

FNS Peer Counseling Webinar 1 - Script
Using the FNS Peer Counseling Training Platform

[show PC Curriculum Title Slide]

Welcome to the Food and Nutrition Service webcast “Using the WIC Peer Counseling Training Platform.” My name is Patti Mitchell, and I’m with USDA’s Food and Nutrition Service.

[show Debbie Whitford slide]

On behalf of Debra Whitford, the National WIC Director, welcome! FNS is committed to strengthening and building peer counseling programs in WIC.

[show slide of the peer counselor and mom on the couch]

Training peer counselors to provide effective support for mothers is key to the success of any peer counseling program. The role of trainers of peer counselors is a vital and important one.

[show Management curriculum slide]

The FNS WIC Peer Counseling Training Curricula—one for managers...and one for peer counselors

[show Peer Counselor curriculum slide]

were updated in 2011 and presented at train-the-trainer events in each FNS Region.

The training curricula build upon the foundation FNS began in 2004 to assist State agencies in expanding and maintaining thriving peer counseling programs. The updated trainings include current science and program guidance, and contain resources and materials available since the initial trainings were developed in 2004, including the use of social media.

In developing the updated curricula, FNS obtained input from a variety of sources, including an expert panel of WIC State and local program leaders, interviews with WIC programs identified as having “best practices” in peer counseling, and surveys, site visits and other feedback.

[show slide of dashboard]

The updated training uses an innovative design approach built on a platform that allows trainers to present the training information in a highly-visual, interactive, and easy-to-navigate format.

FNS will be posting a series of on-demand webcasts on the WIC Works Resource System for those who were unable to attend the 2011 Regional trainings or need a refresher.

Webcast #1 is for trainers interested in learning how to use the peer counseling training platform to train peer counselors. This webcast includes an overview of the platform, including the computer equipment necessary to run it, and how to use the curriculum components.

The remaining five webcasts will address key sections of the **management** curriculum. Those webcasts will be available in the summer of 2012.

[show Every Mother slide]

Introduce Every Mother, Inc.: Cathy Carothers and Kendall Cox are co-founders and directors of Every Mother, Inc., a non-profit organization dedicated to providing lactation training and resources for health professionals. Both Cathy and Kendall are International Board Certified Lactation Consultants who are well known nationally and in WIC for their expertise in breastfeeding education and training. The updated peer counseling training was developed under a cooperative agreement between FNS and Every Mother.

I am going to turn over the next portion of the webcast to Cathy Carothers who will provide you with an overview and walk you through the materials.

Opening Comments [*Cathy Carothers*]

Thank you, Patti. I'd also like to take a moment to welcome you to this webcast.

I would also like to express my appreciation to the Food and Nutrition Service for supporting this incredible project.

[show Title Slide]

We hope this new curriculum for WIC peer counselors and their managers will make a powerful difference in the WIC peer counseling program.

It is exciting to see WIC at the cutting edge with the new technology used in this approach, and I am honored and excited to walk you through all of the many wonderful resources that are available!

So let's begin by showing you first the array of resources and tools that have been developed to help you conduct an outstanding training experience.

Accessing the Materials

As Patti mentioned, the curriculum package includes TWO curricula, one for managers of peer counselor programs, and one for training peer counselors. The package includes many resources, including the Power Point presentation, graphic components, speaker notes, handouts, training materials, and many other tools.

[show Aspire]

The resources are housed at the website of Aspire Communications, the firm that developed the innovative design structure that makes this curriculum so amazing.

You can get to the website easily by going to: www.aspirecommunications.com/wic.html or by linking to it from the WIC Works website.

Once you get to this page, you'll see that you have two options for downloading the curriculum based on whether you have a PC or a Mac computer.

When you click on the "Get it now" button...

[show page with video instructions]

...you'll be taken to a page where you can begin your download. To do so, just click on the "Download" button.

Notice there is a video screen on the left side of the page. This is the first of several very brief video instructions that walk you through the download process step by step, including how to extract the files so the thousands of hyperlinks will work properly on your computer.

Aspire has developed this helpful tool to make this process as easy as possible for you. We strongly encourage you to watch this series of 2-minute videos each step of the way.

[show page with Training Facilitator Guide download]

Once you complete the video instructions and downloading the platform, you will have the option to download a very important document called **Training Facilitator Guide**. This provides you with a written step-by-step guide to using the platform and all the many wonderful features it includes.

[show page with Troubleshooting problems]

At the end of the downloading instructions, there is a page with suggestions for troubleshooting common concerns that may arise. If you run into any concerns downloading the platform or using it, be sure to check this page first.

[show FAQ page]

Continuing to click the “NEXT” button will bring up additional information, including an FAQ with common questions about using the platform.

[show contact info page]

If you continue to click “Next” you’ll be taken to a page that gives contact information for Robert Lane at Aspire Communications for continued questions you might have.

Let’s assume that you have now completed your download. You are now ready to begin using your materials, so let’s take a look at the materials you will have. To do that, I’m going to end this presentation and go to my own computer desktop to open the WIC PC Curriculum folder where I have saved it.

Curriculum Content

The presentation is included under the folder, **Presentation Platform**. This presentation is part of a large PLATFORM of amazing materials and resources including hundreds of slides, videos, animations, podcasts, and numerous other resources. We’ll open that and take a look at it in just a few moments.

Let’s open the **Peer Counselor Curriculum folder**.

- You’ll see that this folder has several important folders within it, including the Peer Counselor Speaker Notes for all of the 13 training modules.
- Both WORD and PDF files are available. Some people prefer to use the WORD version so they can make changes to personalize it. Others prefer the PDF files because they are smaller files that can be emailed to others.
- Let’s open the WORD file to see an example of how the notes are structured. You’ll see that each one begins with an overview page with a quick summary of the module, key messages, amount of time needed to teach the module, core competencies and objectives.
- The overview also gives information on any videos needed, and a list of the props or materials needed for conducting activities.
- The notes section gives detailed background information to prepare you to teach the material to peer counselors. So we really encourage you to take the time to read through these notes before you conduct a training event.

- The notes section also includes detailed information on how to conduct every activity, including the materials you might need, step-by-step instructions, discussion questions you can consider to get people talking, and take-away points.
- Detailed “Instructional Guidance” notes give you as a presenter ideas of things to consider to enhance the learning experience for the peer counselors.
- Also inside the peer counselor curriculum folder are the **handouts** which include both black and white and 4-color worksheets used for activities and practice learning.

Another major part of the curriculum package is a separate resource for peer counselors called the **Peer Counselor Handbook**.

- This important resource was designed to reinforce the information that peer counselors receive in their training.
- It is set up in separate documents for each of the 13 modules, and includes a brief summary of the key messages in each module.
- Each one is around 3-5 pages in length, and includes photos from the presentation, with information for further learning at the end. This is the “homework” that helps peer counselors reinforce what they learned.
- Some states are asking peer counselors to read this information *before* the training so they come to the training with a baseline knowledge that might help increase interactive discussions in the training event.

Finally, this folder also includes a document called “Picture Stories,” which has captions that can be used to tell stories about WIC participants and peer counselors. We’ll give you some examples of picture stories in just a few moments.

If you open the **Management Curriculum** folder you’ll see that it is set up in the same way. It includes detailed speaker notes and handouts for each of 10 sections to this curriculum.

The **Graphic Files folder** contains artwork for many of the resources used in the curriculum. These resources will help you put on an exciting and professional training. Some examples of things you might see in this folder are:

- Cover and divider tabs for the 3-ring binders
- Certificates to award participants when they complete the training
- Nametags
- Notepads
- Nametags
- Posters
- And many more

The **Training Materials folder** provides several important resources to make preparing for your training easier.

- There are agendas, sample evaluation forms, and Training notes, which give participants a way to take notes about the most important messages from the module. Training notes are available for both the peer counseling and the management trainings.
- A folder titled, “Training Prompts,” gives you a “cheat sheet” to use while you’re presenting the training. You’re soon going to see that the presentation PowerPoint is very different from the presentations you may have seen in the past. Instead of bulleted text, the slides have large photo images. So it will be helpful to have something handy

to remind you of the key messages to cover, activities needed, videos that could be shown, etc. You'll see that there are Training Prompts for both the Peer Counseling AND the Management curricula.

The **Miscellaneous** folder has a brief PowerPoint presentation that could be used to train local agency staff. The WORD file has the talking points.

[start “Wonders of PowerPoint]

Before we switch over to the PowerPoint platform, I'd like to share a little information about the innovative approach in this curriculum.

Research and Approach for the Peer Counseling Platform

The training approach for this curriculum is probably very different from other training curricula you have used in the past. We hope you will find that it is engaging and as fun for you to present as it is for your peer counselors to experience!

Before PowerPoint came along, most of us were using overhead transparencies, slides, and dry erase boards to conduct training. PowerPoint™ was invented 25 years ago in 1987. And it was quickly embraced by people across the world. Today, 40 million people use it and in the process, an entire generation of presentations styles emerged that frankly have NEVER been proven to be research-based.

Think back to some of the typical PowerPoint presentations you have seen...or maybe even presented!...in the past.

- Text-heavy
 - Charts and graphs that are hard to read and understand
 - Linear
 - Began to focus more on our “script” taking away our focus from our audience
 - We became way too tied to our notes...lading presenter to be more of a lecturer than a true facilitator
 - When people got up and left, we ignored it and figured they were the problem, not us.
 - And if people asked questions...we'd ask them to wait until we got to that slide alter...or hold the questions to the end.
 - That only works...if anyone is still awake!
1. So why do we keep doing it? Because it is easy for US as presenters to have that cheat sheet.
 2. But the bigger question: does it work? Does it help people learn?
 3. People process verbal information on the left side of the brain. What you see on a PowerPoint screen with bullets and text is VERBAL information, not visual information. This means that when someone is talking AND there are slides with text, your brain has to process both of those things at the same time.
 4. It's almost impossible. It's like two people trying to talk to you at the same time. You either tune one out and listen to the other, or you shut down and don't listen to either one of them.
 5. And that's what we are doing to our participants when we have text-heavy slides and we're talking at the same time.

6. This creates a conflict in your brain of trying to process two things at one time out of the same side of your brain is called “cognitive dissonance” and it means that there is a tension between trying to do two things at the same time that leads to increased stress.
7. So how does the brain react to that stress? It gets tired. This means you get bored and you start wondering how much longer it is until the break.
8. Research shows most people read the slides first and then they turn their attention to the presenter. Then they may go back to the slide again for a few more seconds. Either way, they aren’t paying attention to something on their journey to boredom.
9. On the other hand, the brain IS able to process photos and verbal information at the same time because they are processed in two separate areas of the brain. *[For example: think back to the last movie you watched. You were probably easily able to follow the visual imagery AND pick the conversation.]*
10. People are naturally drawn to photos...
11. Photos and video that evoke emotion or tell a story are even MORE powerful! *[Your brain does not know the difference between the photo or story and reality...brain scans of people who viewed photos found similar patterns whether they viewed the photos or actually experienced the situation pictured in the photo. hat their brain scans seeing photos that evoke memories and stories actually takes you there in your mind and is very powerful.]*
12. Research also shows that people tend to learn better when they are actively engaged...when their questions are answered at the time it is relevant to them, when they can interact with the information by discussing it and

How is this curriculum different?

- VISUAL – very little text; full-screen photos (cropped to help trainee focus on what’s most important in that photo)
- One idea per slide
- FLEXIBLE/INTERACTIVE
- CAN be presented in a linear way if desired; but flexibility to also be more “relational” (in other words, building a relationship with your trainees and engaging them in meaningful conversation)

Now let’s take a look at the PowerPoint PLATFORM:

When you open the folder, you’ll see a very long list of folders. You will never open ANY of these. It is VERY IMPORTANT to scroll all the way down to the very bottom of this list to the file marked **START**. This is the ONLY file you will ever open, and it is the one slide that activates all of the other files within the platform. If you try to open the platform from any other file, the links may not work properly.

When you open the title slide, right away you’re going to see that this curriculum is very different from anything else you may have seen.

The title page has two buttons that help you open or end your presentation.

Once you click on “start” it will bring up a dashboard, which is your MENU of all the wonderful resources in this platform.

Overview of the Platform

- Show dashboard with sections/modules
- Open Module #1 to show navigation buttons to skip from slide to slide if needed
- Main slides vs. subslides (show the different color banners at the top that distinguish them)
- Hit the “back button” to go back where they were

- Open Module #3 to show separate slide shows (“Who Helps” separate show); yellow highlighted buttons
- Show the resource section with VIDEOS, ANIMATIONS, PODCASTS, PICTURE STORIES, ACTIVITIES
- Show how to get to Management platform and review the section titles; go back to PC again

Equipment needed

- Computer with operating system of Windows Vista, XP, or Windows 7
- Software: Microsoft Office with PPT 2007 or 2010
- Computer speakers or audio sound system to hear videos playing
- Mac version is also available

[show WIC Works slide]

Thank you very much Cathy. I wanted to let everyone know that the WIC Works Resource System has a new peer counseling page that includes a link to the download for the platform and all the materials on the Aspire Communications website

- On WIC Works you will also find *selected* files from the download available such as the speaker notes, the facilitator training guide, the peer counselor handbook, and the YouTube videos and podcasts from the training.

FNS strongly recommends that you become very familiar with the detailed speaker notes and associated handouts before using the presentation platform. In addition to preparing trainers to teach the material to peer counselors, the speaker notes include FNS requirements under the Loving Support Model for a successful peer counseling program, as well as recommendations and best practices for managers and coordinators in developing policies under each of the required components of the Loving Support model.

Thank you for listening to this webcast. We hope you find it useful. Here is some important contact information. If you have any questions regarding FNS policy and guidance related to peer counseling programs please contact your Regional Office. If you have technical questions related to downloading and unzipping the platform, contact Aspire Communications, and if you have questions related to using the materials or conducting training, contact Every Mother, Inc.

And thank you for all you do for peer counselors and WIC mothers.