



Welcome

**Michigan WIC Program
Client-Centered Webinar Series**

Webinar 6:

WIC Mentoring: Building Strategies for Success

Karen Deehy, MS, RD
Senior Associate
Altarum Institute

Guidelines

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



The Plan


- ▲ Topic area: CCS mentoring
- ▲ Roles of mentors in WIC
- ▲ Big picture goals
- ▲ The mentoring relationship

Helping Others Embrace the Nuance


We live in a world that doesn't like grey areas...

"Grey areas are where you find the complexity, it's where you find the humanity, it's where you find the truth."

Jon Ronson



Roles of a CCS Mentor



- Mentors focus on the vision of CCS
- Mentors help translate policy to implementation
- Mentors address barriers
- Mentors ensure communication
- Mentors build relationships

Core Concepts of CCS

- "Ensure the client is really interested and wanting to work on the topic of discussion. If the client isn't interested, there won't be positive change. Having client "buy in" is very important."
- "To build off what the client is already "working on" or has an interest in changing. Ways to lead the client into setting their own goals..."

System Vision: 'Big Picture' Issues

- Purpose of nutrition assessment
- Best practices for goal setting
- CCS as a style, not any one particular skill or strategy

Purpose of Nutrition Assessment

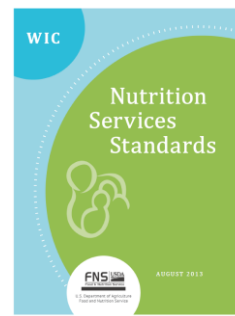


- #1: Identify risk codes
- Belief systems drive actions

System Breeds Feelings of Judgement

- They made me feel like I was doing something wrong as a mom.
- I felt like they thought less of me because I was a smoker.
- She called my daughter fat.
- They think that they know what is best just because of a recommendation – it doesn't mean it is going to be what's best for you or your baby.
- I tell her what she wants to hear.

Goal of Nutrition Assessment



Goal of nutrition assessment:

“Assess an applicant's nutrition status, risk(s), capacities, strengths, needs and/or concerns.”

WIC Nutrition Service Standards (2013). Retrieved from <https://networks.fns.usda.gov/networks/Topic/WICStdStand.pdf>

Client-centered approaches put client issues and goals at the core of WIC nutrition education delivery. WIC staff and clients partner to identify client's motivations for positive behavior changes and set attainable individual goals.

- Belief system impacts:
 - The questions we ask
 - The responses to questions

Examining the Purpose: Getting Buy-In

Risk factors	Interests/ Motivation	Questions/ concerns	Referrals/ resources
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Reinforcing The Vision



- Example: flexibility in the way questions are phrased
- Example: program statements – including risk factors

Implementation Challenges



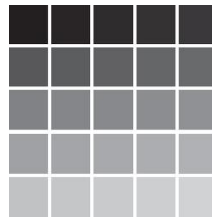
- Next planned nutrition education topic

Poll Question



Selecting topic for next visit

When Guidance is Nuanced



- Guidance: assessment before education
- Not straight forward, nuanced
- Successful implementation requires understanding intent

Mentor Role: Communication



- Liaison between local staff and state office.
- Consistency of messaging.



Systematic Challenge to CCS

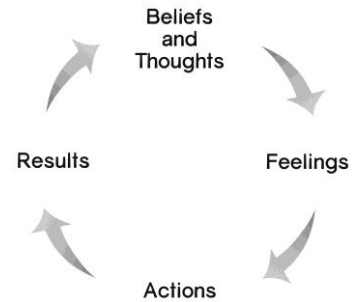
- Challenges:
 - Amount of information collected
 - System drives services
 - Data collection takes away from rapport and intent of CCS

Role: Identifying Areas Needing Ongoing Training and Support



- Example: goal setting
- Concept more complex than guidance can address
- Staff need mentors

Beliefs Impact Behavior



Focusing on the Motivation



- “I am not eating them [fruits and vegetables] like I should.”
- “I am trying to move more.”
- “My biggest issue is me not getting out there and doing it with them [physical activity]”
- “I don’t want to gain too much weight. I am worried about after.”

Poll Question



Introducing concept of goal setting or motivation earlier in the session

Focusing on the Motivation...Prioritizing

- Example:
 - Change talk:
 - I want to eventually go vegetarian again.
 - I want to stop snacking as much.
 - I want to exercise.
 - “Of everything we talked about, what is one thing you would put as priority, above all the others?”
 - Continued the motivation talk – added more reasons for change – endorphins.

Role of a Mentor



- “I can’t do CCS when it’s busy”
- Empathy
- CCS is a style

Intent of the Mentoring Relationship

- Purpose is not to fix
 - “How do support a lower level skill level ensuring staff are open and receptive to the information. I certainly don't want to come off critical of their work.”
- Encouraging self-reflection and growth
- Support, encouragement, ideas, resources

Introducing Conversations

- “Instead of using the "Do this, not this" method, lead the staff into coming up with other ideas themselves by asking THEM open ended questions.”

Poll Question

Introducing a Topic



Mentoring Relationship: Mentoring Someone with More Experience



- Respect the experience
- Ask, don't tell
- Building a partnership

Opportunity: Resisting the Urge to Push



Example: Resisting the Urge to Push

- “I can't drink 1% milk. I've tried. I'll gag.”
- “So drinking the 1% milk is not going to work for you. How can you see using the milk you get from WIC?”
- “I really want to start trying to drink it also. Maybe I'll try slowly.”

Opportunity to Reduce Judgement: Progress, Not Perfection



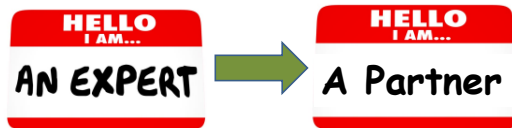
- ▲ "I've cut down to 12 cigarettes a day."
 - Good. The surgeon general recommends that pregnant women don't smoke.
- ▲ "I've been putting less cereal in his bottle."
 - WIC recommends only putting formula or water in the bottle.
- ▲ "I am trying to cut back on pop. I used to have 5 a day and now I have 2."
 - That good. A good goal to go for might be 2 a week.

Potential Alternatives



- ▲ "I am trying to cut back on pop. I used to have 5 a day and now I have 2."
 - **Affirmation**
 - That one change can have such an impact on your overall nutrition.
 - **Asking about motivation**
 - For you, what are some of the biggest reasons to reduce the pop?
 - **Asking about goals**
 - What is your overall goal for where you want to get to with the pop?
 - **Asking about support**
 - What's helped you make the change?

Belief: Changing our Role



Partnership: Letting it Be Their Idea



- Tie goals back to motivation talk during assessment:
 - Earlier you said ..
- Use reflections:
 - She would drink juice all day long if I let her, but I only give her 3 cups a day.
 - You're limiting how much sugar and extra calories she gets from the juice.

Time to Share



- Questions
- Strategies
- Tips

