

Alabama Department of Public Health

Strategic Plan 2019-2023


WORKFORCE DEVELOPMENT GOAL:
Strengthen the performance and capacity of the ADPH workforce so that the ability to serve our customers increases

Alabama Department of Public Health

VISION – Healthy People, Healthy Communities, Healthy Alabama

MISSION – To promote, protect, and improve Alabama’s health

ADPH CORE VALUES



The diagram consists of four overlapping circles arranged horizontally. From left to right, the circles are labeled: EXCELLENCE, INTEGRITY, INNOVATION, and COMMUNITY. Each circle overlaps with its adjacent neighbors.

ADPH CORE VALUES

EXCELLENCE – We believe in providing the highest quality services to our clients. We believe that all clients should be served with compassion, empathy, fairness, and respect.

ADPH CORE VALUES

INTEGRITY – We believe our employees should be professional, competent, honest, and knowledgeable; maintaining the highest level of integrity, accountability, confidentiality, and concern for our clients. We believe in always striving to maintain the public trust.

ADPH CORE VALUES

INNOVATION – We believe that we should demonstrate the ability to adapt to change and to be flexible in our approach to solving problems and providing services.

ADPH CORE VALUES

COMMUNITY – We believe that we should build and maintain internal and external partnerships to address public health challenges including effectively utilizing resources, solving problems, and building relationships.

The ADPH Approach to VENA

I Collect and Assess with Respect and Empathy

VENA Process Is...

- Participant centered
- Positive approach
- Way to better provide the most relevant nutrition guidance

VENA Model Outcomes S.M.A.R.T. Goals

- Specific
- Measurable
- Attainable
- Realistic
- Timely

The Difference Between Accountability and Ownership

- Accountability comes from extrinsic motivation (external drivers such as incentives, consequences, or rewards)
- Ownership comes from intrinsic motivation (internal drivers such as achievement, pride, fear of failure, or desire to learn)

You can hold people accountable for:

- Complying with rules
- Showing up on time
- Discipline
- Meeting deadlines
- Treating people with respect
- Keeping their feet to the fire

But not for:

- Asking the right questions
- Caring
- Loyalty
- Working with passion
- Living values
- Being emotionally present
- Honoring people's dignity
- Putting their hearts into their work

**You cannot hold people "accountable"
for the things that really matter.**

*Ability is what you are capable of
doing, motivation determines
what you do, and attitude
determines how well you do it.*

Lou Holtz

Learning About Yourself



Learning About Yourself

What are Behaviors?

- Observable
- Situation-driven
- Flexible
- Thoughts and Beliefs
- Adaptable

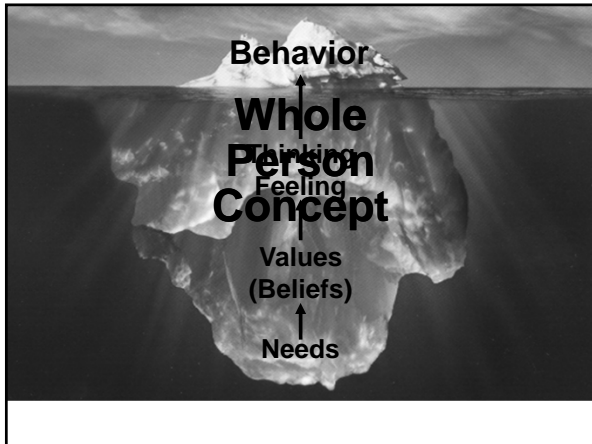
Behaviors impact every . . .

- Relationship!
- Aspect of our lives!

Effective People

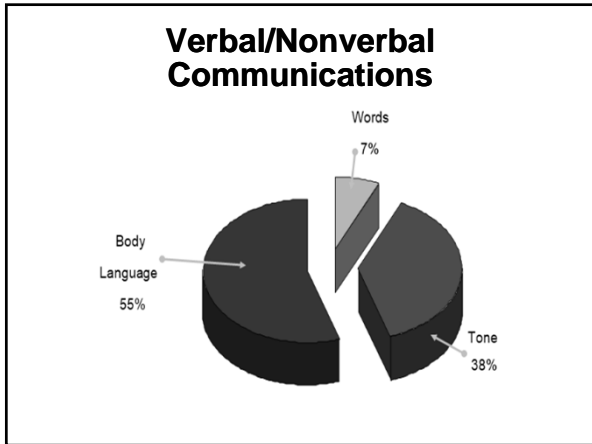
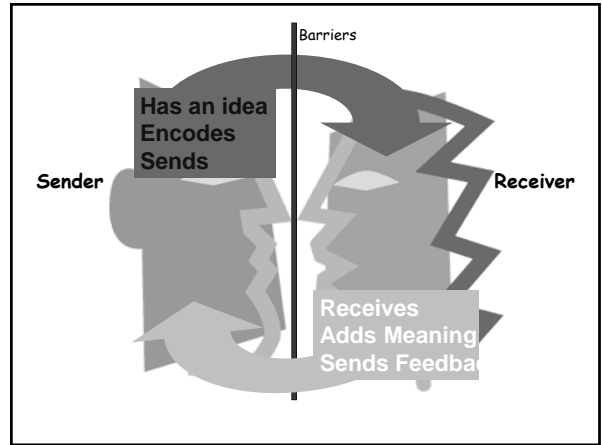


- 1. Themselves**
- 2. Reactions**
- 3. Concentrate**
- 4. Positive Attitude**
- 5. Adapt**



Take advantage of every opportunity to practice your communication skills so that when important occasions arise, you will have the gift, the style, the sharpness, the clarity, and the emotions to affect other people.

Jim Rohn



Verbal/Nonverbal Communications

Verbal, Vocal, and Visual must work together for a message that is most believable.

What factors impact your messages?

Verbal Communications

- **Your Words...**
 - **Ensure clear, effective communication**
 - **Can create a negative connotation**

Negative Language	Positive Language
<ul style="list-style-type: none"> • Can cause harm when none was meant • Can create conflict • Can cause mistrust and destroy relationships 	<ul style="list-style-type: none"> • Creates a more effective message • Allows for positive results • Builds more solid and trusting relationships • Increases professionalism

Verbal Communications

Negative Language

- I'll get back with you as soon as possible
- It's Department policy
- I don't know
- We've always done it that way
- I'll try to take care of that today
- Just calm down
- That's not my responsibility

Vocal Communications



- **Tone**
 - ✓ Pitch
 - ✓ Inflection
 - ✓ Rate
 - ✓ Volume
- **Diction**


Visual/Body Language

- **Body language sources**
 - **Eye Contact**
 - **Facial Expressions**
 - **Posture**
 - **Handshake**

The Power of Questions

- **Types of Questions**
 - **Closed**
Did, Can, Have, Do Will, Is, Are
 - **Open**
How, Why, When, Who, What, Where
- **Clarifying**
Help me understand...?
- **Confirming**
What I think you said...?

Listening Skills



“Most people do not listen with the intent to understand; they listen with the intent to reply.”
Stephen Covey

Listening Skills

- **Hearing vs. Listening**
- **Listening Challenges**
 - ✓ **Distractions**
 - ✓ **Listening Patterns**
 - ✓ **The Conversation in our Head**
 - ✓ **The Myth of Multi-tasking**

Listening Skills

- **Active Listening**

```

graph LR
    Focus[Focus] --> Show[Show]
    Show --> Clarify[Clarify]
    Clarify --> Paraphrase[Paraphrase]
    
```

Barriers To Active Listening

Barriers To Active Listening

The average person speaks 225 WPM and listens 500 WPM

Importance of Active Listening

- BUILD STRONG RELATIONSHIPS

- COMMUNICATION IS KEY IN RELATIONSHIPS

- HELP YOU ADVANCE IN YOUR CAREER

- FUNDAMENTAL COMPONENT OF INTERPERSONAL SKILLS

Emotions

- **Respond vs. React**

Trigger

Emotion

Reaction

→

STOP STOP

Breathe

End Result

Respond

What do I want the end result of this conversation to be?

Provider Driven Interview Versus Participant Driven Interview

Let's see what this look like...

Top 10 WIC Professional and Customer Service Tips

- Always remain professional with participants.
- Use active listening skills.
- Treat my co-workers as I would participants.
- Demonstrate empathy with participants.
- Be mindful of my non-verbal communication.

Top 10 WIC Professional and Customer Service Tips

- Diffuse conflict from participants.
- Apologize when a mistake is made.
- Build and maintain rapport with participants.
- Respect the diversity of participants.
- Pay attention to details.

Life is ten percent what happens to you and ninety percent how you respond to it.

Lou Holtz

