

Enhancing WIC Clinic Environments

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Submitted by

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Agency Name: Oregon WIC Program

[1] Project Title and Ranking. Rank #1 of 2: Enhancing WIC Clinic Environments

[2] Objective: Provide funding to local agencies to improve clinic environments using a trauma informed lens and NWA branding. Environments that are maintained with the proper upkeep and that are welcoming and accommodating demonstrate to WIC participants that they are valued. When participants feel valued and welcomed, they are more likely to return to WIC, and therefore, continue to benefit from all services and benefits that WIC can provide. Environments that are designed using a trauma informed lens will aid in promoting a safe and supportive environment that will help participants, with assistance from WIC staff, to feel empowered to make positive behavioral changes.

[3] Results: Out of the 33 agencies in Oregon, 19 applied for and were awarded grants to improve clinic environments in 29 clinic locations. Two additional agencies submitted proposals when additional funds were made available later in the process. Initially, a total of \$135,000 was provided to local agencies for clinic improvement projects, with a focus on trauma informed care and use of NWA branding. Total funding for this project, with addition of remaining OA funding towards the end of the fiscal year, was \$178,100.

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, and addition of NWA branded materials and updated artwork.

The following clinics participated in the Enhancing WIC Clinic Environments Project. These clinic sites serve around 59,000 participants throughout Oregon.

- Baker County Health Department
- Benton County Health Department
- Confederated Tribes of the Umatilla
- Deschutes County Health Department
- Grant County Health Department
- Jefferson County Public Health Department
- Josephine County Health Department
- Klamath County Health Department
- Lane County Health and Human Services
- Lincoln County Health and Human Services (2 clinic sites)
- Linn County Health Department (3 clinic sites)
- Marion County Health Department (4 clinic sites)
- Multnomah County Health Department (3 clinic sites)
- North Central Public Health District
- Public Health Foundation of Columbia County

- Washington County Health and Human Services (3 clinic sites)
- WIC of Douglas County - A UCAN Program
- Harney County
- Clatsop County
- Jackson County
- Confederated Tribes of Warm Springs

[4] Need: Limited resources require local agency WIC clinics to have to prioritize where funds are spent. Providing high-quality nutrition education and WIC services to participants takes priority over making improvements to the WIC clinic environment. This often leads, over time, to waiting and/or counseling rooms that look run-down and are uninviting to WIC participants. Additionally, when clinics move locations to better meet participant needs, any available funds are generally spent on basic relocation costs, leaving clinic environment considerations underfunded. The Oregon State WIC program has been asked to help local agencies with such costs in the past, but there has been no funding mechanism for which to support this request. The result is that there is inequity across the state regarding clinic environment, depending on the resources available to each local agency WIC program within their respective counties.

- Oregon has not offered funding across the state specifically to improve clinic environments.
- The project could potentially impact all WIC participants in Oregon, just under 90,000 women and children and their families.
- Environments that are maintained with the proper upkeep and that are welcoming and accommodating demonstrate to WIC participants that they are valued. When participants feel valued and welcomed, they are more likely to return to WIC, and therefore, continue to benefit from all the services and benefits that WIC can provide.

[5] Project Description.

[a] Project Manager: Tiare T Sanna MS, RD, Nutrition and Local Services Manager

[b] List of project activities with a description.

1. State staff developed an application for local agencies to request funding for clinic improvements. Information collected included address of clinic, number of participants served by clinic site, name of person managing project at the local agency, changes they planned on implementing and why, and a preliminary budget for the project. Local agencies were asked to include a completed Trauma Informed Assessment, provided by Oregon State WIC, with their applications. Agencies could request \$3,000 for trauma informed care improvements and

\$2,000 for NWA branding materials, for a total available funds of \$5,000 per clinic site.

2. Funding was provided to 21 local agencies, for 31 sites, using a grant adjustment process. Of the 21 agencies, 5 selected to implement trauma informed care improvements only; the additional 16 agencies implemented both trauma informed care and NWA Branding.

[c] Timeline of milestones.







1. April 5, 2018, State WIC sent out a request for applications to all local WIC agencies with responses due May 11, 2018. Nineteen local agencies responded with completed applications, including description of proposed projects, a preliminary budget, and before pictures of their WIC Clinics.
2. State staff reviewed applications for completeness and to ensure proposals met intent of the Enhancing WIC Clinic Environments Project and then started sending out award letters May 22, 2018.
3. State WIC fiscal analyst worked with state office of Contracts and Procurements to adjust local agency grants to include the funds for Enhancing WIC Clinic Environments, beginning July 1, 2018.
4. The Nutrition and Local Services Manager and Assigned Nutrition Consultants provided technical assistance for the participating agencies from June 2018 – September 2018.
5. October 1, 2018 – October 5, 2018, Participating Local Agencies sent after pictures of clinic improvements and completed participant surveys. Of the 29 clinic sites, 19 sites returned surveys and after photos, 5 submitted either the photos or the surveys, and 3 did not return either the photos or the surveys before October 5, 2018. Delays were reported due to ordered items not arriving in a timely manner and inability to have work completed in the clinic sites by October 1st, 2018. All agencies report funds were spent by September 30th, 2018. Agencies missing items will submit photos and surveys once completed, including the two agencies who were awarded funds for the first time in September 2018 with the extra funding that became available for the project.

[d] Final delivery date: Grant funds were expended, and the project was completed September 30, 2018.

[6] Evaluation

Participant Survey Results:

Of the 29 sites that received the grant, 22 sites returned surveys given to participants after clinic improvements. Three sites returned surveys that were completed before clinic improvements, so these were excluded from the statistics related to how participants feel about the improved WIC space. Comments from all surveys, however, were included on what helps to make the space more comfortable, as these are general comments showing what issues are most important to participants when thinking about a welcoming and comfortable WIC space. A total of 420 surveys were returned by October 5th, 2018. Most participants felt that the clinic was a welcoming and comfortable space after clinic improvements were completed. Kid friendly spaces, toys, welcoming and smiling staff, and clean, bright and colorful clinics with comfortable seating were common themes of what helps to make WIC participants feel comfortable in the clinic.

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		

What ideas do you have to make the WIC clinic more welcoming and comfortable?

	Theme mentioned	Total	Percent of total
Happy with how it is already	63	394	16%
More kid-friendly (games, books, furnishings, kid music, kid space, educational shows, toys, rug)	47	394	12%
Water to drink	13	394	3%
More/better seating	13	394	3%
More colorful, warmer colors	8	394	2%
Snacks or coffee (fruit, veggies, donuts)	9	394	2%
Less wait time, better hours or location	5	394	1%
Signage (more outside, Spanish, welcome sign)	5	394	1%
Better lighting/ temperature warmer or cooler	4	394	1%

Before and After Photos:

Before (Klamath County)



After (Klamath County)



Before (Baker County)



After (Baker County)



Before (Clatsop County)



After (Clatsop County)



Before (Deschutes County)



After (Deschutes County)



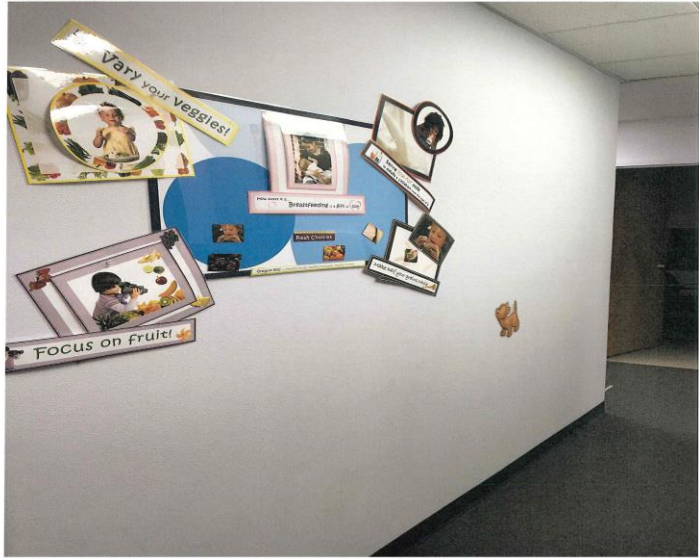
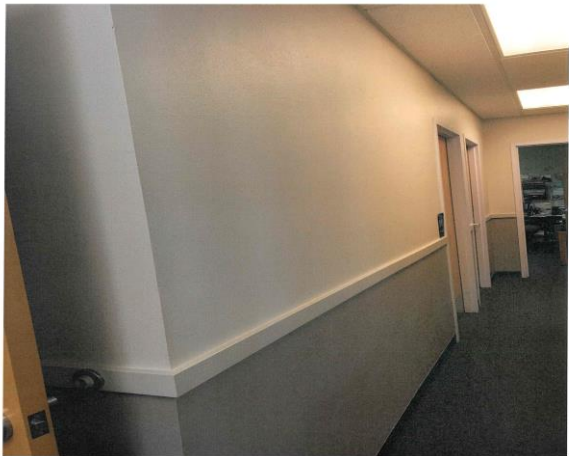
Before (Douglas County)



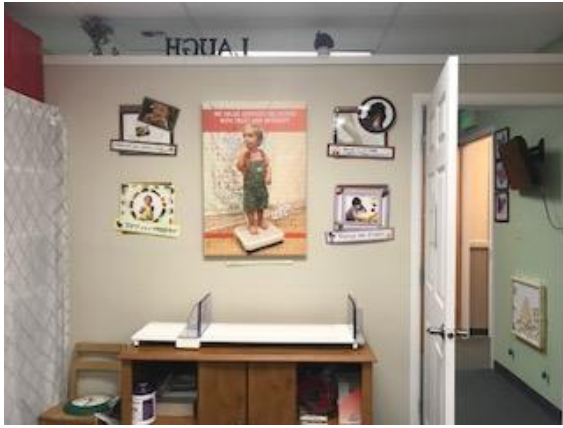
After (Douglas Count)



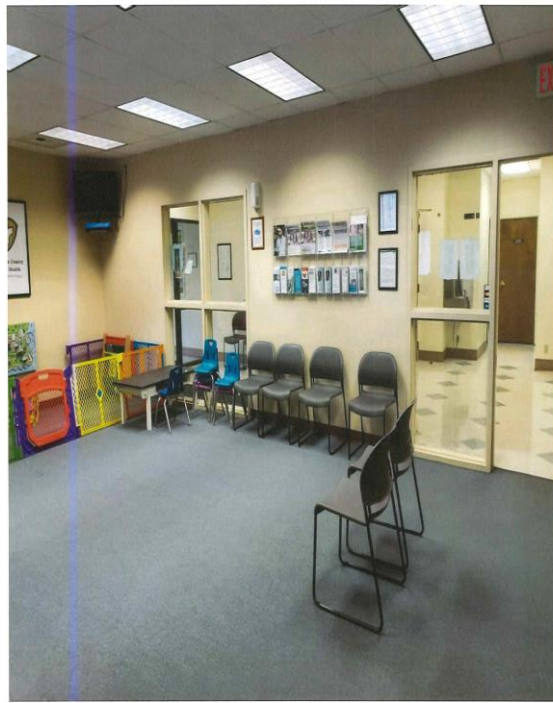
Before (Harney County)



After (Harney County)



Before (Jefferson County)



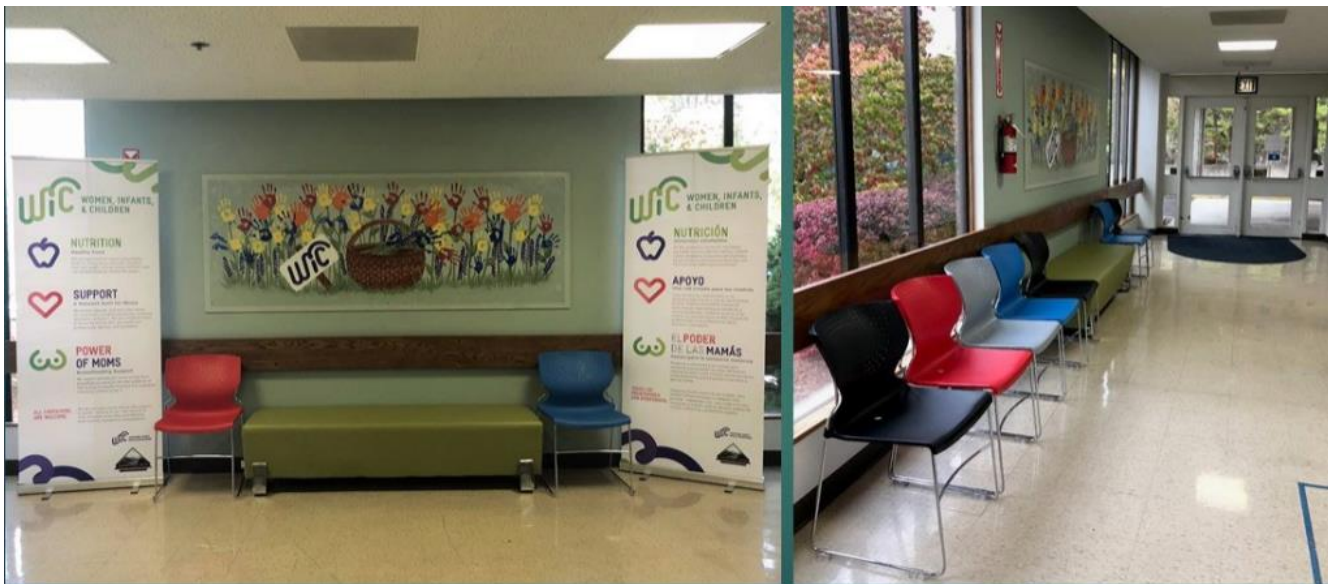
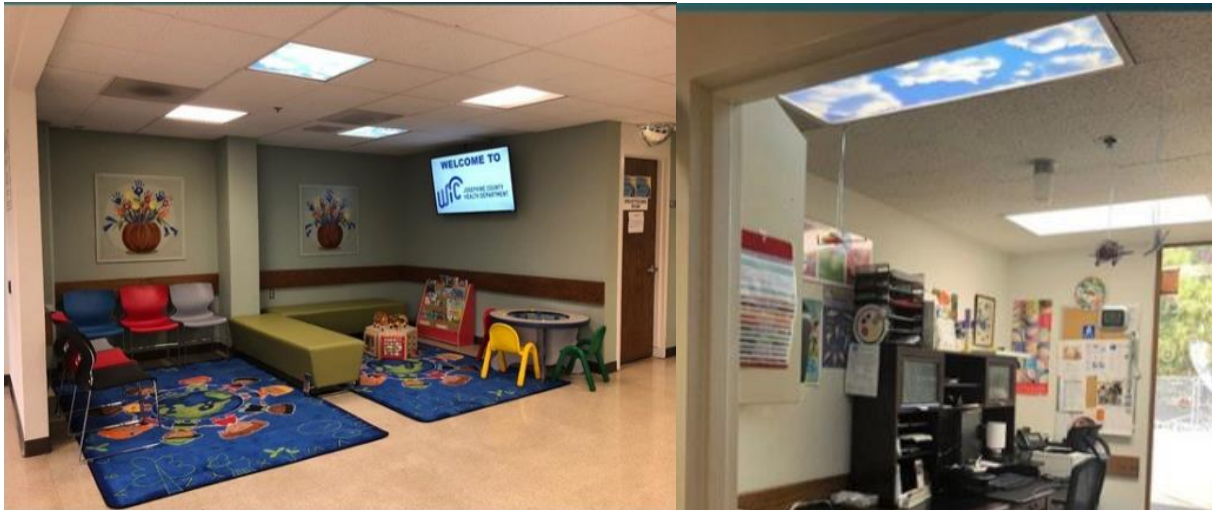
After (Jefferson County)



Before (Josephine County)



After (Josephine County)



Josephine County Staff with their branded polos and car magnet



Before and After (Lane County)



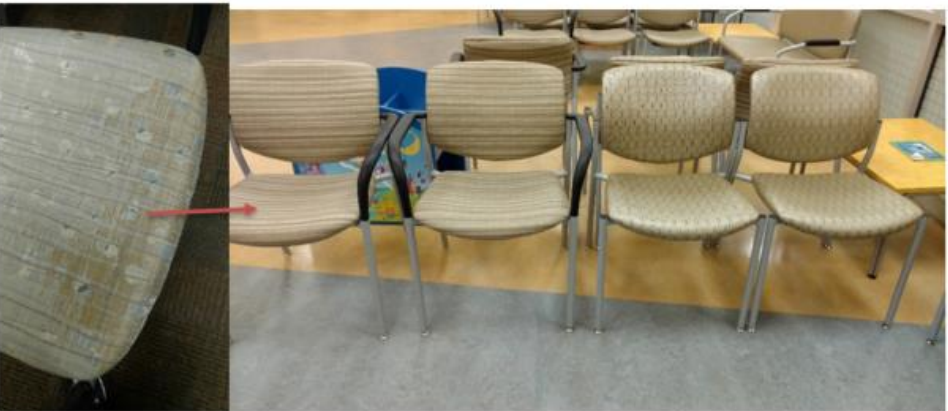
Uncomfortable chairs were replaced at baby check-in



Breastfeeding room added washable kid seating



Privacy partitions added to reception area



Worn and soiled chairs replaced by new washable ones with and without arms for comfort



Bench seating added for family seating and comfort



Classroom walls updated with WIC branding



Before (Lincoln County)



After (Lincoln County)



After (Lincoln County)



Before (Linn County)



After (Linn County)



Before (Marion County)



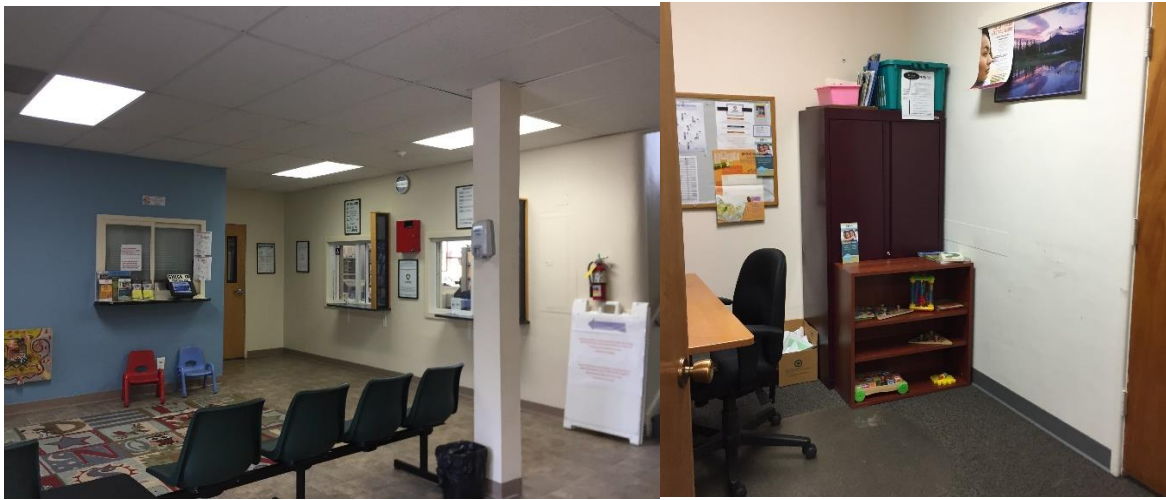
After (Marion County)



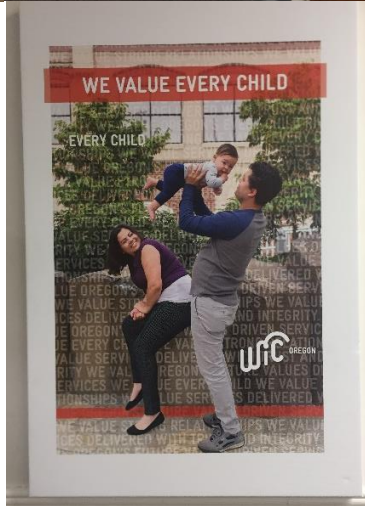
After (Marion County)



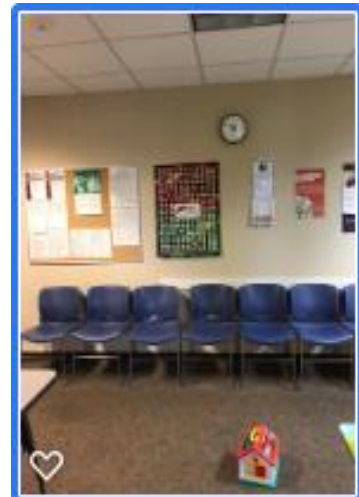
Before (North Central)



After (North Central)



Before (Washington County)



After (Washington County)



After (Washington County)



Sample of comments from participants on specific suggestions on ways to continue to improve the WIC clinic environment:

“Our son is ASD and having more things for older kids to help entertain during would help us feel more at ease and less stress and distracted.”

“Asking our financial info out front. Hard to have confidentiality in lobby. I liked when we were asked in private. thanks”

“A quiet place to read a book or play while waiting”

“It would be nice to have sanitizer/wipes around too.”

“Some back ground noise. it's oddly quiet in here. thank you :)”

“Get rid of the window of glass - makes me feel like I'm at the sheriff's office”

“I like the quilt on the wall - so maybe some rugs? Keep sound from bouncing and adds a softer feel, not so clinically bare.”

“Extra pillow in breastfeeding room”

“Move the iPads for check in where kids can't access them or provide instructions for adults to lock and unlock them.”

“Maybe water dispenser or coffee for the ‘early birds’.”

“Colorful colors on the walls.”

“Better seats for waiting, better lighting”

“More comfortable seating, water dispenser”

Sample of positive comments from participants regarding the WIC clinic environment:

“Change in the waiting room very comfortable motivates me to decorate”

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

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

“They play area, the smile on people’s faces, tone of voices”

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

“Nice, caring, thoughtful, clean, open”

“Good lighting, friendly staff, lots of toys”

“Fun colors, kids area. Lot of seating, friendly staff”

“The toys are great! Comfy seating”

“Seating area/toy area make it more home like”

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

“It is clean, there are children’s activities, bright, fun art”

“Seating is new and more comfortable and nicer looking”

“Friendly staff, lots of light and colorful décor”

“We love the new toy table and shelves”

“Spacious seating to enjoy others company and also if you want to be alone”

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

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

“I like the seating changes, more room, kid friendly”

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

“Love the colors!”

“Having bright colors and toys for the kids”

Space_{Private} Nice_{Rug} more/better seating_{Place}
More kid friendly_{Sign} Already great_{Entrance}
Water_{Music} Waiting_{Location} Colors