

Washington WIC Connects – ENERGIZER: Behavior Change - Feelings First!



- *Consider this Energizer as a Nutrition Education In-service.*
- *Monthly nutrition in-services for para-professional CPAs require face-to-face contact. Please see the Policy and Procedure manual Volume 2, Chapter 14: Staffing for more information.*
- *Count time spent on this as Nutrition Education in the time study.*
- *If you are an individual or you have a very small group: read this Energizer and work with a partner or alone on the activities.*

Time: 20 - 30 minutes

Objective: Build skills and awareness about the Power of Influence principles and WIC Connects. By using these tools staff can influence behavior change and create environments supporting clients to become their best selves.

References:

McCarthy, Pam and Associates, Inc <http://touchingheartstouchingminds.com>

Instructions:

- Introduction and Warm Up** – Make copies and handout the Participant Copy. Make copies of the *Coffee-Cup Warm-up- To Go Cups*. Provide 1 half-sheet to each participant. Alternate options for the warm-up:
 1. Work as a group by drawing the shape of a coffee cup on a flip chart or white board and ask people to brainstorm. Write their thoughts on the coffee cup.
 2. Have people count off by 3's or 4's (depending on the size of your group). Post the same number of flip-chart pages around the room. Teams can then draw their own cups and write their thoughts. Go around the room and have each team present their poster.
 3. Do this activity as a "Walk and Talk" – have pairs discuss on a short walk and come back and record their discussions before sharing with the larger group.
- Content** – Hear and participate in activities. **Note:** **Test** this [60 second commercial](#) on YouTube before starting this Energizer. Contact the Helpdesk with any problems accessing the video.
- At the end, **debrief** and **close** your time together.

A. Introduction:

*This Energizer, "Behavior Change - Feelings First!" is our final of 4 Energizers in 2013. Today we will be exploring and hearing a little more about something we talk about in the Northwest a lot – **coffee!** Everyday people pull up to their favorite coffee place and order their favorite coffee- or the special of the day- or even the seasonal flavor of the month.*

Curious how coffee and WIC relate? Let's start by getting our thoughts **brewing** with this warm-up called **The Daily Special!**

Warm Up: – The Daily Special (Time: approx. 5 minutes)

Imagine you are on your way to work; you have some extra time today because you woke up extra early. You decide to grab a coffee and you pull into your favorite drive-through. You place your order and the radio is playing a song you love. As you drive away and take your first sip you find yourself thinking about your upcoming day at WIC. You smile and think to yourself:

*“How do I **feel** WIC is like coffee?”*

Please work in pairs or trios. Take 2 minutes to share and write down your thoughts on your To-Go cup. I will call time and we will hear a sample.

Watch and call time.

Who would like to share what they wrote on their To-Go cups?

Reflect and summarize. Thank people for sharing.

*You all came up with amazing insights about your feelings around two seemingly un-like things. This warm-up started by us focusing on how we **feel**. When we are able to focus on how we feel about something we can uncover our true attitudes and emotions. Why is this important?*

In thinking about WIC and behavior change, we know both emotions and knowledge work together for change, but emotions come first. To support clients in turning motivations into specific actions, we first want to talk about and use emotions as a behavior change tool.

Much like a coffee order, we have a unique opportunity at WIC to customize our information. When your To-Go cup is coded with your order: tall, non-fat, extra-hot, no-foam latte –you are expecting that experience. Our clients don't always know their specific “order” but they do know what they're interested in and how they feel. When we uncover their true attitudes and emotions we have a better opportunity to “get their order right”.

*Amazing conversations lead to behavior change when clients pick topics relevant to their lives and when they can customize and participate in their “WIC-order”. When we just “give” the information it doesn't really work unless it's done in a way where the client **wants** the information or tips, in a way where the client's needs are met. This is the essence of WIC Connects and of behavior change.*

B. Content (Time: approx.20 minutes)

To think a little more about the importance of knowing what people feel before giving information we have a story about instant coffee when it was new to the marketplace in 1950. As you listen to the story- think about life in the 1950's.

Who would like to read this to the group?

The Story of Nescafe Instant Coffee

In 1950, "instant" coffee and other time-saving products were relatively new to grocery store shelves. Instant coffee had been around since the 30's, but was not a big seller in the US, with most Americans preferring ground coffee.

A famous study in the early 1950's by Mason Haire at the University of California demonstrated the reason why.

In the study, 2 shopping lists were given to 100 women (50 getting one list/50 with the other). The lists were identical except for the coffee, one had Maxwell house ground coffee and the other had Nescafe instant. The women were asked to write a brief description of the characteristics and personality type of the woman who would shop for those products on the list.

The results were interesting:

- The Maxwell House ground coffee shopper was depicted frequently in a positive manner. The women more often viewed the shopper as a good housewife, well organized, and concerned for her family.
- The Nescafe instant coffee shopper was lazy, a poor household planner and scheduler, sloppy, inefficient and lacked organizational skills.

So what is the WIC take-away from this story?

In our story the researcher uncovered peoples true feelings about Nescafe coffee. By exploring how the respondents felt about the shoppers, they were able to gather the information they would need to change people's attitudes and feeling about instant coffee.

What if Nescafe had not uncovered how housewives really felt about instant coffee, and instead in their marketing information used several informative statements about the benefits of instant coffee? Would this have changed the outcome?

Think about how this relates to WIC: In what ways, if any, do you think we jump quickly into information and facts - before we find out what our clients really feel about nutrition and breastfeeding?

Allow people to respond and reflect.

Thanks for the good discussion about this topic. Like the Nescafe story, we want to first **uncover our client's true attitudes and feelings about food and nutrition**. We want to gather **important, impactful** information that the family, who is leading the dance of the appointment is **most concerned about or interested in**.

Let's take a minute here to summarize:

In our warm-up we explored our feelings about WIC and coffee. We focused on our feelings and **blended** in a story about the importance of uncovering true attitudes and feelings so our conversations really get at what is **most** meaningful to the client.

So, how do we uncover our client's true feelings? And how do we do it in 15 minutes?

Messages in the Media

We can start by looking at the experts who have about 60 seconds to uncover the emotion! The advertising community has known for a long time that they need an emotional "hook". Let's move away from coffee for a moment and watch a 60 second commercial that made it to the top of the list at the "Viral Video Awards." As you watch, think about the following statement:

Emotions drive behaviors — but facts and information are still an important part of the behavior change process. In emotion-based counseling, feelings hook people first and logic and factual information follow close behind. Once people are motivated to change, they need simple, practical information to act on. Both emotions and knowledge work together for change, but emotions come first.

Show this [short commercial](#). (approx. 1 minute)

Take 2 minutes and work in pairs or trios.

1. Consider the statement: *Feelings hook people first and logic and factual information follow close behind.*

Share with your partner(s): What **stood out** to you while watching this commercial?

Come back together and share

Who would like to share what stood out to them from the commercial?

2. On page 4 in your copy is a list of common WIC topics. Please work in pairs to find the emotional hook. The first one on the list is an example. For more ideas on getting to the emotion –see "Tips To-Go" on page 5.

I will call time after 5 minutes and we will hear a sample of what you wrote.

Topics	Emotional hook
<i>Healthy snacks</i>	<i>How does it feel to be the most influential person in helping your child develop a love of healthy foods?</i>
Lower fat milk	
Breastfeeding	
Fast food	
Attending WIC group education or classes	
Bringing in documentation	
Formula prescriptions	

C. Debrief and Close (Time: approx. 8 minutes)

Thanks for coming back together. I heard amazing conversations and discussions.

Who would like to share your emotional hooks?

- Affirm, summarize, and reflect as each group shares. Thank the group for sharing.

Today we covered a range of “concepts.” We began today by connecting with our own feelings around WIC and coffee. We then reviewed the Nescafe story and the tablet commercial. These brought to the forefront the importance of uncovering emotions and attitudes before talking about information and facts. When we take even a few minutes to explore emotions and attitudes it is more likely our time is spent focused on what is truly meaningful to our clients and their lives.

Each of these seemingly different but connected topics help us uncover new ways of thinking about how to have meaningful interactions.

You do amazing work each day to make a difference in the lives of Washington’s WIC families. I have confidence that you will be successful in uncovering your client’s true feelings about nutrition and breastfeeding to open the door to amazing conversations and behavior change.

Thank you for joining me today for Energizer 10.

Please share with your neighbor what, if anything, you will use from today’s Energizer in your work with WIC families?

Washington WIC Connects – ENERGIZER 10



Behavior Change- Feelings First!

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Staff Handout

Introduction:

This Energizer is our final of 4 Energizers in 2013. Today we will be exploring how we feel WIC and coffee are similar- and some topics that will hook you too!

Warm Up: –The Daily Special:

“How do I feel WIC is like coffee?”

→ Share with your partner and write your answers on your To-Go cup.

We'll hear a sample of what you wrote.

Why is it important to uncover true attitudes and emotions?

Both emotions and knowledge work together for change, but emotions come first. To support clients in turning motivations into specific actions, we **first** want to talk about and use emotions as a behavior change tool.

Our clients don't always know their specific “order” but they do know what they are interested in and how they feel.

Amazing conversations lead to behavior change when clients pick topics relevant to their lives and when they can customize and participate in their “WIC order.” When we just “give” the information it doesn't really work unless it is done in a way where the client **wants** the information or tips, in a way where the client's needs are met.



Content

As you **listen** to this story about Nescafe, think about life in the 1950's.

The Story of Nescafe Instant Coffee

In 1950, "instant" coffee and other time-saving products were relatively new to grocery store shelves. Instant coffee had been around since the 30's, but was not a big seller in the US, with most Americans preferring ground coffee.

A famous study in the early 1950's by Mason Haire at the University of California demonstrated the reason why.

In the study, 2 shopping lists were given to 100 women (50 getting one list/50 with the other). The lists were identical except for the coffee, one had Maxwell house ground coffee and the other had Nescafe instant. The women were asked to write a brief description of the characteristics and personality type of the woman who would shop for those products on the list.

The results were interesting:

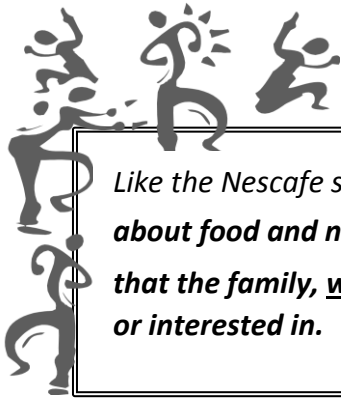
- The Maxwell House ground coffee shopper was depicted frequently in a positive manner. The women more often viewed the shopper as a good housewife, well organized, and concerned for her family.
- The Nescafe instant coffee shopper was lazy, a poor household planner, sloppy, inefficient and lacked organizational skills.

The Nescafe Story

The researcher uncovered people's true feelings about Nescafe coffee. By exploring how the respondents felt about the shoppers, they were able to gather the information they would need to change people's attitudes and feeling about instant coffee.

- What if Nescafe had not uncovered how housewives really felt about instant coffee, and instead in their marketing information used several informative statements about the benefits of instant coffee? Would this have changed the outcome?

- Think about how this relates to WIC: In what ways, if any, do you think we jump quickly into information and facts - before we find out what our clients really feel about nutrition and breastfeeding?



Like the Nescafe story, we want to first **uncover our client's true attitudes and feelings about food and nutrition**. We want to gather **important, impactful** information that the family, **who is leading the dance of the appointment** is **most** concerned about or interested in.

Emotional Messages in the Media:

As you watch a short [commercial](http://www.youtube.com/watch?v=qqiSE-ukmgc) (<http://www.youtube.com/watch?v=qqiSE-ukmgc>) think about the following statement:

Emotions drive behaviors — but facts and information are still an important part of the behavior change process. In emotion-based counseling, feelings hook people first and logic and factual information follow close behind. Once people are motivated to change, they need simple, practical information to act on. Both emotions and knowledge work together for change, but emotions come first.

Take 2 minutes and work in pairs or trios.

1. Consider the statement: feelings hook people first and logic and factual information follow close behind.

Share with your partner(s): what **stood out** to you from watching this commercial?



2. Work in pairs to find the emotional hook in the common topics in the table below. The first one is an example. For more ideas, see “Tips To-Go” on page 5.

I will call time after 5 minutes and we will **hear** a sample of what you wrote:

Topics	Emotional hook
<i>Healthy snacks</i>	<i>How does it feel to be the most influential person in helping your child develop a love of healthy foods?</i>
Lower fat milk	
Breastfeeding	
Fast food	
Attending WIC group education or classes	
Bringing in documentation	
Formula prescriptions	

Close:

Please share with your neighbor what, if anything, you will use from today’s Energizer in your work with WIC families?



Amazing conversations happen when participants pick topics relevant to *their* lives. Fortunately for WIC staff, participants love to talk about their children and how they can best impact their lives in positive ways.

TIPS TO-GO!

<p>“How do you feel about....” questions encourage emotion-based responses.</p> <p>“How do you feel eating as a family is impossible or impractical? What might change your opinion?”</p> <p>“What do you feel might make adding daily walks with your child worthy of being part of your daily routine?”</p>	<p>“What have you heard...” questions allow parents to share answers, (even if sometimes they are not the correct answers.) It also allows you a “safe” way to correct responses that aren’t accurate. A simple response is “Thanks for sharing that. You’ve brought up an interesting issue. I used to think that also and then I learned...or the latest research shows... or you may be surprised to know...”</p>
<p>“What do you know....” questions encourage parents to give the logical, textbook responses.</p>	<p>Acknowledge and name feelings to generate deeper discussions.</p> <p>“Some people may be skeptical that serving vegetables makes a difference. How do you feel about that?”</p> <p>“You are so busy; it must feel exhausting to have another appointment added to your list. How do you feel about Saturday appointments?”</p>
<p>Acknowledge and name feelings to generate deeper discussions.</p> <p>“Frustration may be one of the feelings parents feel when people talk about getting children to be more active.”</p> <p>“Do you ever feel frustrated by having one more thing to add to your already busy life?”</p>	<p>To generate feeling statements, say:</p> <p>“I’m not trying to talk you into anything. I just want to understand how you feel.”</p>



Passive – 0%
Reading Ease – 58.4
Grade level – 8.6

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To submit a request, please call 1-800-841-1410 (TDD/TTY 711).

