist*
- *Local Agency Training Logs*

2. *Use the “Local Agency CCS Training Checklist” to guide you through the process.*

- This checklist provides instructions for introducing the CCS Initiative to staff, connecting staff to training videos and materials, tracking progress using logs, and filing records when staff complete coursework.

3. *Schedule training times for all WIC staff.*

- Allow WIC staff sufficient time for watching videos, reviewing materials, role playing and discussion.
- Clerks and Techs: Approximate times to complete the trainings are as follows:
 - *Rethinking How We Listen and Respond in WIC for Clerks and Techs* - 30 minutes
 - *CCS Skill Building for Clerks and Techs* – 2 hours
- Counselors: Approximate times to complete the trainings are as follows:
 - *Rethinking How We Listen and Respond in WIC for Counselors* - 2 hours
 - *CCS Essential Skills for Counselors: Communicate to Motivate* – 20 hours
 - *CCS Skill Building for Counselors* – 4 hours
 - *CCS Support for Counselors: Mentoring* – 10 hours

4. *Periodically review the CCS training progress of WIC staff.*

- Consider monthly monitoring of progress.
- Readjust schedules if completion of trainings becomes apparent.

5. *Designate at least one WIC staff member as a mentor to sustain CCS.*

- Consider advancing one or more designated WIC staff through the trainings to complete *CCS Support for Counselors: Mentoring* and support others along the way.
- The *Michigan WIC New Mentor Handbook: Guidance for Advisors* provides guidance in the process of mentor selection and training. It can be found at www.michigan.gov/wic. Click on the *WIC Providers* tab, then click on the *Client Centered Services (CCS)* link.

If you have questions or need assistance with planning and monitoring, your local agency CCS Initiative Implementation Plan, please contact your WIC Consultant or Tara Fischer at fischerT1@michigan.gov.



CCS Initiative

Local Agency Training Checklist

Tasks	Completed
<p>Goal: Review CCS Initiative Resource Packet and share with WIC staff</p> <ul style="list-style-type: none">▪ Review CCS Initiative Resource Packet materials; copy and share with supervisors/managers.▪ Schedule staff meeting(s) or individual meetings to present and discuss the CCS Initiative (about 30 minutes).	
<p>Goal: Meet with WIC staff to present the CCS Initiative and Set Up Logins.</p> <ul style="list-style-type: none">▪ Introduce the CCS Initiative and the resources on the Michigan WIC website, found at http://www.michigan.gov/wic. Click on the <i>WIC Provider</i> button, then click on the <i>Client Centered Services (CCS)</i> link. To access the webpage directly, paste the following web address into your browser: http://www.michigan.gov/mdhhs/0,5885,7-339-71547_4910_19205-448628--00.html▪ Print and introduce the “Local Agency Training Logs” for WIC staff to complete as they progress (alternate option: Document training in MI-WIC Staff Training).▪ Request each WIC staff member print a <i>Rethinking How We Listen and Respond in WIC Workbook</i> (separate workbooks for counselors and clerk/techs) to get started.▪ Assist WIC staff members with Login requests at help@wichealth.org to access videos and materials.	
<p>Goal: Schedule CCS training times for WIC staff</p> <ul style="list-style-type: none">▪ Schedule regular training times for WIC staff to progress on their CCS path. See “Local Agency Trainings Logs” for approximate times to complete lessons.▪ Complete logs as WIC staff progress through the Workbooks.	
<p>Goal: Monitor Progress and File Records</p> <ul style="list-style-type: none">▪ Periodically review the Local Agency Training Logs; adjust schedules for WIC staff to progress on their CCS path.▪ File copies of Certificates of Completion in each WIC staff member’s training record.	



CCS Initiative
Local Agency Training Log
Rethinking How We Listen and Respond in WIC

Add name and checkmarks (or dates) in boxes upon completion.

Name	Overview and Lessons 1-3 <i>Videos - 15 min</i>	Lesson 4 COUNSELOR ONLY <i>Video - 46 min</i>	Lessons 5 – 6 COUNSELOR ONLY <i>Videos - 32 min</i>	Discussion <i>10-20 min</i>

Estimated time to complete *Rethinking How We Listen and Respond in WIC* Workbooks:
Clerks/Techs: 30 Minutes
Counselors: 2 hours including watching videos and discussion.



CCS Initiative
Local Agency Training Log
CCS Essential Skills: Communicate to Motivate
(Counselors Only)

Add name and checkmarks (or dates) in boxes upon completion.

Name	Lesson 1 Video - 42 min Total: 72 min	Lesson 2 Video - 58 min Total: 88 min	Lesson 3 Video - 54 min Total: 84 min	Lesson 4 Video - 42 min Total: 72 min	Lesson 5 Video - 56 min Total: 86 min	Lesson 6 Video - 55 min Total: 85 min	Lesson 7 Video - 47 min Total: 77 min	Lesson 8 Video - 49 min Total: 79 min	Lesson 9 Video - 60 min Total: 90 min	Lesson 10 Video - 31 min Total: 61 min	Lesson 11 Video - 53 min Total: 83 min	Lesson 12 Video - 55 min Total: 85 min	Reminders and Tips Videos only - 19 min

Estimated time to complete CCS Essential Skills for Counselors: Communicate to Motivate Workbooks:
Counselors: ~20 hours, including 30 minutes/lesson of role playing per lesson



CCS Initiative
Local Agency Training Log
CCS Skill Building

Add name and checkmarks (or dates) in boxes upon completion.

Name	Handling Sensitive Topics in Counseling TARGET: COUNSELOR <i>1 hour</i>	Evoking and Building Motivation for Change TARGET: COUNSELOR <i>1 hour</i>	Tips for Dealing with Difficult People TARGET: Clerk/Tech <i>1 hour</i>	Effective Communication Skills TARGET: Clerk/Tech <i>1 hour</i>	Approaching Difficult Conversations TARGET: Management <i>1 hour</i>	WIC Mentoring: Building Strategies for Success TARGET: Mentor <i>1 hour</i>	CCS Skills Goals and Tracking COUNSELOR ONLY <i>1 hour</i>	CCS Skills Goals and Tracking COUNSELOR ONLY <i>1 hour</i>

Estimated time to complete *CCS Skill Building* Workbooks:
Counselors: ~4 hours
Clerk/Tech: ~2 hours



CCS Initiative
Local Agency Training Log
CCS Support for Counselors: Mentoring

Add name and checkmarks (or dates) in boxes upon completion.

Name	Task 1 1 hour	Task 2 1 hour	Task 3 1 hour	Task 4 1 hour	Task 5 1 hour	Task 6 1 hour	Task 7 1 hour	Task 8 1 hour	Task 9 1 hour	Task 10 1 hour

Estimated time to complete CCS Support: Mentoring Workbook:

Counselors: ~10 hours