

POI Training Follow-up Tip #5

Consistency



Label with love, and they'll stick to it

People are wired to do what they say they are going to do. That's why it's a great idea to encourage clients to talk about their goals and dreams, or better yet – write them down! People also stick to labels that others give them, whether they are positive or negative.

- **The Power of Labels:** Leave negative thoughts behind. Instead, think about *positive* labels you can give your clients – strong, survivor, good parent, smart, healthy, timely, dependable and brave are a few popular ones. It will give them a morale boost and encourage positive behaviors.
- **Write it Down:** Change can be hard. Have clients write down what they want to do and put it in a visible place. They are more likely to follow through. Breastfeeding pledge cards are a great example of how a mom can commit to her decision of breastfeeding.
- **Make it Public:** Encourage clients to share their goals with trusted friends and family members for support. This may help clients feel a greater sense of desire to accomplish their goals.



“Once you replace negative thoughts with positive ones, you'll start having positive results.”

-Willie Nelson



Texas WIC Power of Influence