Date: __12/10/2012____ Notice Number: 2012-10

<table>
<thead>
<tr>
<th>Volume 1</th>
<th>Volume 2</th>
</tr>
</thead>
</table>

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:

Department of Health
State WIC Nutrition Program
P.O. Box 47886
Olympia WA 98504-7886
Call: 1-800-841-1410

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 ________________________________
<table>
<thead>
<tr>
<th>Policy/Page</th>
<th>Revision</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Through-out chapter</td>
<td>We continue to make “plain talk” changes to each chapter.</td>
<td>The goal is to have policies more clear and easier to read.</td>
</tr>
</tbody>
</table>
| “Provide Positive, Participant-Centered Services” p. 1 - 3 | **Recommendation**  
Staff provide WIC services in a positive, participant-centered manner. Providing services this way conveys the following messages to clients:  
- WIC cares.  
- We’re here to help.  
- You’re important.  
- We believe in you.  
- Let’s work together.  
- WIC supports you.  
**Guidelines:**  
Supports recommendation above and gives examples:  
A. Use participant-centered approach when providing WIC services.  
   A, 1: Create a positive experience for the client.  
   A, 2: Talk with clients in a positive, respectful way.  
B. Assure participant-centered clinic practises.  
   B, 1: Schedule appointments that best meet clients’ needs.  
   B, 2: Respect clients’ time.  
   B, 3: Use good telephone skills. | Moved items that related to clinic environment and leadership into those sections of the current chapter.                                      |
| “Create a Participant-Centered Environment” p. 4 - 5 | **Recommendation:**  
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.  
**Guidelines:**  
A: Make sure all areas of the clinic look professional and welcoming.  
B: Have comfortable chairs for all shapes and sizes of people. Include rocking chairs with arms for breastfeeding moms. |                                                                                               |
### Guidelines (continued)

| C | Keep the temperature comfortable and have good lighting. |
| D | Keep the clinic organized, tidy, and non-cluttered. |
| E | Create an inviting place for families and kids. |
| F | Arrange furniture to encourage conversations between staff and clients. |
| G | Use signs with positive and reinforcing messages rather than negative, unfriendly messages. |
| H | Protect clients’ privacy and confidentiality. |

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### Recommendation:

**WIC Coordinators set the tone for the clinic and WIC service delivery.**

- Encourage staff to routinely provide WIC services in a positive, participant-centered manner.
- Engage staff to create a welcoming, comfortable clinic environment for participants.

### Guidelines:

| A | Survey clients about the WIC services they receive. |
| B | Assure clinic specific policies support clients and participant-centered messages. |
| C | Include customer service competencies in job descriptions. |
| D | Assure positive customer service is part of new employee training. |
| E | Offer routine training on customer service topics. |
| F | Involve staff in development of participant-centered clinic goals and policies. |

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**Appendix**

**Deleted previous appendix.**
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