



VENA Views

May 2010

Value Enhanced Nutrition Assessment—Volume 4

Inside the Issue:

Umbrella Questions	2
Sandwich Technique	3
Tip of the Month	3
On-Demand Webcast	4
Top 10 Service Tips	4



Caseload and Customer Service

Have you ever had poor service at a restaurant and vowed you would never dine there again? Have you ever chosen a hotel or airline again because they gave you excellent service the last time you traveled? What about shopping at a particular store because you always receive friendly assistance? These are examples of how customer service impacts the success or failure of a business. WIC is no different.

We are trying to increase caseload which requires people to keep coming back.

Our caseload management is strongly impacted by how positive our customer service is. What kind of message are we giving patients with our customer service skills? Are we saying “I CARE” which is Alabama’s VENA motto? It stands for: **I Collect and Assess with Respect and Empathy.**

Everyone deserves to be greeted with a smiling face and a good attitude. Let’s make sure we would like what we see if we ever found ourselves on,

THE OTHER SIDE OF THE DESK.

*Have you ever thought just a wee little bit,
Of how you would feel if YOU had to sit,
On the other side of the desk?*

*Have you ever looked at the woman
who seemed a bum,
As she sat before you nervous...
dumb.....
And thought of the courage it took to come,
To the other side of the desk?*

*Have you ever thought to yourself,
“It could be I,”
If the good things of life had passed me by,
And maybe I’d bluster and maybe I’d lie,
From the other side of the desk?*

*Did you make her feel she was full of greed,
Make her ashamed of her race or creed,
Or did you reach out to her in her need,
To the other side of the desk?*

May God give us wisdom and lots of it,

And much compassion and plenty of grit,





So that we may be kinder to those who sit,

On the OTHER SIDE of the DESK

~Anonymous~



Umbrella Questions

-  Protects you from one word replies to closed-ended questions
-  Opens up conversation to enlighten you about participant's world
-  Few questions yield many answers on the assessment form
-  Saves time, allows you to get to other concerns and interests



Prenatal Questions:

- *Tell me about any past pregnancies and babies you have had.
- *Tell me about your doctor and any concerns with this pregnancy.
- *What types of things keep you from eating?
- *Are you and your baby being exposed to any medications, smoke, drugs or alcohol? Tell me more about this.....
- *Tell me about your day-to-day eating habits and about the kinds of foods and drinks that you have regularly.

Could help Answer:

- # of pregnancies, live births and miscarriages, history of preterm, last birth, and birth weights
- Health Care Provider, prenatal care, and medical conditions
- Nausea/Vomiting, Oral Health Problems, Food insecurity
- History of smoking, smoke exposure in home, alcohol/drug use, medical conditions
- Follows special diet, limiting food groups, skips meals, eating unsafe foods, pica, etc.

5 questions/statements

=

Potentially 20 Assessment Answers

After the assessment form is completed, you may have a better view of the “big picture” and more time to discuss the participant’s interests/concerns with similar open-ended questions:

- What is the greatest concern you have about your pregnancy today?
- Regarding your pregnancy or health, what are you most interested in learning about today?
- What do you feel your greatest challenge will be after you have your baby?

Future VENA Views will highlight “Umbrella Questions” for other statuses. So stay tuned!

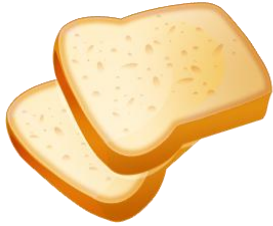
Let no one ever come to you without leaving better and happier.

~Mother Teresa



Offer your participants a sandwich???

When providing Nutrition Education consider using the “Explore/Offer/Explore Sandwich Technique”



EXPLORE
(the top layer)

Ask what she
-already knows
-has heard about
-has already tried or
-would like to know

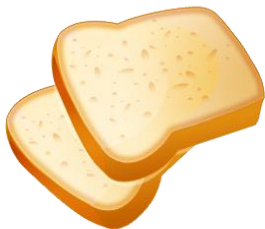
What do you know about iron?
What have you heard about breastfeeding?
Which vegetables have you tried?
What would you like to know about weaning?



OFFER
(the filling)

--Ask Permission
--Offer Information
--Be Brief
- give one or two simple facts

Can I share with you what WIC recommends about this....?
Would you be interested in what some other moms have tried?
WIC recommends at least 60 minutes of activity each day.



EXPLORE
(the bottom layer)

*Find out what she thinks about this information or if it might work for her

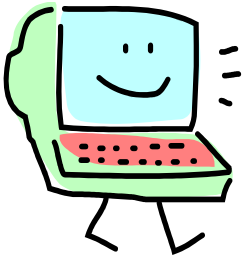
What do you think about this?
How could you see this working for your family?
Note: This may help you when establishing patient goals.

Adapted from Oregon WIC Listens

~People may change based on what they themselves say, not what someone else tells them.~
~The best recovery is through discovery.~

VENA tip of the Month:

♥ Personalize something with the participant’s goal on it for them to take home.



Nutrition Education and Breastfeeding On-Demand Webcast

- * On-demand viewing will available for 6 months starting in June 2010
- * Three speakers will provide 8 sessions lasting 1-2 hours each
- * Total of at least 11.5 CEU's available for RD's and RN's

On-Demand Topics will include:

- Rickets Redux? Children and Vitamin D
- The Organic Debate: Is the Premium Worth it? Part 1
- The Organic Debate: Is the Premium Worth it? Part 2
- Uncovering the Mystery of Food Allergies
- The Natural Laws of Breastfeeding
- Working and Breastfeeding Made Simple
- Helping Mother's Who Exclusively Pump
- Taking the Breast: New Research, New Paradigms



TOP 10 WIC PROFESSIONAL AND CUSTOMER SERVICE TIPS

1. Always remain professional with participants	Try not to show your frustration with participants who are not following your recommendations
2. Use active listening skills	Ensure that you understand your participants by paraphrasing what you heard (If I understand correctly, you..... Right?)
3. Treat my co-workers as I would participants	A key to stellar service is to work as a team within your agency and ensure that you are meeting the needs of your co-workers
4. Demonstrate empathy with participants	Try to understand the feelings of the participant as well as the situation and try not to be condescending
5. Be mindful of my non-verbal communication	Be careful that you do not cross your arms, look away, or frown with participants, who most likely will pick up on this
6. Diffuse conflict from participants	Some participants will be upset about their personal situation and may take it out on you; remember to not take it personally and demonstrate an understanding and thoughtful approach
7. Apologize when a mistake is made	Even if you have not caused the mistake, apologize to the participant and correct what has been done wrong
8. Build and maintain rapport with participants	It is especially important when meeting a participant for the first time that you work to build rapport
9. Respect the diversity of participants	Recognize that you will have participants for whom English is not their first language; demonstrate patience when communicating with them
10. Pay attention to details	Be sure that you complete paperwork properly

*From Learning Dynamics Volume 7 Issue 1