



Oregon WIC Listens

We are launching a new approach to providing WIC services.
Take a look at what's up!

Why are we making the change to “Oregon WIC Listens”?

WIC is always looking for a better way to reach those families most in need of our services. Research has shown that our old way of doing business has not been very effective in preventing or improving today's more complicated health concerns, such as obesity. We needed to come up with a new way to improve health outcomes for our participants. In Oregon, we call this new process *Oregon WIC Listens*. This name reminds us of the element that makes WIC such a great public health program, our ability to listen.

Oregon WIC Listens is built upon Participant Centered Education (PCE). PCE focuses on people's capacities, strengths and developmental needs – not solely on their problems, risks, or negative behaviors.

In that spirit, we strive to provide WIC services in a genuinely respectful, accepting and understanding way. Participant centered services emphasize collaboration with the participant, giving them the freedom to choose options that work for them.



What does Oregon WIC Listens mean for staff?

- * Talking less and listening more
- * Offering more tailored guidance

What does Oregon WIC Listens mean for WIC participants?

- * Receiving information and services related to their individual needs & concerns
- * The opportunity to set their own goals to optimize their health

What are pilot agencies saying about Oregon WIC Listens?

- * “I feel good about my interactions with clients.”
- * “We are using 75% fewer handouts than we used to.”
- * “I’m less stressed.”
- * “Clients seem more calm and happier.”
- * “Clients know what is important to them and are willing to talk to me more when I focus on what they want to talk about.”
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- * “I don’t feel like I have to tell her everything she needs to know in one visit.”
- * “I thought it would take more time using open-ended questions and letting the participant do all the talking, but it really doesn’t. We just focus on the one or two things they want to talk about.”

How will WIC staff learn to provide services in this new way?

- * All Oregon WIC agencies will participate in one of 5 groups implementing these changes together.
- * State WIC staff will provide face-to-face training for champions from each agency and for all WIC certifiers.
- * State WIC staff will provide support for local agency staff through conference calls and on-site visits
- * Local agency staff will be provided the opportunity to reinforce these new insights and skills through continuing education and in-service opportunities.



We are excited about personalizing nutrition services to maximize WIC's impact in public health. We're ready to get started!