Welcome
Minnesota WIC Program
Participant-Centered Webinar Series
Karen Deehy, MS, RD
Senior Associate

Guidelines
▲ Phones on mute
▲ Raise hands
▲ Dialogue box

The Plan
▲ Topic area: Goal-setting
▲ Survey: Best practices, tips, strategies

Common Challenges for Goal Setting
▲ Don’t see a need for change
▲ Already doing well
▲ Don’t know how to set goals
▲ Societal barriers
▲ Not enough time

Best Practice: Their Goals, Not Ours
▲ Make sure it is something that is valuable to the participant, their goal and not yours.
▲ Let the clients lead, listen for change talk, say to participants “what will work for you” or “what do you see working for your family and busy schedule?”
▲ Be flexible with which goals or topics the family is interested in.
▲ Let client choose the goal (even if it's not what the counselor thinks it should be).

WHY SET GOALS?
“A goal without a plan is just a wish.”
- Antoine de Saint-Exupery
Goal Setting

▲ Many people don’t think in terms of goals.
▲ People are not used to talking in terms of goals and don’t know where to start. I think that setting a goal puts something out there that you have now committed to, and I think that many of the WIC moms that we work with don’t want to do that.
▲ Participants look at me - like you want me to do what?

Being proactive, setting goals and planning ahead are not a part of generational poverty. Most of what occurs is reactive and in the moment...Lifestyle changes with long-term benefits are difficult to comprehend if the emphasis is on living in the present.

Bridges out of Poverty: Strategies for Professionals and Communities, 2001

Explain the Purpose of WIC Nutrition Ed

Explain why you set goals and how this helps their family.

Examples of Motivational Change Talk

▲ I want to stop snacking as much.
▲ I don’t want to eat for two and gain too much. I am worried about after.
▲ I need to be better with water.
▲ I want to make my own baby food.
▲ I’ve started cutting back on sweets a lot.
▲ I am trying to lose the weight I gained after I moved.

Guiding the Goal: Change Talk to Goal Talk

▲ What are your plans for Johnny and how he eats? I’ve understood you say he doesn’t like milk and you would like him to drink more so should that be something you can work on with him?
▲ Sounds like you are thinking about…
▲ Is that the one thing you want to work on? Have you thought up a time frame yet?
▲ Of all the things we talked about, increasing solids, practicing with the cup, trying protein foods, what would you set as your priority or focus?
Experimenting for Success

- What do you want your goal to be?
- What is one thing you could do until next time?
- What will you choose as your goal for the next 6 months?
- WIC makes everyone choose a goal.

Poll Question

Questions to Evoke Motivation

- Is there anything you wish Johnny was eating that he is not currently eating?
- What would you like your family to be working on related to health, activity or nutrition?
- Anything new you are working on for yourself? (For moms)
- What changes would you like to make in terms of your eating, activity, etc.?
- If there were one thing you wish your family ate more or less of, what would it be?

No Goals Wanted or Needed

- Always listen for readiness to change (client has to WANT to change for success), accept if client truly does not want to set a goal.
- Have patience, if not this time maybe next visit will be better.

Best Practice: Ask for Importance
Skill: Affirming Goals

Be encouraging and excited when they set a goal no matter how big or small.

Tools for Goal Setting

- Goal Sheets
- Circle Charts
- Projective Tools

Goal Sheets

Healthy Trends
I choose to improve my family's health by:

Name ___________________________ Age ______ Date _____________
Height ______ Weight ________ Hemoglobin ________

This institution is an equal opportunity provider.

Circle Charts

- Breastfeeding
- New Weight
- Healthy Meals & Snacks
- Family Meal Times
- Activities for Baby & Toddler
- Active Play

Projective Tools
Best Practice for Refining Goals: Keep it Simple

- Keep it simple and specific so they know when they have done it.
- Encourage them to try to pick one thing at a time and practice it for a month to 6 weeks until it becomes part of their lifestyle.
- Talk in terms of small, measurable goals. Give some examples based on what the participant has said. Let them know that the goal is something that is theirs, not WIC's.

Poll Question

Refining goals - Continued

- Start small. Small changes can lead to big changes. Sometimes people try to change too many things at once. For instance, cutting back on soda. Maybe cut back one at a time, plan when you are going to have them, etc.
- Keep it simple and specific and hopefully measurable – e.g. “I will eat one more salad each week” instead of “I will eat more vegetables.”
- Let the client lead on what is achievable… not what we think is achievable. Ask participants “what is realistic for you/your child?”

For more information: Gettingtotheheartofthematter.com
Range of Positive Goals

▲ Thinking about something
   ▪ A goal can be as simple as the participant considering change.

▲ Experimentation
   ▪ I encourage the use of trying something. The word “try” is not heavy in commitment.

▲ Sustaining a current or new behavior

Asking for Their Ideas

▲ You know your child better than anyone, where do you think is a good place to start?

▲ Can you think of a starting point to get him there?

▲ What do you think can help you accomplish that? Is that do-able?

Other Tips for Goal Setting

▲ Have parent write out goal and take home to post.

▲ Make a universal goal for the whole family, not just for one child if possible. Easy to remember and apply.

▲ Follow-up on the goal at the next appointment.

Discussing Challenges

Skill: Reflecting Goals

▲ You’re determined to get rid of bottles, especially for her teeth.

▲ Walking more is going to help you feel better and for you 3 times a week after work is doable for your schedule.

Participants Adapt
Thank You