



# WIC Connects One-to-One: A Fact Sheet

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| <p><b>What is WIC Connects One-to-One?</b></p> | <ul style="list-style-type: none"><li>• WIC Connects One-to-One is the name of Participant Centered Services (PCS) in Washington WIC.</li><li>• It is a system wide change that moves the WIC Nutrition Program from traditional nutrition assessment and education to a more comprehensive strategy to support healthy eating behavior.</li><li>• It is a way of doing business that touches all aspects of the WIC system impacting WIC participants and their experience, including state, local, retailers etc...</li><li>• It is an opportunity for all WIC staff, state and local staff alike, to build skills and use new strategies to support families to make healthy choices.</li></ul> |
| <p><b>Why WIC Connects?</b></p>                | <ul style="list-style-type: none"><li>• All WIC programs across the country are working to engage participants in a more meaningful way and support families in making healthy choices. As part of Revitalizing Quality Nutrition Services, WIC Connects increases the value of the WIC experience through a participant-centered approach for both participants and staff.</li><li>• Influencing healthy eating behaviors is the core of WIC nutrition services. WIC Connects brings a new way of doing WIC business and impacts behavior change. It is happening in all WIC programs, including Washington!</li></ul>  |
| <p><b>Who is involved in WIC Connects?</b></p> | <ul style="list-style-type: none"><li>• All WIC staff, state staff and local staff are included in this opportunity to improve policies, processes, and skills to ensure our services are both high quality and customer focused.</li></ul>  |
| <p><b>When is this happening?</b></p>          | <ul style="list-style-type: none"><li>• It is happening now! After the WIC Connects training, the state WIC staff will be providing information about WIC Connects and activities to your WIC Connector.</li><li>• All clinic staff Washington will be trained and coached in WIC Connects.</li><li>• More information will be coming about the coaching plans for WIC Connects One-to-One.</li></ul>  |
| <p><b>What can I do now to get ready?</b></p>  | <ul style="list-style-type: none"><li>• Connect with your WIC Connector and let her or him know how they can support you. The WIC Connector is a passionate supporter of PCS, is interested and committed to helping staff develop participant-centered skills and create a participant-friendly clinic. The WIC Connector is not expert in PCS; rather she or he has energy and</li></ul>   |

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|  | <p>enthusiasm about WIC Connects and is willing to share it with their clinic co-workers.</p> <ul style="list-style-type: none"> <li>• Staff can continue to practice and build WIC Connects skills. One way to continue this learning is to read the following books that were sent to every Washington WIC clinic: <ul style="list-style-type: none"> <li>• <i>Motivational Interviewing in Health Care</i> by Rollnick, Miller, and Butler.</li> <li>• <i>Building Motivational Interviewing Skills – a practitioner workbook</i> by David B. Rosengren</li> <li>• <i>Switch – How to Change Things When Change is Hard</i> by Chip Heath and Dan Heath</li> </ul> </li> </ul> |
| <p>How is WIC Connects different from what we are already doing?</p> | <ul style="list-style-type: none"> <li>• WIC Connects is a framework for providing WIC services that places the participant at the center of each interaction. WIC staff listens and supports participants at all levels of WIC service delivery, federal, state, and local.</li> <li>• WIC Connects is a way of offering nutrition education where the participant is an equal partner. Staff listens and guides the participant to explore her own motivation and readiness to make healthy behavior changes. The participant makes decisions based on her unique needs and circumstances.</li> </ul>   |
| <p>What else do I need to know?</p>                                  | <ul style="list-style-type: none"> <li>• This is a new and exciting opportunity to support families in making healthy behavior changes that will positively impact our participants, families, and communities and help to reduce chronic diseases.</li> <li>• For questions or more information please contact the state WIC Jacqueline Beard at: <a href="mailto:Jacqueline.beard@doh.wa.gov">Jacqueline.beard@doh.wa.gov</a> or 1-800-841-1410 extension 3656.</li> </ul>  |

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To submit a request, please call 1-800-841-1410 (TDD/TTY 1-800-833-6388).