

Enhancing WIC Clinic Environments

Oregon WIC





WIC Clinic Enhancement Project

- Funding local agencies to enhance their waiting and counseling rooms using NWA Branding and Trauma Informed Care
- Total of 29 clinic sites at 19 agencies
- Total of \$178,100 dollars towards improving the look and feel of WIC offices across the state.
- Projects funded included (but were not limited to):
 - improved lighting in line with trauma informed care
 - creation of comfortable areas for children to play and wait
 - purchasing of comfortable bariatric seating options
 - updating waiting and counseling rooms with fresh paint
 - addition of anti-slamming doors and ambient noise
 - addition of NWA branded materials and updated artwork

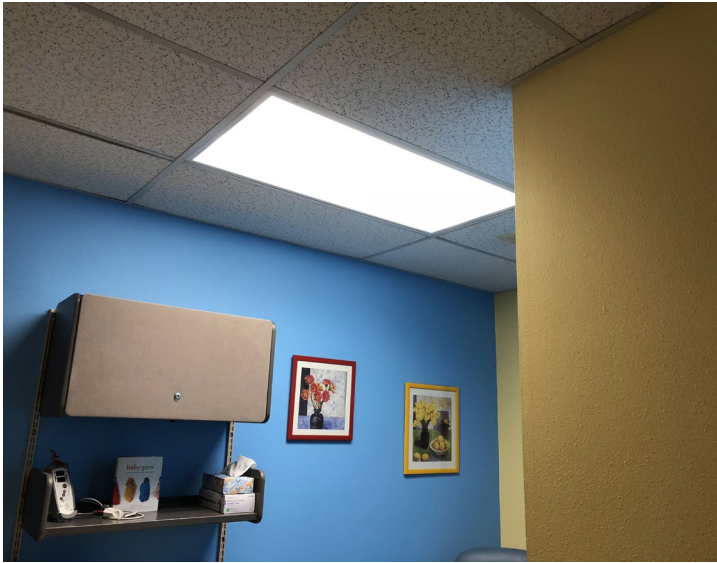
Baker County – Before



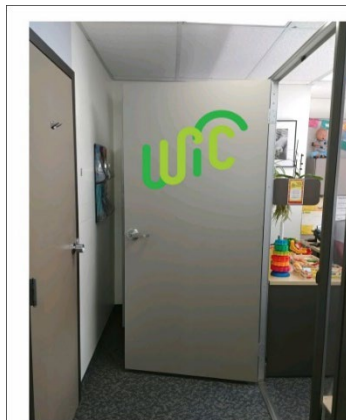
Baker County – After



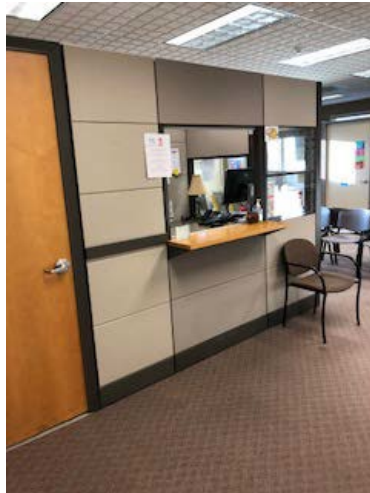
Clatsop County – Before



Clatsop County – After



Deschutes County – Before



Deschutes County – After



Douglas County – Before



Douglas County – After



Harney County – Before



Harney County – After



Jefferson County – Before



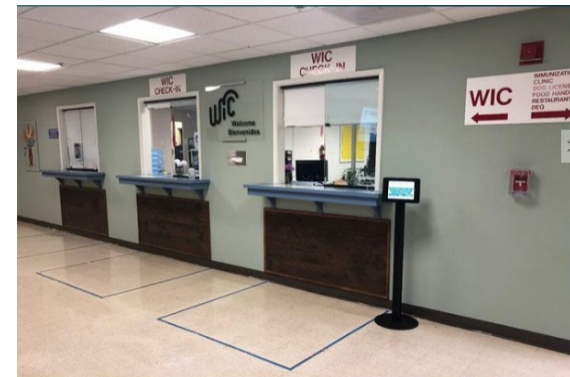
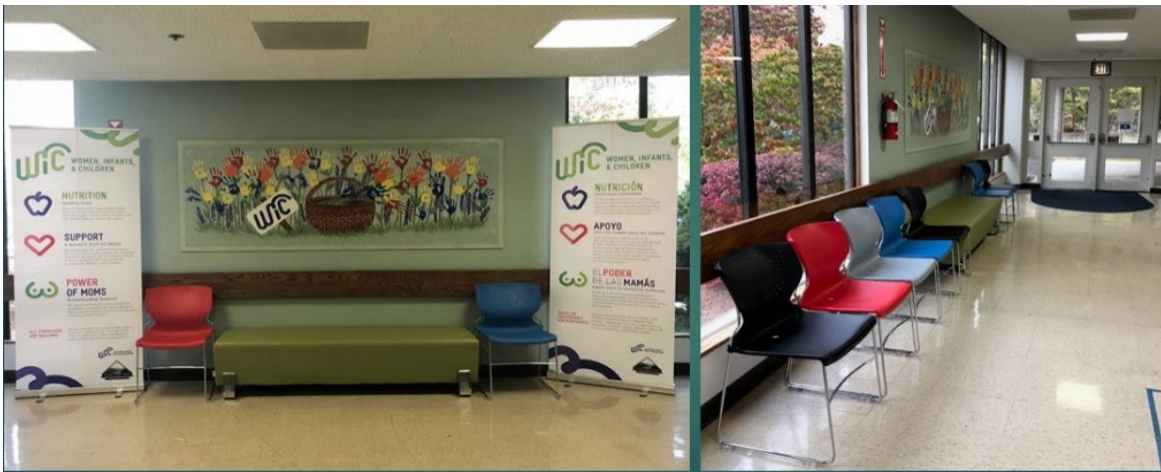
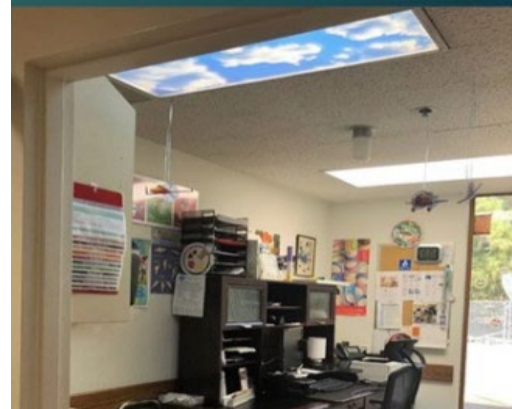
Jefferson County – After



Josephine County – Before



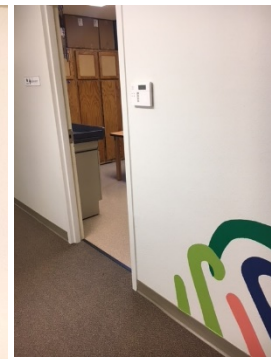
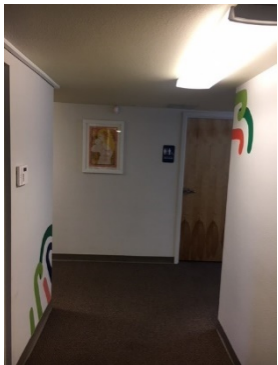
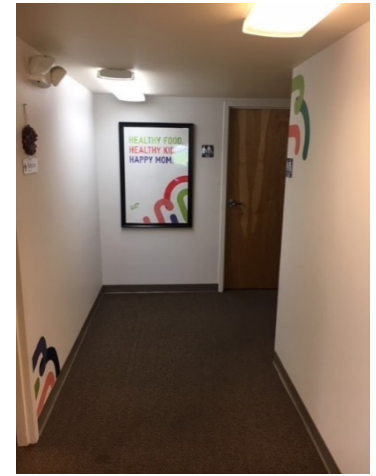
Josephine County – After



Klamath County – Before



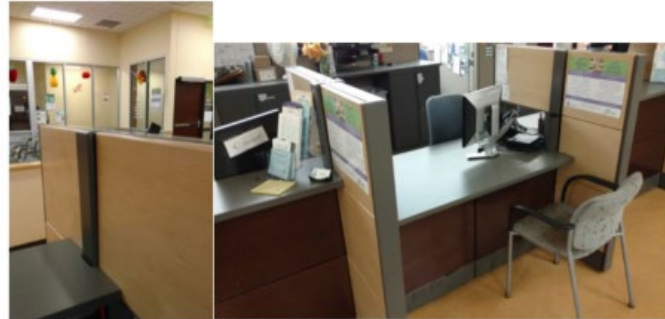
Klamath County – After



Lane County



Uncomfortable chairs were replaced at baby check-in



Privacy partitions added to reception area



Breastfeeding room added washable kid seating



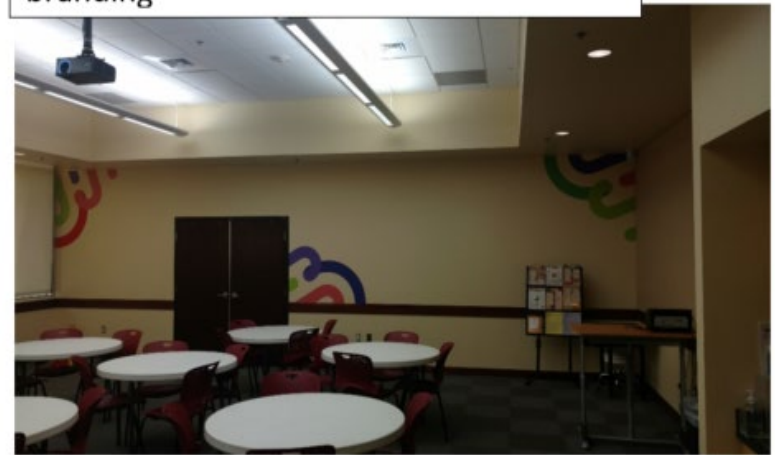
Lane County



Bench seating added for family seating and comfort



Classroom walls updated with WIC branding



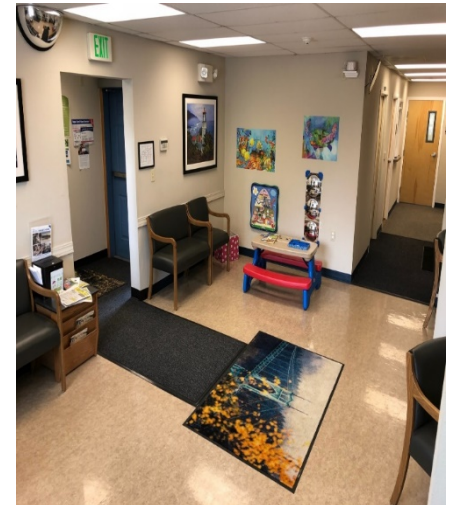
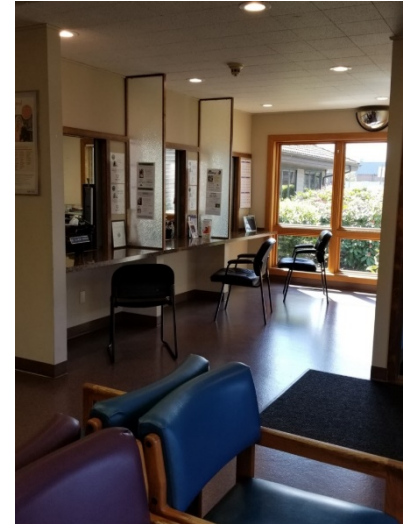
Lincoln County – Before



Lincoln County – After



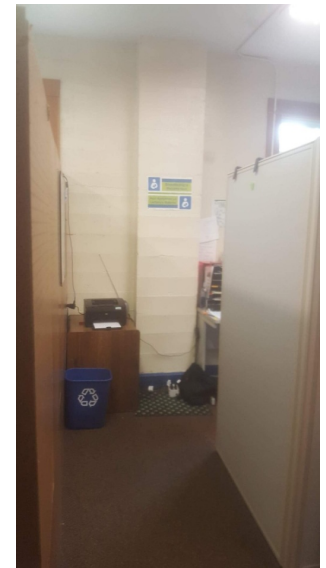
Linn County – Before



Linn County – After



Marion County – Before



Marion County – After



Multnomah County – Before



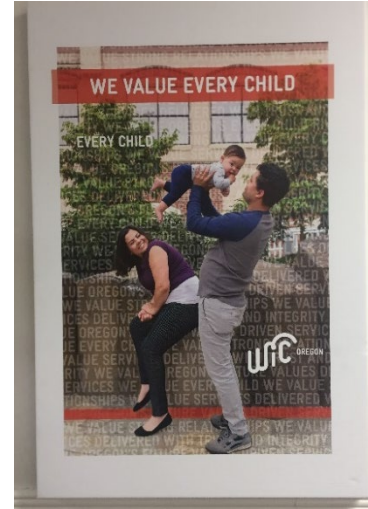
Multnomah County – After



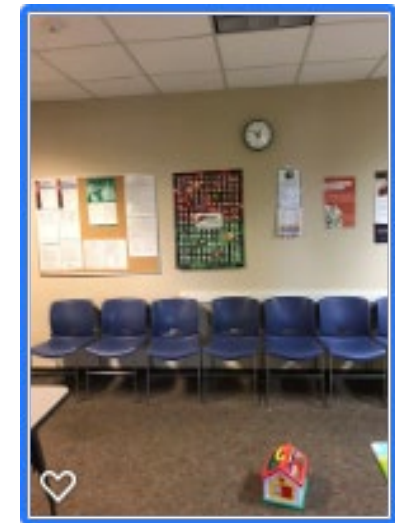
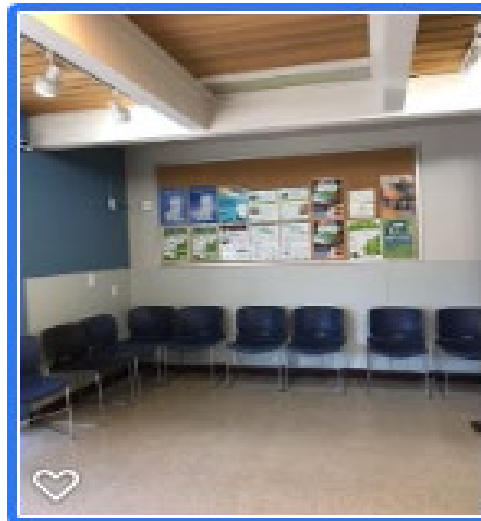
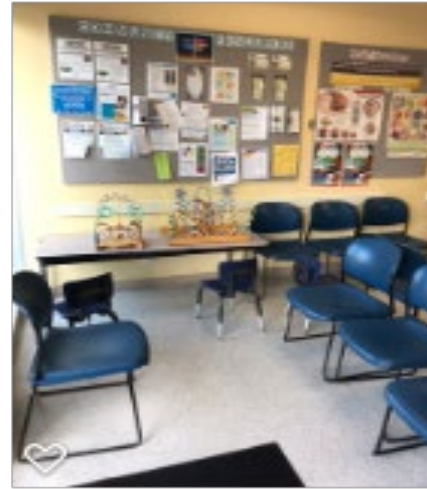
North Central – Before



North Central – After



Washington County – Before



Washington County – After



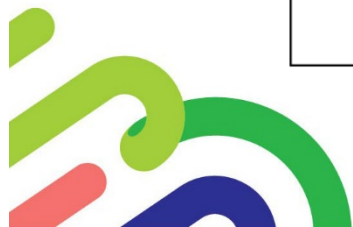


Post Improvement Survey Results

Thinking about our WIC Space, how welcome do you feel?	96.4%	3.3%	0.3%
Thinking about our WIC Space, how comfortable do you feel?	99.5%	0.5%	0.0%

What are some examples of how the WIC clinic is welcoming and comfortable?

Theme	Words used	# Comments	Total survey respondents	Percent of total
Kid-friendly environment		279	394	71%
	kid-friendly/kids	174		
	toys	82		
	play area	13		
	books	10		
Warm and friendly staff		232	394	59%
	friendly (+staff)	123		
	nice/smile/kind/greet	109		
Positive clinic space		50	394	13%
	clean	23		
	bright colors/pictures/murals	14		
	comfortable chairs	9		
	spacious	4		



“I really appreciate the color, toys, and soft areas”

“I enjoy the pictures when we are in the waiting room”

“Open, not too overly packed with stuff. Signage and window graphics are helpful”

“Having bright colors and toys for the kids”

“Seating is new and more comfortable and nicer looking”

“Good lighting, friendly staff, lots of toys”

“Friendly staff, lots of light and colorful décor”

“When arrive they wait for you with a smile and greet you with respect and with a good vibe”

“The toys are great! Comfy seating”

“I love the toys. Kid friendly spaces so we don't have to worry about the kids being crazy”

“I like the new tablets for check in and the new art. The chairs are comfy too.”

“The staff are always so friendly I never feel any judgement here”

