Client Centered Services
Promotion and Retention Strategies
Objectives

- Gain a basic understanding of trauma from the client and the staff’s perspective
- Understand the negative impact of the authoritarian approach to delivering service and managing staff
- Be able to use at least 3 tools to objectively assess clinics and service on a client centered service continuum
- Discuss the relevance of creating an environment where coaching, mentoring, and staff self care are the first steps in creating client centered service
True or False?

- When we get families in the door they don’t always come back.
- There are eligible families that don’t enroll who would benefit from what WIC has to offer.
- Keeping and motivating staff is a challenge.
- You’ve tried multiple approached to solve these problems with nominal impact.
Willing to Open Your Mind to a Different Perspective?

Humor me!
What if some families don’t come back because they don’t feel safe?
Consider the Following
A Broad (and realistic) View of Trauma
What Does Trauma Look Like?

- Emotionally reactive
- Unable to concentrate
- Depressed/shut down
- Anxious
- Overweight or Obese
Many of our families are living life here.

But what we are expecting of them is here.
What if some families never enroll because they can’t bear to go through the process?
Understanding The Window of Tolerance

Hyperarousal
- Hyperaware or vigilant
- Overly quick or intense reactions
- Feeling a lack of emotional safety
- Overwhelming emotions

Window of tolerance
- Able to think and feel at the same time

Hypoarousal
- Shut down, flat or numb
- Hard to think, disconnected
- Feeling shame, can’t say “no”
What Takes Clients and Staff Out of the Window of Tolerance?

- Number 1 – Authority
- Number 2 - Powerlessness
- Number 3 – Feeling Vulnerable or Trapped

All of these are inherit in a typical clinic environment.

Many individuals would rather stand in line at a food truck or food pantry than feel these feelings.
How to Keep Everyone in the Window of Tolerance

- Number 1 - Non-violent and collaborative verbal and non-verbal communication
  - *Also known as Client Centered Services*

- Number 2 – Choices
  - *Also known as Client Centered Services*

- Number 3 – Physically safe space
  - Lighting
  - Noise Level
  - Personal space
  - Appropriate Images
How Safe (Client Centered) is the Culture of Your Clinics?
Walk into your clinic using the client entrance. Video the surroundings. Look at it objectively.

- Is there room between chairs?
- Does the set up allow for confidentiality to be maintained?
- Is the lighting good, but not overly harsh?
- Is the noise level managed?
- Is the room child friendly?
- Are images culturally appropriate?
- Does the client know where to go?
- Are staff easily identified?
What is the Client’s First Impression?

- This is perhaps the most crucial spot in the clinic. The window of tolerance is often challenged right from the beginning of the visit.
  - Body Language
  - Tone
  - Greeting
  - Willingness to make it work vs trying to hold clients accountable
  - Are clients given choices and told what will happen next?
  - Do your staff have visible ID?
How is Vulnerability Handled?

- Touch is a tricky thing. Being in someone’s physical space is a tricky thing.
- Does the tech make eye contact?
- Do they explain everything that they are going to do and why?
- Do they ask about concerns prior to performing any procedures?
- Do they respect the client’s wish to decline?
- Do they seem caring and compassionate?
Try observing the session from a purely client centered perspective. Don’t worry about the education or the “audit requirements”. Just notice how safe and respected the client feels.

- Does the CPA introduce herself?
- Does she acknowledge all members in the room?
- Is she authentic and does she come across as caring more than she comes across as the expert?
- Does she notice and respond to the client’s verbal and non verbal cues?
- Does she ask what the client needs and attempt to meet that need?
- Is the client’s knowledge recognized and are choices collaborative?
- Does she affirm the client?
- Are conflicts resolved “without force”?
What would it take for the client to leave with the overall message of “We hear and support you?”
How Do You Feel About CCS?

What would it take to make CCS worth the effort?

How well do you feel your staff are doing?
Consider complaints, no shows, altercations.

How comfortable are you with being able to mentor, coach and encourage staff?
Do You Need To Improve Staffs’ Skill Level in CCS?

- Begin by embracing CCS in your interactions with staff
- Take the training yourself
- Notice and acknowledge all attempts in using CCS
- Make time for staff to train
- Offer incentives for training
One More Thought
What if staff underperform or resign because they are beyond burnout?
The Trauma in You Touches the Trauma in Me
How Does Dealing With Traumatized Families Affect Staff?

- When we open our hearts to hear someone’s story we are changed.
- **Secondary Trauma** is a transformation of the helper’s inner experience resulting from empathic engagement with another’s trauma.
  - Is a typical human response
  - Comes from our perceptions of the client’s traumatic experience
  - Can worsen and become debilitating if ignored or unattended
Contributing Factors in Developing Secondary Trauma

The Situation
- Nature of the work
- Cumulative exposure
- Social/cultural context
- The level of vulnerability of the individuals involved

The Individual
- Personal history
- Personality and reaction style
- Coping style
- Current life context
- Training and professional history
What Does Secondary Trauma Look Like?

- Being defensive
- Seeing others as objects rather than as human beings with thoughts and feelings
- Loss of empathy
- Deterioration of personal and professional relationships
- Loss of personal and professional effectiveness
- Poor boundaries
- Absenteeism
- Substance use
- Becoming overweight or obese
Client Centered Service Is a Culture

- Ask the questions:
  - How do you feel your job went today?
  - You look exhausted, what happened?
  - How do you think we can meet expectations?
  - How can I help?
- Use authority with care
- Foster self care
- Create interdependent teams
- Notice what works, every day
- If you have EAP, encourage staff to use it
Life Lesson: Put on your Oxygen mask before assisting others.
What would need to be different in order for staff to feel that they could offer client centered service and take care of themselves at the same time?
Where Would You Be Willing to Start?

get cape.  wear cape.  fly.