

CLINIC ENVIRONMENT OBSERVATION TOOLS

1. Clinic Entrance Observation Tool

2. Clinic Flow and Interactions Observation Tool

The first impression a WIC participant has of your WIC clinic is based upon the clinic environment, including the appearance of the entrance and the efficiency and time involved in getting through all of the systems and processes in the clinic. It is far too easy to overlook the 'little things' when it comes to clinic appearance, comfort, and systems flow, so these tools have been prepared to help you assess your clinic environment. Approaching this assessment from the point of view of the WIC client, both newcomers and those who have been coming to the clinic for years, can help you identify ways to create a clinic environment that is participant-centered and helps to prepare WIC families to be more receptive to a positive participant-centered experience.

How you can use these tools:

These tools can be used to approach the clinic environment from the perspective of the WIC participant in order to make changes that would provide a more positive and welcoming experience.

The following ideas may be useful to you in determining how best to use the tools in your clinic:

- A clinic manager or multiple staff members may use the tools as a group or individually.
- Before conducting the observation, explain the purpose to staff members and what to expect as a result.
- Those using the tools should be instructed to step out of their shoes and observe all aspects of the clinic as if they are a participant entering the clinic for the first time. It is critical that the clinic environment be viewed from the perspective of the WIC participant.
- Review and summarize the completed tool(s).
- Meet with the WIC team/staff to review the results of the observation(s). The discussion of this tool could be the topic of a staff meeting where all can provide input and strategies for improvement. The meeting facilitator could ask staff members which of the items highlighted by the observation tool(s) could be changed easily, which they would like to change, and which the team should prioritize.
- An action plan could be developed based on the items staff members identify as feasible, realistic, and most important to providing participant-centered services.

Clinic Entrance Observation Tool

I. Entering the WIC clinic

1. Does the clinic have clear and visible signage? Yes No
2. Do participants report that the clinic is easy to find? Yes No
3. Is the physical entrance to the clinic “welcoming”? Yes No

II. Waiting Room/Area Appearance

1. Describe what the waiting room looks like:

2. Describe signs, posters, pictures, bulletin boards, etc. Are signage/materials ethnically, culturally and linguistically diverse?

3. Are there ways to keep children busy and engaged in the waiting area?

- Yes (describe _____)
- No

4. The waiting room/area:

Not at All Okay Very Much

Is family-friendly (e.g., safe, clean, comfortable, not too loud)

Comment: _____

Is breastfeeding-friendly (e.g., wide chairs to hold infant, lactation room)

Comment: _____

III. Overview of Assessment

Overall, how do you think the waiting area environment may affect the WIC applicants' and participants' perspectives on WIC?

Clinic Flow and Interactions Observation Tool

I. Walking in the door

1. Do the front office staff greet participants when they enter the clinic?

Yes No

In most cases (explain) _____

Examples:

2. Are the front office staff able to communicate with people who come to the clinic seeking WIC services and do not speak English? If yes, how? If no, why not?

Yes No

In most cases (explain) _____

Examples:

3. If appropriate, were the processes, expectations, and steps of the appointment explained to the participant?

4. Describe what happens to a WIC participant from the time they enter until they leave the clinic.

5. Does equipment and technology help or make providing services harder?

6. Does the layout of the clinic space help or hinder efficiency?

II. Waiting Times

Track the time for each of the following steps:

1. Certification Appointments

Participant	1	2	3	4	5	6
Time enter clinic	_____	_____	_____	_____	_____	_____
Time seen by certifier	_____	_____	_____	_____	_____	_____
Time leave clinic	_____	_____	_____	_____	_____	_____
Total time spent in clinic	_____	_____	_____	_____	_____	_____
Average time with certifier	_____					
Average total time in clinic	_____					

1a. What affects length of the appointment and wait time?

2. Secondary Nutrition Appointment

Participant	1	2	3	4	5	6
Time enter clinic	_____	_____	_____	_____	_____	_____
Time seen by certifier	_____	_____	_____	_____	_____	_____
Time leave clinic	_____	_____	_____	_____	_____	_____
Total time spent in clinic	_____	_____	_____	_____	_____	_____
Average time with certifier	_____					
Average total time in clinic	_____					

2a. What affects length of the appointment and wait time?

III. Overview of Assessment

Overall, how do you think the interactions and processes, starting in the waiting room, may affect the participants' attitudes toward WIC?
