

*WIC Customer Service: You Make a Difference Worksheet*Cultivating Empathy

Explore the impact that the unique background of each individual has on their participation in WIC. (Scheduling, preparing for, and completing a certification appointment; and staying engaged throughout their certification period.)

1. What impact does a participant/family's CULTURE have on their participation in WIC?

2. What impact does POVERTY have on a participant/family's participation in WIC?

3. What impact does LITERACY/LANGUAGE have on a participant/family's participation in WIC?

4. What impact does AGE have on a participant/family's participation in WIC? (teen & young parents to older caregivers such as grandparents)

“Between stimulus and response, there is a space. In that space is our power to choose our response. In our response lies our growth and our freedom.”

-Viktor E. Frankl

WIC Services

First Impressions – Self-Assessment

Instructions: Consider each skill or practice area. Evaluate how well you regularly perform in that area and note any questions or best practice ideas that come to mind.

Skills & Practices	Evaluation	Notes
I greet participants warmly. Consider if you: <ul style="list-style-type: none">• Smile• Make eye contact• Offer a welcoming statement	Yes No	
I introduce myself by name.	Yes No	
I regularly tell participants what the next steps are, or what they can expect from their appointment.	Yes No	
I am knowledgeable of program policies and how much situational discretion I have.	Yes No	
I am skilled in de-escalation (how to manage an angry/upset client). Consider your: <ul style="list-style-type: none">• Listening skills, including reflective listening• Defensiveness• Comfort with offering an apology	Yes No	
I routinely ask participants what questions they have.	Yes No	
I provide affirmations to participants when I can.	Yes No	
I thank participants for contacting or coming into WIC.	Yes No	