

Support for Oregon WIC Listens Champions



Long term goals

- Change the culture of the WIC program so that Oregon WIC Listens becomes a normal way of doing business and staff feel comfortable continuing to explore these skills.
- Increase chance of sustainability of Oregon WIC Listens by empowering local champions to continue to support the change process, even after state staff are no longer providing direct support.

Champion Roles

1. Catalyst for change (planning ways to help people start making changes)
2. Keeping the spirit alive (Buzz, encouragement, support)
3. Providing positive feedback and support for peer-to-peer observations
4. Facilitating opportunities for growth (formal and informal sharing, continuing education, staff discussions, logistics)

Plan

1. Champion Training
 - a. Basic training on the 4 roles of a champion
2. Conference calls 1-4
 - a. Support and encourage Role #2 – Keeping the spirit alive
3. On-site #1
 - a. State staff meet with local agency champions
 - b. Reinforce Role #4 – Facilitating opportunities for growth
 - i. Hand out CE options and materials
 - ii. Review how the CE materials could be used
 - iii. Discuss the logistics of scheduling time for them
4. On-site #2
 - a. State staff meet with local agency champions
 - b. Reinforce Role #3 – Providing positive feedback and support for peer-to-peer observations
 - i. Review *Conducting Observation* handout from Champion training/notebook
 - ii. Review *Counseling Observation Guide* and how it might be used
 - iii. Discuss scheduling time for champion or peer observations
5. On-site #3 or #4
 - a. State staff meet with local agency champions
 - b. Develop plan for sustainability – ongoing discussions and CE, continued observations