

Participant Centered Services (PCS) Opportunities

DECEMBER 11, 2024

*PCS isn't **what** you do in WIC, it's **how** you do it.*

What is Participant Centered Services?

PCS places the participant at the center of every WIC interaction, which means focusing on people's capacities, strengths, and developmental needs - not solely their problems, risks, or negative behaviors. We strive to provide WIC services in a genuinely respectful, accepting and understanding way by emphasizing collaboration with the participant and giving them the freedom to choose options that work for them. This approach supports healthy lifestyle and eating behaviors.

Revitalizing Participant Centered Services

Now that we're back in person and WINNIE has rolled out, this is a perfect time to undertake an initiative to revitalize PCS. We kicked off this effort at the WIC conference and there was a lot of interest in growing and learning more! Future trainings will provide opportunities for new staff to learn about PCS and for seasoned staff to continue enhancing their skills.

Revitalizing PCS is about refocusing our energy on how WIC is done and those nuanced techniques that make a major difference in the overall impact WIC has on participants.

What is a PCS champion?

PCS champions are ambassadors of PCS who support revitalization in a variety of ways, such as:

- Enhance PCS skills through trainings, readings, and...practice, practice, practice.
- Share information with co-workers through informal discussions and staff meetings.
- Communicate with others about barriers staff experience and what support is helpful.
- Mentor coworkers in their PCS skills.

Upcoming activities

We're excited about the upcoming activities planned to support revitalization of PCS in Minnesota WIC!

Champions' webinar #2

The Champions Webinar (January 30, 2025, from 9 -10 a.m.) will be an opportunity to hear about techniques Champions use to support their co-workers in PCS. The interactive webinar will focus on assessment and counseling techniques, resources available, and skill practice. The framework of PCS Mentoring will have more prominence in this webinar because although sometimes challenging to implement, it is highly effective in WIC staff skill development.

Registration link: [PCS Champions' Webinar #2](#)

Champions calls

Champions calls are scheduled to start March 11, 2025, and will be held on the second Tuesday of the month from 8:30-9:30 a.m. Bernadette will be leading the calls with no formal agenda, but rather discussion questions available if there is a lull in conversation. These calls are an open and welcoming PCS forum to discuss successes and challenges, work on skills, identify efficiencies, foster team spirit, and celebrate success. Join the calls to network with state and local staff, benefit from the collective expertise of Champions across the state and pose those questions that you have been hesitating to ask elsewhere.

No registration required. Use the [Champions Call Microsoft Teams Meeting](#) link or find the link on the Local Agency [Important Dates Calendar](#) to join the call. The calls will be scheduled through the end of 2025. We will ask for feedback on continuing them beyond 2025.

Regional trainings

Eight regional workshops are currently being scheduled for the spring/summer of 2025. These workshops will allow staff from all experience levels to come together, learn from one another, and practice their techniques. The workshops will cover use of core PCS skills and facilitate skill application through scenario-based practice. Because PCS skills are communication skills, these workshops will benefit staff in and out of work!

Additional information and registration details to come.

Micro-trainings

In the interest of ongoing support, micro-trainings are currently in development. Scheduled to begin in the fall of 2025, this content is being designed for ease of access, efficiency, and impact. Think, let's not lose our momentum. If you have ideas, please contact Bernadette at bernadettelandersflores@gmail.com.

Please reach out to your State WIC Consultant if you have any questions.

Reference – Complete Listing of Hyperlinks

[PCS Champions' Webinar #2](https://events.gcc.teams.microsoft.com/event/1ff99cbe-397a-47d2-b8a1-8e3e437a89fe@eb14b046-24c4-4519-8f26-b89c2159828c) (https://events.gcc.teams.microsoft.com/event/1ff99cbe-397a-47d2-b8a1-8e3e437a89fe@eb14b046-24c4-4519-8f26-b89c2159828c)

[Champions Call Microsoft Teams Meeting](https://teams.microsoft.com/dl/launcher/launcher.html?url=%2F_%23%2F%2Fmeetup-)
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join%2F19%3Ameeting_NjhmZDRhMTgtOTg0OC00ZjMxLTIOTEtYTI4NzlxMjcyZDZk%40thread.v
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b89c2159828c%2522%252c%2522Oid%2522%253a%2522d89c21a1-204a-43a2-b15f-
5762136253d9%2522%257d%26anon%3Dtrue&type=meetup-join&deeplinkId=c3ffe7b1-3562-
4772-85a8-
8664b9ba9728&directDI=true&msLaunch=true&enableMobilePage=true&suppressPrompt=tru
e)

Important Dates Calendar

(<https://calendar.google.com/calendar/embed?src=500k4ns9eqb26v51529qg1fpuo%40group.calendar.google.com&ctz=America/Chicago>)

Minnesota Department of Health - WIC Program, 625 Robert St. N, PO BOX 64975, ST PAUL MN 55164-0975; 1-800-657-3942, health.wic@state.mn.us, www.health.state.mn.us; to obtain this information in a different format, call: 1-800-657-3942.

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