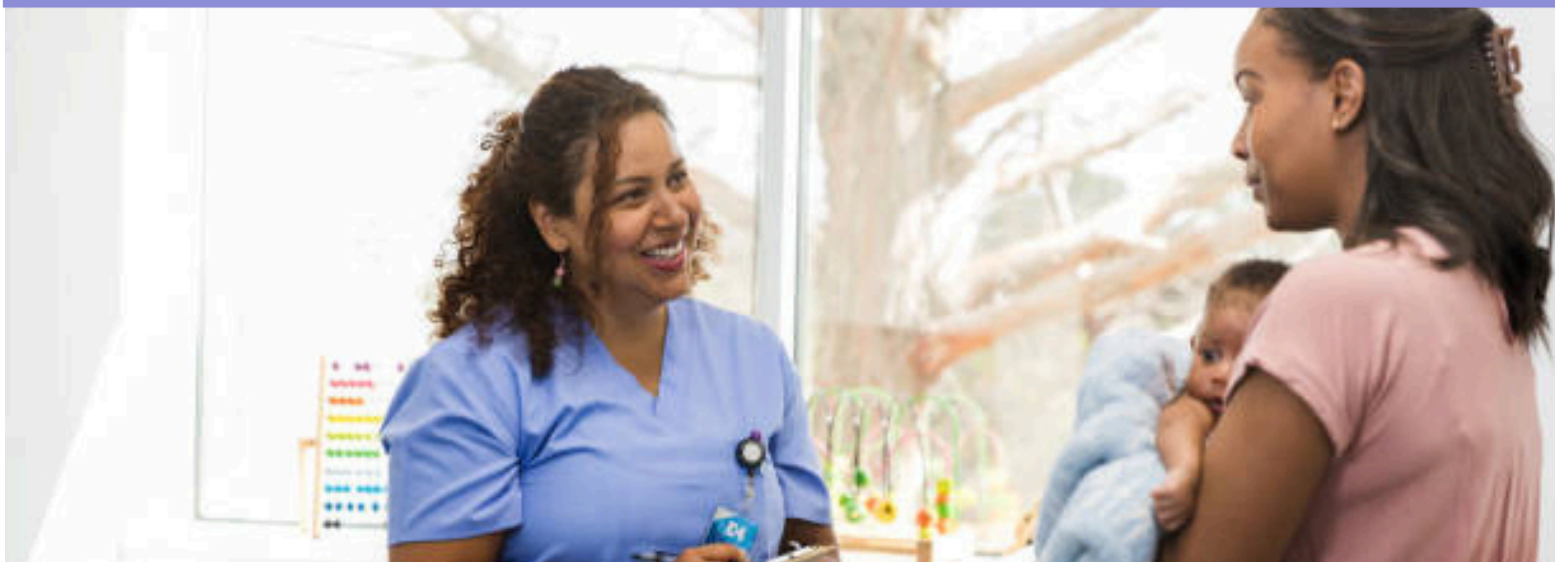


PATIENT-CENTERED PRACTICES



Patient-Centered Care in Focus: Building Trust

When a client walks in your doors, how do you quickly convey to them that the agency is reputable and its providers are knowledgeable and credible? Trust takes time to build, and, in the context of sexual and reproductive health, it is necessary for clients to achieve their contraceptive goals and to adopt safer sex practices. Building trust is multi-faceted and requires thinking deeply about the needs of your community and providing high quality, accessible services. By taking extra steps to strengthen trust, client confidence and satisfaction increases ([Breakthrough ACTION, 2023](#)).

Patient-Centered Care in Practice: Robeson County

By partnering with [Project Glimmer](#) for the past three years, [Robeson County Health Department \(RCHD\)](#) has found a creative and inspiring way to help **build patient trust**. Project Glimmer is an organization dedicated to “inspiring women and girls to believe in themselves by letting them know the **community cares**.”

One way they do this is by sending kits with self-care and cosmetic products to partner agencies twice a year, which staff at RCHD then distribute to their clients at family planning appointments and other visits. These kits include items such as perfume, lip gloss, mascara, and more.

Distributing these kits from Project Glimmer has made an impact on clients by making them feel special and empowered. As RCHD Women’s Health Coordinator, Cassie Henderson, says, “You never know what a patient has been through.” But greeting patients with these kits is a way to meet each patient with dignity. They have been a tool for trust building, as it is a way for providers to quickly **engage** with the client, **build rapport** and encourage **open and honest conversation** about their health history and reproductive health goals. The kits have even encouraged **return visits**!

In This Issue:

- **New Community Engagement Webinar Series (pg. 2)**
- **Featured Resource: Offering Extended Hours in Your Family Planning Clinic (pg. 2)**
- **Fall Training Calendar (pg. 3)**

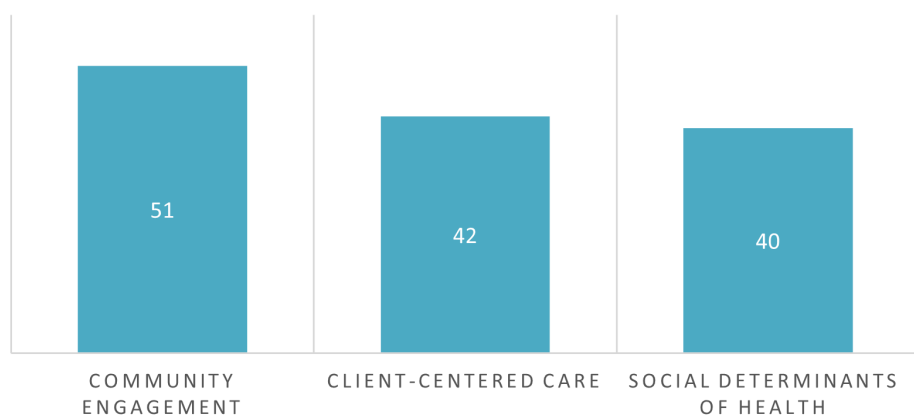
PATIENT-CENTERED PRACTICES

Meeting the Training Needs of the NC Title X Network

For the past several years, a survey has gone out to NC Title X subrecipients asking about training needs for your family planning staff. Those results are then used by the Reproductive Health Branch to plan trainings for the year. Last year, a **trauma-informed** webinar series was offered to the NC Title X network based on these survey results, with **195 participants** across the three webinars. The results have also driven our ongoing efforts to increase training opportunities on various aspects of providing **client-centered care**.

This year, 51 local health departments requested training on **community engagement**, and another webinar series is being built around this topic. We look forward to continuing to meeting your training needs and hope you'll join us in October for the first of these webinars!

TRAINING TOPICS OF INTEREST TO THE NC TITLE X NETWORK



Featured Resource: Offering Extended Hours in Your Family Planning Clinic

Extending clinic hours in your family planning clinic is one step toward building trust and improving access to services, especially for individuals who work or are in school. A new one-page resource is now available from the Reproductive Health Branch, designed to support family planning clinics with extended hours, as well as agencies interested in adopting such a schedule. It includes benefits, lessons learned, and actionable tips for extending your clinic's hours. This resource is can be found [online](#) or on [Smartsheet](#).



Webinar Announcement

Community Engagement: Foundations to Building Trust with Your Family Planning Clinic and Beyond

Tuesday, October 28, 2025
1pm - 2pm

This webinar will be the first in a series and will discuss the importance of **building trust** inside and outside the walls of your Title X clinic. It will review Title X requirements around community engagement, encourage participants to think deeply about who their family planning community is, and explore the topics of trust building and community partnership development.

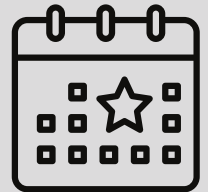
Register today!

PATIENT-CENTERED PRACTICES

Training Opportunities from the Reproductive Health Branch

- **Now available online:**

- **Client-Centered Care: How Weight Impacts Reproductive Health Care**, presented by Hannah Schlotterer, Nutrition Program Consultant, NCDHHS/DPH



- **Client-Centered Reproductive Healthcare Skill Building Series**

- Providing high quality, client-centered care is the responsibility of **all** agency staff members.
- Thank you to the **50 Advanced Practice Practitioners** from across the state who attended these role specific webinars in July, August and September.
- Additional opportunities for **administrative staff** will follow this winter.
- **Nurses** can now sign up for **one** of the following opportunities to deepen their client-centered counseling skills through role play practice (registration will be capped):
 - Wednesday, October 15 from 11am - 12pm
 - Thursday, October 16 from 1pm - 2pm
 - Tuesday, November 4 from 9am - 10am
 - Thursday, December 11 from 1pm - 2pm
 - Additional dates may be added if capacity is reached



Past issues of the "Patient-Centered Practices" newsletter are now archived on the Resources page of the [Women, Infant, and Community Wellness website](#) for easy access. They are also now archived on [Smartsheet](#).

We would love to highlight your Title X clinic in a future newsletter! Reach out to Jessica Johnson, Patient Experience Coordinator, at Jessica.L.Johnson@dhhs.nc.gov with ideas or to be featured.