

WASHINGTON STATE WIC NUTRITION PROGRAM



Washington State WIC Manual
Notice of Revision



Date: 12/10/2012

Notice Number: 2012-10

Volume 1

Volume 2

Chapter: 1 – Positive Client Relations – Quality Service Delivery

Section: See Table of Revisions

Policy/Recommendation/Description/Procedure:

Type of Action/Change:

Supersedes

New

Delete

If you have questions about this revision or wish additional copies, call or write:

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State WIC Nutrition Program
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Explanation of Revisions:

- We updated and reorganized the chapter into 3 sections: Provide Positive, Participant-Centered Services; Create a Participant-Centered Environment; Provide Leadership for Providing Participant-Centered Services.
- See the attached table of revisions for specific changes to the chapter.

Remove: Remove the chapter dated 2/99 from the manual.

Insert: This current revision dated 12/2012.

Attachments:

Memo

Manual Revision

Other _____

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Policy/Page	Revision	Comments
Through-out chapter	We continue to make “plain talk” changes to each chapter.	The goal is to have policies more clear and easier to read.
<p>“Provide Positive, Participant-Centered Services” p. 1 - 3</p>	<p><i>Recommendation</i> Staff provide WIC services in a positive, participant-centered manner. Providing services this way conveys the following messages to clients:</p> <ul style="list-style-type: none"> • WIC cares. • We’re here to help. • You’re important. • We believe in you. • Let’s work together. • WIC supports you. <p><i>Guidelines:</i> Supports recommendation above and gives examples:</p> <p>A. Use participant-centered approach when providing WIC services.</p> <p>A, 1: Create a positive experience for the client.</p> <p>A, 2: Talk with clients in a positive, respectful way.</p> <p>B. Assure participant-centered clinic practices.</p> <p>B, 1: Schedule appointments that best meet clients’ needs.</p> <p>B, 2: Respect clients’ time.</p> <p>B, 3: Use good telephone skills.</p>	<p>Moved items that related to clinic environment and leadership into those sections of the current chapter.</p>
<p>“Create a Participant-Centered Environment” p. 4 - 5</p>	<p><i>Recommendation:</i> Staff create a participant-centered environment. A participant-centered clinic environment is welcoming and positive. It helps clients feel comfortable, accepted and be more open to positive, participant-centered experiences.</p> <p><i>Guidelines:</i></p> <p>A: Make sure all areas of the clinic look professional and welcoming.</p> <p>B: Have comfortable chairs for all shapes and sizes of people. Include rocking chairs with arms for breastfeeding moms.</p>	

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<p>“Create a Participant-Centered Environment” (continued) p. 4 - 5</p>	<p>Guidelines (continued)</p> <p>C: Keep the temperature comfortable and have good lighting.</p> <p>D: Keep the clinic organized, tidy, and non-cluttered.</p> <p>E: Create an inviting place for families and kids.</p> <p>F: Arrange furniture to encourage conversations between staff and clients.</p> <p>G: Use signs with positive and reinforcing messages rather than negative, unfriendly messages.</p> <p>H: Protect clients’ privacy and confidentiality.</p>	
<p>“Provide Leadership for Providing Participant-Centered Services” p. 6</p>	<p>Recommendation:</p> <p>WIC Coordinators set the tone for the clinic and WIC service delivery.</p> <ul style="list-style-type: none"> • Encourage staff to routinely provide WIC services in a positive, participant-centered manner. • Engage staff to create a welcoming, comfortable clinic environment for participants. <p>Guidelines:</p> <p>A: Survey clients about the WIC services they receive.</p> <p>B: Assure clinic specific policies support clients and participant-centered messages.</p> <p>C. Include customer service competencies in job descriptions.</p> <p>D. Assure positive customer service is part of new employee training.</p> <p>E. Offer routine training on customer service topics.</p> <p>F. Involve staff in development of participant-centered clinic goals and policies.</p>	
<p>Appendix</p>	<p>Deleted previous appendix.</p>	



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