

*Welcome to the first installment in the WIC Outreach Planning Series - **Improving how WIC does Business, Part I**. This is one of six focus areas to support local agencies in developing a strategic, comprehensive outreach plan to build and sustain caseload, and improve delivery of service.*

Improving how WIC does Business – A Clinic Entrance Observational Tool

The Arizona WIC Program has created a simple, awareness-provoking tool to help WIC become more participant-centered from the moment someone walks through the door. This tool builds on your Oregon WIC Listens participant-centered work. Revisit your original one-year vision for Oregon WIC Listens. Did you address observing and enhancing the clinic appearance or atmosphere? If so, and if you have not had time to do this, here is your opportunity! If this is not in your Oregon WIC Listens vision, consider adding it. This could be a fun team building and health department activity. Check it out!

How to use the Clinic Entrance Observational Tool:

1. Print the tool and place it on a clip board with a pencil.
2. Recruit a staff member, a participant, a nursing supervisor and/or a health department administrator. Ask them to take 15 to 20 minutes to “walk in the shoes of a participant” (unless they are the participant), and complete this 2-page observational tool.
3. Review, summarize, and share the findings at your next staff meeting. Have the group identify the priority items and which items could be changed easily.
4. Create a simple action plan based on the items staff found feasible, realistic, and most important to providing participant-centered services.

In outreach, it is not just about providing brochures or annual reports, but is also about creating an environment where WIC participants will feel welcome, comfortable and empowered. This tool can provide guidance in helping your clinic make small, realistic changes that will improve the WIC experience. When WIC participants have a positive encounter, they will return, and spread an enthusiastic word about WIC.

Stay tuned for Part II of Improving how WIC does Business---The Clinic Flow & Interactions Observation Tool...

Clinic Entrance Observation Tool

I. Entering the WIC clinic

1. Does the clinic have clear and visible signage? Yes No
2. Do participants report that the clinic is easy to find? Yes No
3. Is the physical entrance to the clinic “welcoming”? Yes No

II. Waiting Room/Area Appearance

1. Describe what the waiting room looks like:

2. Describe signs, posters, pictures, bulletin boards, etc. Are signage/materials ethnically, culturally and linguistically diverse?

3. Are there ways to keep children busy and engaged in the waiting area?

Yes (describe _____)

No

4. The waiting room/area:

Not at All Okay Very Much

Is family-friendly (e.g., safe, clean, comfortable, not too loud)

Comment: _____

Is breastfeeding-friendly (e.g., wide chairs to hold infant, lactation room)

Comment: _____

III. Overview of Assessment

Overall, how do you think the waiting area environment may affect the WIC applicants' and participants' perspectives on WIC?
