

# Are participants uninterested or have we not yet reached them?

Sponsored by: Minnesota Department of Public Health-  
WIC

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Learn advanced preparation techniques to increase the likelihood for engagement

Determine how to respond when your participant doesn't seem interested

Explore the unique role of each WIC team member in fostering participant engagement



## Empowered WIC Staff

- Are more influential
- Help find solutions
- More likely to make a difference

**Confused**

**Stressed**

**Trapped**

**Angry**

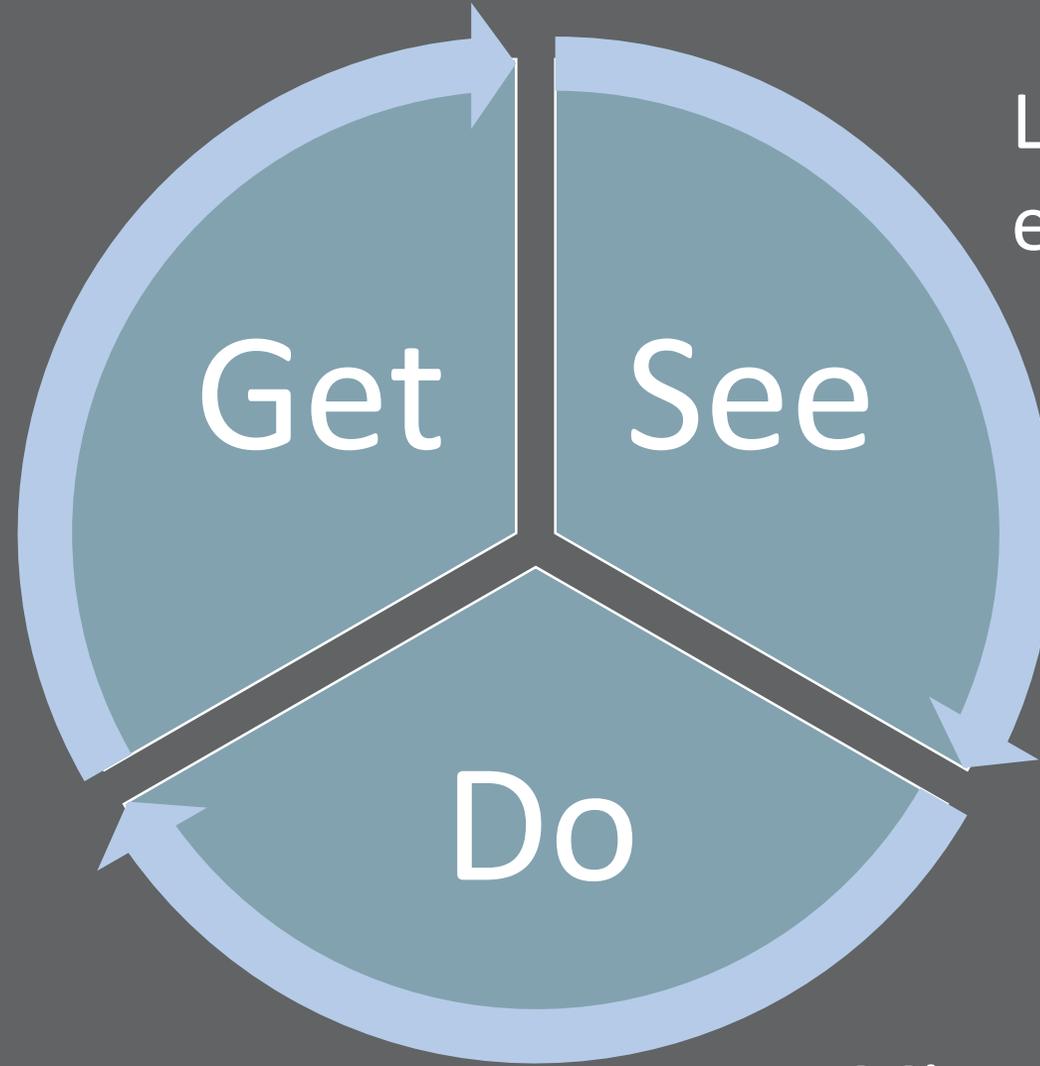
**Insecure**

**Defensive**



Defensiveness is usually someone  
silently screaming that they need  
you to value and respect them in  
disguise.

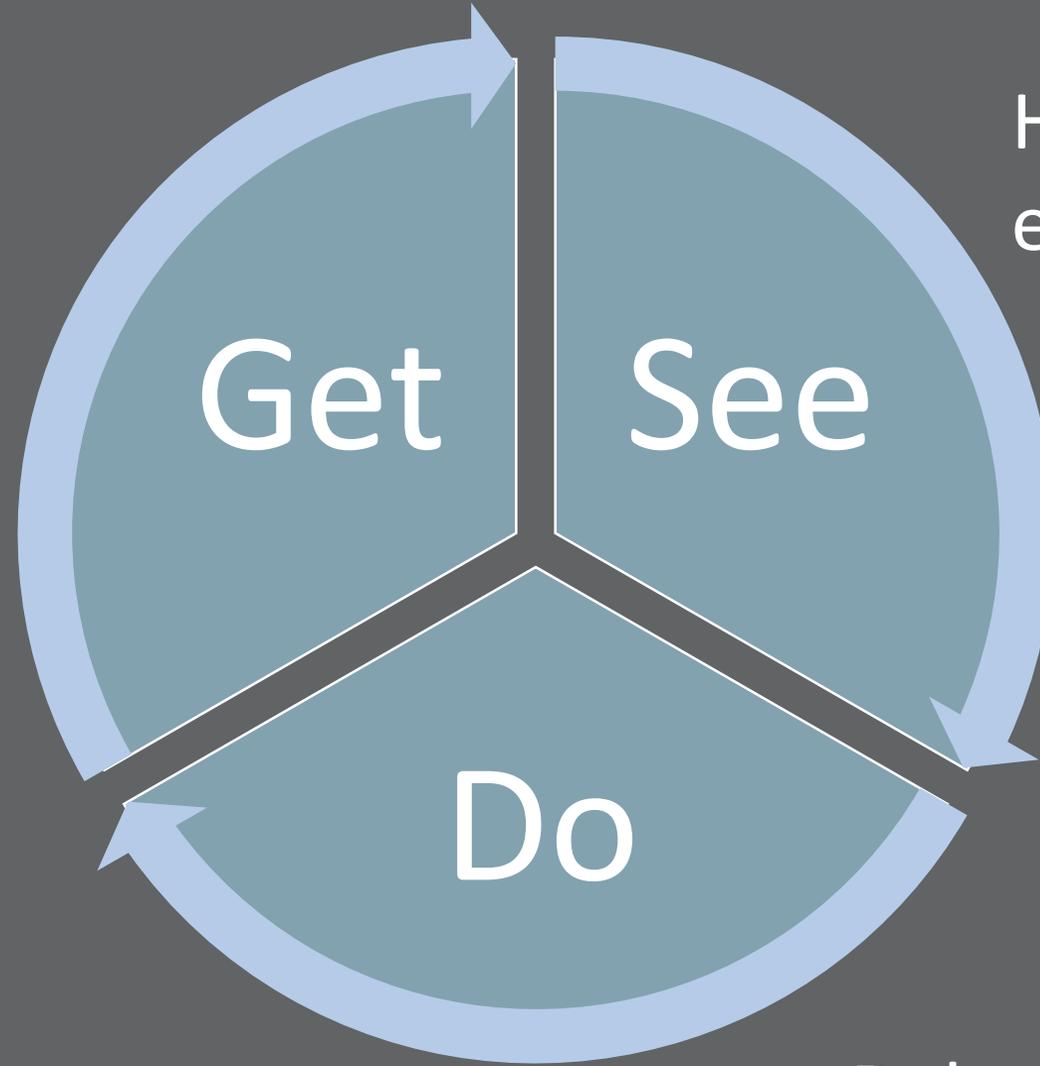
Dependent  
employee



Low performing  
employee

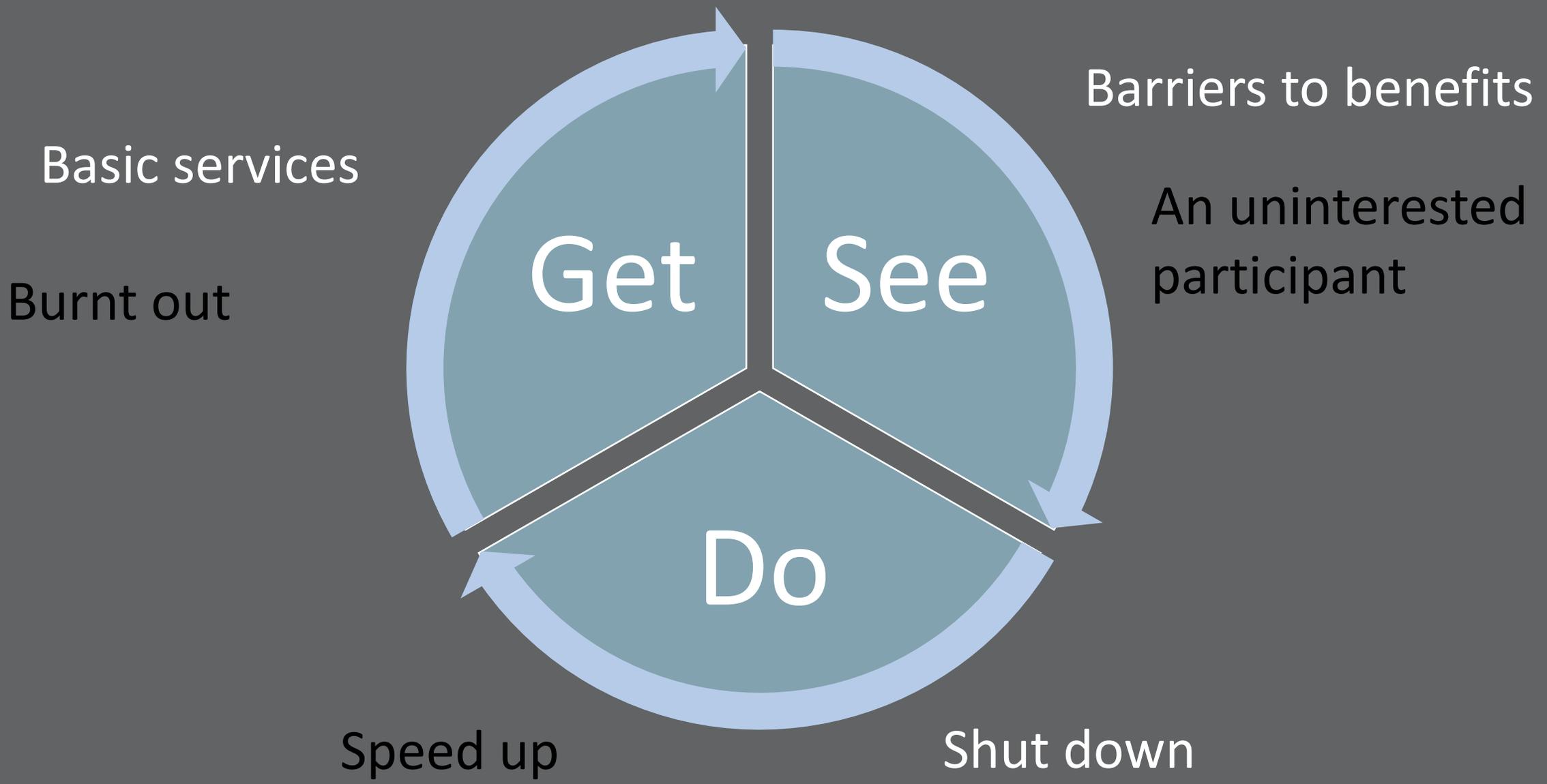
Micromanage

Independent  
employee



High performing  
employee

Delegate



Basic services

Burnt out

Get

See

Barriers to benefits

An uninterested participant

Do

Speed up

Shut down

# Empowered WIC Staff

## Rebranding



Revising messaging-internet, texts, reminders



Telling participants what to expect-in digestible chunks, their preferred format



Value the services they provide



## Cultivating Empathy

- Use literary fiction
- Engage in listening
- Resist judgement
- Put yourself in their shoes
- Be vulnerable



## Empathy

- Builds connections
- Fosters collaboration
- Creates more tailored messaging-Says it from *Their* Perspective



# Empathy

## *Our* *Perspective*

You're required to bring...

You need to...

WIC is a supplemental nutrition program for low income women, infants, and children. WIC provides nutritious foods, nutrition education and breastfeeding support.

## *Their* *Perspective*

To provide you service, please bring...

How do you feel about...

Allow us to be part of your village. We have nutrition and breastfeeding experts that are here for you...And we provide some tasty foods for you and your family, all at No charge! 😊



## Self-actualization

morality  
creativity  
spontaneity  
lack of prejudice  
acceptance of facts



## Esteem

self-esteem, respect,  
achievement, confidence



## Love / Belonging

friendship, family, intimacy,  
sense of connection with others



## Safety

security of body, of employment, of resources,  
of morality, of the family, of health, of property



## Physiological

air, food, water, shelter, clothing, sleep

Having a bad day  
Not ready to change  
Limited time  
Don't want to be judged  
Overwhelmed Distracted  
Nutrition not a priority  
Topics not applicable  
Uncomfortable  
Don't know how to change

Unmet needs

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Financial or  
Health Stress

# Family Stress



# Empowered WIC Staff

## Harnessing Potential



Identify options



Know what is enough in assessment



Get comfortable with not pushing



Engage with others



Value the services

There is no failure except in no  
longer trying.

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—*Elbert Hubbard*

R.A.P.S.

## Reflect

- Reflect Resistance, Frustration, etc.

## Autonomy

- Respect Autonomy

## Permission

- Ask Permission (unless already granted)

## Shift

- Shift the focus

Reflect

“You’re  
frustrated.”

“This isn’t a topic  
that interests you.”

# Autonomy

“For your next appointment, would you like to do a phone call, online or come see us?”

“You know your family best and what will or will not work.”

## Permission

“May I...”

“Can I ask a few more questions before we wrap this up?”

## Shift Focus

“Well let’s talk about what makes you happy about the way she eats?”

“Did I do something to offend you? If so, that was not my intention.”

I've learned that people will forget  
what you said, people will forget  
what you did, but people will never  
forget how you made them feel.

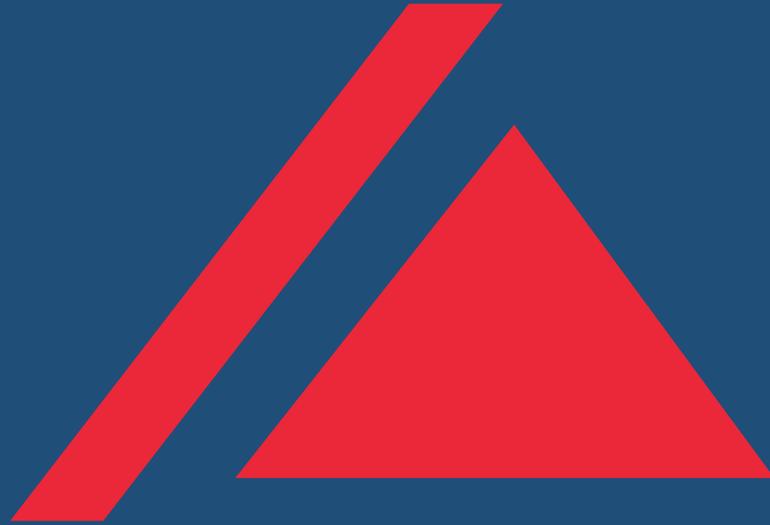
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-Maya Angelou

Questions



Discussion



Thank You!