



**Welcome to the Minnesota WIC Program  
Participant-Centered Webinar Series**

**As you enter the room, please mute your phone**

Please do not put the phone call on hold (we will all hear the music©)  
If your phone does not have a mute function, \*6 will mute your phone

Karen Deehy, MS, RD  
Senior Associate




**Welcome**

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**Guidelines**

- ▲ Phones on mute
- ▲ Raise hands
- ▲ Chat box




**The Plan**

- ▲ Topic area: **Using Participant and Staff Feedback**
- ▲ Why ask for feedback?
- ▲ Feedback from participants:
  - Tools, topics, uses
- ▲ Feedback from staff:
  - Tools, topics, uses

**Asking for Feedback: Reasons**



- Being participant-centered
- Program improvements
- Respond to changes
- Identifying barriers to participation
- Encouraging inclusion



**Fearing the Feedback**

Your most unhappy customers are your greatest source of learning.

- Bill Gates

### Majority Do Not Complain



### Program Shifts

- Big messages
  - Focus on weight vs behaviors
  - Tailoring the conversation
  - Options for nutrition education
  - Options for WIC appointments
  - Staff impact experience



### WIC Participants



### Wide Range of Feedback

- Annually
- Bi-annually
- Quarterly
- As needed
- Rarely
- No-formal system; anecdotal



### Examples of Type of Feedback

- |                           |                             |
|---------------------------|-----------------------------|
| • Hours of operation      | • Nutrition topics          |
| • Convenience of location | • Type of education style   |
| • Appointment reminders   | • Impact: behavior change   |
| • Phone services          | • Effectiveness of services |
| • Customer service        | • Breastfeeding perceptions |
| • Shopping experience     | • Food security             |
| • Barriers                |                             |
| • Program suggestions     |                             |



### Ways to Collect Participant Feedback

- Surveys: paper, electronic, phone
- Participant Interviews
- Focus groups
- Listening sessions/town halls
- Feedback forms
- Suggestion/Feedback boxes



### Benefits of Surveys



- People are used to them
- Quick
- Fairly easy to analyze
- Can use open-ended questions
- Many ways to administer:
  - Paper
  - Tablet
  - Email
  - Text
  - Phone
  - Mail
- Sources



### Tips for Surveys



- Length
- Focus on purpose
- Explain purpose
- Open-ended vs. closed ended
- Rating scales
- Notification
- Languages
- Incentives
- Testing



### Mistakes to Avoid

- Balance responses:
  - How would you rate them in each of the following areas?  
Would you say it is Excellent, Very Good, Good, Fair or Poor?
    - Excellent
    - Very Good
    - Good
    - Fair
    - Poor
    - Don't Know / Unsure
- Ask only one question:
  - How was the class? Was the instructor knowledgeable?  
What could they have done differently?



### Poll Question



### Electronic Survey Tools



- SurveyMonkey
- SurveyGizmo
- GetFeedback
- QuestionPro
- Hively
- Typeform
- mPoll.me



### PCS Counseling Style

**INSTRUCTIONS**  
Please circle excellent, good, fair, or poor for each statement.

How was the nutritionist at...	Circle One			
	Excellent	Good	Fair	Poor
1. <b>Making you feel at ease...</b> <i>(being friendly and warm; respectful; not cold or abrupt)</i>				
2. <b>Letting you tell your "story"...</b> <i>(giving you time to fully describe your situation in your own words; not interrupting or diverting you)</i>				
3. <b>Really listening...</b> <i>(paying close attention to what you were saying; not looking at the notes or computer as you were talking)</i>				
4. <b>Being interested in you as a whole person...</b> <i>(asking/knowing relevant details about your life/situation; not treating you as "just a number")</i>				
5. <b>Fully understanding your concerns...</b> <i>(communicating that he/she had accurately understood your concerns; not overlooking or dismissing anything)</i>				
6. <b>Showing care and compassion...</b> <i>(seeming genuinely concerned, connecting with you on a human level; not being indifferent or "detached")</i>				

### PCS Counseling Style

7. <b>Being positive...</b> <i>(having a positive approach and a positive attitude; being honest but not negative about your problems)</i>	Excellent	Good	Fair	Poor
8. <b>Explaining things clearly...</b> <i>(fully answering your questions; explaining clearly; giving you adequate information; not being vague)</i>	Excellent	Good	Fair	Poor
9. <b>Helping you to take control...</b> <i>(exploring with you what you can do to improve your diet or health; encouraging rather than "lecturing" you)</i>	Excellent	Good	Fair	Poor
10. <b>Making a plan of action with you ...</b> <i>(discussing the options; not ignoring your views)</i>	Excellent	Good	Fair	Poor

This checklist is a modified version of the Consultation and Relational Empathy (CARE) Measure created by Dr. Stewart Mercer and colleagues in the Departments of General Practice at Glasgow University and Edinburgh University.

WIC SERVICES TOOLKIT: Communication Skills Part II Page |

### Interviews

- Pros and cons
- Example of alternative question style

Always a problem	Sometimes a problem	Never a problem
<div style="border: 1px solid gray; border-radius: 10px; padding: 5px; width: 60px; margin: 5px auto;">Wait Time</div> <div style="border: 1px solid gray; border-radius: 10px; padding: 5px; width: 60px; margin: 5px auto;">Shopping</div>	<div style="border: 1px solid gray; border-radius: 10px; padding: 5px; width: 60px; margin: 5px auto;">Checking In</div> <div style="border: 1px solid gray; border-radius: 10px; padding: 5px; width: 60px; margin: 5px auto;">Scheduling appointments</div> <div style="border: 1px solid gray; border-radius: 10px; padding: 5px; width: 60px; margin: 5px auto;">Length of appointments</div>	<div style="border: 1px solid gray; border-radius: 10px; padding: 5px; width: 60px; margin: 5px auto;">The Information I receive</div> <div style="border: 1px solid gray; border-radius: 10px; padding: 5px; width: 60px; margin: 5px auto;">The way I am treated</div> <div style="border: 1px solid gray; border-radius: 10px; padding: 5px; width: 60px; margin: 5px auto;">Talking to the Nutritionist</div> <div style="border: 1px solid gray; border-radius: 10px; padding: 5px; width: 60px; margin: 5px auto;">Paperwork</div>

### Focus Groups / Listening Sessions





### Using Feedback Data




### Using Feedback from Participants

- Look for areas of opportunities to change to meet customer needs from open ended comments.
- discuss with staff @ staff meeting.
- Share with staff/team, what's going well? what's not? brainstorm what can be changed. compare information collected from previous surveys, identify trend; share the results with the state staff.
- Individually in peer reviews and training and in reports given to MDH and in quotes for program brochure.
- program changes or reinforcement that we are meeting needs of clients, to determine outcomes.

### Staff Feedback




### Feedback from Staff - Types

- Training needs; items to be included in staff meetings; process or overall quality improvement.
- What works, what doesn't work, change suggestions.
- Information on appointment times, documentation, policy needs.
- feedback on how meetings are run, challenges with nutrition ed, breastfeeding, PCS services, individual situations.



### Feedback from Staff - How

- Verbally
  - Individually, group
- Surveys: paper, electronic
  - Formal, informal
  - Anonymous
- Open-door policy
- Focus groups, listening sessions
- Proxy: mentors, supervisors



### Feedback from Staff - How

- Ask for feedback at staff meetings have an envelope for suggestions or topics for staff meetings; open door for staff to talk individually
- Participatory unit meeting where areas of concern are discussed and solutions are identified along with formal QI projects.
- We discuss many things at our monthly WIC meetings and if all in agreement to include something in our practice, we attempt to do so.



### Types of Information to Collect

- Program ideas
- Management feedback
- Working environment
  - Areas of strengths and interests
- Areas training needed
- Feedback from participants



### Tips for Surveys/Feedback Forms

- Anonymity
- Advertise in advance
- Give enough time/Timing
- Include everyone (skip patterns)
- Contextual follow-up questions
- Not too many
- Act on them



### Poll Question



## Using Staff Feedback

- Sometimes use it to make changes sometimes listen and evaluate what needs to be done.
- To try and make things easier for staff, more consistent charting.
- We do reflective practice with CPA's for an hour a month to discuss challenging situations/PCS with clients, suggest alternative ideas and do trainings.
- I believe we would use it to formulate a standard of care within our agency as well as offer some options in regard to how to handle different scenarios.
- To formulate approaches to services.



## How Much is Too Much?



## Time to Share

