



Appreciative Inquiry

Ask a question that connects mom's action with a positive health outcome. Once you've asked your question, pause. Count for 5 seconds if you must! Your silence allows mom to think and feel.

- Tell me one thing you're doing to gain the right amount of weight during this pregnancy.
- Tell me about one thing you're doing to help your family be healthier.
- Tell me about one thing you do to make sure your son is getting iron rich foods.
- Tell me one thing you do to make sure your daughter has a good appetite for meals.
- Tell me how you know when your baby is hungry... And how he's had enough.
- Tell me one thing you do at dinnertime to make sure (child's name) eats well.
- What makes you proudest about breastfeeding?
- What do you want to happen at meal time?
- Can you think of a time when she was eating better? What were you doing then?

Help her talk about a present or past success or describe what a future success would look like. Then amplify her feelings of success and pride with an affirmation.

Affirming to Amplify Feeling

- That's great! I can see how energized talking about that makes you.
- That was a great idea!
- Look what a difference that made to your son.
- Wow! How did it feel when he was eating his meals so well?
- I can see how much you care about that. I see how much that matters to you.
- I wish I could get my other WIC moms to do that. How did you decide to do it?
- Tell me more about ...

Affirm to help Mom connect with the positive feeling that comes when we talk about a success or about a change we want to make. This helps her feel the confidence boost from her two minutes of fame (AI) or the motivation that comes from listening to herself talk about the change she wants to make (MI).

Don't forget to pause after you affirm to increase the positive impact for Mom.

Turbo Goal Setting

- "Great, you're going to have a mid-afternoon snack during your pregnancy. How will you remember to do this?"
- "You told me you want to walk for 30 min daily. Is there anyone you can walk with? What is the best time of day to take the walk?"
- "You said you're going to stop buying pop at the store so your son won't ask for it at home. Is there anyone else at home that is drinking pop? What might you say to them so they don't bring pop into the house either?"
- "You told me you don't want to keep gaining so much weight. What are you going to do with all that leftover Halloween candy?"

Key areas: Social support, remembering, conversations, first steps, barriers.

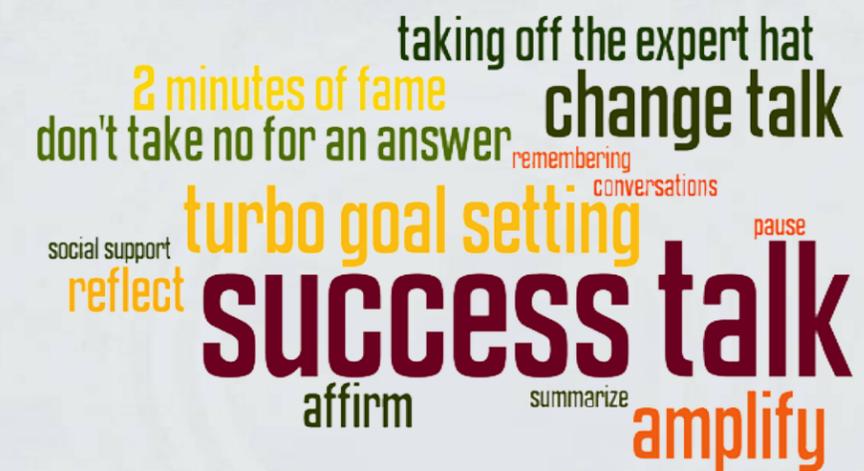
Ask one or two questions after the goal is set to help your WIC participant think about how her goal fits in her life. You may have a teachable moment where mom is really interested in a suggestion from you.

Change Talk

- “Why might you want to (say what the goal is)? Why does that really matter to you?”
- “On a scale of 1-10, with 10 being the most, how much do you want to (say what the goal is)?” Then, whatever number they say, ask them, “Why didn’t you pick (the lower number)?”

Get mom to talk about the change she wants to make. If she doesn’t sound convinced, you may want to ask her why making the change matters to her. Amplify her response by reflecting, summarizing, or affirming for maximum emotional impact.

Ask your question, then PAUSE. Count to 5 if you must! Your silence allows mom to think and *feel*.



- How can I get mom engaged and talking?
- How can I help her connect to health ideas and goals that she really cares about?
- How can I help her walk out of the WIC clinic feeling confident and motivated to do what we talked about in the appointment?

Sample Conversation with the Mother of a Four Year Old

WIC: Tell me one thing you’re doing so that Marisa has healthy snacks. (Pause). (**Appreciative Inquiry**)

Mom: (after thinking a bit) I give her fruit or carrot sticks for snacks.

WIC: Great! How does it feel knowing that with all the junk out there, you’re making the effort to give her fruit and veggies? (**Affirm to amplify the feeling**)

Mom: (Smiling, energized) Really good. Sometimes it takes more time, but her health is worth it.

WIC: Is there anything else you’d like to start doing for her for meal or snack time? (**Motivational Interviewing – change talk**)

Or... Is there anything that isn’t going as well as snack time? Tell me about one change you’d like (**Motivational Interviewing – change talk**)

Mom: She eats too much candy.

WIC: **Tell me more!**

Mom: When her aunt and her kids visit, they bring a lot of candy, and I don’t like that.

WIC: So every time your sister and the kids come over, they bring a lot of candy, and Marisa eats it. (Pause) (**Reflect to amplify the feeling**)

Mom: Yes. I want it to stop.

WIC: What do you think you might do to change this? Could you have a conversation with your sister? What would you want to say to her? Do you think she’d agree to bring fruit instead? Could you take turns providing the snacks? (**Turbo Goal Setting**)

Reflecting/Summarizing to Amplify Feeling

Mom: I’ve started giving them a vegetable with every dinner.

WIC: So you’ve started giving them a vegetable with **every** dinner. (Pause – let this sink in.)

Mom: I get frustrated when she doesn’t eat her dinner.

WIC: It’s so **frustrating** when she doesn’t eat her dinner. (Pause – let this sink in.)

Mom: I don’t want her to have chips anymore. She’s used to having chips for snacks. Her older sister gives them to her. I’ve told her and told her not to! I’m going to talk to her about this when I get home.

WIC: So, you’re going to talk to your older daughter when you get home so your youngest can **begin** to have some **healthier snacks**. (Pause – let this sink in.)

We don’t want to reflect or summarize everything Mom says. We choose to reflect or summarize the things that will help her feel more confident or reinforce her decision to make a change. We pause to give mom a chance to *feel*.

Sample Conversation with a Pregnant WIC Participant

WIC: Tell me something you're doing during your pregnancy to help you gain just the right amount of weight. (**Appreciative Inquiry**)

Mom: I'm drinking a lot of water. I'm eating lots of fruit. I'm eating breakfast most of the time.

WIC: How does it feel, knowing that you're making these healthy choices for you and the baby?

(Pause) (**Affirm to amplify the feeling**)

Mom: (without looking up) Good.

WIC: Do you realize how many moms I talk to who aren't doing what you're doing? Breakfast... and water... and healthy snacks. (**Affirm to amplify the feeling**)

Mom: (begins to relax and smile; eye contact) I am trying hard!

WIC: Is there anything that isn't going as well, that you might want to change, to make sure you gain the right amount of weight? (**Motivational Interviewing (MI) - change talk**)

Mom: I'm going to stop eating chips and cookies!

WIC: Why might you want to stop the chips and cookies? (**MI - change talk**)

Mom: I don't want to be this big! It is going to be so hard to lose the weight after the baby is born.

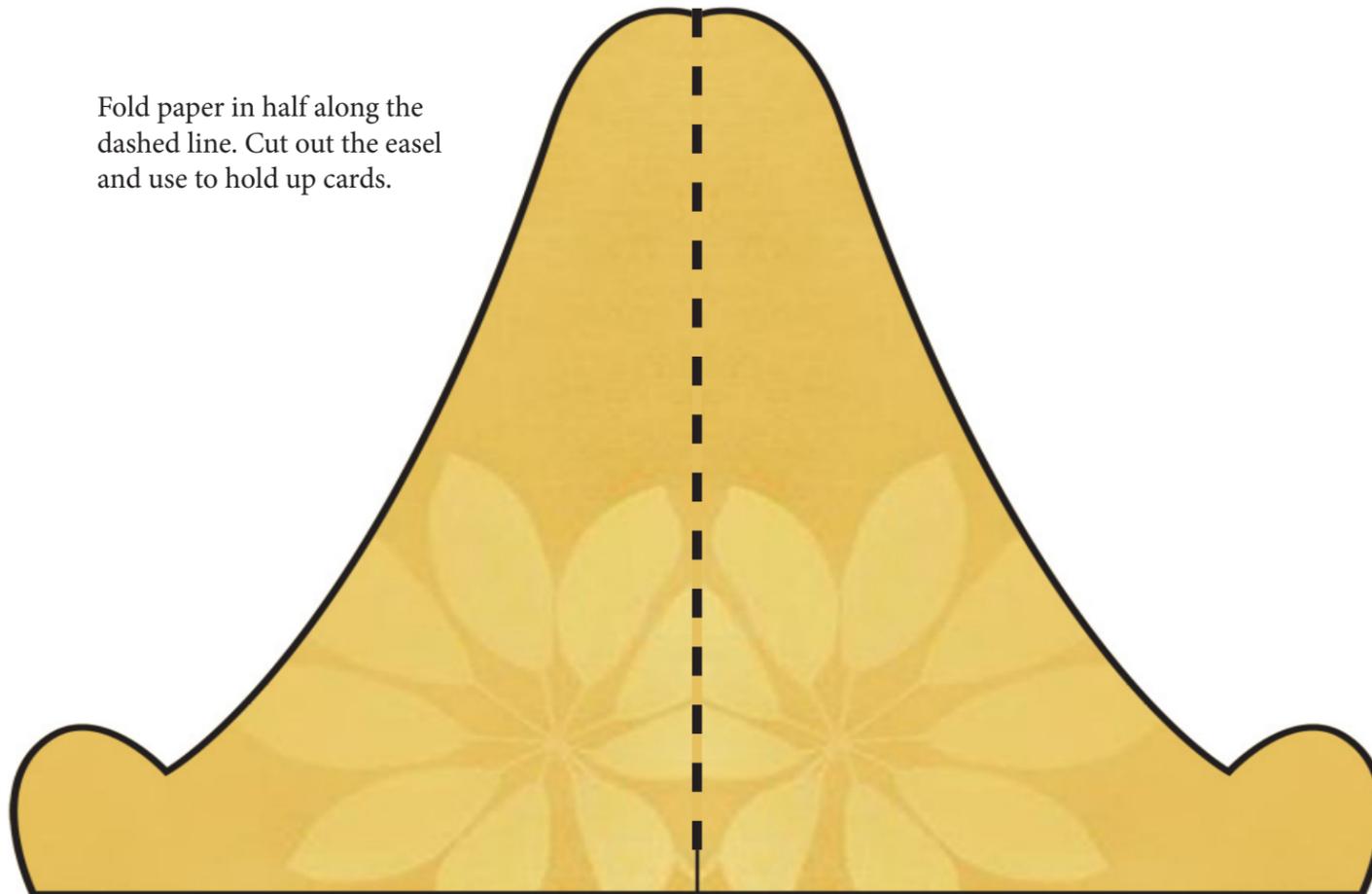
WIC: Those are some great reasons to slow down your weight gain! (**Affirm to amplify the feeling**)

WIC: So what's the first thing you need to do to stop the chips and cookies? What are you going to do the next time you're at the store? What will you buy instead? Is there anyone else bringing chips into the house? Can you have a conversation with them? (**Turbo Goal Setting**)

Tips for success

- Pick one day this week and practice being a Success Detective with a couple of your participants.
- Start slow and be curious! Pick a page from these cards and try that technique: Appreciative Inquiry, or affirming, or change talk, or reflecting, or pausing for five seconds, or turbo goal setting.
- Put a sticky note on your computer to remind you of what you're trying to practice that day. Take a moment on Fridays to pick a new technique to practice the following week.
- Notice what you like about the new way you conduct your appointments. Allow yourself to enjoy the differences. Are you reaching more of your WIC participants? Are you feeling more energized at the end of the day?
- Notice when your co-workers or staff have their card easel out and ask them (when they're free) what they were practicing and how it went.

Fold paper in half along the dashed line. Cut out the easel and use to hold up cards.



AI Mindset

Changing how we look at our jobs and our WIC participants...

- Become a success detective! Give your WIC participants two minutes of fame at every WIC appointment.
- Remember that not every conversation is about getting information *from* your WIC participant. AI and MI conversations lead your WIC participants through an internal transformation that is central to behavior change.
- Begin to recognize how mom's weight, eating, and exercise habits matter to her, her family, and her next baby's health.
- Imagine the WIC appointment extending to your WIC participant's door where she begins to implement the goal you set together. (Turbo Goal Setting)
- Use "Taking off the Expert Hat" when talking about growth grids for overweight children.

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Sample Conversation

What Would Future Success Look Like?

WIC: What's going well with feeding Juan right now? (**Appreciative Inquiry**)

Mom: Nothing! It is so hard to get him to eat!

WIC: If things were going really well with feeding him, what would be happening? Paint me a picture.

(**Appreciative Inquiry: Not taking no for an answer – future success**)

Mom: Well, he'd sit down to eat. Now he runs around with his sippy cup, has a few bites, and runs off.

WIC: **Tell me more.**

Mom (angry): And then I have to fix him something an hour after dinner is over!

WIC: You fix him something just an hour after dinner is over, and it is frustrating!

(**Reflecting to amplify the feeling**)

Mom: Yes, and I worry that he isn't eating right. He runs off before he eats any veggies.

WIC: On a scale of 1-10, with 10 being the most, how much do you want him to sit down at meal time, have an appetite for his dinner and eat some vegetables? (**Motivational Interviewing – change talk**)

Mom: A 10.

WIC: Wow, I can see how much you want this. (**Affirm to amplify the feeling**). Did I get that right – that you feel meal time would be going really well if he had a better appetite, sat down longer, and ate some veggies? (**Summarize to amplify the feeling**)

Mom: Yes!

WIC: Could I make a few suggestions? Which one do you want to work on first?

Mom: Eating veggies.

WIC: Let's talk about how to help him eat more veggies. What veggies does he see you eat? What would be a good veggie to buy more of? Will you need to talk to his dad about eating more veggies himself to set a good example? (**Turbo Goal Setting**)

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