



Making Walls Talk!

Consensus- the influence principle of consensus says: When deciding how to act or think, people examine the actions of others like themselves before deciding how to act.

Consensus supports people in making behavior changes. Images of people who are similar to us can influence our decisions subconsciously. Our walls can speak a message, even without words.

Key Messages:

Primarily visual messages through pictures and not words of advice representing:

- Connected families including: babies, children, mothers, and fathers.
- Healthy activities: being active, having fun together, sharing meals, and connecting.
- Lifestyles and connections embodying health and wellbeing.
- Feelings like hope, happiness, love, peace, courage, and strength.

Open:

- It's said a picture is worth 1,000 words. How do visual images impact our families differently than our words or written messages?

Share and Connect:

- What unspoken "messages" does a client receive by what's seen when walking into our clinic?
- What messages are on the walls?
- What's the intent of those messages?
- What are we trying to say? If client's leave WIC knowing only one thing, what should it be?
- How can we improve our environment?

Summarize and Act:

- What is one thing you can you do when you get back to the clinic to change the unspoken messages shared with clients?



TLC- Session Guide 3

USING OUR SUPERPOWERS TO MOVE THE DIAL

TIPS FOR CREATING BULLETIN BOARDS THAT SPEAK TO YOUR CLIENTS

Here's what clients say about bulletin board spaces:

Make clinic offices more attractive, child- and family friendly (especially for dads).

Update the clinic poster boards to appeal to all moms (avoid glitter and creating bulletin boards that, in the words of one participant, "look like they might be used in high school.")

THE 10 THINGS YOU NEED TO KNOW before creating your next bulletin board!

1. Let the picture or graphic tell the story.
2. Keep it simple and neat and use very few words.
3. Keep the visuals clear and simple.
4. Use contrasting shades: light on dark or dark on light.
5. Leave some empty space around your text and graphics.
6. When using lettering, create an invisible line for straight lettering with a string that's attached to two thumbtacks.
7. Use sans serif font (without the small projecting features called serifs.) Make sure headings are at least

44 font size.

8. Don't be afraid to use the wall past the bulletin board. For example, if you're creating a tree don't be afraid to let it spill off the board or go above the board.
9. Make sure it's readable from the chairs people are sitting in when they'll be looking at the bulletin board.
10. Have one message. Usually people will spend 2-3 seconds deciding if they'll look at the bulletin board or move on to something else.

"When I walk out of the WIC office I want to feel... like a great parent."

What are your walls TALKING about?



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