



Preparing for Heart Button Counseling Sessions

I believe this client wants to feel:

- Reinvention is possible and it begins with me*
- I am protecting my child*
- I know my child will have the values needed to be a success*
- I am in control of my life
- I am confident I am doing "right" by my child
- I am a successful mother, like others I admire
- I am up-to-date on new and fresh ideas
- I want to make beautiful memories with my child that last a lifetime
- I belong to the great mom club
- I have time to invest in being a good mom
- I want to be the best mom possible
- I am a smart mom
- I have the power to be a hero mom
- I believe my hopes and dreams are coming true
- I am proud of who I am as a person and mother
- I want my child to feel loved, and what I do as a mother makes that happen

*Primary emotional drivers of Texas WIC clients, as identified in Heart Button research.

What three actions may help to improve her or her child's health? Give examples:

- 1 _____
- 2 _____
- 3 _____

What do you want your client to feel about you as a Heart Button counselor?

- She is genuine and authentic; she talks to me as a friend
- She takes time to identify and celebrate me as a mom
- She is understanding and non-judgmental
- She likes me! (I'm not just her "10:00" client being processed through WIC.)
- She offers simple, practical tips that will make me a better mother
- She listens to me rather than talking over me
- She makes me feel successful
- She is fun and fresh, not boring and dry
- She shares her inner joy with me by smiling and laughing
- She lifts me up and encourages me
- She is not afraid to go deep on issues or sensitive topics
- She provides credible, mom-tested advice, not just book knowledge
- She talks about how I am really feeling
- She is tactful and kind
- She is confident, but not arrogant
- She believes in me
- She is optimistic as well as realistic
- She inspires me to be a better mom

What will lead the client to these feelings?

- Setting the stage for emotion-based conversations
- Sit knee to knee
- Make good eye contact
- Smile
- Call the client by name; know and use the child's name (instead of "baby")
- Connect at a human level from start to finish
- Notice and talk to the children
- Provide sincere compliments
- Celebrate client's and child's achievements
- Recognize and encourage mom
- Laugh when appropriate
- Share what you have in common to increase credibility
- Know you can change a life in the next 15 minutes

Meeting clients needs and interests:

- Have an agenda for the conversation (using HB) but first address obvious client-identified questions
- Ask permission before offering ideas
- Offer simple, practical, and relevant tips appropriate to the client's age/stage
- Keep the conversation moving without rushing it
- Tackle rather than avoid tough topics when needed
- State when you don't know something; offer to find the answer
- End the conversation by asking the client to identify an action step
- Thank clients for coming in and for all they are doing for their families

Do's and Don'ts to keep the conversation going strong:

- Do** give the client space to talk, especially in the first five minutes
- Do** be truthful without being blunt or attacking
- Do** allow the client to reflect and talk without rushing her or talking over her
- Don't** correct the client
- Don't** interrupt the client
- Don't** speak for the client
- Don't** make the client feel stupid ("Are you trying to say...")
- Don't** say, "I know how you feel" unless you have been in that exact situation
- Don't** share "hearsay," Internet "facts" or old wives' tales
- Don't** shame or criticize their family members

Universal probes to get to deeper conversation:

- Tell me more
- Help me understand
- How does that make you feel?
- How would that make a difference in your life?

Universal phrases that connect key emotional drivers with actions:

- Every mom wants to reinvent the best life for her child. (Action) shows you are on the way to giving your baby the gift of a great life.
- Protecting your baby is Job #1 for moms and (action) is a great way to protect your baby.
- It is small steps like (action) that are leading you to your hopes and dreams of being a great mom.
- You are doing a great job of giving your child the building blocks of a happy, successful life. (Action) is an important building block.
- (Action) is the gift that lasts a lifetime.
- (Action) is a great way for great moms like you to show their love to their children.
- Your child can't thank you today for giving her the gift of (action), but I can. Your gift matters today and will be celebrated tomorrow by your child.
- Sometimes moms get overwhelmed by all the things they should and could do for their children. It's the wise moms who take actions that make the difference. Today, I celebrate you for (action) because it is the gift that lasts a lifetime.
- Talk is cheap. Action takes time. Today, I celebrate you because you (action), and that 's a powerful testament to your commitment and love for (baby's name).
- Moms who take the time to (action) are all hero moms. They are reinventing a better life for their baby.



Observing Heart Button Counseling Sessions

Which of these attributes did you observe the counselor doing?

- She was genuine and authentic; she talked to the client as a friend
- She took time to identify and celebrate the mom
- She was understanding and non-judgmental
- She liked the client and didn't just process her through the appointment
- She offered simple, practical tips that will make the client a better mother
- She listened to the client rather than talking over her
- She made the client feel successful
- She was fun and fresh, not boring and dry
- She lifted and encouraged the client
- She shared her inner joy with the client by smiling and laughing
- She was not afraid to go deep on issues or sensitive topics
- She provided credible, mom-tested advice, not just book knowledge
- She talked about how the client felt
- She was tactful and kind
- She was confident, but not arrogant
- She let the client know she believed in her
- She was optimistic as well as realistic
- She inspired the mom to be a better mom

What did the counselor do to make it a powerful conversation?

Setting the stage for emotion-based conversations

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Did the counselor target any of the following emotional drivers during the session? (Check all that apply):

- Reinvention is possible and it begins with me*
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Did the educator suggest and discuss two-three behavior change opportunities for the client?

(Please list below. Check the box if they were relevant to the client's age/stage.)

- _____

- _____

- _____
