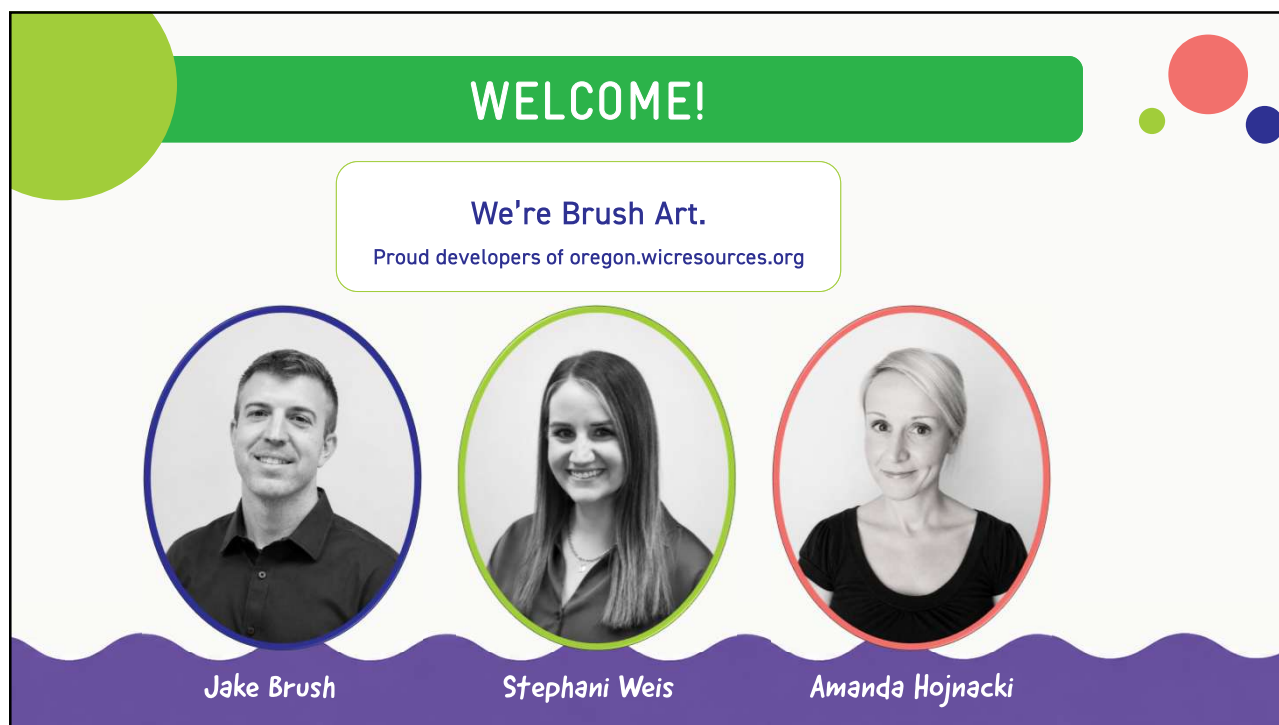




1



2

LEARNING OBJECTIVES

Before leaving this room today, we have confidence you will be able to:

- ✓ Identify opportunities to integrate Oregon WIC digital education resources (oregon.wicresources.org) into nutrition counseling to reinforce key messages and support behavior change between appointments.
- ✓ Use practical strategies and communication tools to connect participants with trusted, mobile-friendly resources that encourage continued learning and engagement beyond the clinic visit.
- ✓ Apply motivational interviewing techniques to guide participant-centered nutrition conversations across in-person, text, and email interactions.

3

MOTIVATIONAL INTERVIEWING 101

THE 4 TASKS



PACE



4

MOTIVATIONAL INTERVIEWING 101

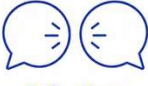
OARS



Open-ended questions
Invite full answers, not yes/no



Affirmations
Notice and name strengths and effort



Reflections
Mirror meaning to show you heard them



Summaries
Gather what matters and check understanding

ASK-OFFER-ASK



1st Ask
Ask an open-ended question to find out what the participant knows or thinks about a topic.
"What have you heard about breastfeeding?"



Offer
Ask for permission before sharing facts, ideas, or advice in a clear, respectful way.
"Would you be open to hearing how breastfeeding can benefit you and your baby?"



2nd Ask
Ask another open-ended question to regauge understanding or thoughts about the information.
"What do you think about what I just shared?"

5

MOTIVATIONAL INTERVIEWING 101

DARN-CAT



D • Desire
Wanting a change
ASK: Why would you want to ____?
"I don't want to be glued to my vape anymore."



A • Ability
The skills or capability to change
ASK: How might you go about ____?
"I think I could quit if I had support."



R • Reasons
Specific arguments for making a change
ASK: What are your reasons for ____?
"My family and I would be healthier, happier, and have more money."



N • Need
The urgency or necessity of change
ASK: How important is it for you to ____?
"I need to quit before it's too late."



C • Commitment
A clear declaration of intent
ASK: What will you do?
"I will quit vaping before my next birthday."

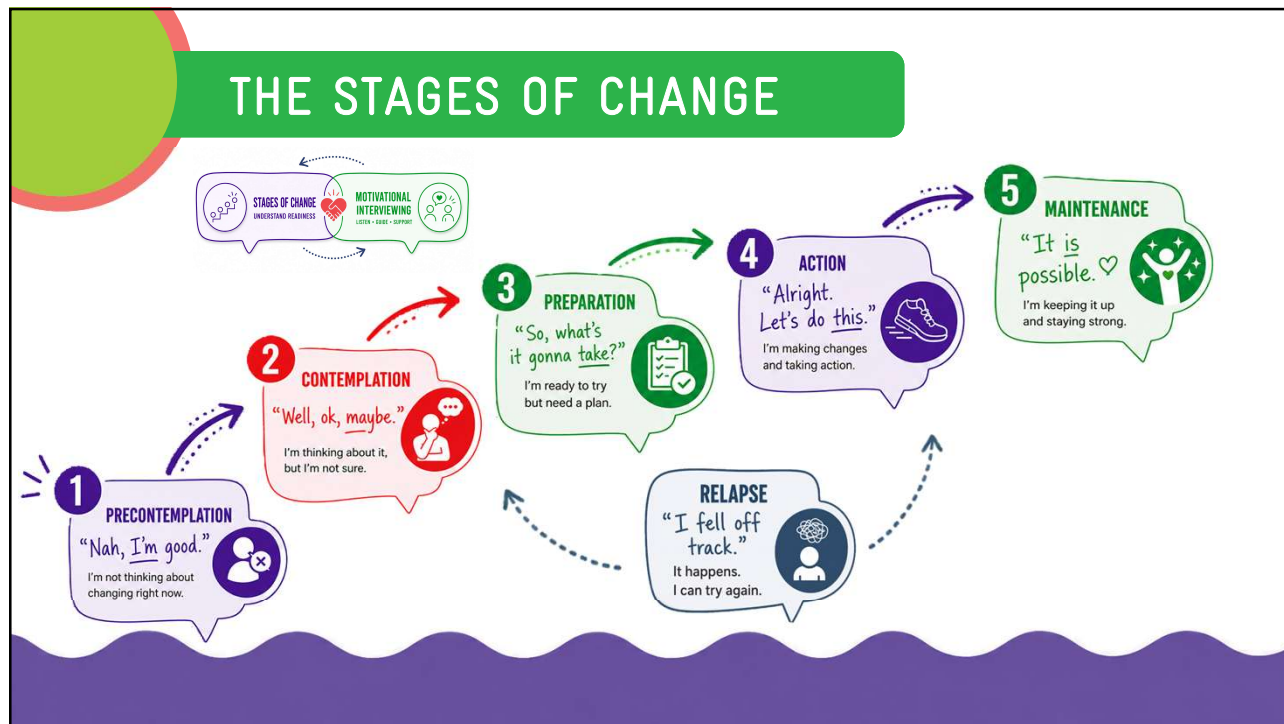


A • Activation
Readiness to act
ASK: What are you considering doing?
"Instead of vaping, I'll chew gum and do breathing exercises."

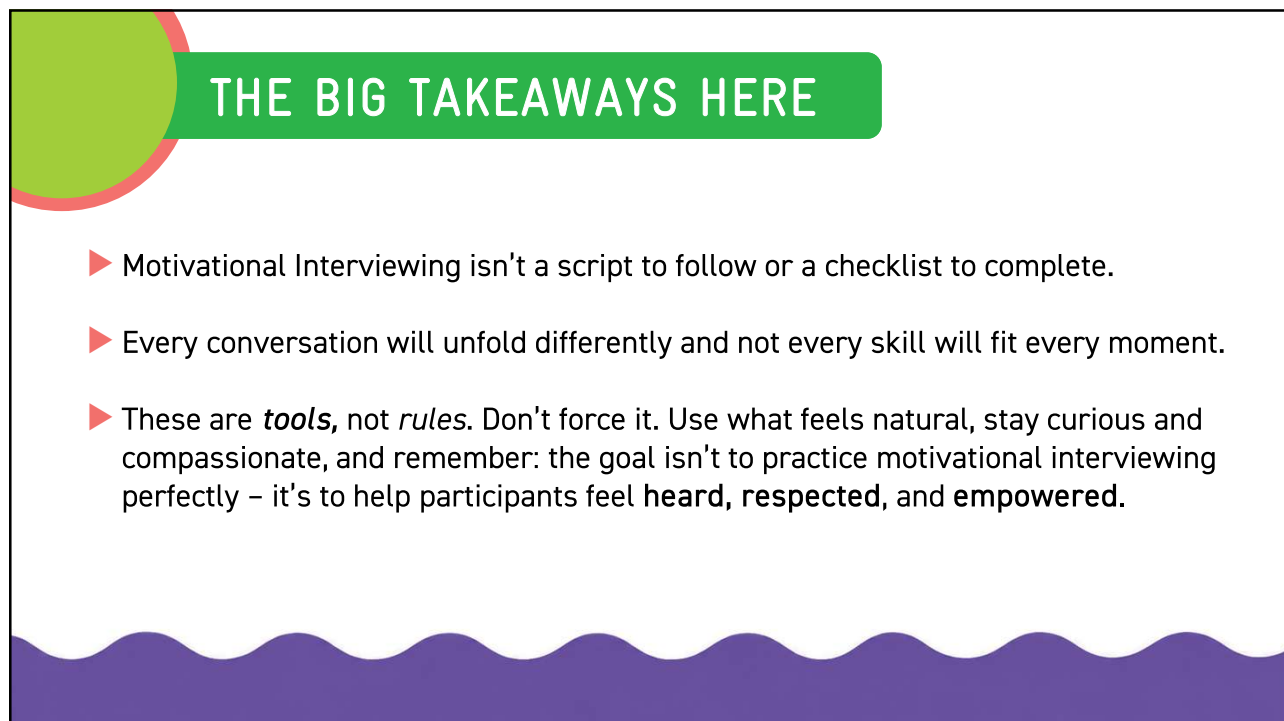


T • Taking Steps
Actions already completed
ASK: What have you already done?
"I threw away all my vape stuff last week."

6



7



8



9



10

FEATURES & FUNCTIONALITIES



Accessible



Searchable



Shareable



I'M READY TO LEARN HOW TO EAT MOST OF THE FOODS YOU DO

I need your help to learn how to eat well and **DO IT BY MYSELF!**

SHARE



WHAT

- Offer small servings of several foods that are easy for me to eat.
- I need soft, tender, and moist foods like cooked vegetables and soft fruits.
- I still love to come to the breast to breastfeed but expressed breast milk in a cup is great too!

HOW

- Offer me foods from a small plate or bowl.
- I want to choose if I use my fingers or my spoon. Please be patient if I am messy.
- Cut my food into small, bite-sized pieces no bigger than your thumbnail.

WHEN

- I do best with 3 meals (breakfast, lunch, dinner) and 2 or 3 snacks. Let's eat at the same times every day.
- I only need water between meals and snacks. This way I will be hungry - but not too hungry - when it is time for the next meal or snack.

WHERE

- Eat with me. I need your help and I learn a lot during family meals. Our time together is special. I feel so loved when you pay attention to me.
- Let me eat at the table with everyone else. I need to be safe, sitting up with my body and feet supported, and buckled in my highchair.




11

oregon.wicresources.org



SHARE







Check it out!

Oregon WIC has shared a resource with you from oregon.wicresources.org.

Resource Name:
Tips For a Healthy Pregnancy

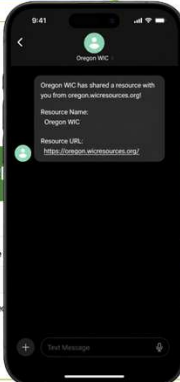
Resource URL:
<https://oregon.wicresources.org/tips-for-a-healthy-pregnancy>

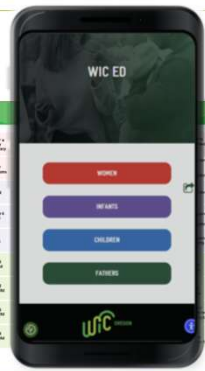
To view the resource, click the link above or the button below.

Check it out!




USDA is an equal opportunity provider, employer, and lender.





12

QUIZ TIME!

QUESTION

1

QUESTION

2

QUESTION

3





13

CONNECTING THE CONVO

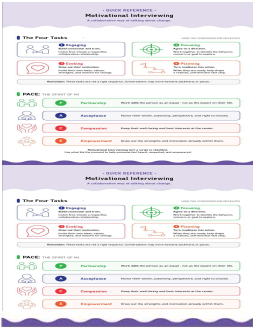
Motivational Interviewing

Communication Skills & Change Talk

+

Brush Art digital resources

(oregon.wicresources.org)






Like This!

14

CONNECTING THE CONVO

The following is intended to demonstrate motivational interviewing style, not replace required nutrition education, health screening, referrals or local protocols. If a participant reports an urgent feeding, or medical or mental-health concern, please respond immediately according to program procedures.

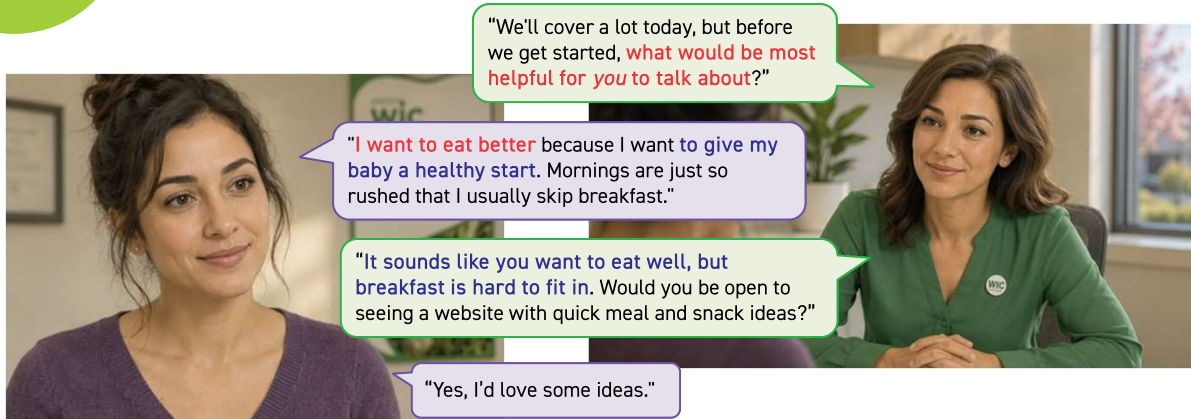
15

MEET SARAH & WENDY



16

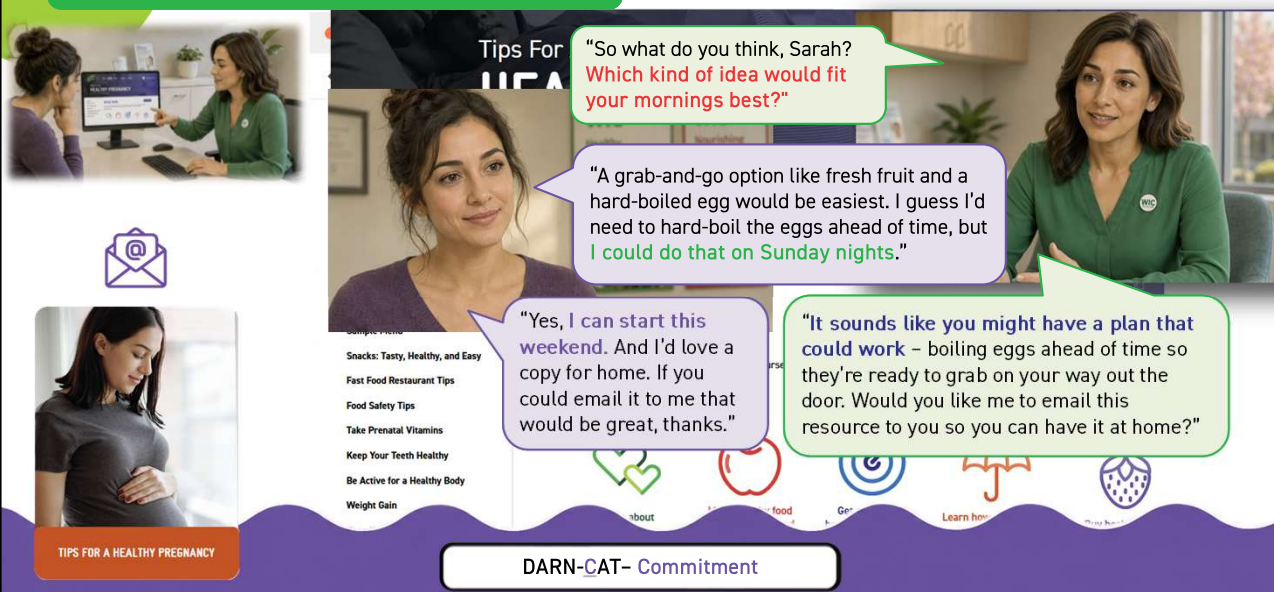
1st ENCOUNTER



OARS – Reflection

17

1st ENCOUNTER



18

2nd ENCOUNTER



"Sometimes Anna wants to eat again right after I've fed her. I'm worried she isn't getting enough. I've been watching her diapers and feeding cues, but I'm still not sure if everything is okay."

"You want to know that Anna is getting enough, and it's great that you've already been paying close attention to her feeding cues and diapers. I have an Infant Feeding Guide resource that may help explain what you've been noticing with Anna. Would you like me to email or text it to you?"

"Yes, if you could text it to me, that'd be great."



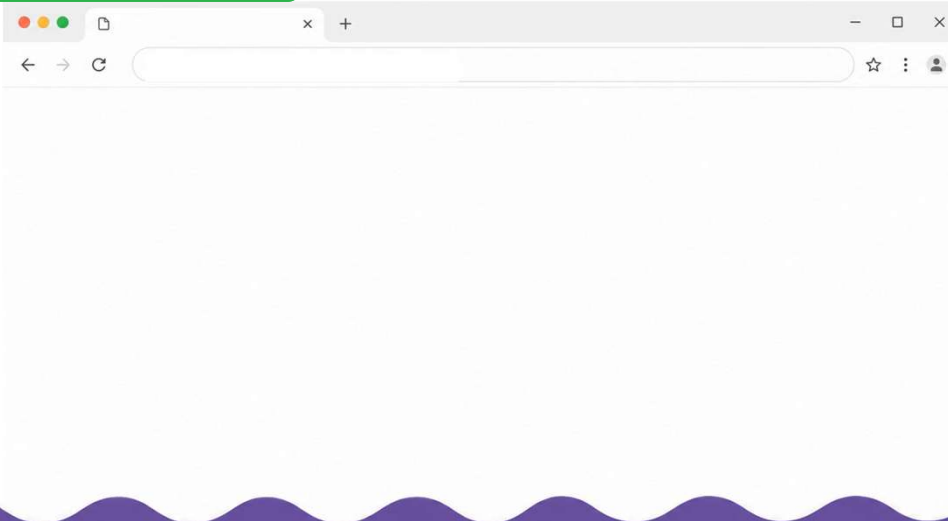
OARS – Reflection | Affirmation

19

2nd ENCOUNTER



INFANT FEEDING GUIDE



20

3rd ENCOUNTER

OARS - Reflection | Open-ended question

21

3rd ENCOUNTER

BIRTH TO 6 MONTHS

22

4th ENCOUNTER




"Anna is sitting up well and reaching for our food any chance she gets. I think she's **ready to try solid foods**, but I don't know where to start."

"You're seeing signs that she may be ready, and you want to start safely. **What feels like the biggest question** - when to start, what to offer, or how much?"

"What to offer first."

"You're really paying attention to Anna's cues, and it makes sense to **want some guidance on those first foods**. **What have you heard about foods babies can try first?**"

"Honestly, not much."

"If you'd like, we can look at a resource together and talk about which options might work best for Anna."

"Sure, that'd be great."

OARS - Affirmation | Reflection | Open-ended question

23

4th ENCOUNTER




"After reviewing this, what seems doable this week?"

"I think **I could try offering Anna some infant cereal**."

"That's great, Sarah. **It's clear you're committed to helping Anna grow in a healthy way, at her own pace.**"




6 TO 12 MONTHS

OARS - Affirmations

24

5th ENCOUNTER



"Matt wants to help, and he already changes diapers and burps Anna. But when I'm breastfeeding, he isn't sure what else he can do."

"It's great that he's already found some hands-on ways to help, and it sounds like you'd both like a few more ideas. Would it be helpful to see a Dad's Guide to Newborn Care with ways to support breastfeeding and share everyday care?"

"Yes. The breastfeeding ideas would be especially helpful. Can you text it to me so I can share it with Matt?"



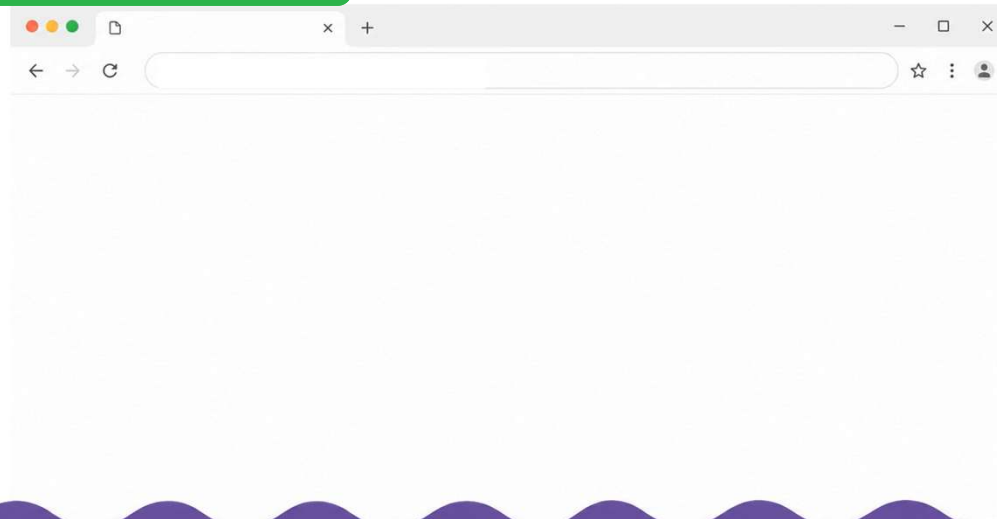
DARN-CAT - Activation

25

5th ENCOUNTER

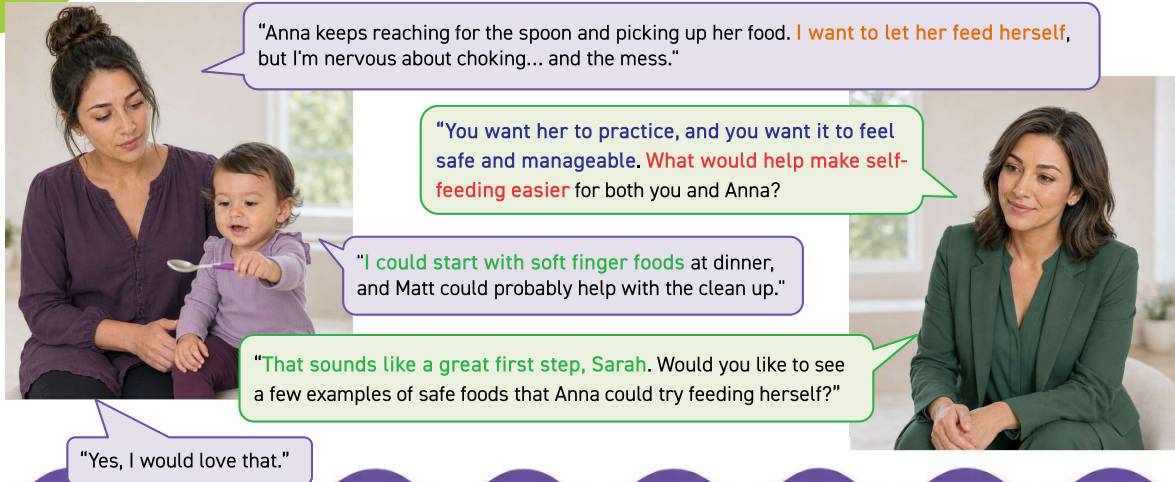


DAD'S GUIDE TO NEWBORN CARE



26

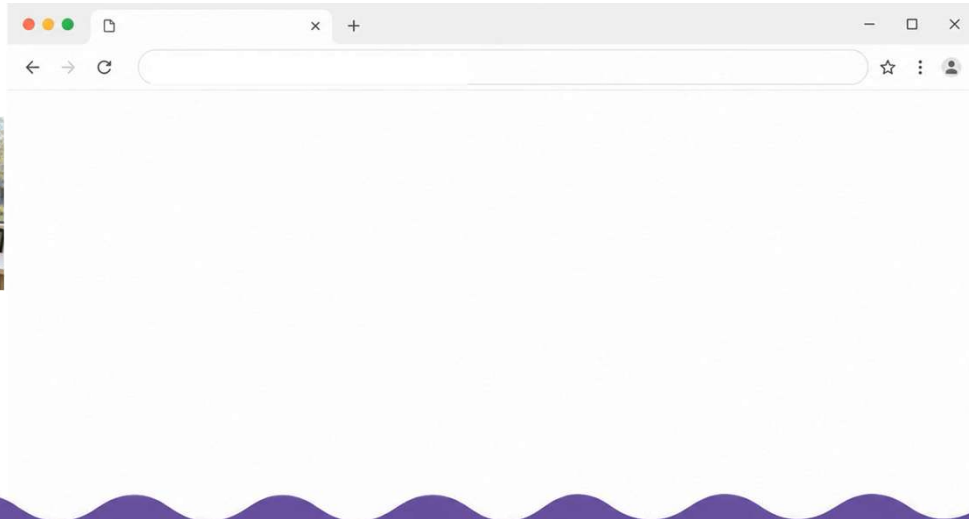
6th ENCOUNTER



OARS - Affirmations

27

6th ENCOUNTER



28

7th ENCOUNTER



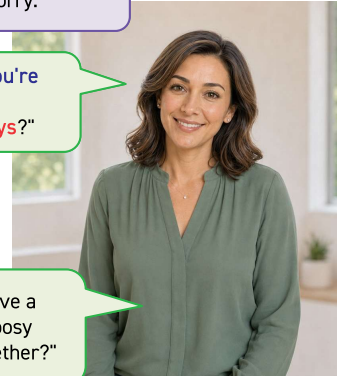
"Some days Anna eats almost everything. Other days she barely touches her food. I'm trying not to pressure her, but it's hard not to worry."

"Her appetite changes from day to day, and you're working hard to keep meals from becoming a struggle. What do you notice on the easier days?"

"She eats more when she isn't tired and when I let her decide how much."

"It sounds like you might have found a helpful pattern. I have a resource that talks about what you're noticing with Anna – choosy eating and no-pressure meals. Would you like to review it together?"

"Yes, please!"



DARN-CAT – Taking Steps

29

7th ENCOUNTER

"Of course! There are also some great kid-friendly recipes to try. If you want, you're welcome to scan the Food Heroes Recipes QR code to check them out."

"Can you text this to me? I want to share it with Matt."

"Cool!"



3 – 35 YEARS OLD



Amounts

Look what I can do!

Keep Me Safe and Healthy

NG THREE IS FUN FOR ME!

is and may ask a lot of questions. I need your help to LEARN NEW THINGS.

I MAY BE a choosy eater at times.

I might like a food one day, but not the next. It's okay if I eat a lot sometimes and not very much at other times. Some days I may be hungrier than other days, this is normal. I will eat if I am hungry. I may be cautious about eating new foods. I might need to see a food 10 or more times before I learn to like it. Please keep offering it, but don't force me to eat.

REMEMBER:

• You can offer a variety of healthy foods and decide what time to eat. There are no rules for how many meals and

SHARE

30

NOW IT'S YOUR TURN!

1. Please form small groups of 2-4 people.
2. A statement from Sarah will be shown on screen.
3. Work with your group to:
 1. Identify any "Change Talk" language heard from Sarah.
 2. Create a response to Sarah using one or more Motivational Interviewing skills.
 3. Select a digital resource to offer Sarah that relates to what she has shared.

31

Sarah, 2 weeks postpartum



"I'm so focused on taking care of Anna that I barely think about taking care of myself. I'm exhausted, and I guess I just need to know if what I'm feeling is normal."

[Your Response]

MI Skills + Resource to offer

INSTRUCTIONS

1. Identify Sarah's "Change Talk" language.
2. Create a response to Sarah using one or more Motivational Interviewing skills.
3. Select a digital resource to offer Sarah that relates to what she has shared.



32

Sarah, 2 weeks postpartum






HEALTH TIPS FOR NEW MOMS

33

Sarah with Anna, age 2



"Meals are starting to feel like a battle. I keep offering new foods, but Anna usually just pushes them away. I don't want to force her, but I'm afraid she won't eat enough if I don't encourage her."

[Your Response]

MI Skills + Resource to offer

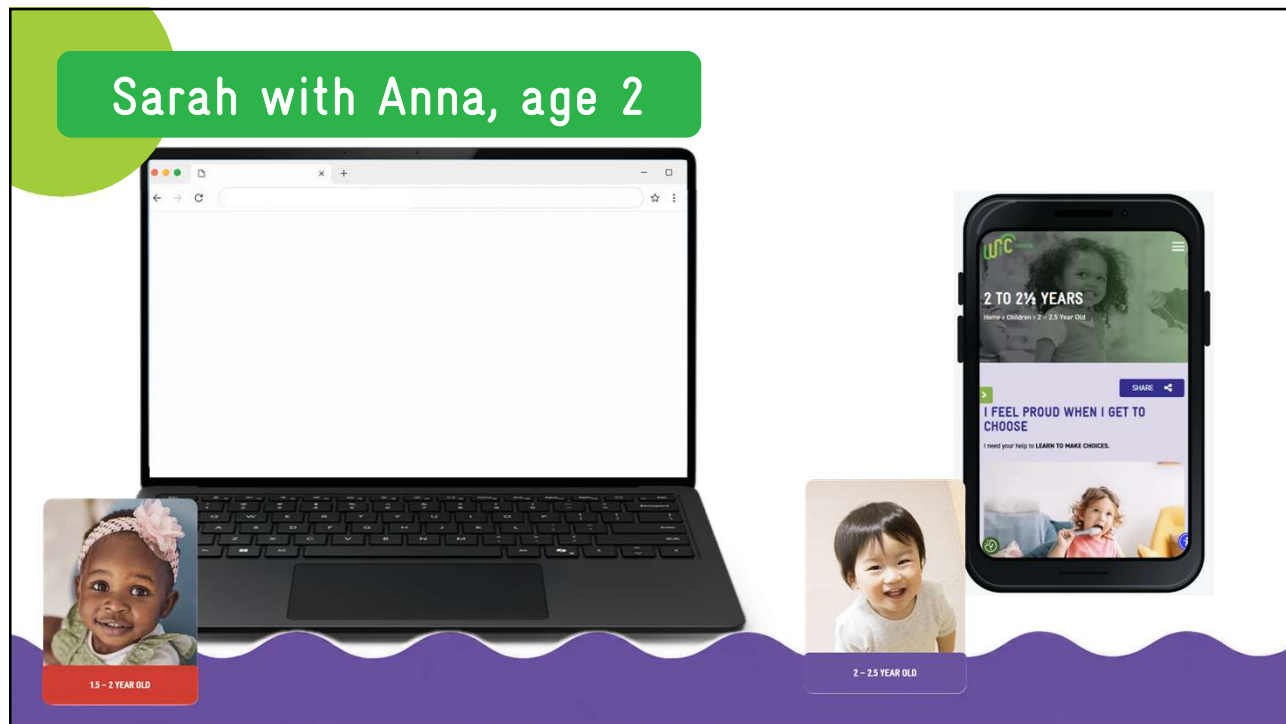
INSTRUCTIONS

1. Identify Sarah's "Change Talk" language.
2. Create a response to Sarah using one or more Motivational Interviewing skills.
3. Select a digital resource to offer Sarah that relates to what she has shared.



34

Sarah with Anna, age 2



35

Sarah with Anna, age 4



"We finally have a regular meal and snack routine. Anna wants to help with just about everything, and I'm ready to let her do more. I just want to make sure it's safe for her."

[Your Response]

MI Skills + Resource to offer

INSTRUCTIONS

1. Identify Sarah's "Change Talk" language.
2. Create a response to Sarah using one or more Motivational Interviewing skills.
3. Select a digital resource to offer Sarah that relates to what she has shared.



36

Sarah with Anna, age 4



37

THOUGHTS?

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