



## Wednesday, September 24, 2014 2:00-3:00 PM ET The Power of Influence Presented by: Chickasaw Nation WIC with Texas WIC



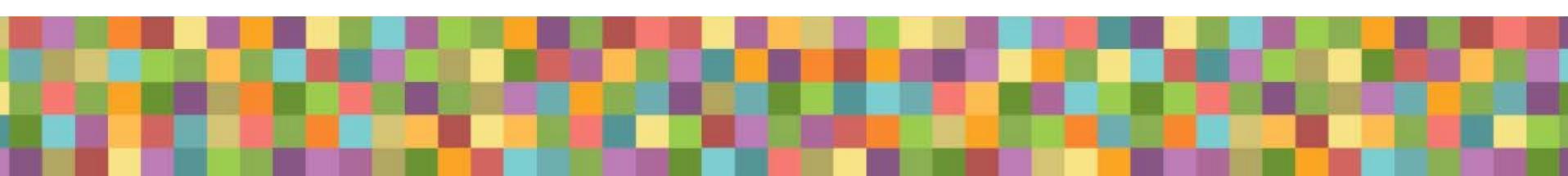
United States Department of Agriculture

## E ENHANCED NUTRITION ASSESSMEN



# Tapping Into The POWER **of INFLUENCE Debi Tipton · Connie Merriman**





# Clients and Staff TRANSFORMED... not just informed







# WIC Influence INFUSION

- WIC clinic setting
- Receptionist greeting
- Missed appointment language
- Paraprofessional office
- **Nutrition Counseling Strategies**
- **Class orientation**
- Follow-up calls
- **Breastfeeding Peer counseling**
- **Clinic Evaluations and Monitoring**

**Chickasaw Nation Influence Project** 

Chickasaw Nation WIC experiences transformational success with influence tools



## Tapping into the Power of Influence

**Chickasaw Nation WIC harnesses** invisible "forces" for greater behavior change

Like most WIC programs, Chickasaw Nation (CN) WIC believes in behavior changes and works diligently to make it happen in the lives of the people they serve. And like most WIC programs, they often experienced frustration when change didn't happen as often as they hoped. Determined to be more

effective in influencing clients, the CN WIC launched a bold initiative to transform how services were delivered. In just one year, they experienced transformational success with clients. That was expected. But they didn't expect to transform the way their teams

(continued)









# Influence: **1.** What are the Six Influence Principles?

- 2. What do the Influence Principles look like in the WIC Clinic?
- **3.** Were the influence strategies effective?
- 4. What did the staff and clients feel about our Influence Strategies?





# The Principles of Influence





# Influence is: The process of guiding someone to a new idea, attitude or action







# Shortcuts...

analysis.

## Influence Principles allow us to make decisions in the absence of complete information and full







# Influence is not: • Exploitative • Deceptive • Abusive • Coercive • Devious







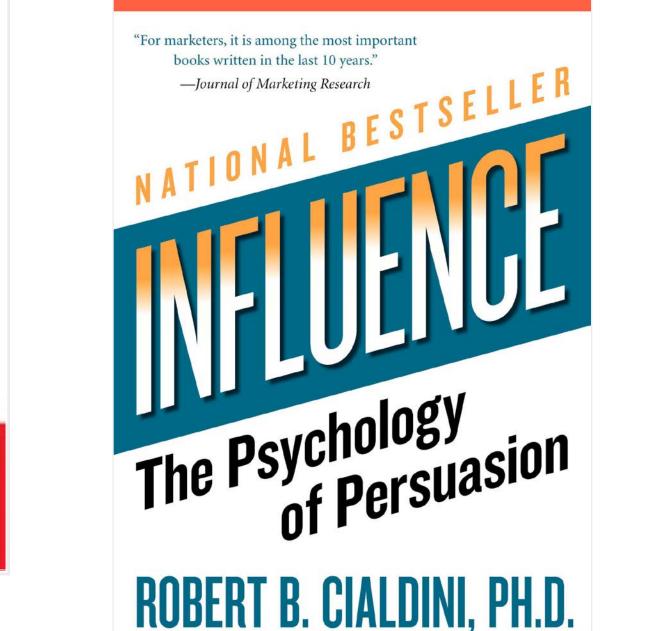
# Based on over 50 years of Scientific Research



50 Scientifically **Proven Ways to Be Persuasive** 

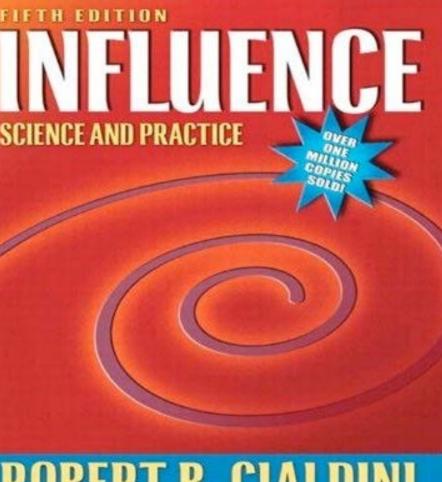
Noah J. Goldstein, Steve J. Martin, and Robert B. Cialdini Bestselling Author of Influence

## REVISED EDITION





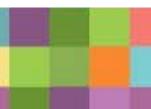
"If everything were on the line in a negotiation, I can't think of anyone I'd rather have advising me than Bob Cialdini." -TOM PETERS, The Tom Peters Group



NUDLAL DI VIALDIMI







## Could the Principles of Influence help change these three behaviors?





## Could the Principles of Influence help change these three behaviors?

Increase Breastfeeding Initiation





## Could the Principles of Influence help change these three behaviors?

 Breastfeeding Initiation Early Introduction of Solid Foods

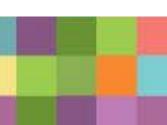




Could the Principles of Influence help change these three health behaviors? • **Breastfeeding Initiation** • Delay early introduction of Solids • Weaning from the bottle by age one we influence change



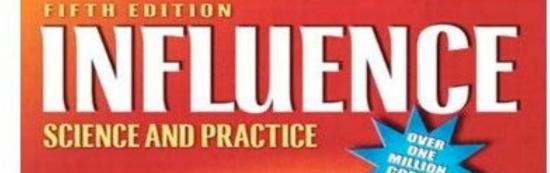




# What are the Principles of INFLUENCE?

"If everything were on the line in a negotiation, I can't think of anyone I'd rather have advising me than Bob Cialdini."

-TOM PETERS, The Tom Peters Group



## **ROBERT B. CIALDINI**

## we influence change







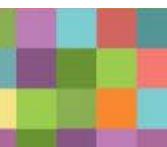
# Influence Principle 1: People prefer to say "YES" to those they know and like

 People say "YES" to those who are like them









## Northwestern vs. Stanford **Online Negotiation Study** Which approach was most successful? **1. Strictly Business**

2. Initial exchange of social information





## Northwestern vs. Stanford **Online Negotiation Study** Which approach was most successful? **1. Strictly Business** 30% of the time they were deadlocked 2. Initial exchange of social information





Northwestern vs. Stanford **Online Negotiation Study** Which approach was most successful? **1. Strictly Business** 30% of the time they were deadlocked 2. Initial exchange of social information 6% of the time they were deadlocked





# **Could this finding** BENEFIT Organizations that negotiate BEHAVIOR CHANGE?



24%More Effective

# People tend to LIKE and TRUST other people like themselves



we influence change

## meet BRAP Lorenz

Best advice I've ever gotten: Believe you are worth more. You are a valuable person.



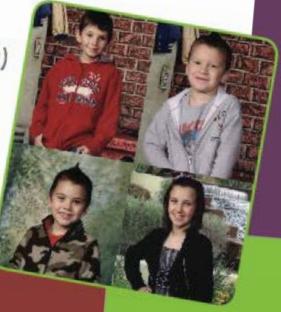
Most embarrassing moment: Taking the bus driving exam 5 times before passing. Advice I want my children to remember: All people can do great things, no matter where you come from.

What nobody knows about me: I like to paint, quitt and recycle old things to make them new.

What surprises me most about WIC: That our clients know I am just like them and are open to sharing their children with me. I love that!

Worst food I ever tasted: Rabbit liver. (I raised the rabbit)

Best part of my job: Going home and feeling like I helped someone.









we influence change

# Influence Principle: Liking No Masks Allowed! Be... Real Be... Authentic Be... Fully Present









Influence Principle 2: Consensus People decide what is appropriate for them to do in a situation by examining what others are doing

When in doubt...follow the crowd



## **Teen Smoking Study** If Teen is **"Troubled"**

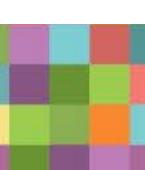
## If parents smoke

## If 2 friends smoke

## If 3 or more friends smoke







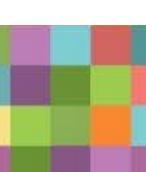
**Teen Smoking Study** If Teen is "Troubled" 14x more likely to smoke If parents smoke

## If 2 friends smoke

If 3 or more friends smoke



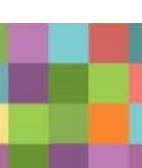




**Teen Smoking Study** If Teen is "Troubled" 14x more likely to smoke If parents smoke **26x** more likely to smoke If 2 friends smoke

If 3 or more friends smoke

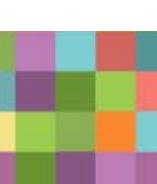




**Teen Smoking Study** If Teen is "Troubled" 14x more likely to smoke If parents smoke **26x** more likely to smoke If 2 friends smoke **1000x** more likely to smoke If 3 or more friends smoke

we influence change

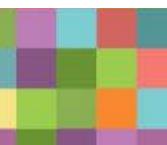




**Teen Smoking Study** If Teen is "Troubled" 14x more likely to smoke If parents smoke **26x** more likely to smoke If 2 friends smoke **1000x** more likely to smoke If 3 or more friends smoke 2400x more likely to smoke







# Consensus How could we harness the power of Consensus in our WIC clinics? we influence change





## Waiting Room Testimonials

## I was a teenage mom... but breastfeeding worked for me.

Becoming a mom is always overwhelming. But becoming a teen mom is even More challenging. I wondered if I could really breastfeed and go back to school. Would I really be able to feed my baby so he would do well?

The first time I breastfed my son it was such a different experience. By the third or fourth time it felt natural - even easy. I hated to hear my son chy and I was happy that he did not have to be upset while I made bottles.

Breastfeeding and going back to school was easier than I thought. I would go to my car or the teacher's lownge for privacy when I pumped. The best part was when I him and me. I hope the bonding we both feit will be a forever feeling.

Breastfeeding made me feel good about myself. My son is very close to me now and that closeness started with breastfeeding.

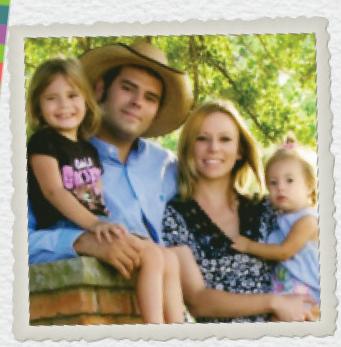
I wrge other moms returning to school to try breastfeeding. Jamie (my WIC breastfeeding educator) and my sister were both available to help if I had any

questions or needed encouragement.

Kelly Marshall



66 My first baby was formula fed, but I chose to breastfeed my second baby ??



I have two girls Faith and Gracee I tried to breastfeed Faith, but gave up after three weeks. I did not have the support I needed to keep breastfeeding. I felt so guilty because she spit up often. The formula didn't agree with her and we had many problems

I was lucky with my second daughter, Gracee, I had the support i needed to breastfeed and I was able to provide her with my perfect mik for a

could provide everything she needed. But even more important was how it made me feel. I felt happy when i breastfed. I felt fulfilled. It lifted my usual after pregrancy

There is a huge difference between formula and breastfeeding. There is a nuge unterence between tomula and creastreeding. There is a different bonding that happens when you hold your baby to your breast. No one else can offer your baby what you

Stephanie Dresser

fluence change





## Waiting Room Consensus Boards



## Breastfeeding Quiz







## Results...

If you checked mostly Ones... You are facing challenges in your life. You may be a teen or single mom, or expecting You are facing challenges in your life, fourmay be a teen or single more, or expecting twins. You are committed to your baby but you have to move on to achieve other twins. You believe "broast is bast" but it is not the right time in your life for twins. You are committed to your baby but you have to move on to achieve other dreams too. You believe "breast is best" but it is not the right time in your life for You can have it all: The strength and courage that allowed you to survive - even thrive in your pregnancy - has transformed you into a new person.

You can achieve all your dreams including bonding with this miracle child.

## If you checked mostly Twos...

You enjoy sex and want to continue in your relationship. And you want to party after You enjoy sex and want to continue in your relationship. And you want to party alter nine I-o-n-g months of pregnancy. You want a great body – who doesn't? Good nine I-o-n-g months of pregnancy. You want a great body – who doesn't? Good news: Men report enjoying the larger breasts that come with breastfeeding. They watch the birth of children and still find women sexy - seeing your breasts used for feeding only adds to their interest. No worries – you can party and breastfeed, with watch the birth of children and still find women sexy - seeing your breasts used for feeding only adds to their interest. No worries – you can party and breastfeed, with a little planning. And a good supportive bra will keep your assets looking good for You can have it all: A great body, good times, rock-solid relationships

AND wonderful bonding with your baby.

If you checked mostly Threes...

You crave freedom and independence. Yeah, you know "breast is best" but you You crave freedom and independence. Yeah, you know "breast is best" but you You crave freedom and independence. Yeah, you know "breast is best" but you believe formula is good enough. After all, your friends and relatives didn't breastfeed and their children turned out Okay, right? Besides, you worry that you won't breastfeed enough milk, so why bother? Most babies do fine on formula, but is "fine" enough for your baby? You can have it all: Breastfeeding gives you more freedom and

independence than formula. No bottles to wash and pack, no formula to mix and heat to just the right temperature. Nature is wonderful - the body

that perfectly nurtured your baby for nine months will allow your breasts to take over that role after birth. Grab your baby and take off knowing you have everything you need including feeling like the best mom on earth.

If you checked mostly Fours...

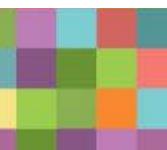
You know in your heart you want to be an amazing mother. You recognize that breastfeeding is the gift you want to be an amazing mother. You recognize that breastfeeding is the gift you want to give to your child and to you. You crave the bonding that it will provide. You know that it can be bealing. Show the report to the breastreeging is the gift you want to give to your child and to you. Tou crave the bonding that it will provide. You know that it can be healing – even therapeutic – to breastfeed. You want to experience complete love and acceptance. You can have it all: Bonding and the pride of knowing your gift will give



# Influence Principle 3: Reciprocity People feel obligated to give back to others who have given to them







## Tipping Study **One** Mint

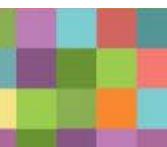
## Two Mints

## One + One Mint









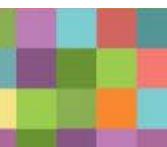
## Tipping Study One Mint

## 3.3% increase above average tip Two Mints

## One + One Mint





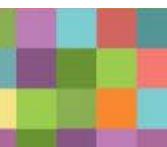


## Tipping Study One Mint

3.3% increase above average tip Two Mints 14% increase above average tip One + One Mint





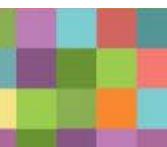


Tipping Study One Mint 3.3% increase above average tip Two Mints 14% increase above average tip One + One Mint 23% increase above average tip





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### Gifts can be...

- Full Attention
- Solutions (Not Problems)
- Laughter
- Encouragement
- Genuine Interest
- Listening
- Understanding

# Respect Affection Empathy Cheerfulness Pride

Recognition





# Gifts we gave... KNEE to KNEE

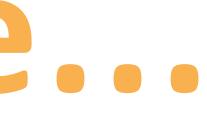
1. Office Arrangement: allows educator to be fully present in Nutrition Ed counseling.





# Gifts we gave... KNEE to KNEE

2. Connection: establishes a comfortable climate for sharing concerns and barriers.













# Gifts we gave... KNEE to KNEE

# 3. Partnering to define practical solutions.





### Influence Principle 4: Consistency Once people make a choice or take a stand, they will encounter personal and interpersonal pressure to act consistently with what they have previously said or done.





### Gordon's Restaurant "Please call if you cannot keep your reservation"





### Gordon's Restaurant

"Please call if you cannot keep your reservation" 30% no-show rate







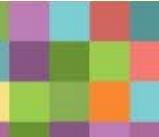


30% no-show rate

Gordon's Restaurant "Please call if you cannot keep your reservation" "Will you please call us if you cannot keep your reservation?"





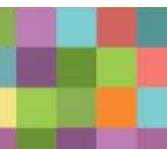


### Gordon's Restaurant "Please call if you cannot keep your reservation" 30% no-show rate

"Will you please call us if you cannot keep your reservation?" 10% no-show rate







 Voluntary • Active • Public Nrite it Down

### **Consistency Amplifiers:**







### **Consistency Amplifiers:**

my breastfeeding pledge

i pledge to...

give my baby the gift of breastfeeding enjoy this once-in-a-lifetime experience cherish bonding with my little miracle treasure our moments together

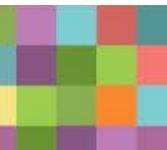
### Voluntary • Active • Public Write it Down











### Waiting Room Consensus Boards

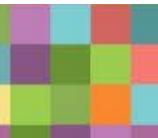




### Influence Principle 5: Authority People rely on those with superior knowledge or wisdom for guidance on how to act

de, and is therefore entitled lonsigned have affixed our we influence change





### Authority Aids for WIC • Titles

- Introductions Certificates & Credentials on the wall
- Clothing



### Titles

### Paraprofessional

VS Educator



# **Titles of Authority**

### **Director of First Impressions**

### Receptionist

VS

we influence change





### Credentials



### Which clothing is perceived to Clothing be most credible by clients?





# Clothing And the winner is...

Scrubs are the most credible clothing for our WIC educators to wear







# Added Credibility Mention a weakness in your case

### we influence change



# Influence Principle 6: Scarcity

### **Opportunities** appear more valuable when they are less available







# **Disney Movies**

# Movies return to the valt to create scarcity

### Most movie sales occur right before the movies "return to the vault"

s he ity we influence change



# Influence Principle: Scarcity

### FRAME the LOSS – What are you going to miss?



### **INFLUENCE POWER**

 $\mathcal{O}$ 



### Influence Research

### • Focus Groups Formal Research (OSU) Regional Training



## Formal Research Results







# "I enjoy my WIC visits"







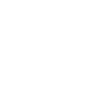
### "I feel comfortable at the WIC clinic because both me and my children are welcomed and liked for who we are." 10% increase we influence change

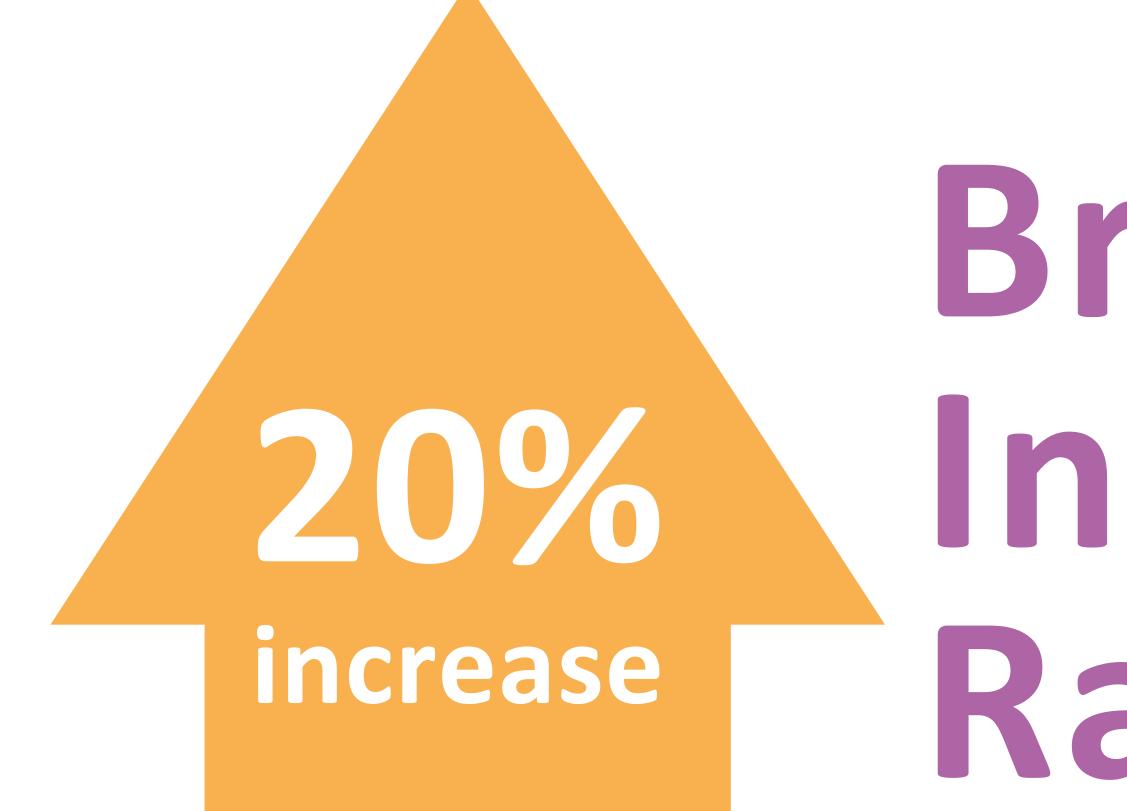




### "The WIC educator provides up-to-date information about feeding children." 10%

we influence change



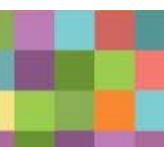


# Breastfeeding Initiation Rates









# we influence change







### GETTING STAFF TO BELIEVE

J believe









# **NO GO FOR SOME WIC MOMS** FOCUS on the



### Training STAFF



# JOB SATISFACTION SOARED





### 81%

### Influence Monitoring - Site Evaluations

Date Clinic Staff	
Client greeting was personable and specific to the client.	
1 2 3 4 5 Comments:	
	Site Audited:
Genuine liking was expressed to client.	
1 2 3 4 5 Comments:	Influence principal Staff are aware of
	with the appropri-
Connection was made with client through knee to knee and use of a	Equipment used t
projective technique.	Scales, hemocues
1 2 3 4 5 Comments:	year.
	Is the equipment to utilized during ce
Appropriate Influence Tools were used.	All clinic staff co
(Such as pledge cards, breastfeeding quiz, consensus board, testimonial DVD,5Ss DVD, testimonial books)	training or meet t
1 2 3 4 5 Comments:	The clinic recepti
	paraprofessional
Staff demonstrated active listening.	The clinic conduct
1 2 3 4 5 Comments:	The clinic mainta Clients who miss
1 2 5 4 5 Comments:	Clinic staff are av
Influence techniques were used.	Appointment rem
(State the weakness, Frame the loss)	made.
1 2 3 4 5 Comments:	Family members
	Are VOC cards a
Thorough nutrition assessment was conducted.	valid? The clinic has a n
(Height/weight/ blood work assessed properly)	Is nutrition inform
1 2 3 4 5 Comments:	Low literacy nutr
Nutrition solutions were offered.	English/Spanish r
(Using 'emotional sandwich' technique)State the weakness, Frame the loss	available.
	Clinic staff are av
1 2 3 4 5 Comments:	their clinic.
Nutrition Education materials were given to reinforce discussion/questions.	Receptionists, CP
	Breastfeeding Edu No materials adve
1 2 3 4 5 Comments:	Infant formula is
Dreastfooding promotion (on course government was given as yes ded	Private space is a
Breastfeeding promotion/encouragement was given as needed.	Educational mater
1 2 3 4 5 Comments:	Attendance by all
	provided through
Followed all appropriate SPIRIT procedures.	and other education Peer counselors m
1 2 2 4 E Commonter	established contac
1 2 3 4 5 Comments:	

### **Chickasaw Nation WIC Clinic Audit Checklist**

Audited By:				Date		
	Yes	No	NA	Comments		
s are evident throughout the clinic						
he monthly nutrition topics and use projective techniques						
e lead in question						
measure height is hung at the proper height.						
and measuring boards have been calibrated in the past			, , , , , , , , , , , , , , , , , , ,			
obtain anthropometric and clinical data available and						
ification/recertification?						
pleting certifications have completed paraprofessional						
e guidelines for a CPA.						
nist has completed receptionist training and/or		-				
aining.						
s follow-up to reduce missed appointments.			s de las			
s follow-up records in SPIRIT						
utrition education contacts are rescheduled.						
are of the site no-show rate.						
nder cards are sent or pre-appointment reminder calls are			2 - 15 17 3 - 12 15			
1 11						
e given appointments on the same day.						
cepted insofar as caseload permits and certification is still						
1						
trition education plan.						
tion appropriate for client needs and concerns?						
ion education materials are available.						
trition education and breastfeeding materials are			· · · · · · · · · · · · · · · · · · ·			
are of the breastfeeding initiation and duration rates for		().	2			
's, Peer Counselors, and Nutritionists are Certified						
cators.						
tising formula are displayed.						
ored out of participant sight.						
ailable for women to breastfeed or pump.						
als/ posters regarding breastfeeding are displayed.						
WIC staff is allowed to breastfeeding education trainings						
taff meetings, peer counselor meetings (attended by PCs)						
nal opportunities.						
ke timely contacts with new mothers following						
guidelines.						
			e. 9			

### **Employee Evaluation for Chickasaw Nation W**

### **Customer Service Evaluation:**

Each WIC employee has been asked to receive customer service tro as well as in-house customer service Influence training. Employee are evaluated by supervisor observation, peer reviews, and client s

### Creating a genuine relationship with WIC Clients

Client greeting is personable and specific to the client. Exe

Uses names - Child's or Parents Walk next to, not in front Demonstrated unique gestures of service

Reciprocity – Actively give to those we serve

Must Actively lister to clients Demonstrates an understanding of the clients needs by usin Offered real individuational automal solutions to clients Offered genuine prose

Partnership Building - Families feel supported

Consensus - Families will be supported and encouraged.

Share successful testim Use client success stori Apply and use approve not limited to, pledge card. plans) -

Consistency – Facilitate the ch

Will actively listen to cli long-term commitment

### Professionalism – Providing Up to

Ability to build professional credit information that is relevan way.

> Stating the weakness in a case Framing the Loss





# Influence Article published in JNEB

**Oklahoma State University** 

# The Chickasaw Nation WIC Program and





# WICINFLUENCE.COM For Influence Training Videos

### Contact: Debi Tipton debi.tipton@chickasaw.net





# Regional Dissemination. Texas WIC Influence







Kaylene Thompson, RD, LD

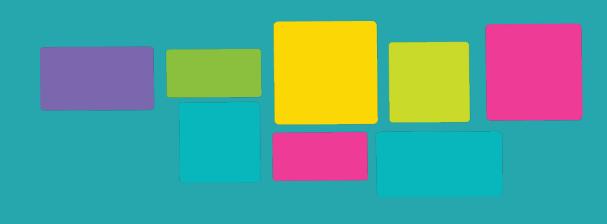


WIC · We Influence Change



# History/Background

• 2011: Initial training from Pam McCarthy • 2011-2012: Training development; content adapted from Pam McCarthy/Chickasaw Nation 2012: Training piloted • 2013: Full roll-out





 Participant retention Breastfeeding duration Client and staff satisfaction





## Training Roll-Out

- Interest-based and voluntary
- State staff travel to agencies
- 26 agencies trained so far; booked through next summer

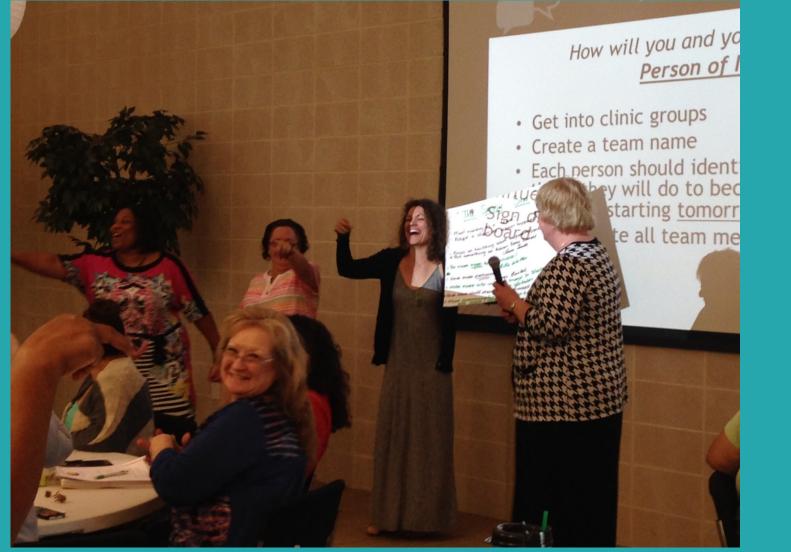






## Training Roll-Out









### Support Materials

### Get to know your WC family.



What's something you learned from life challenges that you'll never forget?

What's your most embarrassing moment?

What makes you happy?

### 

My breastfeeding pledge The once-in-a-lifetime gift for me and my baby

### 

.... I pledge to give my baby the gift of breastfeeding for at least \_\_\_\_\_months.

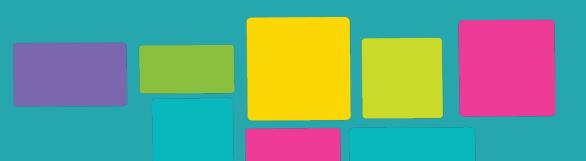
My	signa	nature:	

Baby's name:\_

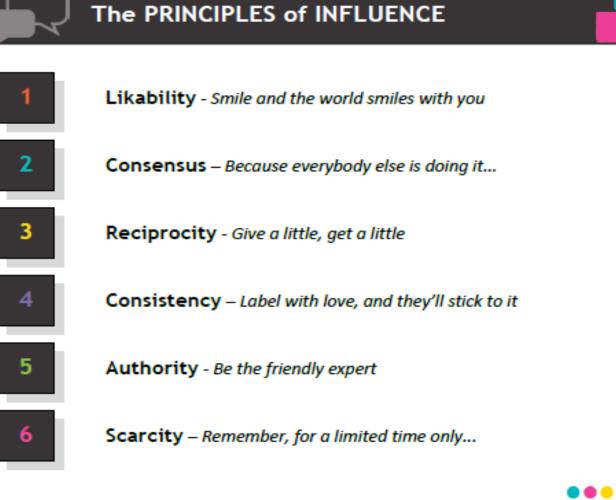
WIC support:\_\_







## Support Materials







Texas Power of Influence



### Power of Influence



### Smile and the world smiles with you

What does it take to be a likable person? How can we put likability into action in the clinic? Here are some things you can try.

• Smile- A genuine smile can elevate your mood and lift the spirits of those who see it. Try smiling at everyone you encounter in the clinic, both participants and coworkers. You will find it's contagious!

• Listen- Listening tells others that you are truly interested in them as a person, and who doesn't like that? When you are talking with someone, make them feel like they are the only person that matters by keeping eye contact, listening to and acknowledging what they say, and adding something of value in return.

• Follow the Golden Rule- Treat others the way you want to be treated. Our participants are oftentimes living in stressful situations and treating them with empathy and kindness may be exactly what they need to get through a tough time.

 Be complimentary- People love praise and those who are giving it. Find any excuse to compliment a participant or coworker. Some examples: their kids, their thoughtfulness, their ideas, their skills, etc.



"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." -Mava Ang

### Power of Influence



### Label with Love, and They'll Stick To It

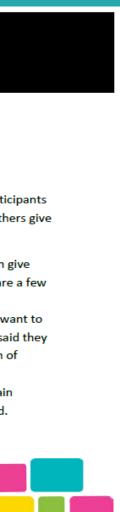
People are wired to do what they say they are going to do. That's why it's a great idea to encourage participants to talk about their goals and dreams, or better yet – write them down! People also stick to labels that others give them, whether they are positive or negative.

- The Power of Labels: Leave negative thoughts behind. Instead, think about positive labels you can give your participants - Strong, survivor, good parent, smart, healthy, timely, dependable, and brave are a few popular ones. It will give them a morale boost, and encourages positive behaviors.
- Write It Down: Tired of participants who don't make changes? Have them write down what they want to do, and put it in a visible place. They are more likely to follow through and actually do what they said they would. Breastfeeding pledge cards are a great example of how a Mom can commit to her decision of breastfeeding.
- Make it Public: Encourage participants to share their goals with friends and family members to gain support. The more people know about it, the more accountability they will feel to keep their word.



"Once you replace negative thoughts with positive ones, you'll start having positive results." -Willie Nelson





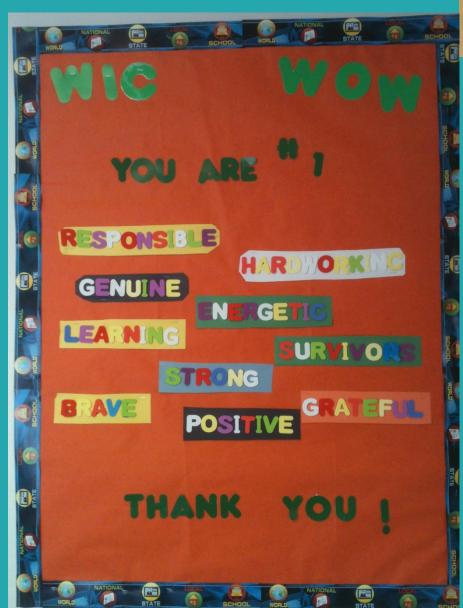
### Local Agencies



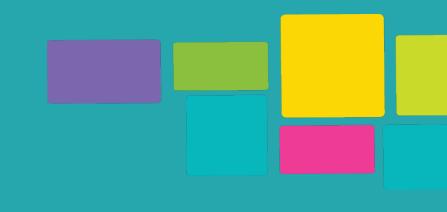




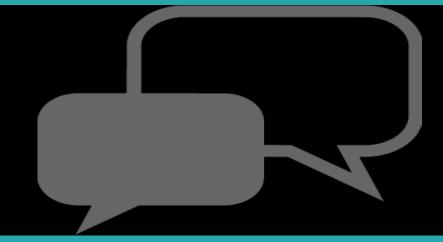








### Local Agencies







### Testimonials

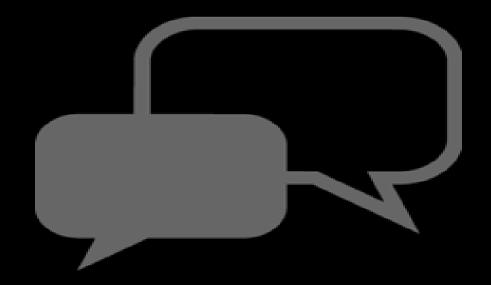
- help my clients"
- "It was motivational for my work environment"
- program to work for!"
- "It really brings to light the importance of going beyond the really influence them"

• "This training has changed my way of thinking to a more positive one. To become better every day and to learn the most I can to

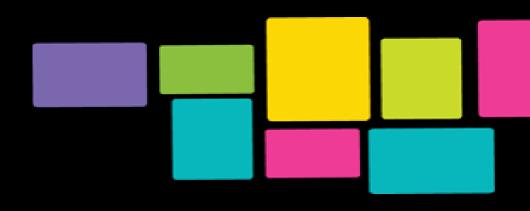
• "Fun and very educational. Makes the WIC program an awesome

business to connect with our clients on a personal level - we can





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### Thank you for your participation. Thank you for your hard work. Stay tuned for the next webinar.



United States Department of Agriculture



