



Training  
with the *new*  
**CCNE** DVD:

*It is worth  
the watch!*

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This spring, all local agencies should receive a new client centered nutrition education (CCNE) staff training DVD titled *The Real WIC World: Applying CCNE in the Clinic*. The DVD was filmed with real staff and clients in real clinics, and includes examples from CCNE classes and testimonials. The DVD also contains a short booklet of discussion questions for each module to facilitate its use in staff training. Overall, the DVD is intended to complement the CCNE Toolkit and bring CCNE concepts to life. This article gives a brief taste of what to expect in each module, explores additional ways to use each module, and recommends some training ideas to get staff involved.

**DVD Module One: Introduction to the Client-Centered Approach (8 minutes)**

*“(Conducting a CCNE class) is almost like sitting at your kitchen table.”* — Local agency staff member on teaching CCNE classes

This module provides an overview of CCNE to help tackle the “why” questions: Why should we do this? Why is CCNE important? Why is client-centered so cool? It explores benefits of CCNE for clients and staff.

**Ways you can use Module One at your agency:**

- Watch the segments on client and staff benefits and ask staff to identify other benefits that are more specific to your agency.
- Encourage staff to share specific stories about benefits they have experienced.

**DVD Module Two: Foundations of Nutrition Education (13 minutes)**

*“You don’t realize (how you should change) until you say it, then you think, oh maybe I should really change something.”* — WIC participant after attending a CCNE class

This module explores several concepts in nutrition education and shows us what they look like in practice. Close the textbook and watch how theory is applied.

**Ways you can use Module Two at your agency:**

- For each concept explored in the DVD (moving beyond knowledge, self-efficacy, social support), words flash on the screen. Ask staff to choose a word that hits home. Discuss how you can promote that concept in interactions with clients.
- Visual aids are important to learning. Ask

your staff to create a visual aid for a current class your agency is teaching (or about to teach). Bonus: If you have a bunch of great ideas, try one or two now and save the other ideas for later. This will keep classes feeling fresh.

### **DVD Module Three: Positive Learning Environment (41 minutes)**

*“Sometimes you want to fill in that gap, but if you wait just a second longer somebody else will do it for you.”* — Local agency staff member on becoming comfortable with silence when facilitating CCNE classes

This module shares techniques on setting up a positive learning environment and handling common classroom challenges.

#### ***Ways you can use Module Three at your agency:***

- Observe the different classrooms shown during this module. Discuss with staff which classroom environments would work best for your clinics.
- During the DVD’s discussion on encouraging participation, one person stated that she had several key phrases to keep the conversation rolling. Have your staff come up with other phrases. Make a list of them and create a handout that you keep with your class materials.
- The DVD shows a class where no one is talking. Ask staff to guess how long that silence lasted (Hint — it was less than 30 seconds). In staff trainings, practice the 30 second rule: Wait 30 full seconds before answering a question you asked. It almost always gives clients enough time to think about the question and build the courage to answer.
- In the scene where misinformation is given, stop the DVD and ask staff members to explain how they would handle this situation.
- Tip: Watch this module over the course of a couple of staff meetings. There are a lot of great learning points; you don’t have to address them all at once.

### **DVD Module Four: Creating Learning Opportunities in Nutrition Education (17 minutes)**

*“You can make any class more CCNE!”* — Local agency staff comment

CCNE classes can take a variety of forms. This

module offers ideas for how to make client-centered classes happen at your agency.

#### ***Ways you can use Module Four at your agency:***

- Working in small teams, have staff pick one of the class types and create an outline of a new class using that format. The CCNE template and other materials in the CCNE toolkit can serve as supplemental resources.
- Try making a CCNE contest among clinics to see what ideas staff have for making their classrooms more client centered.

### **Module Five: Hands-on Learning, Observation, and Practice for Staff (6 minutes)**

With good training, *“you will feel more comfortable, your class will feel more comfortable, and everything will flow better.”* — Local agency staff comment

This module provides excellent tips on ways to train and encourage staff to become more client-centered. With practice, staff will become more comfortable teaching CCNE classes.

#### ***Ways you can use Module Five at your agency:***

- Give staff some responsibility in the training process. Have your staff brainstorm the best ways to present a new CCNE class
- Find your champions. Who are the staff members who can best promote the goals of CCNE?

#### **And that is not all!**

The CCNE DVD is also packed with other useful footage and training material. Once you have trained on these five modules, show some of the bonus footage at a meeting:

- Watch one of the two example classes. Discuss what techniques you can take away from these “real world” classes.
- Have an FAQ day where staff lists questions about CCNE classes. Compile that list and watch the FAQ section. See what questions get answered and what questions still need to be addressed.
- Need some inspiration? Watch the 1-minute “Why We Do CCNE” to get people thinking about how important our work really is to our clients!

The CCNE training DVD is a great resource for becoming more confident with CCNE. Take some time and view the DVD in your agency. It is worth the watch!