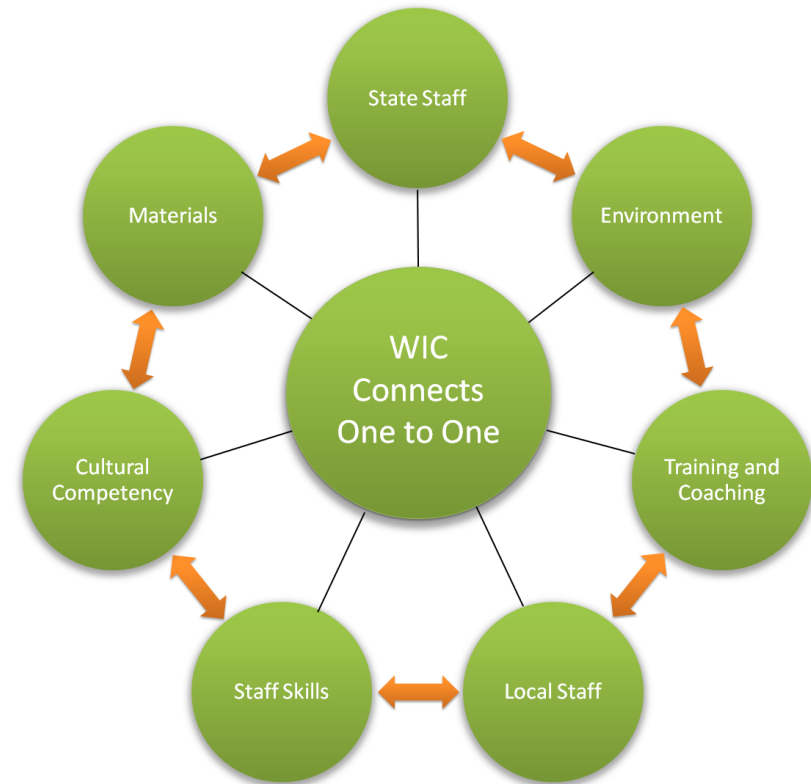




WIC Connects One-to-One Model

The Washington State WIC Nutrition Program has created this model for WIC Connects One-to-One, a systems approach to Participant Centered Services (PCS). Each circle describes an important aspect of the WIC system that impacts WIC participants and their experience. The purpose of the model is to show how *every WIC interaction has the potential to impact behavior change*.



How WIC Connects One-to-One

State Staff – State staff participate and support PCS at all levels.

Environment – The environment and clinic experience reflect PCS to participants.

Training and Coaching – Managers and staff are trained and supported to sustain PCS long term.

Local Staff – Local staff participate and are engaged in PCS at all levels.

Staff Skills – Staff receive the training and coaching to develop skills to effectively implement and sustain PCS.

Cultural Competency – Staff understand and respect diverse beliefs and values and effectively interact with diverse clients.

Materials – Materials enhance participants' understanding and support the family's efforts to make healthy behavior changes.

This institution is an equal opportunity provider.
Washington State WIC Nutrition Program does not discriminate.

For persons with disabilities, this document is available on request in other formats.
To submit a request, please call 1-800-841-1410 (TDD/TTY 1-800-833-6388).

Washington State Department of Health WIC Nutrition Program



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