

**2010 CA WIC Program
Best Practices Awards
Nomination Form**

**Exceptional or Innovative Customer Service
(Agency Award)**

Directions:	
<p>The best practices awards are for activities during the federal fiscal year 2009 (October 1, 2008-September 30, 2009). Complete all sections of the form. "Agency" awards recognize the best practices of the organization, and "individual" awards recognize the unique contributions of an individual staff member. The information provided in the nomination form may be included in the Best Practices Awards program. Remember to include your name and contact information as we may contact you for additional information. This form is designed for you to enter information within expandable fields after every question.</p>	
Nomination:	
<p>Exceptional or Innovative Customer Service: Kings County Department of Public Health WIC Program (Agency Name)</p>	
<p>In the past 12 months, did the agency's participation average more than 100% of its caseload?</p>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<p>If yes, what measures did the agency take to ensure participants continued to receive a high level of customer service while demand for services increased? <i>Our agency obtained a substantially larger classroom that allowed us to triple and even quadruple class sizes. We booked extra appointments to compensate for the appointment failure rate to achieve the goal of providing services to the maximum number of participants each day. We serve walk-in participants whenever possible.</i></p>	
<p>In the past 12 months, has the agency responded to a customer service issue and, as a result, either established new methods for serving participants or revised existing protocol?</p>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<p>Please describe the changes in protocol. <i>1. Our growing caseload meant that in some cases our class capacities needed to increase to 45 or more. 2. We purchased projectors and big screens for use in all our WIC sites so that we could enhance our education pieces with PowerPoint presentations and DVDs.</i></p>	
<p>Please explain the situation by describing the methods and outcomes. <i>1. We acquired access to a large common area in our Public Health Department and reserved it for our large classes. After each class we were able to issue FIs without having the participants return to our regular issuing area thus reducing the amount of different places that the participants had to go to get the full compliment of services. Without a larger classroom some of our participants would have experienced a hardship obtaining the education contact they needed when they needed it. 2. We developed PowerPoint presentations in both languages that our participants speak and provide all education on the "BIG SCREEN" in each WIC site.</i></p>	
<p>How were the WIC participants impacted? <i>1. In addition to our participants having been able to get the education contacts when they need them, they receive their education in a spacious, comfortable environment. 2. Participants as well as their children have really enjoyed the PowerPoint/BIG SCREEN approach to learning. They are more eager to come to class whereas in the past, some of our participants looked upon education as less of an opportunity and more of a requirement. In particular, the children are</i></p>	

Please submit completed form by **December 11, 2009** to
 Theresa Searles, Local Agency Support Branch
 Theresa.Searles@cdph.ca.gov
 Phone: (916) 928-8766 Fax: (916) 263-3314

2010 CA WIC Program - Best Practices Awards

Directions:

more engaged with the PowerPoint presentations and DVDs and subsequently the parents are then able to concentrate on the class topic and participate as well. The BIG SCREEN has proven to be a far more compelling teaching tool than flipcharts and posters ever were. We have experienced fewer crying children and less disruptive movements during class.

Provide an example of positive feedback the agency received from WIC participants related to improved customer service? Our participants have told us that the new PowerPoint classes are more interesting and enjoyable.

How did the agency successfully implement exceptional customer service on a daily basis above and beyond routine expectations? Our use of the larger common space was an orchestration of efforts by numerous individuals in our Health Department. This change affected other programs besides WIC in terms of increased foot traffic in certain areas and an overall reduction in access to a general meeting room and more cars in the parking lot. This change required a department-wide understanding that the WIC program had a need and to meet that need, cooperation and understanding would be necessary. We needed to present compelling arguments to our fellow programs as to why we needed the bigger space on a regular basis. Although providing large classes is just part of our routine now, we met with some resistance from other programs in the beginning. Since these classes occurred outside of the confines of the usual WIC site extra effort needed to be taken to prepare the space and then after class return it to its original configuration. We found it worked best to have either a half day or full day of classes in the space so we made the necessary changes to our schedule to allow for that. We also learned to graciously yet firmly "defend" our reservations when other groups desired the space after we had reserved it. We were given a maximum number of times we could use the space each month and we have always tried to use it to the fullest.

Our change to PowerPoint on the BIG SCREEN has made participant education contemporary. Combining information and technology is a common and expected practice. The expectation of capturing the interests of our participants with information presented on paper in ink is outdated. Today's WIC participant wants to be entertained while being educated. We can give them what they want and get our health messages across by using a media presentation. We are planning to use another type of BIG SCREEN this year when we convert to large flat screen TVs with receivers that accept our stick drive-stored PowerPoint via USB. This will alleviate the need for a laptop, a projector and speakers, but most importantly all the cords that these pieces of equipment require. With safety first, having fewer cords is a must. Additionally, staff have less equipment to set up and take down. It is a good use of our very precious time and a good use of technology. We are eager to transit to our new media presentations that will require only a TV, a stick drive and a remote control.

Contact Person:

Contact Name: Carol Williams
Phone Number: 559-582-3211 x 2758
Fax Number: 559-587-9144
Email Address: carol.williams@co.kings.ca.us

**2010 CA WIC Program
Best Practices Awards
Nomination Form**

**Exceptional or Innovative Customer Service
(Agency Award)**

Directions:	
<p>The best practices awards are for activities during the federal fiscal year 2009 (October 1, 2008-September 30, 2009). Complete all sections of the form. "Agency" awards recognize the best practices of the organization, and "individual" awards recognize the unique contributions of an individual staff member. The information provided in the nomination form may be included in the Best Practices Awards program. Remember to include your name and contact information as we may contact you for additional information. This form is designed for you to enter information within expandable fields after every question.</p>	
Nomination:	
<p>Exceptional or Innovative Customer Service: Public Health Foundation Enterprises - WIC Program (Agency Name)</p>	
<p>In the past 12 months, did the agency's participation average more than 100% of its caseload?</p>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<p>If yes, what measures did the agency take to ensure participants continued to receive a high level of customer service while demand for services increased?</p>	
<p>In the past 12 months, has the agency responded to a customer service issue and, as a result, either established new methods for serving participants or revised existing protocol?</p>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<p>Please describe the changes in protocol. The PHFE-WIC program conduct a comprehensive Customer Service Survey of approximately 1,800 of our participants (representing all 50 PHFE-WIC centers) four times a year to ensure that our participants are provided group nutrition education and experience good customer service at their WIC visits.</p>	
<p>Please explain the situation by describing the methods and outcomes. WIC participants value the WIC program for much more than "just food". At PHFE-WIC, we are committed to providing meaningful group nutrition education at every WIC visit. Additionally, given the food package changes and the Healthy Habits for Life and Healthy Habits Begin at Birth campaigns, it was crucial that education was consistently provided. We used the PHFE-WIC Customer Service Survey, conducted every three months, as a quality measure for this purpose. A random sample of around 1800 participants from all PHFE-WIC Centers were surveyed the DAY AFTER their WIC visit. The calls were made in English and Spanish by a team of 20 well-trained office support staff. The survey asked about the overall WIC visit experience, experience with the group nutrition education, and any suggestions participants have for us to improve customer service. Participants indicating a negative experience at their WIC visit received follow up phone calls from senior managers to resolve the issue. The survey results were quantified to monitor agency performance as well as the performance of individual centers with providing appropriate linguistic and categorical nutrition education.</p>	
<p>How were the WIC participants impacted? As a large agency serving over 300,000 participants, it is an</p>	

Please submit completed form by **December 11, 2009** to
 Theresa Searles, Local Agency Support Branch
 Theresa.Searles@cdph.ca.gov
 Phone: (916) 928-8766 Fax: (916) 263-3314

2010 CA WIC Program - Best Practices Awards

Directions:

on-going challenge to ensure that all 50 WIC Centers and over 700 staff provide consistent education and good customer service. Asking participants for feedback on their WIC experience using targeted questions about Nutrition Education and customer service the very NEXT day after their visit helps us construct a very realistic snapshot of the quality of WIC services at each of our centers. The timing of the calls, within 24 hours of the WIC visit, as well as the immediacy of the follow up by management to anyone reporting dis-satisfaction ensures reliable responses. Participants are sometimes surprised and always most appreciative of the follow up done by managers. This undoubtedly helps with participant retention.

Provide an example of positive feedback the agency received from WIC participants related to improved customer service? As a consistent trend over the last two years, 96% to 98% of participants we surveyed rated our service as excellent or good. Participants have said: "Everything is great, great advice in eating and the classes are great!"; "Each time is great service. Like the program."

How did the agency successfully implement exceptional customer service on a daily basis above and beyond routine expectations? [see above](#)

Contact Person:

Contact Name: Lu Jiang
Phone Number: 626.856.6650 ext.271
Fax Number:
Email Address: luj@phfewic.org

**2010 CA WIC Program
Best Practices Awards
Nomination Form**

**Exceptional or Innovative Customer Service
(Agency Award)**

Directions:	
<p>The best practices awards are for activities during the federal fiscal year 2009 (October 1, 2008-September 30, 2009). Complete all sections of the form. "Agency" awards recognize the best practices of the organization, and "individual" awards recognize the unique contributions of an individual staff member. The information provided in the nomination form may be included in the Best Practices Awards program. Remember to include your name and contact information as we may contact you for additional information. This form is designed for you to enter information within expandable fields after every question.</p>	
Nomination:	
<p>Exceptional or Innovative Customer Service: Stanislaus County Health Services Agency (Agency Name)</p>	
<p>In the past 12 months, did the agency's participation average more than 100% of its caseload?</p>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<p>If yes, what measures did the agency take to ensure participants continued to receive a high level of customer service while demand for services increased?</p>	
<p>In the past 12 months, has the agency responded to a customer service issue and, as a result, either established new methods for serving participants or revised existing protocol?</p>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<p>Please describe the changes in protocol. <i>We were experiencing a high wait time due to staff shortage. We implemented a few new changes: 1) We installed a Video Information Board in partnership with other programs. This board is in our waiting room and runs the Sesame Street video, WIC updates, hand washing video clips, information regarding Child Care, and Welfare to Work information. This is updated on a regular basis to give out important information for our clients and offer brief bits of education while they wait. 2) We have regular food demos in the waiting room which corresponded to the new WIC food package education. 3) We purchased a "time stamper" which is used to document when clients arrive so we can track their wait time. 4) We remodeled the waiting room with new carpet and new furniture. We also installed privacy counters to improve communication 5) We offer IZ and hemoglobin testing (by a Phlebotomist) for those unable to obtain tests from their provider.</i></p>	
<p>Please explain the situation by describing the methods and outcomes. <i>We decided that we needed to keep the clients occupied while waiting in order to improve their appointment experience. Unfortunately, we have little control over our staffing, and it is not uncommon to experience staff shortages.</i></p>	
<p>How were the WIC participants impacted? <i>WIC participants were receiving other information and services while waiting. They have a much cleaner environment to wait in. We also have documentation on their actual wait time (from the Time Stamper), so we can make sure that clients were seen in the order of their arrival (within limitations due to the type of appts).</i></p>	
<p>Provide an example of positive feedback the agency received from WIC participants related to improved customer service? <i>They appreciated the food demos, and nutrition ed and felt more prepared for the food</i></p>	

Please submit completed form by **December 11, 2009** to
 Theresa Searles, Local Agency Support Branch
 Theresa.Searles@cdph.ca.gov
 Phone: (916) 928-8766 Fax: (916) 263-3314

2010 CA WIC Program - Best Practices Awards

Directions:

package changes. We do customer service surveys on a quarterly basis and made a decision to address an area of need.

How did the agency successfully implement exceptional customer service on a daily basis above and beyond routine expectations? Quarterly surveys, on-going monitoring, keeping clients occupied in the waiting room, offering food demos and taste testing, information/resources on Video Info board, offering other services at the same location - MediCal, Food Stamps, Welfare to Work, Childcare Reimbursement, Health Care plan info, IZ, Hgb, bus passes, expanded call center with VOIP system which allows staff to take calls in order received.

Contact Person:

Contact Name: Elaine Emery
Phone Number: 209-525-4804
Fax Number: 209-558-1242
Email Address: eemery@schsa.org