

Washington WIC Connects – ENERGIZER: Influential Clinics and WIC Connects



- *Consider this Energizer as a Nutrition Education In-service.*
- *Monthly nutrition in-services for para-professional CPAs require face-to-face contact. Please see the Policy and Procedure manual Volume 2, Chapter 14: Staffing for more information.*
- *Count time spent on this as Nutrition Education in the time study.*
- *If you are an individual or you have a small group: read this Energizer, work individually or in pairs, and choose one of the activities on page 9 to practice.*

Time: 20 - 30 minutes

Objective: Build skills and awareness about the Power of Influence principles and WIC Connects. By using these tools staff can influence behavior change and create environments supporting clients to become their best selves.

Instructions:

Begin by **sharing** the following:

- Introduction – Hear a short summary of WIC Connects and the Power of Influence and Energizers in 2013. (See below). Allow 1 minute.*
- Warm Up – (optional) Join in an activity called: “It’s Categorical.” This is an activity that will get us all up and moving. This will also start us thinking about some of the different ways we all connect. Allow 7 minutes.*
- Content – Hear and participate in activities including:*
 - The Influence Principle: Consensus*
 - An OARS skills practice using metaphors*Allow 15 minutes.
- At the end we will **debrief** and **close** our time together.*
Allow 3 minutes.

A. Introduction:

WIC is a behavior change program. When we become more skilled in the tools that guide behavior change our clients choose to breastfeed more, eat more fruits and vegetables, drink lower fat milk, choose healthier lifestyles, and more. When our clinics become places where clients feel supported and welcomed, where the conversation is respectful and non-judgmental, and where we use communication skills and the principles of influence – then, change can happen. Energizers are one of our tools to continue to build our skills.

Let's briefly review WIC Connects and the Power of Influence:

WIC Connects focused on Motivational Interviewing techniques, communication tools, and skill building through Energizers with OARS (Open-ended questions, Affirmations, Reflections, and Summaries). The Power of Influence added new tools for guiding behavior change.

This Energizer, Influential Clinics and WIC Connects, is the first of 4 for 2013. Today we will be sharing a Principle of Influence – Consensus and also practice WIC Connects skills with a metaphorical twist.

First let's start with a warm-up!

B. Warm Up: – **It's Categorical!** (Time: approx. 7 minutes)

- *I will announce a category and I'd like all of you to quickly organize into smaller groups, based on a category. (A list of categories is on page 8, or use your own).*
- *Let's start with a practice category. Please stand up and start walking around. Wait for people to get up and start moving around and then say: Your category is: Right-handed people move to the right of the room and left-handed people move to the left of the room.*
- *Continue with a few more categories.*
- *Ask each of the smaller groups to identify themselves (e.g. "We are the group that likes summer").*
- *(Optional) Make a brief comment or ask the group a question (for example, if people are grouped by their favorite season –ask them why they like that season.)*
- *Keep the activities moving by asking people to walk around before announcing the next category.*
- *Continue until the group is warmed up- about 5 categories.*

*Thanks everyone for joining the **active** part of: "It's Categorical!" Go ahead and return to your seats for a quick wrap-up:*

- a. *What did you learn that you didn't know before?*
- b. *How did you **feel** when you were looking for your group? (answers might be: I looked around for someone that was like me, I looked to see where people were going, I watched to see what other people were doing, I was happy when there were other people like me, etc...)*

Summarize what was shared from the warm-up activity. Here is an example:

I noticed _____ about our teams today. (Share something you noticed about the group participating in this activity.)

Now that we have warmed up, and learned a little about each other... let's move on to talk about one of the Principles of Influence.

C. Content (Time: approx. 15 minutes)

1. Influence principle: Consensus – Building a call to action (Time: approx. 7 minutes)

The Power of Influence Activity:

Consensus, the word, is defined in the dictionary as “general agreement” and its origin is from a Latin word meaning literally, “feel together.”

The influence principle of consensus says: When deciding how to act or think, people examine the actions of others like themselves before deciding how to act.

Let’s look at an example:

Colleen Zsot is an award-winning TV and infomercial writer. She had many successful infomercials that show consensus at its best. Remember the NordicTrack? Her NordicTrack advertisement sold 250,000 units per month. Do you remember some of the tummy tightening machines? Her ab-machine infomercial sold \$50,000 worth of ab-machines every minute it was played. Colleen understands how to use consensus when selling a product.

She does this with a CALL TO ACTION line at the end of the infomercial. Changing just a few words can change the appeal to the customer. These small changes in words made a huge difference in sales. She only changed 3 words to this call to action line. Listen to the first version.

Version 1: Operators are waiting please call now

Any ideas about what she changed?

Take a look at version 2:

(Have people turn to the next page)

Version 2: If operators are ~~waiting~~ busy please call ~~now~~ again

Changing just 3 words changed the way customers responded.

How does this new Call to Action line make you feel?

Well, here’s how it affected the customers:

They called! In fact, the response rate went through the roof. Just think in the first sentence...operators are waiting...hanging out, filing their nails, not working. In the second sentence: if operators are busy then everyone is buying one. In other words, if people are buying this, then it must work, and I need to buy it too.

Facilitate a discussion by asking these open-ended questions:

Consensus supports people in making behavior changes. Let's explore how we could use the power of consensus to motivate clients to take action. Jot down a few ideas that would work for you.

- *When we're offering information, what could we say that would let them know that other clients are making healthy choices? (...Many moms have said they like to ..., families with two year olds often say, etc....)*
- *What can we say to our clients to show consensus? (...other WIC moms have told me, a mom yesterday said this worked for her, we really hear that from a lot of families, etc...)*
- *How could testimonials lead to increased behavior change? (...consensus boards, newsletters with client stories, allow for sharing in group sessions for example: "Who would be willing to share your experience breastfeeding your baby", etc...)*
- *When could you use consensus throughout your appointment? (...consider how you present handouts, offer recipes, talk about child development, schedule appointments, etc...)*

Thanks for joining in this discussion. I think we all heard some great ideas and comments about how we can use the Influence Principle of Consensus to increase behavior change in our clients.

Take a minute to circle or highlight the things you wrote down that you will try in the next week.

2. Using WIC Connects skills – Metaphorically Speaking (Time: pprox.. 8 minutes)

The WIC Connects Skills Activity

*Now, let's turn our attention to a review and discussion of **WIC Connects skills**. In our interactions with clients, and with each other, the words we use make a difference. We know when we actively listen our clients are more open to behavior change. Open-ended questions, Affirmations, Reflections, and Summarizations or OARS are key communication skills that many of us are already using and familiar with. What questions do you have about OARS or WIC Connects skills?*

In this section, I'd like you to think about how you already use these skills.

- *Who would like to share an example of a time you used an OARS skill that made a difference in the conversation?
Hear from the group. (This is a good time to build consensus for using WIC Connects skills, hearing testimonials about others successes is using the influence principle of Consensus.)
Optional: Write ideas on a white board or flip chart. Post the list in an area where staff can view.*

Thanks for sharing your successes using OARS! When we hear from each other about ways to communicate better we build consensus.

This next activity is called Metaphorically Speaking. Metaphors connect two or more things; it is a comparison of two unlike things. We use metaphors everyday to express how we think and feel. In WIC, we use can use metaphors to describe something for a client: “You are a shining star at offering a variety of vegetables to your family.”

You have heard and maybe even used metaphors like:

“Time is money.” “Your words are music to my ears.” “He has a heart of stone.”

I’d like you to have a little fun with metaphors by having a conversation while practicing using WIC Connects skills.

Please pair up with the person next to you. Start by deciding who will be Person A and who will be Person B.

1. **Person A** – you choose the picture and ask the question. Use your OARS skills to gather more information from Person B.
2. **Person B** – you answer the questions from Person A.
 - a. You have **3 minutes** to have a conversation.
 - b. Try ending with a summary.
3. I will call time and you will switch.
4. We will hear a sample.

Choose one:



What does this picture make you think about your day?

Use OARS to gather more information. End with a summary.



What makes you feel like this man?

Use OARS to gather more information. End with a summary.



How does this picture look like something you want to change?

Use OARS to gather more information. End with a summary.



How does this picture remind you of your life?

Use OARS to gather more information. End with a summary.

Debrief and Close (Time: approx. 3 minutes)

*Thank you all for spending this time with me today. Sometimes we all feel like we are balancing **a heavy load**, or that our **lives are a roller coaster**. By **stopping** to learn and share together, we are able to celebrate the good things about our work.*

We have one last picture to share. How does this picture make you feel about the great work you do for WIC families?



Thank you for sharing! We all make a difference every day in the lives of Washington WIC families.

Take some time to celebrate it!

Ice-breaker – It’s Categorical!

Categories

Use these categories or create your own. Start with a Two Category question. Some of the “categories” will give you groups of 3-4 and others even more. For variety and more fun, alternate 50/50 splits with larger splits. Keep things moving by watching the groups and calling out new categories!

TWO CATEGORIES

- When you clasp your hands together and fold your thumbs across the top, is your right or left thumb on top? (If using this as the first category, suggest a location: *All righties on top to the side of the room and all the lefties on top over here.*)
- Fold your arms across your chest. Is your right or left arm on top?
- Quickly choose a partner. Turn to them and wink. Which eye do you prefer to wink with?
- Which side of the bed do you get out of in the morning? (Right or left)
- Can you roll your tongue?

MANY CATEGORIES

- What is your favorite season?
- How many siblings do you have?
- What color are your eyes?
- What’s your shoe size?
- What’s your favorite color?
- Which month of the year were you born in?
- Do you see yourself more as an Audi, a Volkswagen, a Corvette, or a Jeep?

Activities that can be completed individually or in a small group

Choose one:

- Join the Connector Webinar and participate in this Energizer while it is being presented by the State WIC Connects Team. The [Connector Calendar](#) has times and dates for the webinars in 2013
- Read this Energizer **and** work individually or in a pairs to complete the activities.
- Read this Energizer **and** watch WIC staff talking about their experiences after using the Influence Principles in their daily visits with clients:
<http://www.wicinfluence.com/wicinfluence.com/Home.html>. (Note: the screen looks black, but press the play button in the bottom left and the video will begin.)
- Read this Energizer **and** this short article about one of the OARS skills, *Reflections* from *Counseling Tips for Nutrition Therapists Tip #95-The Power of Reflecting*:
<http://www.mollykellogg.com/archive10.html#95>

Further reading and information

- *Getting to the Heart of the Matter* provides simple, practical and fun tools for talking with clients. One that was demonstrated briefly in this Energizer is the Metaphor Images Project: <http://www.gettingtotheheartofthematter.com/metaphor-images/>

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Staff Handout

A. Introduction:

WIC is a behavior change program. When we become more skilled in the tools that guide behavior change our clients choose to breastfeed more, eat more fruits and vegetables, drink lower fat milk, choose healthier lifestyles, and more.

- In **2011-12** WIC Connects focused on Motivational Interviewing techniques, communication tools, and skill building with Energizer's providing opportunities to practice OARS (Open-ended questions, Affirmations, Reflections, and Summaries) skills. In **2012**, 6 Energizers were shared with an OARS focus.
- In **October 2012**, the WIC Seminar was on The Power of Influence; adding more tools for guiding behavior change.

This Energizer, *Influential Clinics and WIC Connects*, is the first of 4 for 2013.

B. Warm Up: – It's Categorical!

- Please stand up and walk around; I am going to announce a category and you will look quickly look for other people in the room with your same category.
- I will continue to call out categories and we will keep moving into different groups.
- I will call time and have everyone return to their seats for a short discussion.

What did you learn that you didn't know before?

How did it feel to be looking for your group?

C. Content

1.

Influence Principle Consensus – When deciding how to act or think, people examine the actions of others like themselves before deciding how to act. The dictionary defines consensus as “general agreement.” Please **listen** to a short story.

Version 1: Operators are waiting please call now

Version 2: If operators are ~~waiting~~ **busy** please call ~~now~~ **again**

How does this new Call to Action line make you feel?

Consensus supports people in making behavior changes. How could we use the power of consensus to motivate clients to take action? (*Dot down ideas as we discuss these questions.*)

- When we're offering information, what could we say that would let them know that other clients are making healthy choices?
- What can we say to our clients to show consensus?
- How could testimonials lead to increased behavior change?
- How could you use consensus throughout your appointment?

2.

Using WIC Connects skills – Metaphorically Speaking

“Time is money.” “Your words are music to my ears.” “He has a heart of stone.”

Metaphors connect two or more things; it is a comparison of two unlike things.

In our interactions with clients, and with each other, the words we use make a difference. Our clients are more open to behavior change when we actively listen.

- Think about how you are using Open-ended questions, Affirmations, Reflections, and Summarizations (OARS). Share an example of a time you used an OARS skill and it made a difference in the conversation.

Please pair up with the person next to you. Start by deciding who will be Person A and who will be Person B.

Person A – you choose the picture and ask the question. Use your OARS skills to gather more information from Person B.

Person B – you answer the questions from Person A.

- You have **3 minutes** to have a conversation.
- Try ending with a summary.
- I will call time and you will switch.
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Choose one:



What does this picture make you think about your day?

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What makes you feel like this man?

Use OARS to gather more information. End with a summary.



How does this picture look like something you want to change?

Use OARS to gather more information. End with a summary.



How does this picture remind you of your life?

Use OARS to gather more information. End with a summary.



D. Debrief and close:

How does this picture make you feel about the great work you do for WIC families?

We all make a difference every day in the lives of Washington WIC families. Take some time to celebrate it!

*3% Passive
66.4 Reading Ease
6.8 Grade Level*



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To submit a request, please call 1-800-841-1410 (TDD/TTY 711).

