

Customer Service Notes for WIC

Ending Participant Appointments in a Positive Way

While beginning an appointment on a positive note with a participant is critical, so too is concluding the appointment in a positive way. While we realize that WIC staff may have little time between appointments, it is important that the WIC employee not come across as rushing the participant out in order to move on to the next person.

As you are wrapping up your appointment, it is helpful to recap what you agreed to. For example, you might say to Mrs. Walker, “So, please try these recipes to see if you can get Timmy to eat more vegetables. I’ll be interested to hear about this at our next appointment.” Recapping will reinforce what you see as important for the participant to work on.

Be sure to remind the participant of any follow-up action on her part. For instance, you might say to Ms. Gomez, “So you’ll call me in a week and let me know how Anna is doing on the lactose-free milk?” This will serve as a reminder, which Ms. Gomez may make note of.

If appropriate, provide positive feedback to the participant as you are finishing up the appointment. You might say, “I am so pleased to see that Jorge has lost some weight since I last saw him.” Also, if the participant was discouraged about something, offer encouragement.

Also be sure that the participant takes with her any paperwork, instructions, brochures, or recipes, and doesn’t forget them.

Try to make time to walk the participant out, as this is a nice gesture. You can also tell her that you look forward to seeing her at her next appointment.

Finally, wish the participant a good rest of the day. If it’s a Friday, wish her a good weekend.

Ending appointments positively sends the message that you care about participants and helps build long-term relationships.

Questions for Reflection

1. Do you ensure that the participant leaves with an understanding of what you would like her to focus on?
2. When appropriate, as you are wrapping up, do you offer positive feedback on progress the participant has made?