

NLN 2014 Abstract Submission from Arizona

Title: Using Communication to Promote Behavior Change in the Arizona WIC Program

Submitted by: Linda Yee, MPH, Office Chief for Nutrition and Training Services

Lead: Jaclyn Chamberlain, RD, MPH and Carrie Zavala, RD, MPH

Background Information:

The WIC Program's Revitalizing Quality Nutrition Services (RQNS) Initiative and the WRO project on participant-centered services (PCS) changed the paradigm and focused on nutrition behavior change instead of knowledge.

From 2006 – 2010, AZ WIC program offered many trainings for staff on PCE and Cialdini's principles of influence. However, clinic reviews indicated progress has been slow in changing the paradigm.

Methods:

In 2011 AZ WIC developed a new screening method for WIC risks during the certification process. The previous approach included a "questionnaire" style assessment which staff reviewed with clients in a script format. To improve the quality of conversation, the script was replaced with an "ABCDE guide" that includes topics that must be assessed in a conversation, but does not provide scripted questions. Topics are categorized by Anthropometric, Biochemical, Clinical, Dietary and Environmental and coincide with USDA risk criteria.

AZ sought innovative ways to aid WIC staff in identifying change talk and client motivation through the use of the ABCDE guide, along with the projective "Getting to the Heart of the Matter" tools developed by the Massachusetts WIC Program.

Results:

High levels of satisfaction with services were found in each of the three years surveys. In 2013, significant improvements in the percent of respondents who report the highest levels of satisfaction were found in several areas such as

- Counselor listened to their concerns
- Staff cared about their families
- Liked foods bought with WIC checks
- Ability to make better decisions
- Finding WIC foods in stores

Resources:

www.gettingtotheheartofthematter.com

[**Influence: Science and Practice by Robert B. Cialdini**](#)

www.influenceatwork.com