



## Women, Infants, and Children Program



Indiana State  
Department of Health  
*An Equal Opportunity Employer*

# Table of Contents

<b>Acknowledgments .....</b>	<b>3</b>
<b>Introduction.....</b>	<b>4</b>
<b>Methodology .....</b>	<b>4</b>
<b>Results .....</b>	<b>6</b>
Section One: Demographics .....	6
Section Two: Shopping Experience.....	7
Section Three: Technology .....	11
Section Four: Clinic Experience .....	12
Section Five: Maternal and Infant Health .....	14
<b>Conclusion .....</b>	<b>18</b>
<b>Appendix A: WIC Survey Results Statewide, English and Spanish .....</b>	<b>19</b>
<b>Appendix B: WIC Participation Survey .....</b>	<b>30</b>

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## Introduction

The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) is a federally funded public health program that has existed for more than 40 years. The program serves low-income pregnant, postpartum and breastfeeding woman, infants, and children up to 5 years of age who are at health or nutritional risk. Participants of the program gain access to supplemental food, nutrition education and counseling, as well as referrals to various health services. Indiana WIC serves an average of 155,000 participants monthly through a statewide network of 138 WIC clinics. Among Hoosier participants, over half (50.3%) are children, 25.5% are infants less than one year of age, and 24.3% are women.

Continual efforts are taken to improve WIC services and programs. The United States Department of Agriculture (USDA) recommends the use of an annual or biennial survey to determine the extent of participant satisfaction with WIC services. To meet the recommendation, set forth by the USDA, the Indiana WIC Office administered a WIC Participant Satisfaction survey during a two-week time period in December 2014. The purpose of the survey was to explore the characteristics and experiences of WIC participants from their perspective and to evaluate program performance in order to determine how Indiana can further improve its WIC services.

## Methodology

The WIC Participation Survey used a cross-sectional design and a convenience sample of WIC participants, parents, or caretakers of an infant or child using WIC services. Data were collected during a two-week period between December 8 and December 19, 2014. The staff of 41 Indiana WIC clinics were asked to offer surveys to clients in either a paper-based or online format. Both formats of the survey were offered in English and Spanish. Some WIC clinics chose to set up a clinic computer and have participants complete the online survey. However, if a computer was not available, participants were offered a paper-based survey to complete while waiting or take home a slip with the web address of an online version. Staff were instructed to remain neutral and refrain from providing assistance to participants taking the survey. Completion of the survey was voluntary and did not affect the participants' benefits.

The survey consisted of 35 questions and contained five sections that addressed topics, such as the demographics of WIC participants, shopping experiences, technology use, clinic experiences and maternal and infant health as shown in Table 1. Most of the questions were multiple choice; some had the option to write in an additional comment or number and two questions were open-ended. See Appendix B for the full survey.

Table 1.

**Section One: Demographics (7 Questions)**

- The first section, *Demographics*, was designed to identify the characteristics of the respondents; information collected included WIC status, age, level of education, home zip code, ethnicity, race and the clinic name that participant regularly visits.

**Section Two: Shopping Experience (8 Questions)**

- In section two, *Shopping Experience*, participants were given a series of questions about the WIC foods they purchase, the easiest way to locate WIC foods, challenges they face at the store and if clinic staff clearly explained WIC eligible foods. Participants were also asked about other forms of government assistance they might receive, concerns regarding the transition to an electronic benefit transfer (EBT) card and what type education they would like to receive regarding the WIC EBT card.

**Section Three: Technology (3 Questions)**

- The purpose of section three, *Technology*, was to identify how many WIC participants owned a smartphone, how participants would prefer to receive appointment reminders and what technology based WIC resources they would use if available.

**Section Four: Clinic Experience (10 Questions)**

- The fourth section, *Clinic Experience*, was designed to assess transportation, clinic operations, clinic staff and group classes. To evaluate transportation, participants were asked how they typically got to clinic, if transportation was an issue and how many cars and / or drivers they had at home. To evaluate the clinic operations, the participants were asked questions about waiting time and clinic appearance. To evaluate the clinic staff, participants were asked if staff seemed welcoming and respectful, and how often they share questions/concerns they have with the staff. Participants were also asked if their local WIC office offered nutrition education classes, if they would attend a class and what topic they would be like to learn about in a class.

**Section Five: Maternal and Infant Health (7 Questions)**

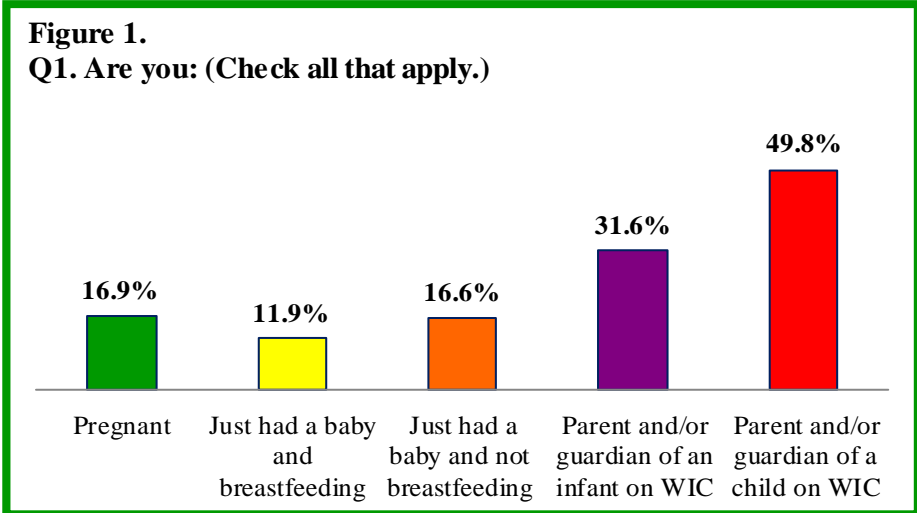
- The fifth and final section, *Maternal and Infant Health*, was designed to evaluate where baby sleeps, age of the baby when stopped breastfeeding and why mother stopped breastfeeding, healthy changes since participating in the WIC program and suggestion comments for WIC on how to improve services.

The Statistical Analysis System version 9.4 (SAS 9.4) was used for data analysis. Descriptive statistics consisted of frequencies and percentages for the categorical variables and means for the numeric variables.

**Results** (detailed results may be found in Appendix A)

**A: Demographics**

Completed surveys were received from 39 of the 41 local WIC agencies. A total of 4,766 respondents completed this survey: 16.9% of the respondents were pregnant women, 11.9% were breastfeeding mothers, 16.6% were non-breastfeeding mothers, 31.6% were parents and/or guardians of an infant receiving



WIC services, and 49.8% were parents and/or guardians of a child receiving WIC services (Figure 1). Of those, 383 respondents (8.0%) completed the Spanish version and 426 (8.9%) completed the online version.

The majority of respondents were 20-29 years old (59.2%); over a quarter were 30-39 years old (27.6%), followed by the group of 19 years old and less (7.6%) and 40-49 years old (4.3%). Respondents 50 years old and higher comprised 1.3% of survey population.

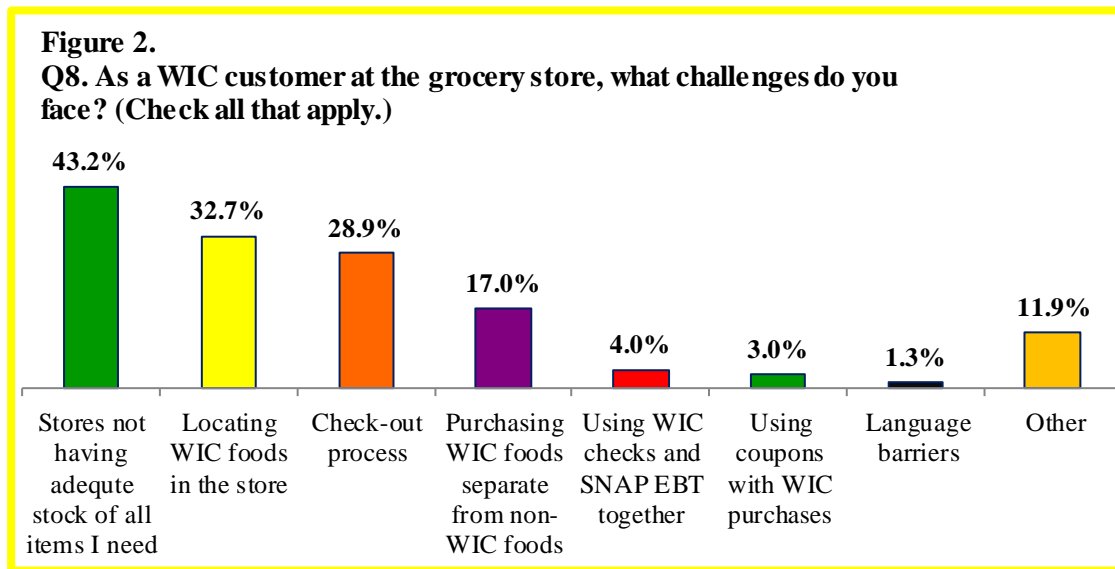
Of the highest education level completed, the majority reported having a high school diploma or GED (37.5%). About a quarter of respondents reported having some college education (25.7%), followed by 9<sup>th</sup> -11<sup>th</sup> graduates (17.2%) and college graduates or higher (12.7%). Four percent of respondents reported having an education level of 8<sup>th</sup> grade or less and 3.0% reported having a trade or tech school diploma. The majority of respondents (78.9%) reported having at least a high school diploma or GED. This number was substantially lower for those who completed the survey in Spanish (28.2%) than for those who completed the survey in English (83.1%).

The majority of respondents were white (70.7%), 18.3% were Black, 1.3% were Asian or Pacific Islander, 1.5% were American Indian or Alaskan Native and 7.8% reported being other (respondents had the option to write in their race). Additionally, almost one fifth of the respondents (17.5%) identified themselves as Hispanic .

**B: Shopping Experience**

**As a WIC customer at the grocery store, what challenges do you face? (Check all that apply.)**

Close to half of the participants (43.2%) reported stores not having adequate stock of items they need as one of the biggest challenges they face as a WIC customer, almost one-third (32.7%) of respondents reported having difficulties locating WIC foods in the store, 28.9% of respondents indicated that the checkout process is challenging and 17.0% experienced difficulties purchasing WIC foods separately from non-WIC foods. A smaller percentage of respondents reported challenges using WIC checks in combination with coupons (3.0%) and/or SNAP EBT cards (4.0%). Finally, 1.3% had difficulties due to language barriers (Figure 2).



Respondents who completed the survey in English found stores not having adequate stock of items (45.2%) and the check-out process (30.3%) more challenging than those who completed the survey in Spanish (20.4% and 12.5% respectively), whereas those who completed the survey in Spanish found language barriers (11.2%) much more challenging than those who completed the survey in English (0.5%).

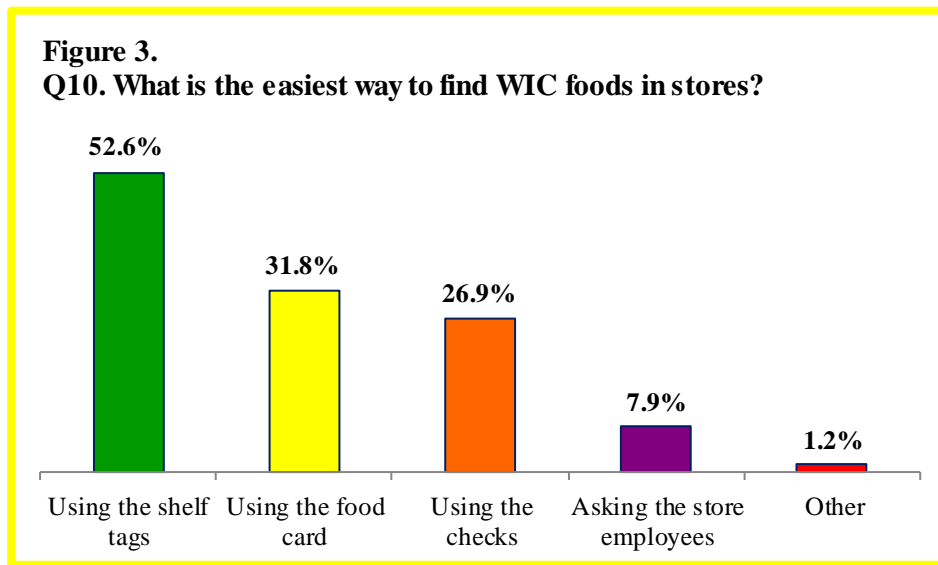
Respondents also had the option to write comments in regards to challenges they faced. Of those that chose to comment, almost half (47.2%) reported not facing any challenges or being new to WIC (3.0%), while others mentioned challenges with cashiers courtesy and knowledge (10.6%), mislabeled or misplaced items (9.2%), store variations (10.4%), WIC food changes (4.9%) and/or WIC food limitations/restrictions (13.4%).

**Did the clinic staff explain what foods are WIC eligible in a clear manner?**

Nearly all respondents (98.3%) stated that the clinic staff clearly explained what food items were WIC eligible. The number of respondents who positively answered this question was slightly lower for those who completed the survey in English (98.3%) than for those who completed it in Spanish (98.6%).

**What is the easiest way to find WIC foods in stores?**

The most commonly reported way to find WIC foods in stores was by using shelf tags (52.6%) followed by the use of the food card (31.8%) and checks (26.9%). A small portion of respondents (7.9%) would ask store employees for assistance (Figure 3).



**If you don't always buy all of the food items on the WIC check, why not? (Check all that apply.)**

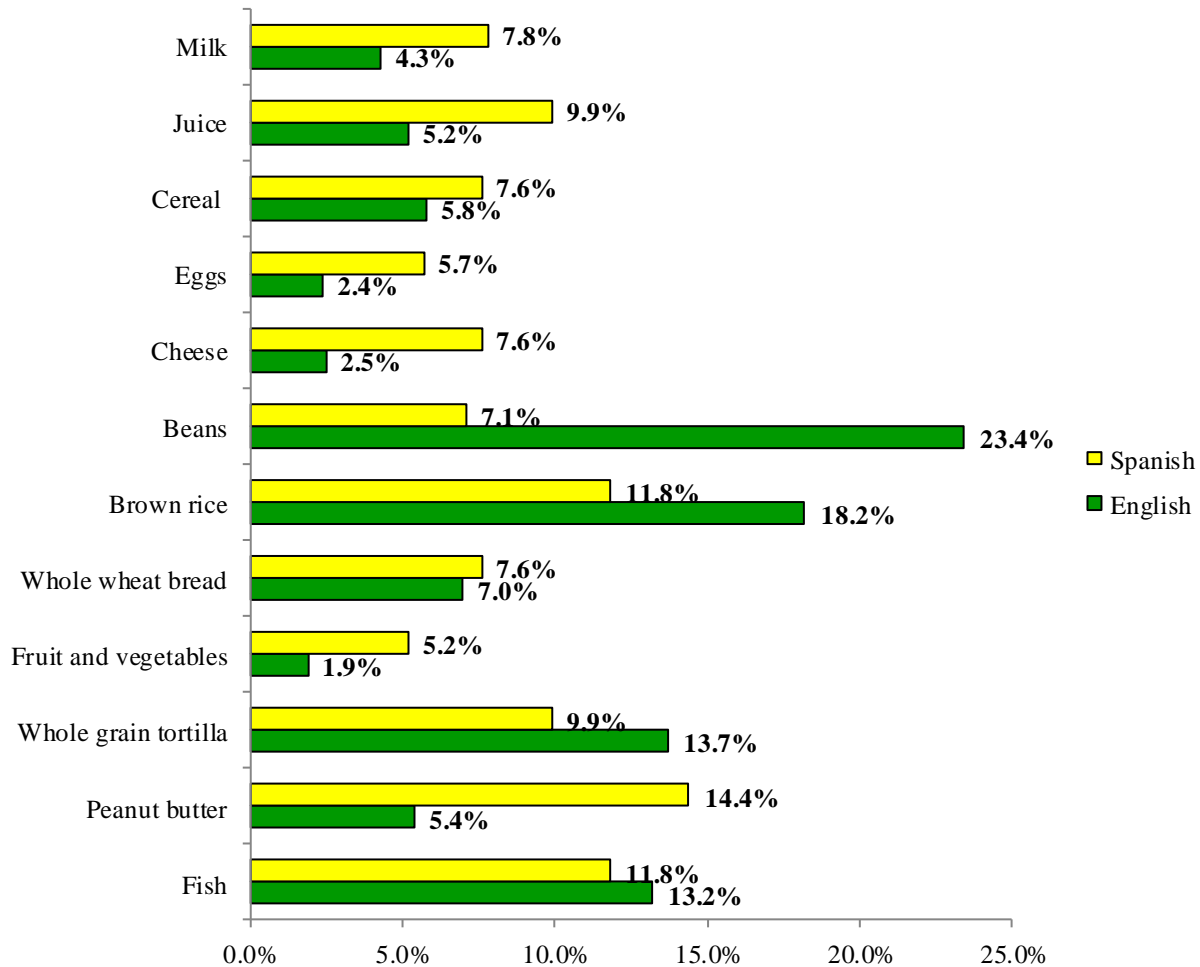
About half (52.0%) of participants always buy all of the food items, while 27.7% stated the store was out of stock and 18.4% stated they couldn't find the item in the store. Additionally, a few respondents mentioned that they didn't need the item(s) (11.1%), didn't like the food item(s) (7.4%), and/or they couldn't get everything home (1.5%). Those that took the survey in Spanish reported always buying all of the food items (69.7%) more than those that took survey in English (50.5%).



**If you don't buy all of the foods items on the WIC checks, which ones don't you buy?  
(Check all that apply.)**

Participants indicated that beans (22.1%) and brown rice (17.7%) were the foods they were most unlikely to buy followed by whole grain tortilla (13.4%), fish (13.1%), whole wheat bread (7.1%), peanut butter (6.2%), cereal (5.9%), juice (5.6%), milk (4.6%), cheese (2.9%), eggs (2.7%) and fruits and vegetables (2.2%). English survey respondents indicated beans (23.4%) and brown rice (18.2%) as the two foods they were most unlikely to buy whereas Spanish survey respondents indicated peanut butter (14.4%) and fish (11.8%) (Figure 4).

**Figure 4.**  
**Q12. If you don't buy all of the food items on the WIC checks, which ones don't you buy? (Check all that apply.)**



**WIC will be moving to an electronic benefit transfer (EBT) card. What concerns do you have using EBT for your WIC transaction? (Check all that apply.)**

A little more than half of the respondents (53.9%) said they would miss having food items listed on the WIC checks. A smaller number of participants had concerns about losing the EBT card (9.2%) or remembering the PIN (4.9%). Some (9.8%) are concerned it will be difficult because they also have a SNAP Card and 1.9% stated that they don't like using credit/debit cards. A higher number of those that completed the Spanish survey do not like using credit/debit cards (5.5%) compared to those that completed the English survey (1.5%).

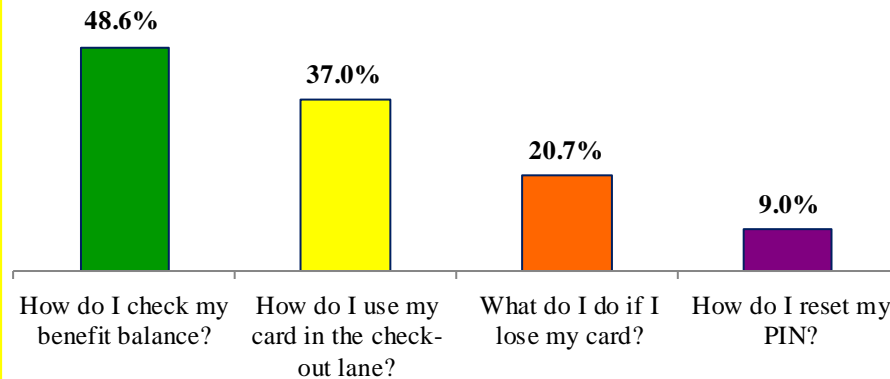
**Do you currently, or have you in the past, used a SNAP/TANF card, unemployment card or child support card?**

The majority of respondents (69.4%) reported using some type of additional financial assistance. This number was higher in English survey respondents (70.9%) compared to Spanish survey respondents (50.9%).

**What type of education would you most like to receive regarding using a WIC EBT card?**

The most preferred type of education regarding the WIC EBT card was learning how to check benefit balance (48.6%) followed by how to use the card in the check-out lane (37.0%). Participants also wanted education regarding what they should do if they lose their card (20.7%) and how to reset their PIN (9.0%) (Figure 5). Respondents that took the survey in Spanish were more interested in learning about how to reset their PIN (20.4%) and what to do if they lost their card (35.3%) than those respondents that took the survey in English (8.0% and 19.4%, respectively).

**Figure 5.**  
**Q15. What type of education would you most like to receive regarding using a EBT card?**



**C: Technology**

**How would you like to be reminded about your WIC appointments?**

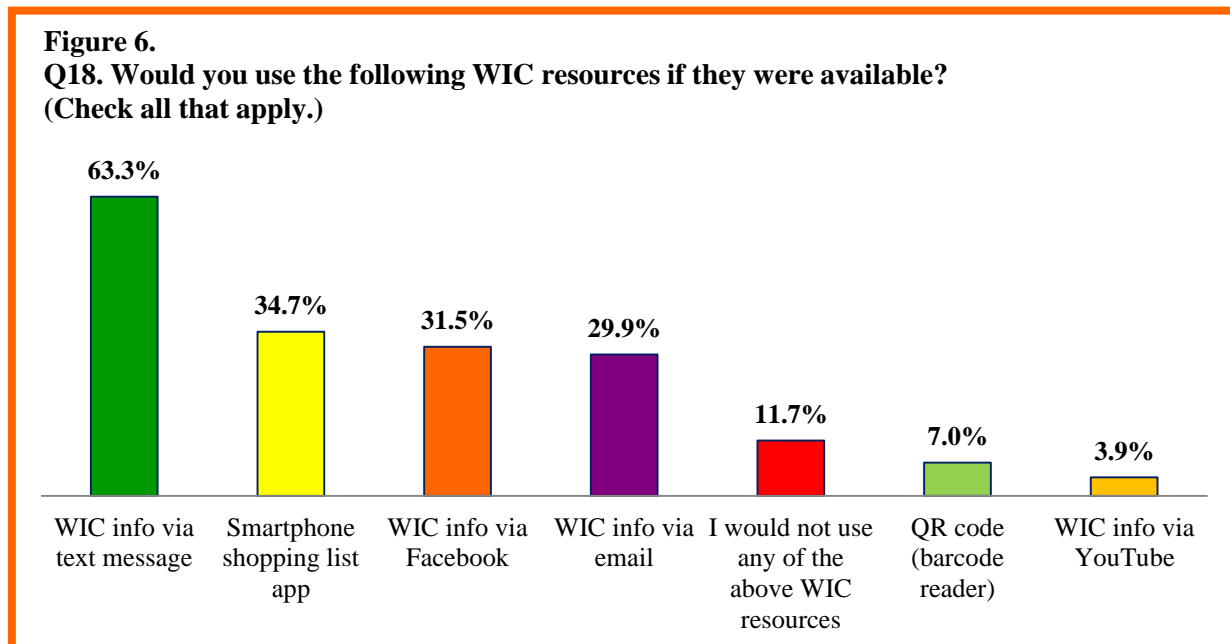
Among all respondents, a little more than half reported that they would like to be reminded of their WIC appointment by phone call (53.3%) and or text message (55.0%). A smaller number of participants indicated they would like to receive a postcard (12.2%) or an e-mail (9.3%). Those who completed the survey in Spanish preferred a phone call (71.3%) more than those who completed the survey in English (51.7%), while text messages were the preferred method for 56.6% of the English survey respondents compared to only 36.6% of Spanish survey respondents.

**Do you own a Smartphone (i.e. iPhone/Android/Blackberry)?**

Over three-quarter of participants (77.1%) have ownership of a smartphone. This number was higher for those completing the survey in English (78.8%) compared to Spanish (56.4%).

**Would you use the following WIC resources if they were available? (Check all that apply.)**

Text-messaging was the WIC resource that the majority of respondents stated they would use if available (63.3%). Almost one-third indicated that they would use a smartphone shopping app (34.7%), Facebook (31.5%) and/or email (29.9%). A few indicated that they would use a QR code (7.1%) or YouTube (3.9%) while 11.7% said that they would not use any of these resources (Figure 6). Respondents that took the English survey were almost twice as likely to use email (30.8% vs. 19.6%) and a smartphone shopping app (36.4% vs. 14.6%) compared to those that took the Spanish survey.



**D: Clinic Experience**

**How do you typically get to the clinic?**

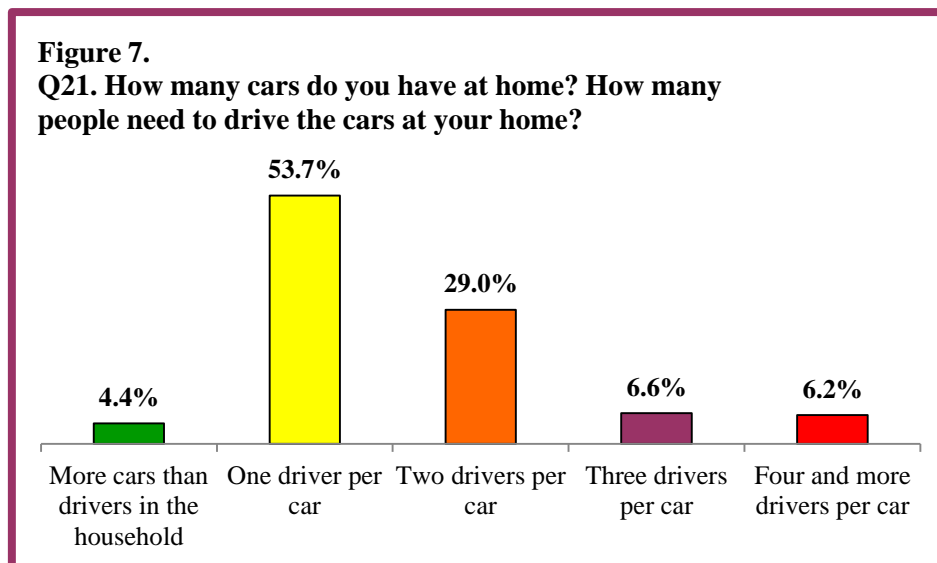
Over three-quarter of respondents (77.2%) drive themselves to the WIC clinic, while 22.5% get a ride, 3.6% use public transportation, 2.6% walk and 0.1% use other means to get to the clinic such as Medicaid transportation or a bicycle. Respondents that completed the survey in English reported driving themselves to clinic (78.9%) more than those that completed the survey in Spanish (58.0%). However, those who completed survey in Spanish reported getting a ride (44.4%) more than those who completed it is English (20.6%).

**Is transportation an issue for you to get to the WIC clinic or grocery store?**

The vast majority (92.7%) of respondents reported that transportation was not an issue. Out of those for whom transportation was an issue, 65.2% reported not having a car, 9.4% reported not being able to drive/having a driving license and 6.5% reported not having money for transportation. Approximately one-fifth of the respondents (18.8%) reported other reasons, such as transportation being an issue only sometimes or it being dependent on the weather.

**How many cars do you have at home? How many people need to drive the cars at your home?**

A little more than half (53.1%) have a least one car at home, 31.3% have two cars, 5.6% have three cars and 1.2% have four cars. Approximately one-tenth (8.2%) of respondents do not have a car at home. Additionally, 53.7% reported having one driver per car, 29.0% have 2 drivers per car, 6.6% have 3 drivers per car, 6.2% have 4 or more drivers per car and 4.4% report having more cars than drivers (Figure 7).



**Does the clinic staff seem respectful and welcoming?**

Almost all respondents (95.9%) indicated that the office staff was respectful and welcoming. Additionally, 6.1% of the respondents chose to write comments about the staff. Out of those, 81.7% noted that the staff is always nice and helpful and 18.3% noted that it depends on the staff member.

**If you have questions or concerns, how often do you share them with WIC staff?**

The majority of participants reported that they always (53.5%) or usually (21.7%) share questions or concerns with staff if they have them. Few (6.3%) said rarely or never (2.6%). 15.9% of respondents said that they don't have questions or concerns. More English survey respondents reported always sharing questions (54.9%) compared to Spanish survey respondents (37.0%).

**How does the clinic appear to you?**

The clinic appeared clean and organized to 98.9% of respondents. Out of those who wrote a comment, 48% suggested cleaning and/or renovation of waiting area, 20.8% suggested the need for more space and seating, another 20.8% mentioned that the clinic is understaffed and 10.4% suggested other additions such as the need for an exit sign, hand sanitizer and more parking.

**Do you/your child wait in the WIC clinic waiting room longer than 15 minutes past your scheduled appointment?**

The vast majority of respondents reported that they rarely (44.9%) or never (43.7%) wait in the WIC clinic waiting room longer than 15 minutes, 8.4% said that they usually wait longer than 15 minutes and 3.0% indicated that they always wait longer than 15 minutes.

**Does your local WIC office offer nutrition education classes (for example, food demonstrations with recipes, breastfeeding/infant feeding, prenatal nutrition, etc.)**

Nearly all respondents (95.5%) said that their WIC office offers nutrition education classes.

**Would you attend group classes if they were offered by your local WIC office?**

Nearly half of respondents (47.7%) did not know if they would attend group classes if offered. About a third (36.2%) said they would attend classes and 16.1% said they would not attend. Almost twice as many respondents that took the Spanish survey indicated that they would attend classes (62.6%) compared to those that took the English survey (34.0%).

**What topics would you like to learn about in a group class? (Check all that apply.)**

Nearly half of the participants (44.0%) reported that they would be interested in learning recipes using WIC foods. Other topics that participants were interested in included nutrition (34.2%),

physical activity (24.2%) and grocery shopping (20.0%). Approximately one-fifth (21.6%) of participants reported that they would not attend a group class. Out of those who chose to comment, 27.1% were interested in breastfeeding and infant nutrition, another 27.1% said that it would depend on their schedule, 17.0% were interested in parenting classes and 3.4% wanted to learn first aid and CPR.

Those that completed the survey in Spanish were almost twice as likely to be interested in the topics of nutrition (61.4% vs 31.9%) and physical activity (42.0% vs. 22.7%) than the English survey respondents. Similarly, a greater number of English survey respondents stated that they would not attend a group class (23.0% vs. 5.5%) compared to Spanish survey respondents.

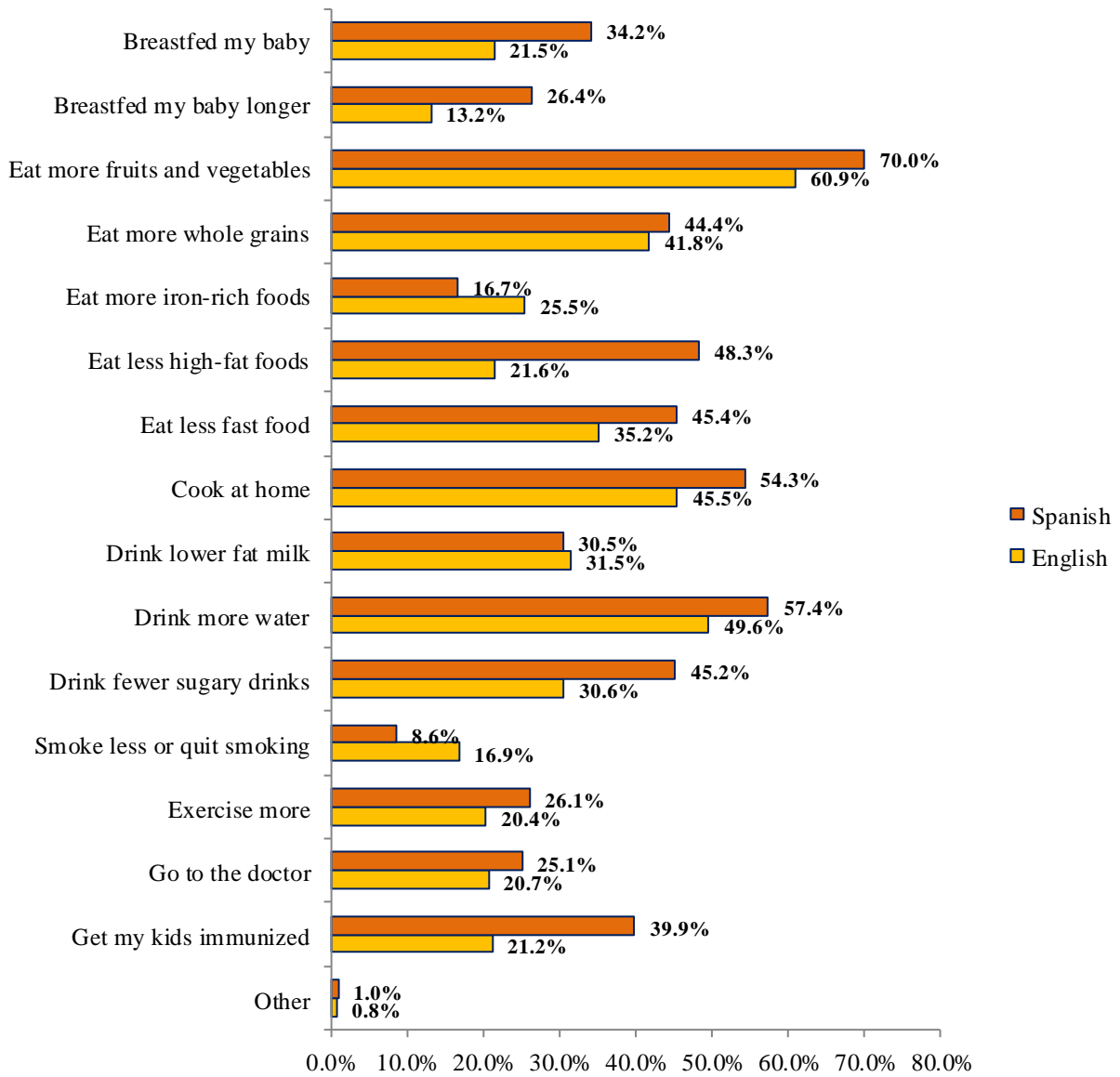
## **E: Maternal and Infant Health**

### **What healthy changes have you and your family made after you began participating in the WIC program? (Check all that apply.)**

Overall, 92.7% of respondents reported making at least one healthy change to their lifestyles as a result of participating in the Indiana WIC program with the majority of participants reporting more than one change. The most commonly mentioned healthy change was an increase in fruit and vegetable consumption (61.6%). Other commonly mentioned changes included drinking more water (50.2%), cooking at home (46.2%) and consuming more whole grains (42.0%). More than one-third of participants (36.0%) reported eating less fast food, 31.8% reported drinking fewer sugary drinks and 31.5% reported drinking lower fat milk. Almost one-fourth (24.8%) of respondents started eating more iron rich foods and 23.8% reported eating less high-fat foods. More than one-fifth (22.5%) reported breastfeeding, 22.7% reported getting their children immunized, 21.1% started going to the doctor and 20.9% reported exercising more. Nearly one-fifth (16.3%) of participants said they smoke less or quit smoking and 14.3% decided to breastfeed longer than planned.

There were differences between respondents who completed the survey in Spanish and those who completed it in English (Figure 8). For all healthy changes, except for eating more iron-rich foods, drinking lower fat milk and smoking less or quitting, respondents who completed the survey in Spanish reported higher percentages of change compared to those who completed it in English. Those that completed the survey in Spanish were almost twice as likely to report the following healthy changes: breastfeeding their baby longer (26.4% vs. 13.2%), eating less high-fat foods (48.3% vs. 21.6%) and getting their children immunized (40.0% vs. 21.2%).

**Figure 8.**  
**Q29. What healthy changes have you and your family made after you began participating in the WIC program? (Check all that apply.)**



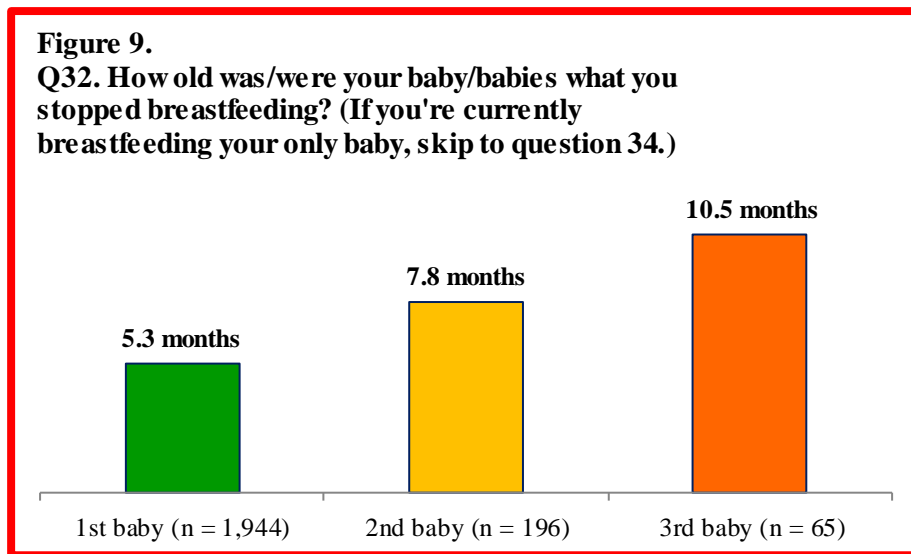
**Do you always put your baby to sleep in a crib?**

Over three-quarter of respondents (77.3%) always put their baby to sleep in a crib. Those who completed the Spanish survey reported putting baby to sleep in crib slightly more those who completed the English survey (87.8% vs. 76.4%).

**If no, where else do you place your baby to sleep?**

Of those respondents that do not always put baby to sleep in a crib, about half (49.2%) reported using a playpen, bassinet or swing and the other half (50.8%) reported that baby shares bed with a parent/guardian. Respondents who completed the survey in English were equally likely to report putting baby to sleep in playpen/bassinet/swing (50.3%) and with parent (49.7%) whereas respondents that who completed survey in Spanish were much more likely to report baby sharing bed with parent (83.3%) than sleeping in playpen/bassinet/swing (16.7%).

**How old was/were your baby/babies when you stopped breastfeeding? (If you are currently breastfeeding your baby, skip to question 34.)**



The majority (88.9%) of survey respondents reported having breastfed at least one baby. The average time of weaning first baby was 5.3 months (n=1,944, SD=6.1). The average time weaning second baby was 7.8 months (n=196, SD=7.7). The average time of weaning third baby

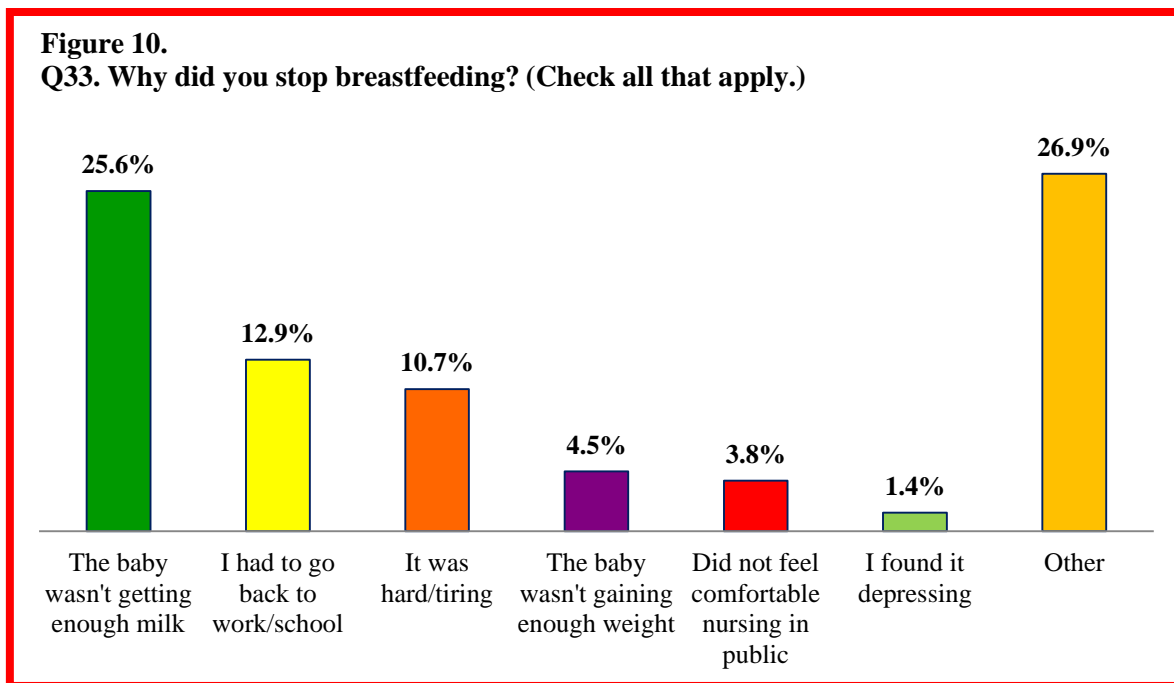
was 10.2 months (n=65, SD=10.5). However, considering the small sample size of those who answered the question, these results should be interpreted with caution.

**Why did you stop breastfeeding? (Check all that apply.)**

One-fourth of the respondents (25.6%) stated that the reason they stopped breastfeeding was because baby was not getting enough milk, 12.9% had to go back to work/school, 10.7% said breastfeeding was hard/tiring, 4.6% stated that baby was not gaining enough weight, 3.8% were not comfortable nursing in public and 1.4% found it depressing (Figure 10). In addition, 26.9% of respondents selected “Other” and left a comment. Out of those, one-fifth (20.2%) reported having never breastfed, 12.1% said they met their personal goal, 11.6% reported a maternal



medical issue, 10.5% reported diminished milk supply, 9.4% said it was baby’s personal choice and 6.6% reported problems with latching (Figure 10).



**What could WIC do/have done to help you to breastfeed longer?**

Almost half of participants (49.0%) claimed it was a personal decision and that there was nothing WIC could have done to help them breastfeed longer. A smaller portion (8.4%) of respondents reported that WIC was great and did everything they could, 3.4% suggested more education and classes, 2.2% would have liked WIC to provide them with a pump, 1.5% suggested that WIC offer nursing resources such as covers, bras and/or pads, 1.3% of respondents wished that WIC staff offered more support/ encouragement, 1.6% would have liked the WIC staff to offer methods to increase milk supply such as supplements, 0.7% requested a demonstration on how to pump/latch and techniques, 0.5% suggested WIC provide healthy food/nutrition, 0.3% requested access to a lactation specialist/counseling/assistance, 0.1% requested more office locations and hours. The question was not applicable to approximately one-fifth (19.2%) of the respondents. In addition, 2.9% of respondents never breastfed, 2.4% were still breastfeeding and 4.5% indicated that they did not know what WIC could have done.

**If you could change or improve one thing about the WIC program, what would that be?**

A little over one-half (55.4%) of respondents would not change anything about the WIC program and left words of appreciation and 10.5% of comments were N/A. 4.3% of respondents asked for more variety/food options, 3.6% asked for WIC vouchers to be replaced with EBT card, 2.7% wish to decrease waiting time, 2.0% asked to switch back to 2% milk, 1.8% asked for organic

and farmers market produce to be available, 1.4% asked for evening hour appointments to be available and 1.0% would like to see less food changes overtime.

## **Conclusion**

The 2014 WIC Participation Survey was completed to obtain valuable information from WIC participants regarding topics such as grocery store experience, technology use, clinic experience, and maternal and infant health. By evaluating the results and pinpointing problems or issues, the WIC program will be able to determine how to further improve its services, strategically allocate resources and determine areas where WIC is succeeding. However, when examining the results, it is important to keep in mind that no randomized sampling design was used in the dissemination of this survey and, therefore, the data should be interpreted with caution.

According to the survey findings, the majority of respondents said that they had been told what foods are WIC eligible. The biggest challenges the respondents faced were stores not having adequate stock of WIC approved items and purchasing WIC foods separate from non-WIC foods. Findings also demonstrated clearly that WIC does make a difference in the lives of participants, with almost all of them making at least one healthy change to their lifestyle, and many making multiple healthy changes. About half of respondents reported buying all of the food items on the WIC check. Almost all respondents indicated that the office staff was respectful and welcoming and the majority reported that they always or usually share their concerns with staff. The majority of respondents also noted that the clinics appear clean and organized and they rarely or never wait longer than 15 minutes past their scheduled appointment. In conclusion, while interpreted with caution, these findings show that overall the Indiana WIC program is doing well when it comes to how WIC participants perceive the program and its services.

## Appendix A: WIC Survey Results Statewide, English and Spanish

### A. Demographics

Q1. Are you: (Check all that apply.)	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
Pregnant	805	16.9	748	17.1	57	14.9
Postpartum, breastfeeding	567	11.9	498	11.4	69	18.0
Postpartum, not breastfeeding	789	16.6	738	16.8	51	13.3
Parent and/or guardian of an infant on WIC	1,508	31.6	1,364	31.1	144	37.6
Parent and/or guardian of a child on WIC	2,374	49.8	2,163	49.4	211	55.1

Q3. What is your age group?	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
19 and less	361	7.6	340	7.8	21	5.6
20-29	2,812	59.2	2,693	61.6	119	31.7
30-39	1,312	27.6	1,114	25.5	198	52.7
40-49	205	4.3	168	3.8	37	9.8
50-59	42	0.9	42	1.0	0	0
60 and higher	18	0.4	17	0.4	1	0.3
<i>Total Responses</i>	4,750	100.0	4,374	100.0	376	100.0
<i>Missing</i>	16		9		7	
<i>Total</i>	4,766		4,383		383	

Q4. What is the highest level of education you have completed? (Check one.)	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
8th grade or less	192	4.1	70	1.6	122	32.9
9th grade – 11th grade	813	17.2	669	15.3	144	38.8
High school graduate or GED	1,776	37.5	1,701	38.9	75	20.2
Trade or technical school	142	3.0	130	3.0	12	3.2
Some college	1,218	25.7	1,209	27.7	9	2.4
College graduate or higher	600	12.7	591	13.5	9	2.4
<i>Total Responses</i>	4,741	100.0	4,370	100.0	371	100.0
<i>Missing</i>	25		13		12	
<i>Total</i>	4,766		4,383		383	

Q6. What is your ethnicity?	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
Hispanic origin	818	17.5	439	10.2	379	99.7
Not of Hispanic origin	3,858	82.5	3,857	89.8	1	0.3
<i>Total Responses</i>	4,676	100.0	4,296	100.0	380	100.0
<i>Missing</i>	90		87		3	
<i>Total</i>	4,766		4383		383	

Q7. Please indicate your race(s) from the following list. (Check all that apply.)	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
American Indian or Alaskan Native	74	1.6	70	1.6	4	1.0
Asian or Pacific Islander	64	1.3	64	1.5	0	0
Black or African American	870	18.3	868	19.8	2	0.5
White	3,368	70.7	3,265	74.5	103	26.9
Other	371	7.8	200	4.6	171	44.7

**B. Shopping experience**

Q8. As a WIC customer at the grocery store, what challenges do you face? (Check all that apply.)	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
Stores not having adequate stock of all items I need	2,061	43.2	1,983	45.2	78	20.4
Purchasing WIC foods separate from non-WIC foods	811	17.0	765	17.5	46	12.0
Locating WIC foods in the store	1,559	32.7	1,443	32.9	116	30.3
Check-out process	1,377	28.9	1,329	30.3	48	12.5
Using WIC checks and SNAP EBT together	192	4.0	181	4.1	11	2.9
Using coupons with WIC purchases	144	3.0	122	2.8	22	5.7
Language barriers	64	1.3	21	0.5	43	11.2
Other	565	11.9	517	11.8	48	12.5

Q9. Did the clinic staff explain what foods are WIC eligible in a clear manner?	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
Yes	4,590	98.4	4,229	98.3	361	98.6
No	77	1.7	72	1.7	5	1.4
<i>Total Responses</i>	4,667	100.0	4,301	100.0	366	100.0
<i>Missing</i>	99		82		17	
<i>Total</i>	4,766		4,383		383	

Q10. What is the easiest way to find WIC foods in stores?	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
Using the food card	1,516	31.8	1,384	31.6	132	34.5
Using the checks	1,281	26.9	1,144	26.1	137	35.8
Using the shelf tags	2,505	52.6	2,337	53.3	168	43.9
Asking store employees	376	7.9	331	7.6	45	11.8
Other	58	1.2	56	1.3	2	0.5

Q11. If you don't always buy all of the food items on the WIC check, why not? (Check all that apply.)	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
The store was out of stock	1,319	27.7	1,257	28.7	62	16.2
I can't find them in the store	875	18.4	824	18.8	51	13.3
I can't get everything home	70	1.5	64	1.5	6	1.6
I don't need them	527	11.1	519	11.8	8	2.1
I don't like them	353	7.4	345	7.9	8	2.1
I always buy all of the food items	2,480	52.0	2,213	50.5	267	69.7

Q12. If you don't always buy all of the food items on the WIC check, which one don't you buy? (Check all that apply.)	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
Milk	217	4.6	187	4.3	30	7.8
Juice	266	5.6	228	5.2	38	9.9
Cereal	281	5.9	252	5.8	29	7.6
Eggs	128	2.7	106	2.4	22	5.7
Cheese	139	2.9	110	2.5	29	7.6
Beans	1,051	22.1	1,024	23.4	27	7.1
Brown rice	842	17.7	797	18.2	45	11.8
Whole wheat bread	336	7.1	307	7.0	29	7.6
Fruits and vegetables	103	2.2	83	1.9	20	5.2
Whole grain tortilla	638	13.4	600	13.7	38	9.9
Peanut butter	293	6.2	238	5.4	55	14.4
Fish	622	13.1	577	13.2	45	11.8

Q13. WIC will be moving to an electronic benefit transfer (EBT) card. What concern do you have using EBT for your WIC transactions? (Check all that apply.)	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
Worried about remembering the PIN	233	4.9	190	4.3	43	11.2
Worried about losing the card	439	9.2	337	7.7	102	26.6
Don't like using credit/debit cards	89	1.9	68	1.6	21	5.5
It will be difficult since I also have a SNAP card	469	9.8	446	10.2	23	6.0
Will miss having items I can buy listed on the checks	2,568	53.9	2,382	54.4	186	48.6

Q14. Do you currently, or have you in the past, used a SNAP/TANF card, unemployment card, or child support card?	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
Yes	3,235	69.4	3,057	70.9	178	50.9
No	1,428	30.6	1,256	29.1	172	49.1
<i>Total Responses</i>	4,663	100.0	4,313	100.0	350	100.0
<i>Missing</i>	103		70		33	
<i>Total</i>	4,766		4,383		383	

Q15. What type of education would you most like to receive regarding using a WIC EBT card?	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
How do I check my benefit balance?	2,315	48.6	2,108	48.1	207	54.1
How do I reset my PIN?	427	9.0	349	8.0	78	20.4
What do I do if I lose my card?	986	20.7	851	19.4	135	35.3
How do I use my card in the check-out lane?	1,765	37.0	1,612	36.8	153	40.0

**C. Technology**

Q16. How would you like to be reminded about your WIC appointments?	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
Phone call	2,541	53.3	2,268	51.8	273	71.3
Postcard	582	12.2	512	11.7	70	18.3
E-mail	442	9.3	427	9.7	15	3.9
Text message	2,619	55.0	2,479	56.6	140	36.6

Q17. Do you own a Smartphone (i.e. iPhone/Android/Blackberry)?	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
Yes	3,602	77.1	3,404	78.8	198	56.4
No	1,071	22.9	918	21.2	153	43.6
<i>Total Responses</i>	4,673	100.0	4,322	100.0	351	100.0
<i>Missing</i>	93		61		32	
<i>Total</i>	4,766		4,383		383	

Q18. Would you use the following WIC resources if they were available? (Check all that apply.)	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
WIC info via Facebook	1,503	31.5	1,421	32.4	82	21.4
WIC info via YouTube	186	3.9	163	3.7	23	6.0
WIC info via text-message	3,015	63.3	2,796	63.8	219	57.2
WIC info via e-mail	1,424	29.9	1,349	30.8	75	19.6
QR code (barcode reader)	336	7.1	327	7.5	9	2.4
Smartphone shopping list app	1,653	34.7	1,597	36.4	56	14.6
I would not use any of the above WIC resources	558	11.7	515	11.8	43	11.2



### D. Clinical Experience

Q19. How do you typically get to the clinic?	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
Drive myself	3,678	77.2	3,456	78.9	222	58.0
Public transportation	169	3.6	154	3.5	15	3.9
Get a ride	1,072	22.5	902	20.6	170	44.4
Walk	123	2.6	111	2.5	12	3.1
Other	6	0.1	6	0.1	0	0

Q20. Is transportation an issue for you to get to the WIC clinic or grocery store?	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
Yes	334	7.3	307	7.3	27	7.7
No	4,256	92.7	3,930	92.8	326	92.4
<i>Total Responses</i>	4,590	100.0	4,237	100.0	353	100.0
<i>Missing</i>	176		146		30	
<i>Total</i>	4,766		7,383		383	

Q22. Does the clinic staff seem respectful and welcoming?	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
Yes	4,568	95.9	4,212	96.1	356	93.0
No	43	0.9	36	0.8	7	1.8
Comment	286	6.1	274	6.3	15	3.9

Q23. If you have questions or concerns, how often do you share them with WIC staff?	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
Always	2,471	53.5	2,339	54.9	132	37.0
Usually	1,002	21.7	943	22.1	59	16.5
Rarely	293	6.3	244	5.7	49	13.7
Never	119	2.6	103	2.4	16	4.5
I don't have questions or concerns	735	15.9	634	14.9	101	28.3
<i>Total Responses</i>	4,620	100.0	4,263	100.0	357	100.0
<i>Missing</i>	146		120		26	
<i>Total</i>	4,766		4,383		383	

Q24. How does the clinic appear to you?	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
Clean and organized	4,573	98.9	4,215	98.9	358	98.9
Needing changes	50	1.1	46	1.1	4	1.1
<i>Total Responses</i>	4,623	100.0	4,261	100.0	362	
<i>Missing</i>	143		122		21	
<i>Total</i>	4,766		4,383		383	

Q25. Do you/your child wait in the WIC clinic waiting room longer than 15 minutes past your scheduled appointment?	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
Always	137	3.0	96	2.3	41	11.5
Usually	382	8.4	347	8.2	35	9.8
Rarely	2,056	44.9	1,891	44.8	165	46.1
Never	2,001	43.7	1,884	44.7	117	32.7
<i>Total Responses</i>	4,576	100.0	4,218	100.0	358	100.0
<i>Missing</i>	190		165		25	
<i>Total</i>	4,766		4,383		383	

Q26. Does your local WIC office offer nutrition education classes (for example, food demonstrations with recipes, breastfeeding/infant feeding, prenatal education, etc.)?	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
Yes	4,216	95.5	3,908	95.7	308	92.5
No	200	4.5	175	4.3	25	7.5
<i>Total Responses</i>	4,416	100.0	4,083	100.0	333	100.0
<i>Missing</i>	350		300		50	
<i>Total</i>	4,766		4,383		383	

Q27. Would you attend group classes if they were offered by your local WIC office?	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
Yes	1,672	36.2	1,448	34.0	224	62.6
No	745	16.1	723	17.0	22	6.2
I don't know	2,201	47.7	2,089	49.0	112	31.3
<i>Total Responses</i>	4,618	100.0	4,260	100.0	358	100.0
<i>Missing</i>	148		123		25	
<i>Total</i>	4,766		4,383		383	

Q28. What topics would you like to learn about in a group class? (Check all that apply.)	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
Nutrition	1,632	34.2	1,397	31.9	235	61.4
Physical activity	1,155	24.2	994	22.7	161	42.0
Cooking and recipe ideas using WIC foods	2,096	44.0	1,909	43.6	187	48.8
Grocery shopping and using your WIC food card	951	20.0	869	19.8	82	21.4
I would not attend a group class	1,028	21.6	1,007	23.0	21	5.5
Other	58	1.2	57	1.3	1	0.3

**E. Maternal and Infant Health**

Q29. What healthy changes have you and your family made after you began participating in the WIC program? (Check all that apply.)	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
Breastfed my baby	1,072	22.5	941	21.5	131	34.2
Breastfed my baby longer	679	14.3	578	13.2	101	26.4
Eat more fruits and vegetables	2,936	61.6	2,668	60.9	268	70.0
Eat more whole grains	2,003	42.0	1,833	41.8	170	44.4
Eat more iron-rich foods	1,184	24.8	1,120	25.6	64	16.7
Eat less high-fat foods	1,132	23.8	947	21.6	185	48.3
Eat less fast food	1,716	36.0	1,542	35.2	174	45.4
Cook at home	2,202	46.2	1,994	45.5	208	54.3
Drink lower fat milk	1,499	31.5	1,382	31.5	117	30.6
Drink more water	2,393	50.2	2,173	49.6	220	57.4
Drink fewer sugary drinks	1,514	31.8	1,341	30.6	173	45.2
Smoke less or quit smoking	775	16.3	742	16.9	33	8.6
Exercise more	995	20.9	895	20.4	100	26.1
Go to the doctor	1,004	21.1	908	20.7	96	25.1
Get my kids immunized	1,084	22.7	931	21.2	153	40.0
Other	42	0.9	38	0.9	4	1.0

Q30. Do you always put you baby to sleep in crib?	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
Yes	2,898	77.3	2,654	76.4	244	87.8
No	853	22.7	819	23.6	34	12.2
<i>Total Responses</i>	3,751	100.0	3,473	100.0	278	100.0
<i>Missing</i>	1,015		910		105	
<i>Total</i>	4,766		4,383		383	

Q33. Why did you stop breastfeeding? (Check all that apply.)	State		English		Spanish	
	Number	Percent	Number	Percent	Number	Percent
It was hard/tiring	512	10.7	492	11.2	20	5.2
I found it depressing	68	1.4	68	1.6	0	0
The baby wasn't getting enough milk	1,222	25.6	1,141	26.0	81	21.2
The baby wasn't gaining enough weight	217	4.6	203	4.6	14	3.7
Did not feel comfortable nursing in public	179	3.8	169	3.9	10	2.6
I had to go back to work/school	616	12.9	584	13.3	32	8.4
Other	1,280	26.9	1,211	27.6	69	18.0

## APPENDIX B: WIC Participation Survey

### WIC Participation Survey

As part of our effort to continually improve the Indiana WIC program, we are asking participants to complete a satisfaction survey. Please take a few minutes to tell us about your WIC experience. Your responses will be kept confidential, and the collected survey information will be used to help us better serve you and other WIC participants. We sincerely appreciate your time and input.

#### A. Demographics

1. **Are you:** (Check all that apply.)

- Pregnant
- Just had a baby and breastfeeding
- Just had a baby and not breastfeeding
- Parent and/or guardian of an infant on WIC
- Parent and/or guardian of a child on WIC

2. **What WIC clinic do you regularly visit?**

\_\_\_\_\_

3. **What is your age group?**

- |                                      |  |
|--------------------------------------|--|
| <input type="checkbox"/> 19 and less | <input type="checkbox"/> 40 - 49       |
| <input type="checkbox"/> 20 - 29     | <input type="checkbox"/> 50 - 59       |
| <input type="checkbox"/> 30 - 39     | <input type="checkbox"/> 60 and higher |

4. **What is the highest level of education you have completed?** (Check one.)

- |   |   |
|---|---|
| <input type="checkbox"/> 8 <sup>th</sup> grade or less                  | <input type="checkbox"/> Trade or technical school  |
| <input type="checkbox"/> 9 <sup>th</sup> grade – 11 <sup>th</sup> grade | <input type="checkbox"/> Some college               |
| <input type="checkbox"/> High school graduate or GED                    | <input type="checkbox"/> College graduate or higher |

5. **What is your home zip code?**

\_\_\_\_\_

6. **What is your ethnicity?** (Check one.)

- Hispanic origin
- Not of Hispanic origin

**7. Please indicate your race(s) from the following list. (Check all that apply.)**

- |  |                                       |
|--|---------------------------------------|
| <input type="checkbox"/> American Indian or Alaskan Native | <input type="checkbox"/> White        |
| <input type="checkbox"/> Asian or Pacific Islander         | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Black                             |                                       |

**B. Shopping experience**

**8. As a WIC customer at the grocery store, what challenges do you face? (Check all that apply.)**

- Stores not having adequate stock of all items I need
- Purchasing WIC foods separate from non-WIC foods
- Locating WIC foods in the store
- Check-out process
- Using WIC checks and SNAP EBT together
- Using coupons with WIC purchases
- Language barriers
- Other: \_\_\_\_\_

**9. Did the clinic staff explain what foods are WIC eligible in a clear manner?**

- Yes
- No

**10. What is the easiest way to find WIC foods in stores?**

- Using the food card
- Using the checks
- Using the shelf tags
- Asking store employees
- Other (Please specify) \_\_\_\_\_

**11. If you don't always buy all of the food items on the WIC check, why not? (Check all that apply.)**

- The store was out of stock
- I can't find them in the store
- I can't get everything home
- I don't need them
- I don't like them
- I always buy all of the food items

**12. If you don't buy all of the food items on the WIC checks, which ones don't you buy? (Check all that apply.)**

- |                                 |   |
|---------------------------------|---|
| <input type="checkbox"/> Milk   | <input type="checkbox"/> Brown rice           |
| <input type="checkbox"/> Juice  | <input type="checkbox"/> Whole wheat bread    |
| <input type="checkbox"/> Cereal | <input type="checkbox"/> Fruit and vegetables |
| <input type="checkbox"/> Eggs   | <input type="checkbox"/> Whole grain tortilla |
| <input type="checkbox"/> Cheese | <input type="checkbox"/> Peanut butter        |
| <input type="checkbox"/> Beans  | <input type="checkbox"/> Fish                 |

**13. WIC will be moving to an electronic benefit transfer (EBT) card. What concerns do you have using EBT for your WIC transaction? (Check all that apply.)**

- Worried about remembering the PIN
- Worried about losing the card
- Don't like using credit/debit cards
- It will be difficult since I also have a SNAP card
- Will miss having items I can buy listed on the checks

**14. Do you currently, or have you in the past, used a SNAP/TANF card, unemployment card, or child support card?**

- Yes
- No

**15. What type of education would you most like to receive regarding using a WIC EBT card?**

- How do I check my benefit balance?
- How do I reset the PIN?
- What do I do if I lose my card?
- How do I use my card in the check-out lane?

### C. Technology

**16. How would you like to be reminded about your WIC appointments?**

- Phone call
- Postcard
- E-mail
- Text message

**17. Do you own a Smartphone (i.e. iPhone/Android/Blackberry)?**

- Yes
- No



**18. Would you use the following WIC resources if they were available? (Check all that apply.)**

- |  |   |
|--|---|
| <input type="checkbox"/> WIC info via Facebook     | <input type="checkbox"/> QR code (barcode reader)                       |
| <input type="checkbox"/> WIC info via YouTube      | <input type="checkbox"/> Smartphone shopping list app                   |
| <input type="checkbox"/> WIC info via text message | <input type="checkbox"/> I would not use any of the above WIC resources |
| <input type="checkbox"/> WIC info via e-mail       |   |

**D. Clinic Experience**

**19. How do you typically get to the clinic?**

- Drive myself
- Public transportation
- Get a ride
- Walk
- Other: \_\_\_\_\_

**20. Is transportation an issue for you to get to the WIC clinic or grocery store?**

- Yes (Please specify): \_\_\_\_\_
- No

**21. How many cars do you have at home? How many people need to drive the cars at your home?**

Cars \_\_\_\_\_ People \_\_\_\_\_

**22. Does the clinic staff seem respectful and welcoming?**

- Yes
- No
- Comment (Optional): \_\_\_\_\_

**23. If you have questions or concerns, how often do you share them with WIC staff?**

- Always
- Usually
- Rarely
- Never
- I don't have questions or concerns

**24. How does the clinic appear to you?**

- Clean and organized
- Needing changes (Please specify): \_\_\_\_\_

**25. Do you/your child wait in the WIC clinic waiting room longer than 15 minutes past your scheduled appointment?**

- Always
- Usually
- Rarely
- Never

**26. Does your local WIC office offer nutrition education classes (for example, food demonstrations with recipes, breastfeeding/infant feeding, prenatal nutrition, etc.)**

- Yes
- No

**27. Would you attend group classes if they were offered by your local WIC office?**

- Yes
- No
- I don't know

**28. What topics would you like to learn about in a group class? (Check all that apply.)**

- Nutrition
- Physical activity
- Cooking and recipe ideas using WIC foods
- Grocery shopping and using your WIC food card
- I would not attend a group class
- Other: \_\_\_\_\_

## **E. Maternal and Infant Health**

**29. What healthy changes have you and your family made after you began participating in the WIC program? (Check all that apply.)**

- |   |   |
|---|---|
| <input type="checkbox"/> Breastfeed my baby             | <input type="checkbox"/> Drink lower fat milk       |
| <input type="checkbox"/> Breastfeed my baby longer      | <input type="checkbox"/> Drink more water           |
| <input type="checkbox"/> Eat more fruits and vegetables | <input type="checkbox"/> Drink fewer sugary drinks  |
| <input type="checkbox"/> Eat more whole grains          | <input type="checkbox"/> Smoke less or quit smoking |
| <input type="checkbox"/> Eat more iron-rich foods       | <input type="checkbox"/> Exercise more              |
| <input type="checkbox"/> Eat less high-fat foods        | <input type="checkbox"/> Go to the doctor           |
| <input type="checkbox"/> Eat less fast food             | <input type="checkbox"/> Get my kids immunized      |
| <input type="checkbox"/> Cook at home                   | <input type="checkbox"/> Other: _____               |

**30. Do you always put your baby to sleep in a crib?**

- Yes (Skip to question 32.)
- No

**31. If no, where else do you place your baby to sleep?** \_\_\_\_\_

**32. How old was/were your baby/babies when you stopped breastfeeding?** (If you're currently breastfeeding your only baby, skip to question 34.)

\_\_\_\_\_

**33. Why did you stop breastfeeding?** (Check all that apply.)

- It was hard/ tiring
- I found it depressing
- The baby wasn't getting enough milk
- The baby wasn't gaining enough weight
- Did not feel comfortable nursing in public
- I had to go back to work/school
- Other: \_\_\_\_\_

**34. What could WIC do/ have done to help you to breastfeed longer?**

\_\_\_\_\_  
\_\_\_\_\_

**35. If you could change or improve one thing about the WIC program, what would that be?**

\_\_\_\_\_  
\_\_\_\_\_