



Utah WIC

Participant Satisfaction Survey

2017 - 2018



May 2019



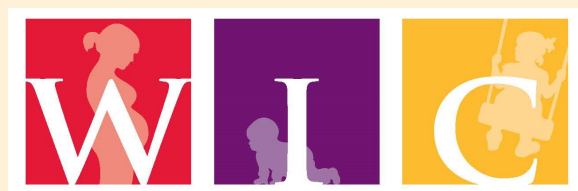
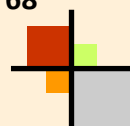


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Executive Summary

The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) provides nutritious supplemental foods, nutrition education and counseling, and referrals to health care and social services to low-income pregnant, postpartum, and breastfeeding women, and infants and children up to age five. Federally, WIC is administered by the Food and Nutrition Service (FNS) of the United States Department of Agriculture (USDA). In Utah, the WIC program is administered by the Division of Family Health and Preparedness within the Utah Department of Health (UDOH). Utah WIC services are provided at public health clinics located in 28 of the state's 29 counties within the boundaries of 13 designated local health departments.

The purpose of the 2017 - 2018 Participant Satisfaction Survey was to determine the level of satisfaction among recipients of Utah WIC services. The survey examined the patterns of service utilization, breastfeeding, voucher use, and demographics.

The survey was printed in both English and Spanish and administered between September 2017 and March 2018. A total of 4,000 surveys were mailed from the State WIC office to local WIC clinics. The survey response rate from hardcopy surveys was 63.8%, with a total of 2,551 participants completing the survey in this hard copy form. Additionally, the survey was sent to all members currently on WIC using a text messaging software which allows for the survey to be taken on participants' smartphones. A total of 3,728 complete responses were received using this technology. However, with this method of survey administration, we are unable to calculate response rate.

Overall, using this mixed method approach to data collection, hardcopy and online, a total of 6,279 WIC Participant Satisfaction Surveys were completed. The majority of survey respondents (73.8%) were between 18 and 34 years of age, the majority (55.6%) of respondents had more than a high school education, and slightly over 36% described themselves as Hispanic. Most (66.2%) participants identified their race as White.

The key findings of the survey are as follows:

WIC Service Awareness, Utilization, and Satisfaction

- 95.2% reported that WIC services were either excellent or good.
- 70.6% mentioned that none of the WIC requirements were hard for them to complete.
- 74.8% indicated text message appointment reminders always helped to keep WIC appointments.

Nutrition Education and Behavioral Changes

Reported that since they started the WIC program their family now:

- 69.2% eat more fruits and vegetables.
- 44.7% eat more whole grains.
- 34.4% drink fewer sodas and sweetened powder drinks.
- 24.9% engage in more physical activities.



Breastfeeding Practices

- 46.4% mentioned that previous experience and personal desire influenced them most to start breastfeeding.
- 9.4% indicated that support from WIC peer counselors and WIC health professionals encouraged them to start breastfeeding their current or most recent infant or child.
- 31.2% reported they continued breastfeeding as long they wanted due to the extra food WIC provides to breastfeeding mothers.
- 35.9% of survey recipients indicated interest in the ability to contact a breastfeeding peer counselor 24/7.

Knowledge and Use of WIC Vouchers

- 42.1% indicated that sometimes they chose the wrong WIC foods.
- 65.0% indicated if WIC offered more name brand foods they may stay on the program as long as eligible.
- 31.2% were aware that WIC provides extra food for breastfeeding mothers/infants.

Conclusions & Recommendations

The 2017 - 2018 Utah WIC Participant Satisfaction Survey provided information about the opinions and preferences of participants regarding WIC programs and services. A large majority of respondents rated WIC services as “excellent” and were highly satisfied. The findings also suggest that participants are learning about nutrition and they are applying that information to make positive changes in their food selection habits as well as positive changes to their lifestyles. The importance of the enhanced roles of WIC health professionals and peer counselors in promoting and supporting breastfeeding was evident from survey data.

Finally, survey findings demonstrated that the vast majority of WIC participants felt they understood the services available through the WIC program and were comfortable with the use of WIC food vouchers. These findings underscore both the value and importance of the WIC program in the lives of infants, children, and families who have been identified as being nutritionally vulnerable. Although the survey provided an excellent snapshot of current practices and preferences, the results also revealed areas where tailored education may be needed to enhance service delivery.

As more than one quarter (26.3%) of participants reported that the cashiers were unaware which items were WIC approved and almost half (42.1%) indicated selecting the wrong product/brand, it would be prudent for the WIC program to offer additional educational classes on the WIC approved foods for store vendors and cashiers. This is an important area as past research has found that mistakes in choosing the correct WIC foods were associated with lower satisfaction with WIC services. Through additional education, WIC program staff can provide education and support for vendors and participants to minimize confusion on policy changes and food rules.

Introduction

The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) serves low-income pregnant, postpartum, and breastfeeding women, and infants and children up to age five. WIC is administered by the Food and Nutrition Service (FNS) of the United States Department of Agriculture (USDA). The primary goal of the WIC program is to improve the health of mothers and of children during their most critical times of growth and development. The benefits for WIC participants consist of nutritious supplemental foods, nutrition education and counseling, and referrals to health care and social services (1). Eligibility for WIC services is based on four factors: categorical eligibility, income eligibility, state residency, and nutritional risk (2). A participant must be a member of one of the five categorically eligible groups: pregnant, breastfeeding, and postpartum women; infants; and children up to the age of five years. Second, an applicant's income must fall at or below 185 percent of Federal poverty income guidelines. Third, a participant must be a resident of the state. Finally, each participant must be determined to be at nutritional risk based on medical and/or nutritional assessment. WIC participants are eligible to receive benefits for specified periods, after which they must be recertified in order to continue receiving benefits.

The number of individuals participating in WIC has increased significantly since the program's inception in 1972. In 2018, WIC served nearly 7 million participants nationally in all 50 states, the District of Columbia, 5 territories, and 34 Indian Tribal Organizations (1).

The Utah WIC Program is administered by the Utah Department of Health's (UDOH) Division of Family Health and Preparedness. During fiscal year 2017 (July 2016 to June 2017), on average, approximately 53,869 Utah participants received services each month through the Utah WIC Program (Figure 1). WIC services are provided at public health clinics which are within the boundaries of the State's 13 designated local health departments (LHDs). Figure 2 maps out the location of WIC clinics and participating stores by LHD boundaries.



Figure 1. Utah WIC Program Enrollments, 2015 - 2017

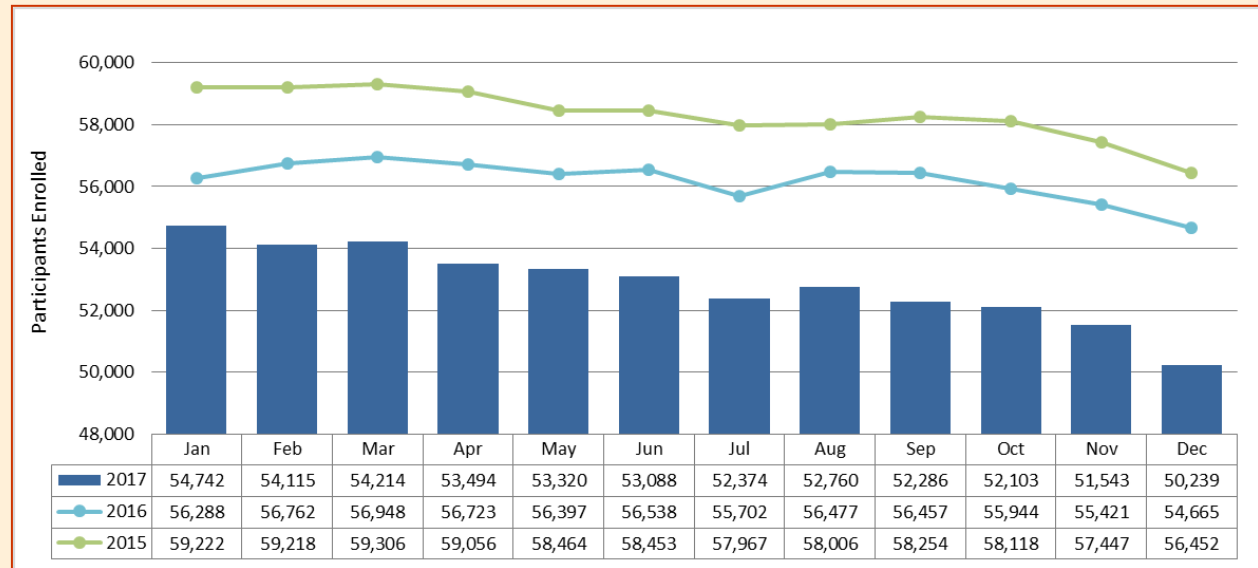
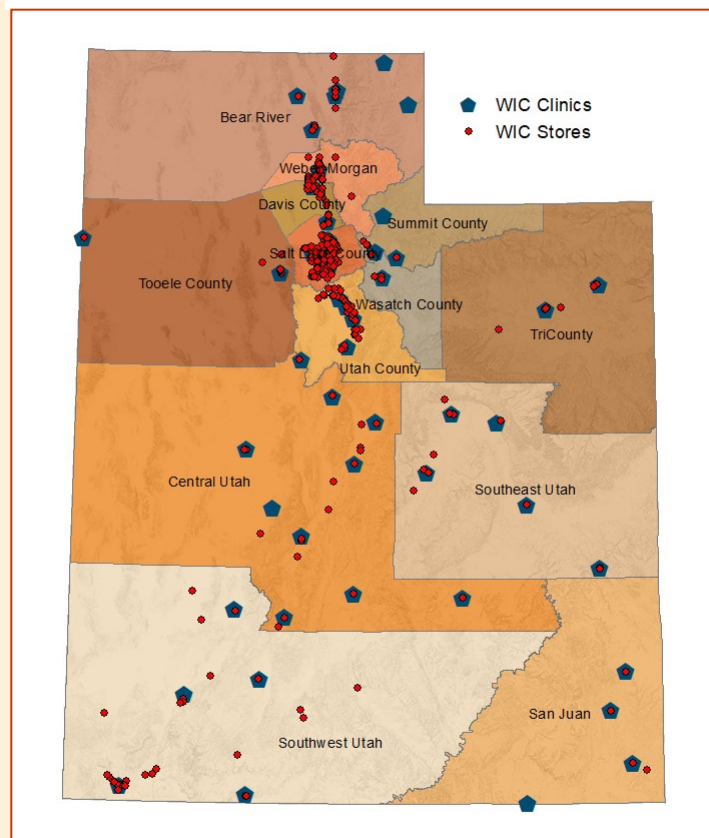


Figure 2. Utah WIC Clinics and Stores by Local Health Department Boundaries, 2018



Purpose

The purpose of the 2017 - 2018 Participant Satisfaction Survey was to determine the level of satisfaction among recipients of Utah WIC services. The UDOH has conducted this survey periodically as a program improvement tool to monitor performance and to understand the emerging needs and service preferences among participants. In WIC recipients, the 2017 - 2018 Survey examined the level of satisfaction with services, healthy behavioral changes, breastfeeding practices, and knowledge of food vouchers and experiences with food purchases at grocery stores.



Methods

Sample Size

The survey population consisted of participants enrolled in the Utah WIC program. In order to attain a statewide representative sample of Utah WIC participants, a review was conducted using WIC administrative reports of monthly caseload of eligible categories for WIC (pregnant, breastfeeding, and postpartum women; infants; and children) and of primary language spoken in the household to obtain enrollment numbers from each of those categories. These numbers and averages were then compared with the state population to obtain a representative sample from all categories and primary language spoken at home. A stratified random sampling design was used to determine the number of participants needed from each of the local WIC clinics within 13 LHDs. A total of 48 local WIC clinics were selected to participate in the 2017 - 2018 survey. The participating clinics received a number of surveys to be completed by clients based on the proportion of caseload in each LHD. The total sample size needed to represent LHDs was estimated to be 4,000.

Survey Participants

Eligibility criteria for the 2017 - 2018 WIC Participant Satisfaction Survey were enrollment in the Utah WIC program and being either a pregnant, breastfeeding, or postpartum woman, or a caregiver for an infant or child enrolled in the Utah WIC program.



Survey Development

This survey was designed to provide a snapshot view of Utah WIC participants' preferences and satisfaction with WIC services. Both state and local WIC staff combined their efforts to design the 2017 - 2018 Survey. An advisory committee was established in December 2016 to identify new areas of data collection and to review the content of previous survey instruments and make any necessary revisions. This advisory committee consisted of breastfeeding counselors, nutritionists, registered dietitians, epidemiologists, and program managers. The committee met regularly for six months (December 2016 – May 2017) and drafted the survey instrument.

In order to make the survey process a minimal interruption and less cumbersome for clinics, the committee decided to conduct a larger comprehensive survey every five to six years and a smaller version every three years. The 2017 - 2018 survey was a smaller survey consisting of fifteen questions, compared to the 2012 survey consisting of forty-four questions. The committee also decided to explore the option of implementing the survey online via smartphones.

The final 2017 - 2018 survey instrument consisted of fifteen questions which were grouped into five sections: 1) WIC Services, 2) Behavioral Changes, 3) Breastfeeding Practices, 4) Knowledge and Use of WIC Vouchers, and 5) Demographic Information. The survey questions were primarily close-ended. The 2017 - 2018 survey instrument was piloted at the Sandy WIC clinic to test adequate flow of the order of the questions and comprehension by respondents. The survey was created online using SurveyMonkey platform as well as printed version in both Spanish and English to accommodate language preference of participants, as well as to obtain culturally-appropriate information. To protect respondents' privacy and confidentiality, no information was collected that could uniquely identify participants.



Survey Implementation

The survey was administered using two methods:

- a. Mobile phone text messaging with a link to the online survey and
- b. Hardcopy distribution at participating local WIC clinics

In order to administer the survey through mobile text messaging, the advisory assessed the feasibility of adoption of the 'One Call Now' smartphone software currently used by the Utah WIC program. The 'One Call Now' software enables WIC clinics to send out individual texts

including important information such as appointment reminders to active participants at any given time. The advisory committee decided to utilize this software as a method to implement and deliver the survey to participants. Using the 'One Call Now' messaging system, the online link to SurveyMonkey was delivered to all eligible WIC participants by smartphone text message. The link was embedded into the text message for participants to click on to complete the survey in either English or Spanish. In order to ensure that participants only took the survey once and/or did not pass it on to others, each embedded link only worked once. Additionally, once the link was clicked on, and the survey had started, participants could not enter the survey again other than from the last point that they were active, ensuring that participants could not submit a response and start the survey over to submit again.

As use of text messaging a survey link to WIC participants was a new venture and we were uncertain of the completion rate with this method, as a reinforcement, we also opted to use the traditional hardcopy distribution of surveys. The State WIC staff mailed the survey packets to each of the 48 selected local WIC clinics in 13 LHDs. The packets included a cover letter, survey instructions, sample size table for participating clinics, and copies of the survey instruments. Each clinic received instructions on survey administration and clinic staff were asked to remain neutral and refrain from assisting participants in completing the survey. Every client who entered the clinic on designated regular service days during the collection period received a survey.

The survey (both versions) were administered between September 2017 and March 2018. Although this survey was administered during both 2017 and 2018, from this point forward, it will be referred to as the 2017 WIC Participant Satisfaction Survey.



Data Management and Analysis

An online survey entry tool was developed for the hardcopy completed surveys using the similar format of SurveyMonkey link. The completed surveys were returned by the clinics to the State WIC office where they were reviewed, sorted, and entered into the online link. Data from both online and hardcopy survey respondents were imported to SAS 9.4 where files were merged for the analyses. The statistical procedures for this study included descriptive statistics, including a series of frequencies and cross-tabulations.

Results

A total of 6,279 participants completed the survey: 3,728 online (via smartphones) and 2,551 hard copies. The key findings of the survey are provided in the following sections. Where possible, trends of four previous survey findings are included. It is important to note that, for each question, the total count (n) may be less than 6,279 due to the number of WIC participants who responded to the particular question. Those who completed the questionnaire in English are referred to in the tables as “English.” Those who completed the questionnaire in Spanish are referred to in the tables as “Spanish.” These categories simply indicate language preference and cannot be used to assume proxy for ethnicity. Overall, 5,120 (81.5%) participants completed the survey in English and 1,159 (18.5%) completed in Spanish. Detailed data analyses by language of questionnaire and LHD are provided in Appendices A –F.

Characteristics of Study Participants

The WIC program offers services to five categories of participants: pregnant, postpartum, and breastfeeding women, infants, and children up to age 5. The majority (73.7%) of participants were between the ages of 18 and 34 (Figure 3). Nearly twenty-four percent of respondents were between the ages of 35 and 49. Only 1.5% were aged seventeen or under.

Overall, more than half (55.6%) of respondents reported having more than a high school education (i.e. some college, an associate degree, or had graduated college) (Figure 4). More than fifteen percent (15.1%) had less than a high school education. The percentage with less than high school education was much higher for those completing the survey in Spanish than in English (43.9% vs. 8.8%). More than a one-third (36.3%) of breastfeeding women reported having an associate’s or bachelor’s degree.

The majority (66.2%) of the survey participants identified themselves as white. More than one-third (36.3%) described themselves as Hispanic or Latino.

Figure 3. Age of WIC Survey Participants

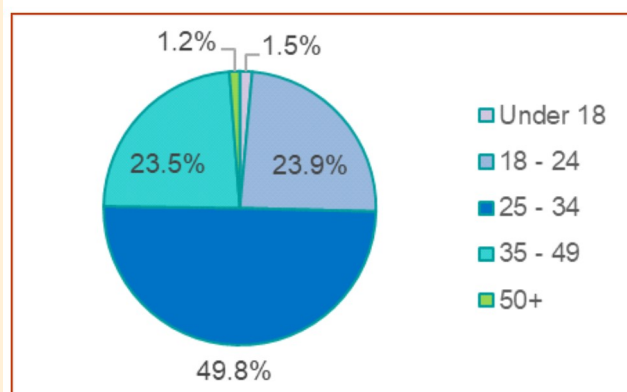
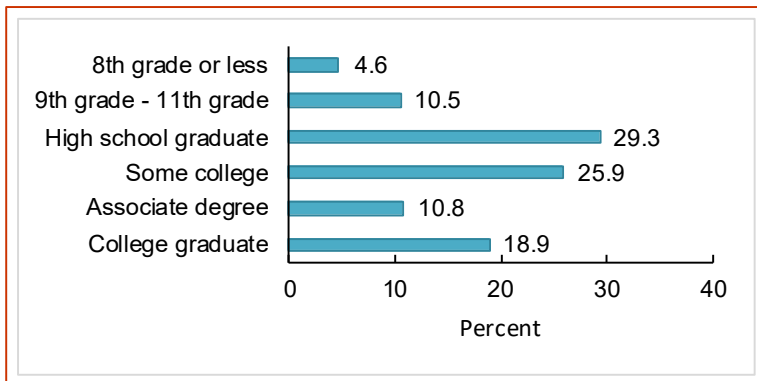


Figure 4. Education Level of Participants



WIC Service Awareness, Utilization, and Satisfaction

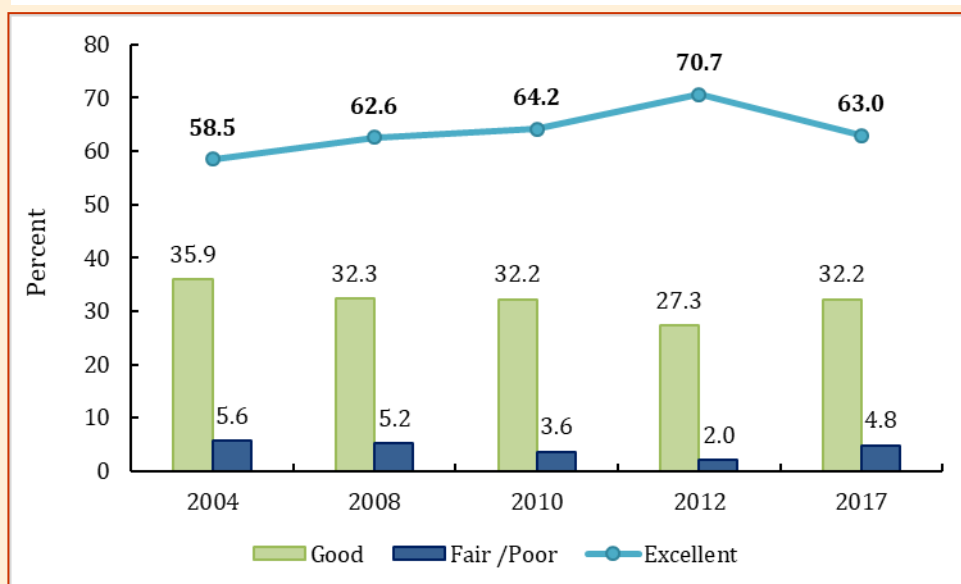
WIC is a nutrition program that provides a broad range of services, including healthy food, nutrition education and counseling, breastfeeding promotion and support, and screening and referrals to other health and social services to families who qualify. In order to

understand the extent of awareness of services and benefits provided by the WIC program, survey participants were asked a series of questions.

The majority (63.0%) of respondents described the WIC services as “excellent” (Figure 5). Nearly one third of participants (32.2%) indicated that the services they received were “good.” Only less than five percent (4.8%) rated the services as either “fair” or “poor.” Those who took the survey in Spanish, tended to describe the WIC services as “excellent” compared to those who completed the survey in English (72.3% vs 61.0%, respectively) (Appendix A, Question 3).

Close to three-fourths of the participants (74.8%) indicated that the text message appointment reminders “always” helped them to keep their appointments. The reporting of the satisfaction with text reminder was much higher for those who completed the survey in Spanish and those who completed the survey in English (89.6% vs. 71.5%, respectively) (Appendix A, Question 2).

Figure 5. Rating of WIC Services, 2004 - 2017



When asked about what keeps participants to coming to the WIC program, the top three reasons were: WIC foods (83.7%); nutrition education (52.3%); and breastfeeding education (18.2%) (Appendix A. Question 4)

When asked “What do you find most difficult about attending a WIC appointment?” the majority (70.6%) of respondents said that “nothing” is difficult in attending WIC appointments. For the remaining one-third of respondents, the top three reported difficulties were: long wait time (7.9%); clinic hours of operation are too limited (4.7%); and needing to have an appointment (4.7%).

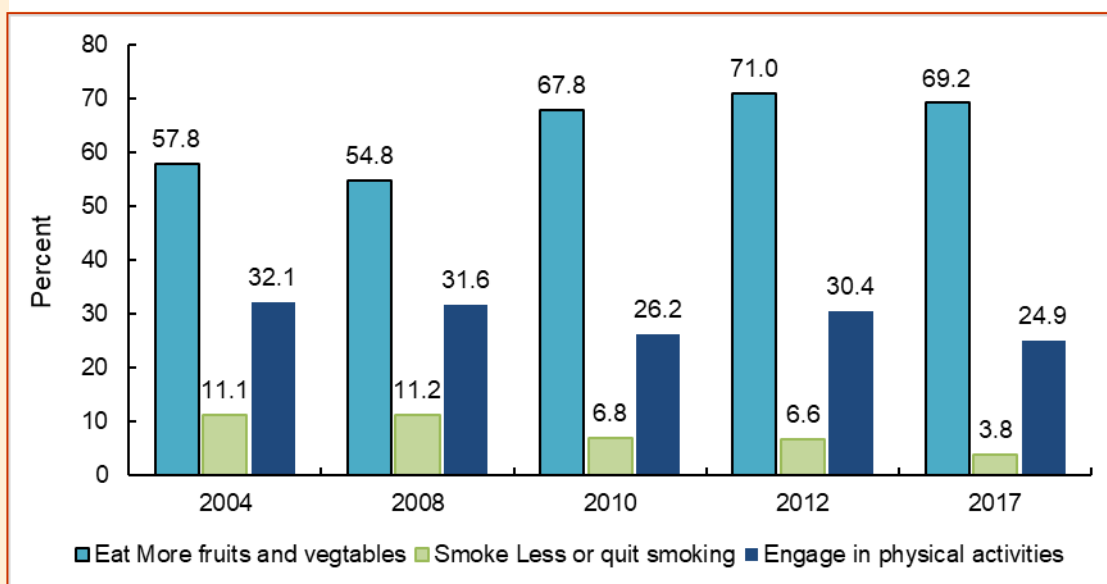
Nutrition Education and Behavioral Changes

Nutrition education plays a critical role in the WIC program and is intended to influence participants’ nutrition and health-related knowledge, attitudes, and behaviors. Federal WIC regulations require all local WIC clinics to offer participants, at no cost, at least two nutrition education sessions during each certification period (3).

FNS has set two major goals for WIC nutrition education: 1) emphasize the relationship between nutrition, physical activity, and health; and 2) assist the individual who is at nutritional risk in achieving a positive change in dietary and physical activity habits. The desired outcomes from this nutritional education ultimately resulting in improved nutritional status and in the prevention of nutrition-related problems through optimal use of the supplemental foods and other nutritious foods for all WIC recipients (4).

These classes are provided in individual counseling sessions, through group classes, or via online sessions. Federal rule requires that WIC agencies spend at least one-sixth of their administrative costs on nutrition education. Nutrition education content considers not only the participant’s nutritional needs but also religious and cultural values, primary language spoken, and literacy level.

Figure 6. Behavior Changes since Enrolling in WIC, 2004-2017

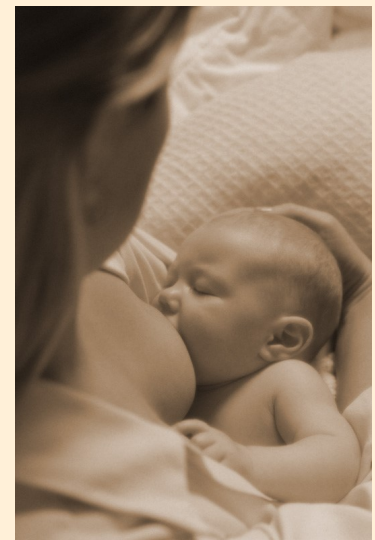


When WIC participants were asked to identify changes they had made since enrolling in WIC, the majority (69.2%) of respondents indicated that they eat more fruits and vegetables (Figure 6). Close to half (44.7%) reported eating more whole grain foods. More than one-third (34.4%) mentioned they drink fewer sodas and sweetened powder drinks. A similar percentage (33.3%) said they now eat more iron-rich foods. Spending more time and eating as a family was a change reported by more than a quarter (28.5%) of participants. Overall, one in four (24.9%) respondents indicated that they have changed their behavior by engaging in physical activities as a result of their participation in the WIC program. Healthy parenting behaviors were also apparent as WIC mothers reported started giving solid foods to their infants at 6 months (22.7%), giving less juice to their babies (17.9%), and immunizing their children (16.3%). Overall, almost sixteen percent of participants (15.6%) reported that they reduced screen time involving watching smart phone, tablets, TV, computer, etc.

These findings suggest that participants are learning about nutrition, and this information is being applied and is promoting positive changes in their food habits and other lifestyle choices. However, 1 in 10 (10.6%) also reported of not making any significant changes in their behavior. Compared to respondents who completed the survey in English, a higher percentage of respondents completing the survey in Spanish reported a decrease in soda consumption (Spanish: 45.9%; English: 31.8%), an increase in consumption of fruits/vegetables (Spanish: 75.6%; English: 67.8%) and iron-rich and low-fat foods (Spanish: 46.7%; English: 30.3%), and an increase in ensuring immunizations of children were up to date (Spanish: 28.0%; English: 13.6%) (Appendix A, Question 5).

Breastfeeding Practices

Scientific evidence indicates that breast milk is the most nutritious source of food for the health of an infant during their first year of life. Both the American Academy of Pediatrics and WIC recommend exclusively breastfeeding for an infant's first six months of life, and continuing to breastfeed until the infant is at least one year of age (5). Breastfeeding provides many health benefits to mother and baby. Positive breastfeeding messages are incorporated into all relevant WIC educational activities, materials, and outreach efforts where infant feeding is addressed. All WIC staff are required to complete ten modules of USDA's Using Loving Support to Grow and Glow in WIC breastfeeding training to assist participants with breastfeeding practices (6).



Nearly one quarter (23.9%) of survey respondents reported that they were breastfeeding at the time they completed survey. When asked what factor most influenced them to breastfeed their current or most recent infant, nearly one-third (32.0%) of women indicated that their desire to breastfeed played a role (Figure 7). More than one-eighth (14.4%) identified previous breastfeeding experience as the guiding factor. A similar proportion of women (13.1%) indicated they were most influenced to start breastfeed by information they received from doctors and/or nurses. Just under ten percent of respondents (9.4%) reported that WIC Peer Counselors or other WIC health professionals had been

their main influence to breastfeed, and the same proportion of women (9.4%) reported that encouragement from family and/or friends had most influenced them. Less than two percent (1.5%) mentioned that they had been most influenced by books, pamphlets, TV, radio, or other media messages.

Just over one-fifth of women (20.3%) reported that they did not breastfeed after giving birth to their most recent child.

There were a few interesting distinctions between those who completed the survey in English and those who completed it in Spanish regarding the factor that most influenced them to breastfeed:

- More than one in three (36.6%) women who completed the survey in English reported their desire to breastfeed was most influential factor to breastfeed compared to one in eleven (8.8%) of women who completed the survey in Spanish.
- More than one-fourth of Spanish-speaking respondents (26.6%) indicated that a WIC Peer Counselor had been their primary influence to breastfeed, compared to 1.9% of English-speaking respondents.
- Over one-fifth of English-speaking respondents indicated that they did not breastfeed (21.1%), compared to just over fifteen percent of Spanish-speaking respondents (16.1%) (Appendix A, Question 7).

WIC mothers are encouraged to breastfeed their infants and to continue as long as mutually desired. Historically, WIC has promoted breastfeeding to all pregnant women as the normative standard of infant feeding. Even when a mother requests formula, Certified Professional Authorities (CPAs) usually assess the particular situation and discuss possible options to continue exclusively breastfeeding.

Women were asked to indicate how WIC helped them continue to breastfeed for as long as they wanted. Nearly one-third of participants (31.2%) indicated that receiving extra food for both mom and baby helped them to breastfeed for as long as they wanted. Nearly one quarter of all participants (24.5%) reported that WIC breastfeeding classes/education was helpful to continue breastfeeding. [Over one-third of Spanish speakers (38.7%) selected this option, compared to roughly one-fifth of English speakers (21.3%).] One in six participants (16.9%) reported that support from WIC health

Figure 7. Factors Influencing Breastfeeding

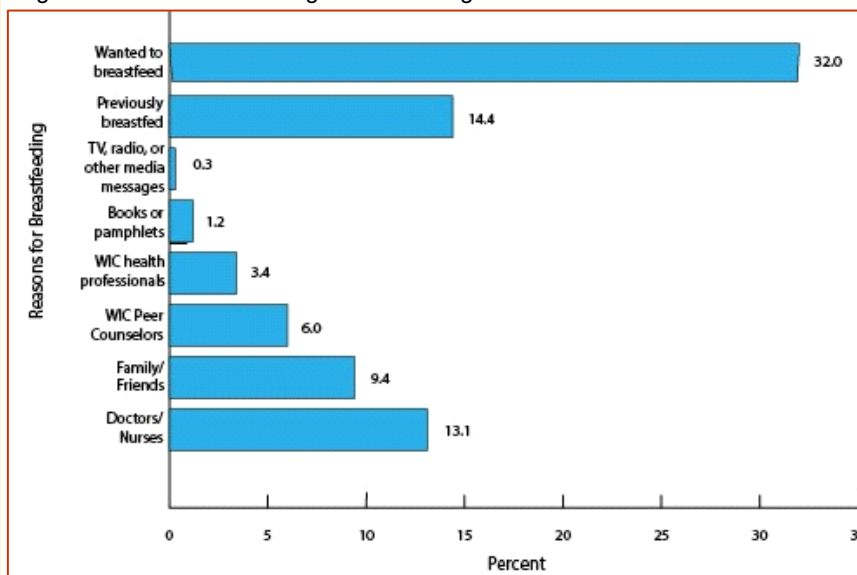
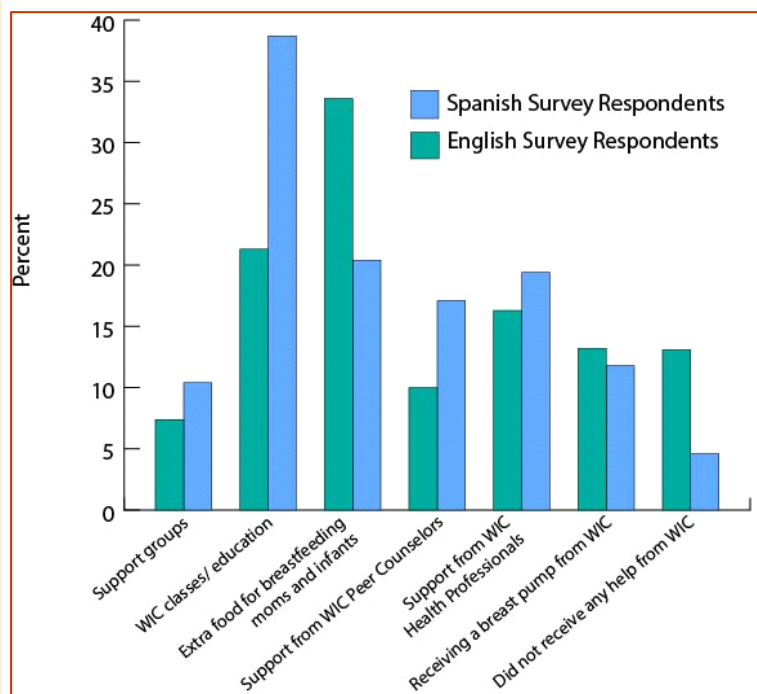


Figure 8. How WIC Helps to Continue Breastfeeding



professionals helped them continue breastfeeding for as long as they wanted. One in ten participants indicated the following options helped them to breastfeed for as long as they wanted: receiving a breast pump (12.9%), receiving support from breastfeeding Peer Counselors (11.3%), and breastfeeding support groups (8.0%). Just over ten percent of participants reported that they did not receive any help from WIC staff to continue breastfeeding (11.5%) (Figure 8).

When asked “Would you like to be able to contact a Breastfeeding Peer Counselor at any time of the day?”, only one third (35.9%) of WIC participants answered “Yes.” Those who completed the survey in English were more likely to indicate interest in

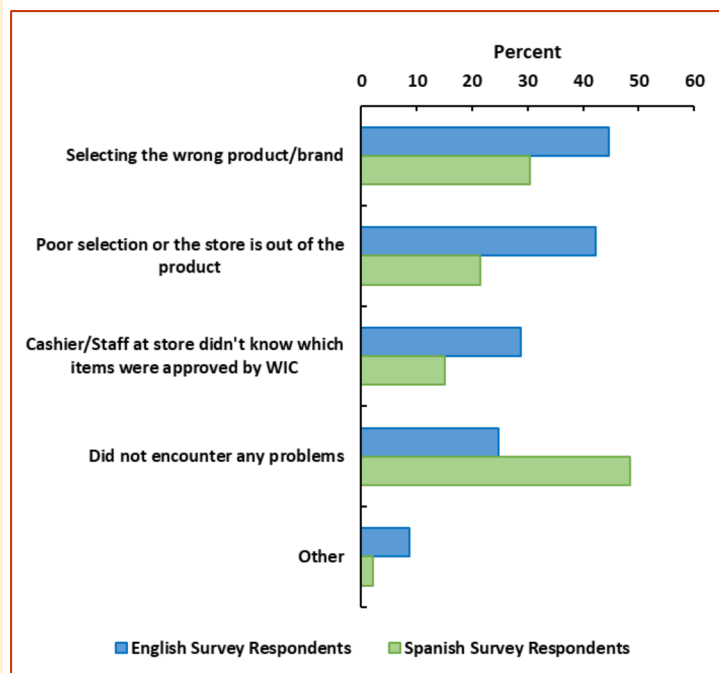
contacting a Breastfeeding Peer Counselor than those who completed it in Spanish (38.0% vs. 25.8%).

Use of Vouchers and Purchase of WIC-Approved Foods

WIC participants receive vouchers or supplemental food packages in order to increase their intake of selected nutrients. Different food packages are issued to participants depending on their category (i.e., pregnant or breastfeeding women), particular nutritional needs, and preferences. Generally, the foods that make up the different food packages are high in nutrients that program participants may be otherwise lacking in their diets. During the nutrition assessment process, in order to deliver meaningful, customized nutrition services to program participants, WIC staff use *Value Enhanced*



Figure 9. Difficulties had Purchasing WIC Food Items



Nutrition Assessment (VENA) principles to guide the collection of comprehensive nutritional risk (7). WIC participants redeem food vouchers each month at WIC-authorized grocery stores. All participants are given detailed instructions on the proper use of vouchers and their understanding of usage is generally reviewed at subsequent certifications. In addition, participants also receive a Utah WIC Program Authorized Food List to help them identify and purchase WIC-approved foods.

Based on recommendations from the Institute of Medicine, FNS made significant changes in WIC-approved foods in 2009 to better align with the government's latest dietary guidelines. The food package revisions are substantial, changing the number of basic

packages offered, as well as the quantity and types of food. The new packages include more fresh fruits and vegetables, more whole grain foods, and less formula during the first six months of an infant's life. Cash value vouchers are now issued to program participants to purchase fresh fruits and vegetables.

Special trainings have been conducted to inform and educate all enrollees about the new changes. WIC-authorized vendors and grocery store employees were invited to participate in the training and were educated on the new food rule and changes on in-store brand food items which were effective in October 2017.

Participants were asked what problems they had purchasing WIC food items, and were instructed to check all the options that applied to them (Figure 9). Nearly half of respondents (42.1%) indicated that selecting the wrong product or brand had been a problem they faced, while slightly fewer, but more than one-third (38.5%), reported poor selection or the store they shopped at as being out of a product was problematic. Just over one-quarter of respondents (26.3%) answered that store staff did not know which items were WIC-approved. Nearly one-third (29.0%) reported that they did not encounter any problems purchasing WIC foods. Less than one-tenth of participants (7.5%) selected "Other," and wrote in the problems they had experienced. These comments are listed in Appendix A.

The USDA's Food and Nutrition Service oversees WIC at the federal level and provides funds to state health departments. States are then responsible for allocation of these federal funds to local WIC clinics that provide food vouchers and services to participants. As a federally funded program, the USDA encourages states to maximize the federal grant. As a result, program administrators make

efforts to stretch program funds through cost containment strategies. One such strategy is the promotion of store brands over name brands. In order to curb rising food costs, states are now authorizing only WIC vendors that offer lower food prices in the form of store brands or private labels (8). The money saved is then used to cover the additional caseload of eligible participants.

In 2017, Utah WIC made significant changes to the Utah WIC-authorized Foods booklet. The newly revised booklets have been given to all WIC participants to help them know which foods are WIC-approved. A store brand (also called a private label) must be purchased when indicated in the Authorized WIC Foods booklet. Some examples of store brands/private labels include: Western Family™, Kroger™, Albertsons/Essential Everyday™, Great Value™, Market Pantry™, Hy-Top™, (Malt-O-Meal™ cereals are authorized under this definition), and other store brands/private labels that may be available. If a store carries more than one store brand/private label, then either product may be purchased regardless of price. If the store does not carry a store brand/private label for the WIC food item, then the cheapest brand name food item (such as Skippy™, Kraft™, Meadow Gold™, etc.) can be purchased.

The 2017 survey asked WIC participants if the policy changes in name brands vs private label may influence participants' likelihood to stay on the program for as long as they were eligible. Specifically, participants were asked if they would be more likely to continue using WIC benefits for as long as they were eligible if "WIC offered more national or name brand food [...] instead of just store brand and private labels." The majority of respondents (65.0%) answered as affirmative and being able to purchase name brand foods with their WIC benefits would likely prolong their participation in the program. Such preference was much higher for those respondents who completed the survey in Spanish (76.8%, see Appendix A, Question 11). Just over one-quarter of respondents (28.2%) indicated that they had neutral feelings about this choice, and less than one-in-ten respondents (6.8%) answered that being offered name brand food items would not be likely to prolong their use of WIC food stamps.



Conclusions and Recommendations

The 2017 Utah WIC Participant Satisfaction Survey provided information about the opinions and preferences of participants regarding WIC programs and services. The insight into understanding the extent of service awareness among WIC participants and service utilization patterns provides the knowledge base necessary for continued program and service improvement.

The results of the 2017 WIC Participant Satisfaction Survey suggest that the large majority of respondents rate WIC services as excellent and are highly satisfied. This bodes well for their future willingness to continue to participate in WIC services that offer nutrition and health benefits for themselves and their children.

The findings also suggest that participants are learning about nutrition and are applying that information to make positive changes in their food selection habits as well as to their lifestyles.

With the new Value Enhanced Nutrition Assessment (VENA) training, WIC staff can more effectively customize nutrition education plans for individual participants and therefore better meet the specific nutritional needs of each participant. These nutritional needs can be adversely impacted by insufficient funds to purchase healthy food and/or lack of access to healthy food. The results also revealed the importance of enhanced roles of WIC health professionals and peer counselors in promoting and supporting breastfeeding.

Finally, survey findings demonstrated that the vast majority of WIC participants feel they understand the services available through the WIC program and are comfortable with the use of WIC food vouchers. These findings underscore both the value and importance of the WIC program in the lives of infants, children, and families who have been identified as being nutritionally vulnerable.

Although the survey provided an excellent snapshot of current practices and preferences, the results also revealed areas where tailored education may be needed to enhance service delivery. The following are the potential areas for improvement:

- It would be prudent for the WIC program to offer additional educational classes on the WIC approved foods for store vendors and cashiers. As one in four (26.3%) participants reported that the cashiers were unaware which items were WIC approved. This is an important area as past research has found that mistakes in choosing the correct WIC foods were associated with lower satisfaction with WIC services (9).
- Although many participants reported making changes to their food habits and other lifestyle choices since enrolling in WIC, 1 in 10 participants reported not making any significant changes in their behavior. This was higher in participants who completed the survey in English than Spanish (12.1% vs. 3.7%). Therefore, there is still a need to identify ways to reach and educate WIC participants on the importance of making changes to their food habits and other life style choices.
- Just over ten percent of participants reported that they did not receive any help from WIC staff to continue breastfeeding (11.5%). It is possible that participants are looking for other support than currently provided, or they may not know that these resources are available to them and may



need to be further advertised.

Limitations

As is inherent in any survey, some bias may exist. Specifically, all measures of behavior change were based strictly on participants' self-reporting rather than an objective measure. Additionally, since participation in the survey was up to the discretion of each individual participant, there may be some self-selection bias. In terms of survey administration, although the standard administration instructions were given to all clinics, no oversight was provided to ensure uniformity between administration sites. As stated above in the Methods section, no personal identifiers were collected using either data collection method (i.e. electronic or hardcopy). Therefore, although participants were only able to take the survey once on their phone, having two survey methods, without collecting identifiers, may have introduced some bias as participants could have the opportunity to take the survey more than once. Thus, without being able to identify participant duplications some participants' responses may be over represented. This also contributed to the lack of ability to generate a response rate.

An additional limitation is related to survey design. While trying to reduce the length of the WIC Participant Satisfaction Survey, a question used in previous Participant Satisfaction Surveys was inadvertently excluded, no longer lending us the ability to observe trends and compare satisfaction level in relation to length of enrollment in the WIC program. Additionally, we also removed the question asking survey participants their category of enrollment (i.e. pregnant, breastfeeding, postpartum (just had a baby and not breastfeeding), or parent and/or guardian of an infant/child on WIC). As a result, were unable to determine whether participants declined receiving help or satisfaction related to certain WIC services, or if the question simply did not apply to them. Both of these survey design issues have been noted, and an effort will be made to correct them in future surveys.

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Appendix A

Statewide Data Tables

	Total Surveys Completed	English Surveys	Spanish Surveys
Statewide	6,279	5,120	1,159



Section 1: WIC Services Awareness, Utilization, and Satisfaction

1. What do you find most difficult about attending a WIC appointment? (Check only one) n = 6170	Statewide		English Version		Spanish Version	
	Number	Percent	Number	Percent	Number	Percent
Clinic hours of operation are too limited	293	4.7	260	5.2	33	2.9
Getting an appointment	135	2.2	112	2.2	23	2.0
Clinic location is not convenient	121	2.0	116	2.3	5	0.4
Too long of a wait time while in the clinic	487	7.9	445	8.8	42	3.7
Needing to have an appointment	292	4.7	253	5.0	39	3.5
Clinic only accepts walk-ins	72	1.2	38	0.8	34	3.0
Clinic staff is not helpful/friendly	103	1.7	86	1.7	17	1.5
Nothing is difficult	4357	70.6	3482	69.0	875	78.0
Other	310	5.0	256	5.1	54	4.8

2. Have the text message appointment reminders helped you keep appointments? (Check only one) n = 6154	Statewide		English Version		Spanish Version	
	Number	Percent	Number	Percent	Number	Percent
Always	4606	74.8	3594	71.5	1012	89.6
Sometimes	881	14.3	817	16.3	64	5.7
Never	50	0.8	43	0.9	7	0.6
I don't receive them	617	10.0	571	11.4	46	4.1

3. How would you rate your WIC experience? (Check only one) n = 6145	Statewide		English Version		Spanish Version	
	Number	Percent	Number	Percent	Number	Percent
Excellent	3874	63.0	3058	61.0	816	72.3
Good	1979	32.2	1691	33.7	288	25.5
Fair	251	4.1	228	4.5	23	2.0
Poor	41	0.7	39	0.8	2	0.2



**4. What keeps you coming back to WIC?
(Check all that apply)**

	Statewide		English Version		Spanish Version	
	Number	Percent	Number	Percent	Number	Percent
Nutrition Education received in clinic	3284	52.3	2400	46.9	884	76.3
WIC Foods	5254	83.7	4560	89.1	694	59.9
Breast pump received	510	8.1	389	7.6	121	10.4
Breastfeeding Education Classes	1145	18.2	864	16.9	281	24.2
Other (please specify)	341	5.4	297	5.8	44	3.8

Section 2: Behavioral Changes

**5. What changes have you and your family made because you started coming to WIC?
(Check all that apply)**

	Statewide		English Version		Spanish Version	
	Number	Percent	Number	Percent	Number	Percent
Eat more fruits and vegetables	4345	69.2	3469	67.8	876	75.6
Eat more whole grains	2805	44.7	2369	46.3	436	37.6
Eat more iron-rich foods	2094	33.3	1553	30.3	541	46.7
Eat more low fat foods	1857	29.6	1342	26.2	515	44.4
Drink less soda and sweetened drinks like Kool-Aid/sports drinks	2162	34.4	1630	31.8	532	45.9
Breastfed my baby longer	1244	19.8	1046	20.4	198	17.1
Smoke less or quit smoking	240	3.8	203	4.0	37	3.2
Less screen time - smart phones, tablets, TV, computer or video games	980	15.6	728	14.2	252	21.7
Do more physical activities	1561	24.9	1180	23.0	381	32.9
Spend more time eating as a family at the table	1792	28.5	1415	27.6	377	32.5
Give liquids other than formula or breast milk to my baby in a cup	1080	17.2	803	15.7	277	23.9
Immunize my child	1021	16.3	697	13.6	324	28.0
Give less juice to my infant/child	1124	17.9	836	16.3	288	24.8
Begin feeding solid foods to my baby at 6 months	1426	22.7	1202	23.5	224	19.3
No changes were made	663	10.6	620	12.1	43	3.7

Section 3: Breastfeeding Practices

6. Are you currently breastfeeding? (Check only one) n = 5996	Statewide		English Version		Spanish Version	
	Number	Percent	Number	Percent	Number	Percent
Yes	1431	23.9	1171	23.8	260	24.0
No	4565	76.1	3740	76.2	825	76.0

7. What influenced you the most to start breastfeeding you current or most recent infant or child? (Check only one) n = 5609	Statewide		English Version		Spanish Version	
	Number	Percent	Number	Percent	Number	Percent
Information from doctors and/or nurses	733	13.1	558	11.9	175	18.8
Encouragement or support from family/friends	527	9.4	477	10.2	50	5.4
WIC Peer Counselors	337	6.0	89	1.9	248	26.6
WIC health professionals	189	3.4	134	2.9	55	5.9
Books, pamphlets on breastfeeding	65	1.2	47	1.0	18	1.9
TV, radio, or other media messages	16	0.3	13	0.3	3	0.3
Previously breastfed	810	14.4	658	14.1	152	16.3
I wanted to breastfeed	1795	32.0	1713	36.6	82	8.8
I didn't breastfeed	1137	20.3	987	21.1	150	16.1

8. How did WIC help you continue to breastfeed as long as you wanted? (Check all that apply)	Statewide		English Version		Spanish Version	
	Number	Percent	Number	Percent	Number	Percent
Breastfeeding support groups	500	8.0	380	7.4	120	10.4
WIC breastfeeding classes/education	1540	24.5	1092	21.3	448	38.7
Extra food for breastfeeding moms and infants	1957	31.2	1721	33.6	236	20.4
Support from breastfeeding Peer Counselors	712	11.3	514	10.0	198	17.1
Support from WIC health professionals	1061	16.9	836	16.3	225	19.4
Getting a breast pump	812	12.9	675	13.2	137	11.8
Did not get any help from WIC staff to continue breastfeeding	724	11.5	671	13.1	53	4.6
Other	312	5.0	285	5.6	27	2.3



9. Would you like to be able to contact a Breastfeeding Peer Counselor any time of the day? (Check only one) n = 4193	Statewide		English Version		Spanish Version	
	Number	Percent	Number	Percent	Number	Percent
Yes	1506	35.9	1323	38.0	183	25.8
No	2687	64.1	2161	62.0	526	74.2

Section 4: Knowledge and Use of WIC Vouchers

10. What problems have you had purchasing WIC food items? (Check all that apply)	Statewide		English Version		Spanish Version	
	Number	Percent	Number	Percent	Number	Percent
Selecting the wrong product/brand	2641	42.1	2288	44.7	353	30.5
Poor selection or the store is out of the product	2416	38.5	2167	42.3	249	21.5
Cashier/Staff at store didn't know which items were approved by WIC	1650	26.3	1476	28.8	174	15.0
Did not encounter any problems	1824	29.0	1263	24.7	561	48.4
Other	471	7.5	446	8.7	25	2.2

What other problems have you had purchasing WIC food items?
(Actual comments from survey participants)

The checkout process

- Can't order online and pickup with the rest of my groceries, I have to make a special trip just for WIC items.
- Cashed the wrong month checks.
- Checking out takes long time and other customers/cashier seems upset.
- Checkout takes a really long time.
- Checks are a longer process, rather than on a debit card.
- Checks are organized in difficult way, many checks to be separated into different groups.
- Checks are time consuming.
- Checks make it super embarrassing/annoying to check out.
- Checks take forever in line to check out.
- Checks take too long I liked the card they used in Nevada.
- Computer didn't know it was approved.
- Coupon system causes problems @ checkout.
- Difficulty duplicating my signature.
- Forgot to use some of the checks then it was too late.
- Having to get all items on the check at one time instead of buying what I need at the time then using the rest later.
- Having to get everything on "check" at same time. Came from state that uses card.
- Having to haul paper checks around, a card would be much easier.
- Having to separate out the WIC items based on check, also poor selection.
- Having to use checks instead of a card.
- I have to buy almond milk, grain bread, and natural peanut butter separately.
- I just wish the check for fruits and veggies could be split so I could use smaller amounts each time.
- If I know I am going to go over on my fruits and vegetables they always cut it off before instead of just letting me pay the 10 or \$.15 extra to get what I want.
- Inconvenient w/ so many checks. I would put it on a card.
- It is cumbersome to have paper checks for every item, the new digital system will be so much better!
- It is difficult to have to separate the WIC foods from the rest of the groceries and separated them by checks. It's very

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What other problems have you had purchasing WIC food items?

The checkout process

- time consuming.
- It is very inconvenient to have all of the vouchers needing to be separated and rang-up as individual purchases.
 - It takes a long time to check out and I know it aggravates the cashier and the shoppers behind me in line. It's also inconvenient the way the items are split up on the WIC checks, but I know that's by design.
 - It takes FOREVER to check out because of the individual checks. They are using something similar to a debit card in other states and apparently it's much smoother. Please consider changing. This is the reason I stopped using WIC when my son was born because I have a 2 year old as well and checking out was a nightmare because it took so long. Screaming kids at the checkout stand isn't fun.
 - It would be nice if it was like a credit card instead of checks.
 - Items approved by WIC needed a manager's approval to purchase, i.e. baby food.
 - It's lengthy to check out with so many individual checks.
 - It takes a really long time to get everything checked out.
 - It's very time consuming.
 - Just having so many separate checks.
 - Length of time a register.
 - Long check out.
 - Long checkout times.
 - Long, long wait times.
 - Longer check out times because of checks.
 - Needing to carry the full packet rather than just ID.
 - One cashier wanted to see both last names on the packet.
 - Paper vouchers extremely out dated and time consuming at store.
 - Paper vouchers! Please get the card!
 - Please switch to cards instead of checks!!
 - Prefer vouchers to be separated differently.
 - Register doesn't recognize item
 - Separating items on checks also in store items labeled as WIC not ringing up as WIC.
 - Sign out of line.
 - Signature not accepted.
 - Signature too big.
 - Signature, mine changes.
 - Signatures.
 - Signed slightly outside of the box and the check was not accepted.
 - Small child and confused staff is very stressful. Card-no more vouchers.
 - Staff at store don't have to do WIC or takes forever to checkout because multiple checks mean multiple transactions.
 - Staff difficulties processing check, it takes a long time to check out!!!
 - Takes forever to check out - cashiers take a long time with WIC.
 - Takes a long time.
 - Takes a long time to check out because clerks often don't know how to properly do WIC transactions.
 - Takes a while to get through every check.
 - Takes forever to get through the checkout line.
 - Takes long time to shop with WIC checks.
 - Takes long to check out WIC with the cashier.
 - Takes so long.
 - Takes such a long time to check out.
 - Takes too long to check out & they all have to be done separate. Needs to be like Texas and on a card.
 - The amount of time it take to process. The checks at the checkout.
 - The checks are a huge hassle.
 - The checks are spaced out too much. It is also difficult to navigate trying alternative formulas without going through a pretty slow and rigorous process.
 - The checks, it would be so much more convenient to have the resources on an EBT card.
 - The inconvenience of the checks.
 - Time to check out items
 - Took very long.
 - Using paper takes forever.
 - Using the checks was time consuming and would waste food sometimes because I had to buy certain foods together. A card would be much more helpful!
 - Very time consuming.
 - Very time consuming @ check out.
 - Vouchers are confusing for cashiers.
 - Would love card not checks.
 - Wrong amount of food listed on check.



What other problems have you had purchasing WIC food items?

Could not find WIC food item

- 1 quart lactaid milk is hard to find. Had to substitute a block of cheese for milk.
- 24 oz. bread items not marked.
- Allergy friendly options.
- Approved brands but not the optimal size available.
- Approved items had new packaging and hadn't been entered into the system yet.
- At Riddleys, it doesn't like fruits and veggies.
- Been pretty good a couple times selected the wrong items.
- Brand/product accepted in certain stores.
- Bread doesn't come in correct sizes.
- Bread options are not as nutritious as I would expect from this program.
- Bread size issue why can't we have a full loaf?
- Can't find a cereal with correct Number of ounces. It is either too big of a bag or smaller than I am allowed.
- Can't find 16 oz. bread.
- Certain sizes of milk.
- Child has feeding issues and is brand specific and they are not on there.
- Don't have the shelves marked.
- Don't like 1% milk for my 3 year old. He should be drinking whole or at least 2%!!!!
- Don't receive enough of the foods we need.
- Especially with cereal the options are so bland.
- Feel different items are better for us.
- Finding approved items in the store. Would love to have end caps with approved foods.
- Foods are listed OK in the pamphlet up at the store does not approve them.
- Foods that were WIC items at one store was not a WIC item at another store.
- For example...my son drinks silk soy milk...we always had issue checking it out because for some reason the store doesn't register that brand as a WIC item even though it's on the WIC food brochure...so it's a pain to check out because it needs to improve by the supervisor...and sometimes if the store is busy...we end up holding up the line waiting a supervisor to come approve it.
- Gluten free options at various stores for 1 check.
- Hard to find specific brand/sizes at the stores I shop at so it takes a long time to get the specific items on the vouchers.
- Hard to tell at stores by the tags which are WIC approved.
- I always find that product is changing such as recently I tried to buy strawberries and now I cannot longer buy strawberries so you never know what kind of fruits you can actually buy.
- I cannot get bananas or carrots.
- I don't drink dairy or the soy that WIC gives. There are only soy options with sugar (vanilla and original). It would be good to have options that are dairy free and sugar free.
- I don't really like the food much since I'm from other country.
- I have food allergies and finding foods is extremely hard.
- I have never been able to find a single quart of lactose free milk at any approved stores.
- I missed out on getting the quart of milk that was on my checks because no stores in my location offered lactose free in quarts.
- I never use as much juice as it offers. I'd rather have more money towards fruits and veg than juice.
- I only wish the organic baby food was WIC approved.
- I want natural peanut butter, but the natural only comes in 15 oz.
- I'm given only foods I'm not able to eat, with no other alternatives, so I'm actually eating less than I was before I got help from WIC, and none of the products are carried in the amount given to me at the store, so half of my checks get wasted.
- I'm gluten intolerant and they don't have a lot to help in that area when it comes to pasta and stuff.
- In stores the items are hard to find, if only they had a specific aisle just for WIC stuff.
- Incorrect WIC labeling at stores.
- Issues with soy products.
- It was difficult to search store with all my kids for the certain foods.
- It's too confusing to choose the brand. Every store that accepts WIC should have the same brand and the same kind everywhere not just the store brand.
- Lactaid Milk.
- Limited choices.
- Limited qualified foods.
- Limited selection.
- Low quality of food available.
- Meals not includes, chunky and meats not includes. My child eats more food than WIC supplies. He's no longer interested in stage 2 baby food or rice cereal.
- Missing out on certain foods on checks.
- Most stores don't have items marked as WIC approved.
- My baby didn't like the brand of baby food.
- My baby is on preemie formula so it's a little bit harder to find.
- My child had food allergies and it's hard to find things she

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What other problems have you had purchasing WIC food items?

Could not find WIC food item

can eat that are WIC approved.

- My kids did not like any of the approved cereals.
- Natural peanut butter sizes are not approved package sizes.
- Need other options for 6-12 month olds.
- Need some other food options such as bread for type 1 diabetics. Just because its wheat doesn't make it good for me. A high fiber wheat bread is what I buy.
- Needs more options.
- No substitute if your child is allergic to DAIRY!!!
- North Logan Walmart is a hassle with WIC items. I have to pull out my list of approved items every time and have a manager come override it. The problem item changes each time. I usually shop elsewhere just for that reason.
- Not all flavors available.
- Not available products.
- Not clearly marked in store is so frustrating.
- Not enough clarification.
- Not in all stores WIC products are marked with the WIC sign (Walmart, for example).
- Not many gluten free choices-I have celiac.
- NOTHING is labeled properly and I hate the limited cereals and cheese brands.
- Often don't carry the size for what I'm allowed to get.
- One store would allow one thing and another store wouldn't.
- Only able to get fruit & veggies no chicken.
- Poorly labeled on shelves as to which was WIC brands.
- Problems with the WIC brand or choice being out of stock, stores don't carry more than one choice for breads and in some cases they only have a couple choice for other products.
- Produce.
- Product was available but not recognized.
- Products under wrong tag.
- Pumpkins not allowed.
- Quantities are hard to find sometimes.
- Quart of soy milk doesn't exist.
- Selected the wrong size.
- Selected wrong size of product.
- Since string was available, one store didn't offer them in their brand in singles. They let me purchase another brand and there was not issues with it. I got that brand over the course of two months, then suddenly it wasn't allowed. They didn't substitute it before, it rang up without issue.
- Size of loaf of bread. Didn't realize since it was 100% whole wheat and correct brand. One said 16 oz. I accidentally grabbed 16.4 oz. or something weird. Also some things are marked "WIC" in store and some not. Marking would help so we don't slow down other customers during check out.
- Sizes of food on voucher didn't match up to food sold at store.
- Skim milk was on the voucher instead of whole milk. That is the only problem we have in countered.
- Some food was approved at one store but not at others.
- Some items WIC approved at one store were not at another. Also, some stores provide very few approved choices for an item, such as whole grain pasta or tortillas. Found it much more difficult to WIC shop when items aren't clearly labelled.
- Some of the foods aren't actually that healthy for you, there has been testing on foods like whole wheat bread and yogurt that prove they aren't good to eat and they cause weight gain.
- Some places accepted certain foods that other stores didn't.
- Some stores accepted Yoplait Whips and some didn't.
- Some stores do not carry specific WIC foods.
- Some stores do not have WIC food labeled.
- Some stores don't advertise WIC.
- Some stores don't carry the items we can buy with WIC such as the whole fat yogurt.
- Some stores don't have WIC tags on shelves.
- Some stores don't label WIC items well.
- Some stores say yes, some no.
- Some WIC approved foods aren't recognized as such at the register.
- Sometimes a WIC item would say it wasn't a WIC item.
- Sometimes difficulty finding a quart milk; more cereal options would be great.
- Sometimes foods that are labeled WIC approved are dinged at the register, even when we have proof that it says WIC on the shelf.
- Sometimes I picked the directed item in my packet but the system still didn't accept it.
- Sometimes stores don't carry a lot of formula. Some only have 4 cans and my checks call for 10.
- Sometimes stores where out of certain WIC foods we liked.
- Specified ounces not available.
- Store does not carry product.
- Store has WIC items but they are difficult to find in the store.



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What other problems have you had purchasing WIC food items?

Could not find WIC food item

- Stores don't carry some items.
- Stores don't show WIC product very well.
- String cheese not available at Walmart.
- String cheese, (WinCo only).
- Swiss cheese! Can't get 16oz.
- The approved peanut butter has added sugar in it so I'm not going to buy it. The Kroger brand peanut butter with no added sugar is 1 ounce smaller and the same price as the other- it should be approved. I find it frustrating that my kid just turned 2 and he can't have the whole milk option. I think women should have access to the whole milk as well, or at least 2%, not just 0 or 1%.
- The brands of foods.
- The cereal is off by 4 oz.
- The constant change in products.
- The different stages of food that are allowed in a given time.
- There were healthier food options that I wanted to get that WIC did not accept.
- Too much fruit juice. I'd rather have more fresh fruit/veg.
- Too much milk.
- Too much milk on one voucher.
- Too much milk on the WIC checks. I cant drink 4.5 gallons of milk a month.
- Very little amount for fruits and vegetables.
- When I was first getting baby food the shelf would say WIC approved but when I got to the register it was declined.
- Whole milk is healthier, but not allowed!
- WIC 2% Milk, instead of 0% or 1%
- WIC food change too frequently. And too many things on a check, sometimes all I want is a gallon of milk for the week. But, the WIC employees get after me for not using everything on the check.
- WIC is becoming very limited
- WIC items not labeled on shelves
- WIC products aren't labeled clearly enough in store or on checks
- WIC stickers placed on wrong products
- Would like a WIC sticker by the WIC item so we don't have to guess.
- Wrong amount of food listed on check.

Felt embarrassed purchasing WIC food

- Also having to sign my signature EXACTLY like the signature on my packet has slowed down the grocery lines, leaving me as a target for rude comments from customers behind me. Leaving the store I would always tell myself not to ever use WIC checks again. I really think a signature should change and welcome a type of debit card with picture to use rather. Also sending weekly email alerts on what brands to use and what fruits and vegetables to get because it's on sale. Short videos on how to get your most out of your vouchers.
- Cashier asks me to sign all checks at once before scanning items.
- Cashiers, customers get angry at how long it takes to do the voucher. Signing outside the box. Not being able to use expired WIC vouchers.
- Embarrassment using WIC vouchers.
- Employee didn't know how to process WIC check so it took a long time and was kind of embarrassing.
- Hate making people wait so long behind me in line.
- I get dirty looks and rude comments from people in line sometimes about how long it'll take when they see my checks.
- I had a cashier fuss me out telling me her taxes pay my WIC and I shouldn't be getting that much milk.
- I have a lot of checks to redeem. That means either MANY trips to the grocery store or a few slightly embarrassing/ time consuming trips.
- I held up the line at my local grocery store when I tried to use 3 WIC checks. They did not call a second checker and I never want to experience that again! I haven't gone since, and maybe I don't really need the extra food from WIC, but I will try to use them again this month.
- It holds up the line because it's so slow. People get mad.
- It is a slow process to check out with the checks and I feel bad for customers waiting in line behind me.
- It just takes a long time at checkout. I feel bad for the people behind me in line.
- It takes so long people behind me in line get frustrated, it's embarrassing.
- It's a big burden, too many rules and we need our own checkout lanes... people tell us just how crappy we are for "Abusing" this system. Truth is some, like myself, actually need this to help feed my family.
- Just having to do separate transactions when I have other stuff to buy! They won't add it to the same transaction so I could just pay the difference it is annoying not just for me

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What other problems have you had purchasing WIC food items?

Felt embarrassed purchasing WIC food

- but for other customers making them wait longer.
- Other customers in line being very rude because it takes too long to type in the checks signed them and they don't like to wait.
- Other customers in the checkout line being rude.
- Other customers knowing I'm using WIC.
- Other people.
- Over check amount.
- People would get mad at me for holding up the line, I think a card system would be easier than checks.
- Rude comments that make me feel like shit for needing to use WIC.
- Rude customers berating me for using WIC, cashiers complaining about the time it takes.
- Rude people in line behind me.
- Rude people saying things about using WIC.
- Slightly embarrassing when store employee don't know what to do and it takes a long time and hold up the line.
- Small child and confused staff is very stressful. Card-no more vouchers.
- Store clerks were lazy and wouldn't help me figure out which brands I needed when it wasn't labeled right, clerks pretended not to speak English so they didn't have to help me with WIC, I had to specifically request checks be split up
- because I lost out on food for my baby because the check quantities for baby food were odd when 2 packs were approved, stores did not have correct WIC labels displayed so I got unapproved foods, I had to keep packing my kids back and forth to stores multiple times because only one store in salt lake stocked my brand of soy milk and not enough to get all the food on the check, it generally takes 10 -30 minutes to check out with WIC which is the height of embarrassment for me because of screaming kids and clerks aren't trained right so they have to get help and have no idea how to do it and other customers get impatient and asking for help is embarrassing enough so I'm those instances I feel like a NEON "POOR" sign is flashing above my head, clerks are not clear on how the fresh fruit and vegetable portions work.
- That you can only get certain brands and a lot of times it not in store and every time I have to get my WIC from store I get treated like it's a hassle it is a huge process to get the items and if you get it wrong I get treated worse at the store and to even cash the checks or huge process it take a long time and every one you are Getting WIC and start eye rolling it embarrassing I could go on and on.
- Time and organization at the store; sometimes it feels embarrassing when the cashier is impatient.

Store out of stock of WIC food item

- All stores are out of WIC food; it takes forever to check out every time.
- Carters has nothing (?) WIC.
- Certain flavors not allowed.
- Certain item not available at the store when getting other items on order.
- Hard to find the right weight or size.
- Not having enough formula in store.
- Reduced quantity of products.
- Sometimes the sizes don't exist in the stores.
- Store out of product.
- They say you can get string cheese and some stores aren't listed as WIC approved cheese.
- They would run out of the WIC items I would need. They don't mark anything at some stores so it's hard to find. The cereal boxes never add up to 36 oz. so I always miss out on 10 oz. Having to always get certain items together or not at all when I may not have space for all of them but need at least one of those things, getting something at 1 store but not allowed the same thing at another store.
- Thing approved by WIC aren't right in store so requires a manger to purchase.
- When a food on the check is not available I lose out and don't get all my food.



What other problems have you had purchasing WIC food items?

Store staff not helpful/knowledgeable about WIC and/or WIC foods

- A lot of cashiers don't know how to help someone with WIC checks at check-out so it becomes a long process.
- Approved items not correctly input at store.
- Bad labeling at the store (not marking food that was available through WIC and vice versa).
- Buying produce is difficult and inconsistent from store to store (and even cashier to cashier within the same store).
- Cashier didn't know how to check out with WIC vouchers and needed to call a supervisor for help.
- Cashier didn't know how to process a WIC check.
- Cashier didn't know how to properly use the WIC check.
- Cashier didn't know how to ring up.
- Cashier didn't know how to ring up WIC.
- Cashier have troubles. But that is the store problem, not WIC.
- Cashier not knowing how to apply WIC produce over amount of check.
- Cashier not knowing how to process WIC checks.
- Cashier telling me to get things when I didn't need them because I still had some food items from the month before.
- Cashier told me I couldn't have the # of jars printed on check. Talked to store manager and fixed it with employee.
- Cashier wrote more than allowed on check for fruits/vegetables even after I told them I would pay it with the rest of my groceries.
- Cashier wrote over the amount on the produce WIC check at Wal-Mart.
- Cashier wrote wrong amount on check.
- Cashier/staff have a hard time ringing up/processing the WIC checks.
- Cashier/staff not knowing how to use WIC checks.
- Cashiers are not familiar with the WIC process. Cereal is always hard to find the correct variety.
- Cashiers are slow.
- Cashiers are SO SLOW!! And too many times I've had to deal with people who don't know how to do.
- WIC! It's really frustrating because I usually have my four kids with me and when they take too long the baby starts crying and the kids get restless.
- Cashiers did not know how to use WIC vouchers and were rude when WIC items were presented. The WIC labels intended to help pick the correct foods were removed from the store shelving at the Ephraim Walmart.
- Cashiers making mistakes with WIC checks.
- Cashiers not knowing how or what to do with the WIC checks.
- Cashiers not knowing the most up to date rules, especially regarding fruits and veggies.
- Cashiers not well trained on WIC items.
- Cashiers who find WIC check process complicated didn't want to check me out.
- Check out times have sometimes lasted up to an hour. Shopping is very difficult with toddler Cashiers very frustrated because the "check" system is incredibly tedious. I hate doing for my WIC food yet I'm so grateful.
- Clerk didn't know what to do.
- Didn't let me buy fruits and vegetables at different times, had to use check all at once.
- Different cashiers at the same store do the produce differently. Some say left overs from the WIC (we always get more produce than just the WIC check) can be added to the rest of the purchase, and other say you need to do two different transactions. More training would be helpful).
- Different policies for each stores on what items are allowed.
- Even when in book cashier says can't use for those items.
- Extremely long checkout, cashier could not operate the register with the WIC program vouchers.
- Fruit and vegetable vouchers are difficult for cashiers to redeem.
- Getting told I can't get the item because its low carb.
- Grocery store staff didn't know I was supposed to sign checks after they filled in the amount.
- Have trouble with the cashier's cashing in the voucher.
- Having them switch up the brands we can have without telling us.
- Having to do multiple transactions have made clerk and people behind me frustrated. Also some cashiers don't know how to take WIC checks.
- I did not know I had to get everything on a coupon or I'd miss out. I even asked the cashier and she said I could come back for an item. That wasn't true.
- I have had my foods organized by check, yet a cashier still cashes out my check before ringing up some of the items? Then I am just out of luck on those items because the check is already used.
- If it is not at the exact step it does not pass.
- It takes a long time to check out due to all the transactions. Wish there was a way to make the process quicker.
- It takes a lot longer at some stores.
- It takes extreme amount of time to check out, store sometimes don't have WIC items labelled then takes even longer.
- Items at Walmart are not in their system as WIC foods, but they are approved and in the booklet. A manager has to come over and approve them.
- Items in the pamphlet aren't always in the system at the

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What other problems have you had purchasing WIC food items?

Store staff not helpful/knowledgeable about WIC and/or WIC foods

- store. Computer will deny items
- Items not clearly marked WIC.
- I've noticed many cashiers aren't familiar with WIC and get rude and frustrated.
- I've tried using coupons, but no one seems to know if it's ok or not.
- Lack of adequate training on how to handle checks by cashiers.
- Major issues with staff.
- Misinformation about the use of coupons on WIC items. Irritation and embarrassment with the excess amount of time it takes to organize and fill each check. Lack of knowledge from the cashiers on how to pay the excess on the fruit and veggies.
- New cashiers who had to have help with \$8.00 fruit/veggies and paying the rest.
- New staff.
- Not every employee knew what to do.
- One store refused service.
- People (cashiers & managers didn't know how to do it).
- Problems with my signature I had to give my id several times and certain fruits I got denied for which later I found out I could've gotten.
- Separating items on checks also in store items labeled as WIC not ringing up as WIC.
- Some stores are really rude to you when you are using your WIC so I will only go to certain stores and to certain people when checking out.
- Sometimes the cashier is unfamiliar with the program so it takes them a very long time to enter the items in correctly.
- Sometimes they don't have the same size that is on the check.
- Staff doesn't know how to ring produce up and it goes over allowed amount even when I say I'll pay the difference
- Store computers are not up to date. Don't recognize product or have to be overridden by manager.
- Store staff not willing to let us pay the difference with the fruit/veggie voucher.
- The booklet lists the brands you are supposed to buy, but the store says no. Sometimes they let you get it the first time and then later not. I don't know if it's the cashier's fault or the booklet.
- The cashiers always make mistakes or are wrong.
- The cashiers don't always know what they are doing and they are slow.
- The cashiers get mad because we use WIC.
- The employees at stores seem to get mad when you have WIC items.
- The only problem I recently had was with a cashier not splitting the checks in proper amounts. I received a penalty because I signed the WIC check. Which I understand.
- The separate checks take so much time to process and hold up the line.
- The store has different foods for WIC then the pamphlet shows or doesn't accept the ones that are in the pamphlet.
- The store should have labels saying its WIC approved. The WIC items that are given don't always have the most nutrients. They do not provide enough. So they contradict themselves with the whole nutrition aspect of it.
- There never is cereal that adds up to 36 ounces, I grab less but they don't allow it.
- They sometimes forget to put a product in the check and say they can't put it in after.
- Time consuming at store to get approved products.
- Training/Experience is lacking in cashiers to understand how WIC checks work.
- Uneducated employees.
- Untrained employees.
- Walmart cashier did not do my check right at 10pm on the last day of the month. She said it was ok because I could just go back to WIC and get new checks. However, taking time off work and bringing my child in is quite a feat, and impossible after hours on the last day of the month. That food was supposed to get me through until payday on the 15th of the month. Cashiers need to be educated. I should not have been penalized for their not knowing how to do their job.
- Walmart doesn't allow you to do what tickets say.
- Wal-Mart doesn't have any of the WIC items marked. I have spent 45 minutes in the store making sure I get the right stuff and still end up having to put half of the stuff back. It was very embarrassing.
- Walmart refuse to allow item on list.
- When I was first getting baby food the shelf would say WIC approved but when I got to the register it was declined.
- Where some things are approved by WIC that I had selected the cashiers denied and wouldn't allow me to purchase it.
- WIC items being denied to me sure to errors in the stores system



What other problems have you had purchasing WIC food items?

Store staff were rude to me at checkout

- A cashier at Walmart announced to the lady behind me in line that this was a WIC transaction and would take a long time. It was embarrassing. That has only happened once. Everyone else has been helpful and kind.
- At Walmart they almost always tell me the product is not allowed but at Saver I can get the same product and they are nicer.
- Bad attitude from staff.
- Bad customer service from store cashiers especially Walmart.
- Bad service by cashiers at the store.
- Bad service by the cashiers at times.
- Being charge several cents over for my fruit voucher and getting a warning for they mistake is unfair.
- Cashier asks me to sign all checks at once before scanning items.
- Cashier attitudes.
- Cashier being irritated about checks.
- Cashier too picky about exact signature.
- Cashier was rude and made me feel bad for using WIC.
- Cashier was rude said "I hate WIC" while I was checking out.
- Cashier was rude, seemed annoyed by me using WIC.
- Cashier wrote wrong amount on produce check.
- Cashier/Staff are bothered by it and seem to be annoyed.
- Cashiers always seem annoyed when we approach them with our WIC items. I always try to make it easy on them by organizing everything in the right order as it shows on the check so that it can go smoothly. They still seem like they are annoyed for going out of their way and seem awnry because we are holding up the line. So I always stress when going to the store to exchange my WIC checks because I don't know how I'll be treated each time.
- Cashiers always seem irritated by the fact that I have WIC food.
- Cashiers are rude about doing WIC at check out.
- Cashiers are rude when using WIC checks.
- Cashiers are Rude!
- Cashiers are sometimes annoyed with an order that takes longer.
- Cashiers give bad services when they see the vouchers at Walmart.
- Cashiers have been rude.
- Cashier's poor treatment, openly very upset about using WIC.
- Cashiers refused to help me.
- Cashiers were very rude about being on WIC.
- Frustrated cashiers because of time WIC takes, also I find using the vouchers embarrassing at times...seems like this should be made easier.
- Getting attitudes from cashiers but more when new people with WIC don't know what is correct. They do not help.
- Getting treated badly by cashier.
- Going to stores and some of the cashiers are rude about what products are WIC approved an get really mean even when you are very respectful.
- Harmons is a bad place to get WIC because the cashiers are rude.
- Having people get frustrated that they have to do multiple transactions.
- I felt like store staff were sometimes annoyed. Even when I did my best to be quick.
- Impatient staff or other customers behind me.
- Made to feel inferior by cashier because I used WIC.
- Mean cashiers.
- Walmart has a supervisor that wasn't friendly when I needed overrides (for food allergies).
- Really rude cashier/staff. Now I'm so nervous to use my WIC checks.
- Rude cashier service.
- Rude cashiers.
- Rude clerks who don't like deal w WIC.
- Rude staff/cashier-didn't want to approve certain cereals although it said in pack. (it wasn't exact wording but same cereal).
- Rude store cashiers.
- Sales people come off as inconvenienced.
- Some cashiers are not very nice when you let them know you were using a WIC check.
- Some cashiers are rude when they see you have WIC. Would love the checkout process to be simplified so I don't hold up checkout lines.
- Some Cashiers get annoyed by it.
- Some employees had the store are rude to me because I am using WIC checks and it takes longer and they are busy.
- Some stores are amazing, others are rude and look down on you.
- Sometimes cashier was rude, especially at Walmart.
- Sometimes cashiers are rude about it.
- Staff are rude or try to put in total after I sign check.
- Store cashiers don't know how to allow you to pay the difference.
- Store clerks being annoyed on having to deal with WIC checks because it takes too long and other customers being annoyed with it.
- Store clerks were lazy and wouldn't help me figure out which brands I needed when it wasn't labeled right, clerks

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What other problems have you had purchasing WIC food items?

Store staff not helpful/knowledgeable about WIC and/or WIC foods

- pretended not to speak English so they didn't have to help me with WIC, I had to specifically request checks be split up because I lost out on food for my baby because the check quantities for baby food were odd when 2 packs were approved, stores did not have correct WIC labels displayed so I got unapproved foods, I had to keep packing my kids back and forth to stores multiple times because only one store in salt lake stocked my brand of soy milk and not enough to get all the food on the check, it generally takes 10 -30 minutes to check out with WIC which is the height of embarrassment for me because of screaming kids and clerks aren't trained right so they have to get help and have no idea how to do it and other customers get impatient and asking for help is embarrassing enough so I'm those instances I feel like a NEON "POOR" sign is flashing above my head, clerks are not clear on how the fresh fruit and vegetable portions work.
- Store employees rude when using WIC voucher.
 - Store staff mean/rude.
 - Takes so long and makes people in line mad ??
 - Takes too long at checkout. Cashier annoyed as well as everyone in line. Rude comment made often.
 - Teenaged cashier's making comments. Unintentionally, but still hurtful.
 - That you can only get certain brands and a lot of times it not in store and every time I have to get my WIC from store I get treated like it's a hassle it is a huge process to get the items and if you get it wrong I get treated worse at the store and to even cash the checks or huge process it take a long time and every one you are Getting WIC and start eye rolling it embarrassing I could go on and on.
 - The cashiers always want you to get apple or orange juice but I want a different flavor.
 - The cashiers get mad especially at Walmart.
 - Walmart associates are rude when it comes too WIC, they refuse too help when I have a hard time finding certain products.
 - Walmart cashiers are rude when you tell them you have WIC, they are inconvenienced. I got to other stores to get my WIC items if I have the choice.
 - Walmart is the worst. They're always out of everything and the cashiers are rude. We have completely stopped shopping at Walmart all together because of how they treated me and my family.

11. If WIC offered more national or name brand food to be purchased, (for example: General Mills or Kelloggs) instead of just store brands and private labels, would this make it more likely that you and your children would stay on the program as long as you were eligible? (Check only one) n = 5815	Statewide		English Version		Spanish Version	
	Number	Percent	Number	Percent	Number	Percent
Yes	3778	65.0	2987	62.4	791	76.8
No	395	6.8	350	7.3	45	4.4
Neutral	1642	28.2	1448	30.3	194	18.8



Section 5: You and Your Family

12. Are you Hispanic or Latino?
(Check only one) n = 5908

	Statewide		English Version		Spanish Version	
	Number	Percent	Number	Percent	Number	Percent
Yes	2142	36.3	1068	22.1	1074	99.5
No	3766	63.7	3761	77.9	5	0.5

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

	Statewide		English Version		Spanish Version	
	Number	Percent	Number	Percent	Number	Percent
White	4158	66.2	3697	72.2	461	39.8
Black or African American	113	1.8	105	2.1	8	0.7
American Indian or Alaskan Native	135	2.2	129	2.5	6	0.5
Asian	187	3.0	183	3.6	4	0.3
Pacific Islander or Native Hawaiian	137	2.2	132	2.6	5	0.4
Other (specify)	776	12.4	389	7.6	387	33.4

14. Please identify your age group.
(Check only one) n = 5918

	Statewide		English Version		Spanish Version	
	Number	Percent	Number	Percent	Number	Percent
Under 18	86	1.5	66	1.4	20	1.9
18 - 24	1417	23.9	1323	27.3	94	8.8
25 - 34	2949	49.8	2431	50.2	518	48.2
35 - 49	1393	23.5	955	19.7	438	40.8
50 - 64	59	1.0	55	1.1	4	0.4
65 and older	14	0.2	14	0.3	0	0.0

15. How many years of education have you completed? (Check only one) n = 5902	Statewide		English Version		Spanish Version	
	Number	Percent	Number	Percent	Number	Percent
8th grade or less	274	4.6	45	0.9	229	21.6
9th grade - 11th grade	620	10.5	383	7.9	237	22.3
High school graduate	1729	29.3	1380	28.5	349	32.9
Some college	1528	25.9	1418	29.3	110	10.4
Associate degree	638	10.8	605	12.5	33	3.1
College graduate	1113	18.9	1009	20.8	104	9.8



Appendix B

Local Health District Data Tables: Bear River, Central, and Davis

	Total Surveys Completed	English Surveys	Spanish Surveys
Bear River Health Department	353	326	27
Central Utah Public Health Department	190	171	19
Davis County Health Department	611	558	53

Section 1: WIC Services Awareness, Utilization, and Satisfaction

1. What do you find most difficult about attending a WIC appointment? (Check only one)	Bear River		Central		Davis	
	Number	Percent	Number	Percent	Number	Percent
Clinic hours of operation are too limited	9	2.6	4	2.2	41	6.8
Getting an appointment	12	3.5	4	2.2	10	1.7
Clinic location is not convenient	5	1.4	2	1.1	18	3.0
Too long of a wait time while in the clinic	23	6.6	4	2.2	9	1.5
Needing to have an appointment	25	7.2	7	3.8	26	4.3
Clinic only accepts walk-ins	1	0.3	1	0.5	2	0.3
Clinic staff is not helpful/friendly	7	2.0	3	1.6	12	2.0
Nothing is difficult	247	71.4	153	82.3	457	75.7
Other	17	4.9	8	4.3	29	4.8

2. Have the text message appointment reminders helped you keep appointments? (Check only one)	Bear River		Central		Davis	
	Number	Percent	Number	Percent	Number	Percent
Always	251	73.2	138	73.8	469	77.6
Sometimes	60	17.5	33	17.6	85	14.1
Never	3	0.9	0	0.0	4	0.7
I don't receive them	29	8.5	16	8.6	46	7.6

3. How would you rate your WIC experience? (Check only one)	Bear River		Central		Davis	
	Number	Percent	Number	Percent	Number	Percent
Excellent	211	61.5	139	74.3	395	65.5
Good	119	34.7	42	22.5	183	30.3
Fair	12	3.5	5	2.7	22	3.6
Poor	1	0.3	1	0.5	3	0.5



4. What keeps you coming back to WIC? (Check all that apply)	Bear River		Central		Davis	
	Number	Percent	Number	Percent	Number	Percent
Nutrition Education received in clinic	172	48.7	87	45.8	261	42.7
WIC Foods	321	90.9	162	85.3	550	90.0
Breast pump received	21	5.9	17	8.9	34	5.6
Breastfeeding Education Classes	85	24.1	28	14.7	98	16.0
Other (please specify)	17	4.8	17	8.9	37	6.1

Section 2: Behavioral Changes

5. What changes have you and your family made because you started coming to WIC? (Check all that apply)	Bear River		Central		Davis	
	Number	Percent	Number	Percent	Number	Percent
Eat more fruits and vegetables	244	69.1	149	78.4	408	66.8
Eat more whole grains	172	48.7	90	47.4	270	44.2
Eat more iron-rich foods	105	29.7	63	33.2	181	29.6
Eat more low fat foods	101	28.6	55	28.9	154	25.2
Drink less soda and sweetened drinks like Kool-Aid/sports drinks	97	27.5	64	33.7	184	30.1
Breastfed my baby longer	88	24.9	37	19.5	124	20.3
Smoke less or quit smoking	4	1.1	18	9.5	21	3.4
Less screen time - smart phones, tablets, TV, computer or video games	42	11.9	26	13.7	86	14.1
Do more physical activities	85	24.1	47	24.7	148	24.2
Spend more time eating as a family at the table	100	28.3	55	28.9	170	27.8
Give liquids other than formula or breast milk to my baby in a cup	71	20.1	42	22.1	84	13.7
Immunize my child	43	12.2	41	21.6	71	11.6
Give less juice to my infant/child	50	14.2	27	14.2	98	16.0
Begin feeding solid foods to my baby at 6 months	79	22.4	51	26.8	124	20.3
No changes were made	36	10.2	18	9.5	93	15.2

Section 3: Breastfeeding Practices

6. Are you currently breastfeeding? (Check only one)	Bear River		Central		Davis	
	Number	Percent	Number	Percent	Number	Percent
Yes	93	27.5	31	16.8	133	22.7
No	245	72.5	154	83.2	453	77.3

7. What influenced you the most to start breastfeeding you current or most recent infant or child? (Check only one)	Bear River		Central		Davis	
	Number	Percent	Number	Percent	Number	Percent
Information from doctors and/or nurses	26	7.7	17	9.6	57	10.2
Encouragement or support from family/friends	27	8.0	18	10.2	46	8.2
WIC Peer Counselors	14	4.2	9	5.1	17	3.0
WIC health professionals	5	1.5	10	5.6	9	1.6
Books, pamphlets on breastfeeding	8	2.4	1	0.6	7	1.3
TV, radio, or other media messages	1	0.3	0	0.0	1	0.2
Previously breastfed	58	17.3	26	14.7	83	14.8
I wanted to breastfeed	128	38.1	60	33.9	232	41.5
I didn't breastfeed	69	20.5	36	20.3	107	19.1

8. How did WIC help you continue to breastfeed as long as you wanted? (Check all that apply)	Bear River		Central		Davis	
	Number	Percent	Number	Percent	Number	Percent
Breastfeeding support groups	27	7.6	15	7.9	38	6.2
WIC breastfeeding classes/education	98	27.8	35	18.4	136	22.3
Extra food for breastfeeding moms and infants	134	38.0	68	35.8	219	35.8
Support from breastfeeding Peer Counselors	60	17.0	21	11.1	54	8.8
Support from WIC health professionals	80	22.7	26	13.7	98	16.0
Getting a breast pump	38	10.8	41	21.6	68	11.1
Did not get any help from WIC staff to continue breastfeeding	44	12.5	24	12.6	83	13.6
Other	25	7.1	8	4.2	34	5.6



9. Would you like to be able to contact a Breastfeeding Peer Counselor any time of the day? (Check only one)	Bear River		Central		Davis	
	Number	Percent	Number	Percent	Number	Percent
Yes	112	43.1	43	31.4	141	32.6
No	148	56.9	94	68.6	292	67.4

Section 4: Knowledge and Use of WIC Vouchers

10. What problems have you had purchasing WIC food items? (Check all that apply)	Bear River		Central		Davis	
	Number	Percent	Number	Percent	Number	Percent
Selecting the wrong product/brand	158	44.8	73	38.4	289	47.3
Poor selection or the store is out of the product	154	43.6	83	43.7	243	39.8
Cashier/Staff at store didn't know which items were approved by WIC	72	20.4	57	30.0	187	30.6
Did not encounter any problems	90	25.5	52	27.4	152	24.9
Other	31	8.8	8	4.2	62	10.1

11. If WIC offered more national or name brand food to be purchased, (for example: General Mills or Kelloggs) instead of just store brands and private labels, would this make it more likely that you and your children would stay on the program as long as you were eligible? (Check only one)	Bear River		Central		Davis	
	Number	Percent	Number	Percent	Number	Percent
Yes	201	59.6	116	64.8	370	63.9
No	23	6.8	18	10.1	46	7.9
Neutral	113	33.5	45	25.1	163	28.2

Section 5: You and Your Family

12. Are you Hispanic or Latino? (Check only one)	Bear River		Central		Davis	
	Number	Percent	Number	Percent	Number	Percent
Yes	72	21.4	32	17.5	129	22.2
No	265	78.6	151	82.5	452	77.8

13. Please indicate your race(s) from the following list. (Check all that apply)	Bear River		Central		Davis	
	Number	Percent	Number	Percent	Number	Percent
White	280	85.9	159	89.8	466	83.7
Black or African American	2	0.6	3	1.7	10	1.8
American Indian or Alaskan Native	3	0.9	1	0.6	8	1.4
Asian	8	2.5	2	1.1	13	2.3
Pacific Islander or Native Hawaiian	4	1.2	0	0.0	12	2.2
Other (specify)	29	8.9	11	6.2	48	8.6

14. Please identify your age group. (Check only one)	Bear River		Central		Davis	
	Number	Percent	Number	Percent	Number	Percent
Under 18	2	0.6	3	1.6	6	1.0
18 - 24	105	31.1	43	23.6	131	22.5
25 - 34	177	52.4	90	49.5	298	51.2
35 - 49	49	14.5	42	23.1	138	23.7
50 - 64	4	1.2	4	2.2	7	1.2
65 and older	1	0.3	0	0.0	2	0.3

15. How many years of education have you completed? (Check only one)	Bear River		Central		Davis	
	Number	Percent	Number	Percent	Number	Percent
8th grade or less	8	2.4	3	1.6	16	2.7
9th grade - 11th grade	13	3.9	17	9.3	52	8.9
High school graduate	84	25.0	55	30.2	145	24.9
Some college	97	28.9	54	29.7	175	30.1
Associate degree	50	14.9	30	16.5	72	12.4
College graduate	84	25.0	23	12.6	122	21.0



Appendix C

Local Health District Data Tables: Salt Lake, San Juan, and Southeast

	Total Surveys Completed	English Surveys	Spanish Surveys
Salt Lake Valley Health Department	2264	1651	613
San Juan County Health Department	33	31	2
Southeastern Utah District Health Department	199	113	6

Section 1: WIC Services Awareness, Utilization, and Satisfaction

1. What do you find most difficult about attending a WIC appointment? (Check only one)	Salt Lake		San Juan		Southeast	
	Number	Percent	Number	Percent	Number	Percent
Clinic hours of operation are too limited	84	3.8	5	15.2	5	4.2
Getting an appointment	60	2.7	2	6.1	1	0.8
Clinic location is not convenient	49	2.2	0	0.0	0	0.0
Too long of a wait time while in the clinic	266	12.0	2	6.1	3	2.5
Needing to have an appointment	77	3.5	0	0.0	4	3.4
Clinic only accepts walk-ins	26	1.2	0	0.0	0	0.0
Clinic staff is not helpful/friendly	46	2.1	2	6.1	2	1.7
Nothing is difficult	1494	67.5	21	63.6	98	83.1
Other	110	5.0	1	3.0	5	4.2

2. Have the text message appointment reminders helped you keep appointments? (Check only one)	Salt Lake		San Juan		Southeast	
	Number	Percent	Number	Percent	Number	Percent
Always	1770	80.1	17	53.1	89	75.4
Sometimes	273	12.4	5	15.6	20	16.9
Never	15	0.7	1	3.1	2	1.7
I don't receive them	151	6.8	9	28.1	7	5.9

3. How would you rate your WIC experience? (Check only one)	Salt Lake		San Juan		Southeast	
	Number	Percent	Number	Percent	Number	Percent
Excellent	1310	59.5	21	65.6	92	77.3
Good	785	35.6	8	25.0	21	17.6
Fair	91	4.1	3	9.4	3	2.5
Poor	17	0.8	0	0.0	3	2.5



**4. What keeps you coming back to WIC?
(Check all that apply)**

	Salt Lake		San Juan		Southeast	
	Number	Percent	Number	Percent	Number	Percent
Nutrition Education received in clinic	1317	58.2	15	45.5	57	47.9
WIC Foods	1745	77.1	28	84.8	101	84.9
Breast pump received	213	9.4	3	9.1	14	11.8
Breastfeeding Education Classes	419	18.5	5	15.2	18	15.1
Other (please specify)	114	5.0	1	3.0	12	10.1

Section 2: Behavioral Changes

**5. What changes have you and your family made because you started coming to WIC?
(Check all that apply)**

	Salt Lake		San Juan		Southeast	
	Number	Percent	Number	Percent	Number	Percent
Eat more fruits and vegetables	1579	69.7	24	72.7	87	73.1
Eat more whole grains	983	43.4	14	42.4	53	44.5
Eat more iron-rich foods	850	37.5	13	39.4	36	30.3
Eat more low fat foods	738	32.6	7	21.2	29	24.4
Drink less soda and sweetened drinks like Kool-Aid/sports drinks	868	38.3	7	21.2	40	33.6
Breastfed my baby longer	445	19.7	8	24.2	26	21.8
Smoke less or quit smoking	98	4.3	0	0.0	8	6.7
Less screen time - smart phones, tablets, TV, computer or video games	394	17.4	7	21.2	16	13.4
Do more physical activities	619	27.3	9	27.3	26	21.8
Spend more time eating as a family at the table	627	27.7	10	30.3	38	31.9
Give liquids other than formula or breast milk to my baby in a cup	423	18.7	6	18.2	19	16.0
Immunize my child	436	19.3	8	24.2	31	26.1
Give less juice to my infant/child	479	21.2	6	18.2	13	10.9
Begin feeding solid foods to my baby at 6 months	504	22.3	8	24.2	23	19.3
No changes were made	199	8.8	4	12.1	17	14.3

Section 3: Breastfeeding Practices

6. Are you currently breastfeeding? (Check only one)	Salt Lake		San Juan		Southeast	
	Number	Percent	Number	Percent	Number	Percent
Yes	510	24.0	10	32.3	30	25.4
No	1617	76.0	21	67.7	88	74.6

7. What influenced you the most to start breastfeeding you current or most recent infant or child? (Check only one)	Salt Lake		San Juan		Southeast	
	Number	Percent	Number	Percent	Number	Percent
Information from doctors and/or nurses	332	17.1	3	9.7	11	10.0
Encouragement or support from family/friends	198	10.2	5	16.1	5	4.5
WIC Peer Counselors	181	9.3	0	0.0	1	0.9
WIC health professionals	86	4.4	3	9.7	3	2.7
Books, pamphlets on breastfeeding	20	1.0	1	3.2	0	0.0
TV, radio, or other media messages	6	0.3	0	0.0	0	0.0
Previously breastfed	231	11.9	1	3.2	23	20.9
I wanted to breastfeed	480	24.7	9	29.0	36	32.7
I didn't breastfeed	408	21.0	9	29.0	31	28.2

8. How did WIC help you continue to breastfeed as long as you wanted? (Check all that apply)	Salt Lake		San Juan		Southeast	
	Number	Percent	Number	Percent	Number	Percent
Breastfeeding support groups	219	9.7	3	9.1	8	6.7
WIC breastfeeding classes/education	635	28.0	8	24.2	24	20.2
Extra food for breastfeeding moms and infants	592	26.1	10	30.3	32	26.9
Support from breastfeeding Peer Counselors	280	12.4	0	0.0	8	6.7
Support from WIC health professionals	378	16.7	8	24.2	23	19.3
Getting a breast pump	287	12.7	7	21.2	20	16.8
Did not get any help from WIC staff to continue breastfeeding	190	8.4	3	9.1	17	14.3
Other	94	4.2	1	3.0	7	5.9



9. Would you like to be able to contact a Breastfeeding Peer Counselor any time of the day? (Check only one)	Salt Lake		San Juan		Southeast	
	Number	Percent	Number	Percent	Number	Percent
Yes	477	33.7	4	21.1	25	33.3
No	937	66.3	15	78.9	50	66.7

Section 4: Knowledge and Use of WIC Vouchers

10. What problems have you had purchasing WIC food items? (Check all that apply)	Salt Lake		San Juan		Southeast	
	Number	Percent	Number	Percent	Number	Percent
Selecting the wrong product/brand	826	36.5	11	33.3	51	42.9
Poor selection or the store is out of the product	698	30.8	15	45.5	53	44.5
Cashier/Staff at store didn't know which items were approved by WIC	528	23.3	4	12.1	43	36.1
Did not encounter any problems	799	35.3	8	24.2	29	24.4
Other	141	6.2	1	3.0	16	13.4

11. If WIC offered more national or name brand food to be purchased, (for example: General Mills or Kelloggs) instead of just store brands and private labels, would this make it more likely that you and your children would stay on the program as long as you were eligible? (Check only one)	Salt Lake		San Juan		Southeast	
	Number	Percent	Number	Percent	Number	Percent
Yes	1365	66.9	20	64.5	69	60.5
No	136	6.7	1	3.2	6	5.3
Neutral	538	26.4	10	32.3	39	34.2

Section 5: You and Your Family

12. Are you Hispanic or Latino? (Check only one)	Salt Lake		San Juan		Southeast	
	Number	Percent	Number	Percent	Number	Percent
Yes	1037	49.7	5	15.6	21	18.1
No	1050	50.3	27	84.4	95	81.9

13. Please indicate your race(s) from the following list. (Check all that apply)	Salt Lake		San Juan		Southeast	
	Number	Percent	Number	Percent	Number	Percent
White	1193	63.4	13	41.9	95	84.8
Black or African American	72	3.8	0	0.0	0	0.0
American Indian or Alaskan Native	35	1.9	16	51.6	5	4.5
Asian	120	6.4	0	0.0	1	0.9
Pacific Islander or Native Hawaiian	83	4.4	0	0.0	2	1.8
Other (specify)	379	20.1	2	6.5	9	8.0

14. Please identify your age group. (Check only one)	Salt Lake		San Juan		Southeast	
	Number	Percent	Number	Percent	Number	Percent
Under 18	38	1.8	1	3.1	1	0.9
18 - 24	448	21.4	9	28.1	24	20.9
25 - 34	1014	48.4	17	53.1	59	51.3
35 - 49	566	27.0	3	9.4	29	25.2
50 - 64	21	1.0	2	6.3	2	1.7
65 and older	6	0.3	0	0.0	0	0.0

15. How many years of education have you completed? (Check only one)	Salt Lake		San Juan		Southeast	
	Number	Percent	Number	Percent	Number	Percent
8th grade or less	157	7.5	0	0.0	0	0.0
9th grade - 11th grade	283	13.6	1	3.1	3	2.6
High school graduate	705	33.8	12	37.5	49	42.2
Some college	468	22.5	12	37.5	36	31.0
Associate degree	158	7.6	5	15.6	14	12.1
College graduate	312	15.0	2	6.3	14	12.1



Appendix D

Local Health District Data Tables: Southwest, Summit, and Tooele

	Total Surveys Completed	English Surveys	Spanish Surveys
Southwest Utah Health Department	338	298	40
Summit County Health Department	50	22	28
Tooele County Health Department	118	109	9

Section 1: WIC Services Awareness, Utilization, and Satisfaction

1. What do you find most difficult about attending a WIC appointment? (Check only one)	Southwest		Summit		Tooele	
	Number	Percent	Number	Percent	Number	Percent
Clinic hours of operation are too limited	18	5.4	2	4.1	4	3.4
Getting an appointment	2	0.6	1	2.0	3	2.6
Clinic location is not convenient	7	2.1	1	2.0	0	0.0
Too long of a wait time while in the clinic	75	22.5	0	0.0	3	2.6
Needing to have an appointment	1	0.3	0	0.0	6	5.1
Clinic only accepts walk-ins	25	7.5	1	2.0	0	0.0
Clinic staff is not helpful/friendly	1	0.3	0	0.0	1	0.9
Nothing is difficult	186	55.9	40	81.6	92	78.6
Other	18	5.4	4	8.2	8	6.8

2. Have the text message appointment reminders helped you keep appointments? (Check only one)	Southwest		Summit		Tooele	
	Number	Percent	Number	Percent	Number	Percent
Always	78	23.5	43	86.0	91	79.8
Sometimes	54	16.3	5	10.0	16	14.0
Never	6	1.8	2	4.0	1	0.9
I don't receive them	194	58.4	0	0.0	6	5.3

3. How would you rate your WIC experience? (Check only one)	Southwest		Summit		Tooele	
	Number	Percent	Number	Percent	Number	Percent
Excellent	158	47.4	45	90.0	77	67.5
Good	152	45.6	5	10.0	31	27.2
Fair	20	6.0	0	0.0	6	5.3
Poor	3	0.9	0	0.0	0	0.0



4. What keeps you coming back to WIC? (Check all that apply)	Southwest		Summit		Tooele	
	Number	Percent	Number	Percent	Number	Percent
Nutrition Education received in clinic	136	40.2	36	72.0	55	46.6
WIC Foods	302	89.3	36	72.0	102	86.4
Breast pump received	16	4.7	3	6.0	16	13.6
Breastfeeding Education Classes	38	11.2	7	14.0	26	22.0
Other (please specify)	15	4.4	2	4.0	6	5.1

Section 2: Behavioral Changes

5. What changes have you and your family made because you started coming to WIC? (Check all that apply)	Southwest		Summit		Tooele	
	Number	Percent	Number	Percent	Number	Percent
Eat more fruits and vegetables	227	67.2	37	74.0	75	63.6
Eat more whole grains	136	40.2	19	38.0	48	40.7
Eat more iron-rich foods	101	29.9	18	36.0	39	33.1
Eat more low fat foods	87	25.7	19	38.0	33	28.0
Drink less soda and sweetened drinks like Kool-Aid/sports drinks	117	34.6	18	36.0	46	39.0
Breastfed my baby longer	65	19.2	7	14.0	28	23.7
Smoke less or quit smoking	10	3.0	2	4.0	6	5.1
Less screen time - smart phones, tablets, TV, computer or video games	31	9.2	12	24.0	25	21.2
Do more physical activities	69	20.4	13	26.0	35	29.7
Spend more time eating as a family at the table	97	28.7	17	34.0	40	33.9
Give liquids other than formula or breast milk to my baby in a cup	48	14.2	13	26.0	23	19.5
Immunize my child	47	13.9	14	28.0	27	22.9
Give less juice to my infant/child	61	18.0	11	22.0	23	19.5
Begin feeding solid foods to my baby at 6 months	85	25.1	14	28.0	32	27.1
No changes were made	41	12.1	3	6.0	18	15.3

Section 3: Breastfeeding Practices

6. Are you currently breastfeeding? (Check only one)	Southwest		Summit		Tooele	
	Number	Percent	Number	Percent	Number	Percent
Yes	81	24.4	11	22.4	20	18.2
No	251	75.6	38	77.6	90	81.8

7. What influenced you the most to start breastfeeding you current or most recent infant or child? (Check only one)	Southwest		Summit		Tooele	
	Number	Percent	Number	Percent	Number	Percent
Information from doctors and/or nurses	32	10.4	3	6.4	8	7.2
Encouragement or support from family/friends	28	9.1	2	4.3	3	2.7
WIC Peer Counselors	10	3.3	13	27.7	7	6.3
WIC health professionals	8	2.6	5	10.6	2	1.8
Books, pamphlets on breastfeeding	3	1.0	0	0.0	1	0.9
TV, radio, or other media messages	1	0.3	0	0.0	0	0.0
Previously breastfed	43	14.0	7	14.9	32	28.8
I wanted to breastfeed	116	37.8	10	21.3	31	27.9
I didn't breastfeed	66	21.5	7	14.9	27	24.3

8. How did WIC help you continue to breastfeed as long as you wanted? (Check all that apply)	Southwest		Summit		Tooele	
	Number	Percent	Number	Percent	Number	Percent
Breastfeeding support groups	23	6.8	1	2.0	11	9.3
WIC breastfeeding classes/education	51	15.1	21	42.0	27	22.9
Extra food for breastfeeding moms and infants	118	34.9	13	26.0	44	37.3
Support from breastfeeding Peer Counselors	34	10.1	4	8.0	20	16.9
Support from WIC health professionals	63	18.6	12	24.0	26	22.0
Getting a breast pump	32	9.5	7	14.0	24	20.3
Did not get any help from WIC staff to continue breastfeeding	44	13.0	1	2.0	17	14.4
Other	21	6.2	0	0.0	4	3.4



9. Would you like to be able to contact a Breastfeeding Peer Counselor any time of the day? (Check only one)	Southwest		Summit		Tooele	
	Number	Percent	Number	Percent	Number	Percent
Yes	81	35.7	15	44.1	28	34.6
No	146	64.3	19	55.9	53	65.4

Section 4: Knowledge and Use of WIC Vouchers

10. What problems have you had purchasing WIC food items? (Check all that apply)	Southwest		Summit		Tooele	
	Number	Percent	Number	Percent	Number	Percent
Selecting the wrong product/brand	148	43.8	17	34.0	57	48.3
Poor selection or the store is out of the product	127	37.6	18	36.0	60	50.8
Cashier/Staff at store didn't know which items were approved by WIC	108	32.0	15	30.0	34	28.8
Did not encounter any problems	100	29.6	19	38.0	20	16.9
Other	19	5.6	1	2.0	11	9.3

11. If WIC offered more national or name brand food to be purchased, (for example: General Mills or Kelloggs) instead of just store brands and private labels, would this make it more likely that you and your children would stay on the program as long as you were eligible? (Check only one)	Southwest		Summit		Tooele	
	Number	Percent	Number	Percent	Number	Percent
Yes	211	67.4	39	79.6	69	64.5
No	23	7.3	4	8.2	7	6.5
Neutral	79	25.2	6	12.2	31	29.0

Section 5: You and Your Family

12. Are you Hispanic or Latino? (Check only one)	Southwest		Summit		Tooele	
	Number	Percent	Number	Percent	Number	Percent
Yes	77	23.8	31	63.3	26	24.8
No	247	76.2	18	36.7	79	75.2

13. Please indicate your race(s) from the following list. (Check all that apply)	Southwest		Summit		Tooele	
	Number	Percent	Number	Percent	Number	Percent
White	246	79.9	32	72.7	79	77.5
Black or African American	4	1.3	0	0.0	2	2.0
American Indian or Alaskan Native	16	5.2	0	0.0	3	2.9
Asian	4	1.3	1	2.3	4	3.9
Pacific Islander or Native Hawaiian	5	1.6	0	0.0	1	1.0
Other (specify)	33	10.7	11	25.0	13	12.7

14. Please identify your age group. (Check only one)	Southwest		Summit		Tooele	
	Number	Percent	Number	Percent	Number	Percent
Under 18	4	1.2	1	2.0	1	0.9
18 - 24	99	30.2	6	12.0	18	17.0
25 - 34	160	48.8	29	58.0	50	47.2
35 - 49	61	18.6	12	24.0	35	33.0
50 - 64	0	0.0	2	4.0	2	1.9
65 and older	4	1.2	0	0.0	0	0.0

15. How many years of education have you completed? (Check only one)	Southwest		Summit		Tooele	
	Number	Percent	Number	Percent	Number	Percent
8th grade or less	10	3.1	6	12.0	1	0.9
9th grade - 11th grade	30	9.2	12	24.0	9	8.5
High school graduate	98	30.1	13	26.0	46	43.4
Some college	92	28.2	8	16.0	26	24.5
Associate degree	43	13.2	4	8.0	6	5.7
College graduate	53	16.3	7	14.0	18	17.0



Appendix E

Local Health District Data Tables: Uintah/TriCounty and Utah County

	Total Surveys Completed	English Surveys	Spanish Surveys
Uintah/TriCounty Health Department	125	116	9
Utah County Health Department	1386	1144	241

Section 1: WIC Services Awareness, Utilization, and Satisfaction

1. What do you find most difficult about attending a WIC appointment? (Check only one)	Uintah/TriCounty		Utah County	
	Number	Percent	Number	Percent
Clinic hours of operation are too limited	1	0.8	90	6.6
Getting an appointment	2	1.6	32	2.3
Clinic location is not convenient	2	1.6	22	1.6
Too long of a wait time while in the clinic	7	5.6	62	4.5
Needing to have an appointment	7	5.6	107	7.8
Clinic only accepts walk-ins	0	0.0	9	0.7
Clinic staff is not helpful/friendly	1	0.8	19	1.4
Nothing is difficult	99	79.8	967	70.7
Other	5	4.0	60	4.4

2. Have the text message appointment reminders helped you keep appointments? (Check only one)	Uintah/TriCounty		Utah County	
	Number	Percent	Number	Percent
Always	93	75.6	1042	76.4
Sometimes	17	13.8	207	15.2
Never	0	0.0	12	0.9
I don't receive them	13	10.6	103	7.6

3. How would you rate your WIC experience? (Check only one)	Uintah/TriCounty		Utah County	
	Number	Percent	Number	Percent
Excellent	81	65.3	930	68.5
Good	39	31.5	369	27.2
Fair	4	3.2	51	3.8
Poor	0	0.0	7	0.5



4. What keeps you coming back to WIC? (Check all that apply)	Uintah/TriCounty		Utah County	
	Number	Percent	Number	Percent
Nutrition Education received in clinic	59	47.2	680	49.1
WIC Foods	115	92.0	1206	87.0
Breast pump received	4	3.2	121	8.7
Breastfeeding Education Classes	18	14.4	275	19.8
Other (please specify)	7	5.6	74	5.3

Section 2: Behavioral Changes

5. What changes have you and your family made because you started coming to WIC? (Check all that apply)	Uintah/TriCounty		Utah County	
	Number	Percent	Number	Percent
Eat more fruits and vegetables	72	57.6	965	69.6
Eat more whole grains	50	40.0	653	47.1
Eat more iron-rich foods	28	22.4	533	38.5
Eat more low fat foods	29	23.2	407	29.4
Drink less soda and sweetened drinks like Kool-Aid/sports drinks	43	34.4	424	30.6
Breastfed my baby longer	11	8.8	287	20.7
Smoke less or quit smoking	8	6.4	36	2.6
Less screen time - smart phones, tablets, TV, computer or video games	18	14.4	203	14.6
Do more physical activities	32	25.6	305	22.0
Spend more time eating as a family at the table	30	24.0	397	28.6
Give liquids other than formula or breast milk to my baby in a cup	14	11.2	218	15.7
Immunize my child	27	21.6	175	12.6
Give less juice to my infant/child	16	12.8	217	15.7
Begin feeding solid foods to my baby at 6 months	25	20.0	327	23.6
No changes were made	23	18.4	125	9.0

Section 3: Breastfeeding Practices

6. Are you currently breastfeeding? (Check only one)	Uintah/TriCounty		Utah County	
	Number	Percent	Number	Percent
Yes	26	21.1	374	28.0
No	97	78.9	962	72.0

7. What influenced you the most to start breastfeeding you current or most recent infant or child? (Check only one)	Uintah/TriCounty		Utah County	
	Number	Percent	Number	Percent
Information from doctors and/or nurses	6	5.2	155	12.3
Encouragement or support from family/friends	3	2.6	146	11.6
WIC Peer Counselors	2	1.7	51	4.0
WIC health professionals	1	0.9	32	2.5
Books, pamphlets on breastfeeding	1	0.9	18	1.4
TV, radio, or other media messages	0	0.0	6	0.5
Previously breastfed	17	14.8	200	15.8
I wanted to breastfeed	48	41.7	469	37.1
I didn't breastfeed	37	32.2	187	14.8

8. How did WIC help you continue to breastfeed as long as you wanted? (Check all that apply)	Uintah/TriCounty		Utah County	
	Number	Percent	Number	Percent
Breastfeeding support groups	11	8.8	90	6.5
WIC breastfeeding classes/education	18	14.4	328	23.7
Extra food for breastfeeding moms and infants	27	21.6	510	36.8
Support from breastfeeding Peer Counselors	8	6.4	130	9.4
Support from WIC health professionals	16	12.8	237	17.1
Getting a breast pump	9	7.2	202	14.6
Did not get any help from WIC staff to continue breastfeeding	17	13.6	199	14.4
Other	8	6.4	79	5.7



9. Would you like to be able to contact a Breastfeeding Peer Counselor any time of the day? (Check only one)	Uintah/TriCounty		Utah County	
	Number	Percent	Number	Percent
Yes	26	33.8	399	39.3
No	51	66.2	617	60.7

Section 4: Knowledge and Use of WIC Vouchers

10. What problems have you had purchasing WIC food items? (Check all that apply)	Uintah/TriCounty		Utah County	
	Number	Percent	Number	Percent
Selecting the wrong product/brand	53	42.4	644	46.5
Poor selection or the store is out of the product	51	40.8	630	45.5
Cashier/Staff at store didn't know which items were approved by WIC	34	27.2	390	28.1
Did not encounter any problems	32	25.6	333	24.0
Other	10	8.0	115	8.3

11. If WIC offered more national or name brand food to be purchased, (for example: General Mills or Kelloggs) instead of just store brands and private labels, would this make it more likely that you and your children would stay on the program as long as you were eligible? (Check only one)	Uintah/TriCounty		Utah County	
	Number	Percent	Number	Percent
Yes	77	65.8	810	62.2
No	6	5.1	85	6.5
Neutral	34	29.1	408	31.3

Section 5: You and Your Family

12. Are you Hispanic or Latino? (Check only one)	Uintah/TriCounty		Utah County	
	Number	Percent	Number	Percent
Yes	19	16.2	425	32.3
No	98	83.8	890	67.7

13. Please indicate your race(s) from the following list. (Check all that apply)	Uintah/TriCounty		Utah County	
	Number	Percent	Number	Percent
White	93	78.8	1019	81.3
Black or African American	1	0.8	10	0.8
American Indian or Alaskan Native	15	12.7	14	1.1
Asian	0	0.0	26	2.1
Pacific Islander or Native Hawaiian	0	0.0	26	2.1
Other (specify)	9	7.6	159	12.7

14. Please identify your age group. (Check only one)	Uintah/TriCounty		Utah County	
	Number	Percent	Number	Percent
Under 18	3	2.5	13	1.0
18 - 24	27	22.9	322	24.5
25 - 34	66	55.9	685	52.1
35 - 49	21	17.8	290	22.1
50 - 64	1	0.8	5	0.4
65 and older	0	0.0	0	0.0

15. How many years of education have you completed? (Check only one)	Uintah/TriCounty		Utah County	
	Number	Percent	Number	Percent
8th grade or less	1	0.8	43	3.3
9th grade - 11th grade	17	14.4	102	7.8
High school graduate	36	30.5	249	19.0
Some college	32	27.1	355	27.1
Associate degree	14	11.9	174	13.3
College graduate	18	15.3	387	29.5



Appendix F

Local Health District Data Tables: Wasatch and Weber-Morgan

	Total Surveys Completed	English Surveys	Spanish Surveys
Wasatch County Health Department	84	59	25
Weber-Morgan Health Department	608	522	86

Section 1: WIC Services Awareness, Utilization, and Satisfaction

1. What do you find most difficult about attending a WIC appointment? (Check only one)	Wasatch		Weber-Morgan	
	Number	Percent	Number	Percent
Clinic hours of operation are too limited	7	8.6	23	3.8
Getting an appointment	1	1.2	5	0.8
Clinic location is not convenient	1	1.2	14	2.3
Too long of a wait time while in the clinic	4	4.9	29	4.8
Needing to have an appointment	1	1.2	31	5.2
Clinic only accepts walk-ins	2	2.5	5	0.8
Clinic staff is not helpful/friendly	0	0.0	9	1.5
Nothing is difficult	61	75.3	442	73.8
Other	4	4.9	41	6.8

2. Have the text message appointment reminders helped you keep appointments? (Check only one)	Wasatch		Weber-Morgan	
	Number	Percent	Number	Percent
Always	61	74.4	464	77.9
Sometimes	11	13.4	95	15.9
Never	1	1.2	3	0.5
I don't receive them	9	11.0	34	5.7

3. How would you rate your WIC experience? (Check only one)	Wasatch		Weber-Morgan	
	Number	Percent	Number	Percent
Excellent	54	65.9	361	60.4
Good	21	25.6	204	34.1
Fair	6	7.3	28	4.7
Poor	1	1.2	5	0.8



4. What keeps you coming back to WIC? (Check all that apply)	Wasatch		Weber-Morgan	
	Number	Percent	Number	Percent
Nutrition Education received in clinic	52	61.9	357	58.7
WIC Foods	69	82.1	517	85.0
Breast pump received	7	8.3	41	6.7
Breastfeeding Education Classes	16	19.0	112	18.4
Other (please specify)	4	4.8	35	5.8

Section 2: Behavioral Changes

5. What changes have you and your family made because you started coming to WIC? (Check all that apply)	Wasatch		Weber-Morgan	
	Number	Percent	Number	Percent
Eat more fruits and vegetables	55	65.5	423	69.6
Eat more whole grains	33	39.3	284	46.7
Eat more iron-rich foods	20	23.8	207	34.0
Eat more low fat foods	23	27.4	175	28.8
Drink less soda and sweetened drinks like Kool-Aid/sports drinks	34	40.5	220	36.2
Breastfed my baby longer	22	26.2	96	15.8
Smoke less or quit smoking	0	0.0	29	4.8
Less screen time - smart phones, tablets, TV, computer or video games	17	20.2	103	16.9
Do more physical activities	27	32.1	146	24.0
Spend more time eating as a family at the table	25	29.8	186	30.6
Give liquids other than formula or breast milk to my baby in a cup	13	15.5	106	17.4
Immunize my child	20	23.8	81	13.3
Give less juice to my infant/child	16	19.0	107	17.6
Begin feeding solid foods to my baby at 6 months	19	22.6	135	22.2
No changes were made	11	13.1	75	12.3

Section 3: Breastfeeding Practices

6. Are you currently breastfeeding? (Check only one)	Wasatch		Weber-Morgan	
	Number	Percent	Number	Percent
Yes	15	19.0	97	16.7
No	64	81.0	485	83.3

7. What influenced you the most to start breastfeeding you current or most recent infant or child? (Check only one)	Wasatch		Weber-Morgan	
	Number	Percent	Number	Percent
Information from doctors and/or nurses	8	11.0	75	14.0
Encouragement or support from family/friends	5	6.8	41	7.6
WIC Peer Counselors	7	9.6	25	4.7
WIC health professionals	7	9.6	18	3.4
Books, pamphlets on breastfeeding	0	0.0	5	0.9
TV, radio, or other media messages	1	1.4	0	0.0
Previously breastfed	7	9.6	82	15.3
I wanted to breastfeed	23	31.5	153	28.5
I didn't breastfeed	15	20.5	138	25.7

8. How did WIC help you continue to breastfeed as long as you wanted? (Check all that apply)	Wasatch		Weber-Morgan	
	Number	Percent	Number	Percent
Breastfeeding support groups	10	11.9	44	7.2
WIC breastfeeding classes/education	25	29.8	134	22.0
Extra food for breastfeeding moms and infants	21	25.0	169	27.8
Support from breastfeeding Peer Counselors	10	11.9	83	13.7
Support from WIC health professionals	13	15.5	81	13.3
Getting a breast pump	9	10.7	68	11.2
Did not get any help from WIC staff to continue breastfeeding	9	10.7	76	12.5
Other	3	3.6	28	4.6



9. Would you like to be able to contact a Breastfeeding Peer Counselor any time of the day? (Check only one)	Wasatch		Weber-Morgan	
	Number	Percent	Number	Percent
Yes	15	27.3	140	38.4
No	40	72.7	225	61.6

Section 4: Knowledge and Use of WIC Vouchers

10. What problems have you had purchasing WIC food items? (Check all that apply)	Wasatch		Weber-Morgan	
	Number	Percent	Number	Percent
Selecting the wrong product/brand	32	38.1	282	46.4
Poor selection or the store is out of the product	31	36.9	253	41.6
Cashier/Staff at store didn't know which items were approved by WIC	21	25.0	157	25.8
Did not encounter any problems	29	34.5	161	26.5
Other	5	6.0	51	8.4

11. If WIC offered more national or name brand food to be purchased, (for example: General Mills or Kelloggs) instead of just store brands and private labels, would this make it more likely that you and your children would stay on the program as long as you were eligible? (Check only one)	Wasatch		Weber-Morgan	
	Number	Percent	Number	Percent
Yes	53	67.9	378	66.4
No	3	3.8	37	6.5
Neutral	22	28.2	154	27.1

Section 5: You and Your Family

12. Are you Hispanic or Latino? (Check only one)	Wasatch		Weber-Morgan	
	Number	Percent	Number	Percent
Yes	44	55.7	224	38.4
No	35	44.3	359	61.6

13. Please indicate your race(s) from the following list. (Check all that apply)	Wasatch		Weber-Morgan	
	Number	Percent	Number	Percent
White	57	80.3	426	81.3
Black or African American	0	0.0	9	1.7
American Indian or Alaskan Native	2	2.8	16	3.1
Asian	1	1.4	7	1.3
Pacific Islander or Native Hawaiian	2	2.8	2	0.4
Other (specify)	9	12.7	64	12.2

14. Please identify your age group. (Check only one)	Wasatch		Weber-Morgan	
	Number	Percent	Number	Percent
Under 18	1	1.3	12	2.1
18 - 24	18	22.8	167	28.8
25 - 34	34	43.0	270	46.6
35 - 49	24	30.4	123	21.2
50 - 64	2	2.5	7	1.2
65 and older	0	0.0	1	0.2

15. How many years of education have you completed? (Check only one)	Wasatch		Weber-Morgan	
	Number	Percent	Number	Percent
8th grade or less	8	10.1	21	3.6
9th grade - 11th grade	10	12.7	71	12.2
High school graduate	30	38.0	207	35.6
Some college	18	22.8	155	26.6
Associate degree	6	7.6	62	10.7
College graduate	7	8.9	66	11.3



Appendix G

Participant Satisfaction Survey, 2017 - 2018





2017 Utah State WIC Participant Satisfaction Survey



The Utah WIC Program would like to improve services for you and your family. Please take a few minutes to complete the following survey. Your answers are private, so we don't need your name. Mark the responses that **best describe** your experience or feelings about WIC services.

Thank You!

SECTION 1: WIC Services

- What do you find most difficult about attending a WIC appointment? *(Check only one)*
 - ☐ Clinic hours of operation are too limited
 - ☐ Getting an appointment
 - ☐ Clinic location is not convenient
 - ☐ Too long of a wait time while in the clinic
 - ☐ Needing to have an appointment
 - ☐ Clinic only accepts walk-ins
 - ☐ Clinic staff is not helpful/friendly
 - ☐ Nothing is difficult
 - ☐ Other (please specify) _____
- Have the text message appointment reminders helped you to keep your appointments? *(Check only one)*
 - ☐ Always
 - ☐ Sometimes
 - ☐ Never
 - ☐ I don't receive them
- How would you rate your WIC experience? *(Check only one)*
 - ☐ Excellent
 - ☐ Good
 - ☐ Fair
 - ☐ Poor
- What keeps you coming to WIC? *(Check all that apply)*
 - ☐ Nutrition Education received in clinic
 - ☐ WIC Foods
 - ☐ Breast pump received
 - ☐ Breastfeeding Education/Classes
 - ☐ Other (please specify) _____

SECTION 2: Behavioral Changes

- What changes have you and your family made because you started coming to WIC? *(Check all that apply)*
 - ☐ Eat more fruits and vegetables
 - ☐ Eat more whole grains
 - ☐ Eat more iron-rich foods
 - ☐ Eat more low fat foods
 - ☐ Drink less soda and sweetened drinks like Kool-Aid/sports drinks
 - ☐ Breastfed my baby longer
 - ☐ Smoke less or quit smoking
 - ☐ Less screen time - smart phones, tablets, TV, computer or video games
 - ☐ Do more physical activities
 - ☐ Spend more time eating as a family at the table
 - ☐ Give liquids other than formula or breast milk to my baby in a cup
 - ☐ Immunize my children
 - ☐ Give less juice to my infant/child
 - ☐ Begin feeding solid foods to my baby at 6 months
 - ☐ No changes were made

SECTION 3: Breastfeeding Practices

- Are you currently breastfeeding? *(Check only one)*
 - ☐ Yes
 - ☐ No
- What influenced you most to start breastfeeding your current or most recent infant or child? *(Check only one)*
 - ☐ Information from doctors and/or nurses
 - ☐ Encouragement or support from family/friends
 - ☐ WIC Peer Counselors
 - ☐ WIC health professionals

- ☐ Books, pamphlets on breastfeeding
 - ☐ TV, radio, or other media messages
 - ☐ Previously breastfed
 - ☐ I wanted to breastfeed
 - ☐ I didn't breastfeed *(Skip to question 10)*
- How did WIC help you continue breastfeeding as long as you wanted? *(Check all that apply)*
 - ☐ Breastfeeding support groups
 - ☐ WIC breastfeeding classes/education
 - ☐ Extra food for breastfeeding moms and infants
 - ☐ Support from breastfeeding Peer Counselors
 - ☐ Support from WIC health professionals
 - ☐ Getting a breast pump
 - ☐ Did not get any help from WIC staff to continue to breastfeed
 - ☐ Other (please specify) _____
 - Would you like to be able to contact a Breastfeeding Peer Counselor at any time of the day?
 - ☐ Yes
 - ☐ No

SECTION 4: Knowledge and Use of WIC Vouchers

- What problems have you had with purchasing WIC food items? *(Check all that apply)*
 - ☐ Selecting the wrong product/brand
 - ☐ Poor selection or the store is out of the product
 - ☐ Cashier/Staff at store didn't know which items were approved by WIC
 - ☐ Did not encounter any problems
 - ☐ Other (please specify) _____
- If WIC offered more national or name brand foods to be purchased, (for example; General Mills or Kellogg's cereals) instead of just store brands and private label products, would this make it more likely that you and your children would stay on the program as long as you are eligible?
 - ☐ Yes
 - ☐ No
 - ☐ Neutral

SECTION 5: You and Your family

- Are you Hispanic or Latino?
 - ☐ Yes
 - ☐ No
- Please indicate your race(s) from the following list: *(Check all that apply)*
 - ☐ White
 - ☐ Black or African American
 - ☐ American Indian or Alaskan Native
 - ☐ Asian
 - ☐ Pacific Islander/ Native Hawaiian
 - ☐ Other, please specify: _____
- Please identify your age group: *(Check only one)*
 - ☐ Under 18
 - ☐ 18-24
 - ☐ 25-34
 - ☐ 35-49
 - ☐ 50-64
 - ☐ 65 and older
- How many years of education have you completed? *(Check only one)*
 - ☐ 8th grade or less
 - ☐ 9th grade - 11th grade
 - ☐ High school graduate
 - ☐ Some college
 - ☐ Associate degree
 - ☐ College graduate

Thank you!



Programa WIC del estado de Utah año 2017 Encuesta de satisfacción para participantes



El programa WIC de Utah desea mejorar los servicios que ofrece a usted y a su familia. Completar esta encuesta le tomará apenas unos minutos. Sus respuestas son privadas, así es que no le pediremos su nombre. Marque las respuestas que describan mejor su experiencia o su parecer sobre los servicios del programa WIC. ¡Gracias!

SECCIÓN 1: Servicios WIC

- ¿Qué es lo que más le dificulta para asistir a su cita de WIC? *(Marcar sólo una)*
 - ☐ Las horas de operación de la clínica son muy limitadas
 - ☐ Conseguir una cita
 - ☐ La ubicación de la clínica no es conveniente
 - ☐ El tiempo de espera en la clínica es demasiado
 - ☐ Que se necesita tener cita
 - ☐ Que la clínica solamente acepta a quién tiene cita
 - ☐ Que el personal de la clínica no ayuda / no es amigable
 - ☐ No hay dificultades
 - ☐ Otros (por favor especifique) _____
- ¿Los recordatorios de citas por mensajes de texto le han ayudado a mantener sus citas? *(Marcar sólo una)*
 - ☐ Siempre
 - ☐ Algunas veces
 - ☐ Nunca
 - ☐ No los recibo
- ¿Cómo clasificaría su experiencia con WIC? *(Marcar sólo una)*
 - ☐ Excelente
 - ☐ Buena
 - ☐ Regular
 - ☐ Pobre
- ¿Qué le hace continuar viniendo a WIC? *(Marcar todas las correspondientes)*
 - ☐ La educación nutricional que recibo en la clínica
 - ☐ Los alimentos de WIC
 - ☐ Haber recibido una bomba de extracción de leche materna
 - ☐ Las clases y educación sobre lactancia materna
 - ☐ Otros (por favor especifique) _____

SECCIÓN 2: Cambios de comportamiento

- ¿Qué cambios han hecho usted y su familia desde que comenzaron a venir a WIC? *(Marcar todas las correspondientes)*
 - ☐ Comer más frutas y vegetales
 - ☐ Comer más granos enteros
 - ☐ Comer más alimentos ricos en hierro
 - ☐ Comer más alimentos bajos en grasa
 - ☐ Beber menos sodas y bebidas endulzadas como Kool-Aid/bebidas energizantes
 - ☐ Le doy más tiempo de lactancia a mi bebé
 - ☐ Fumar menos o dejar de fumar
 - ☐ Menos tiempo de pantalla – teléfonos inteligentes, tabletas, computadora o video juegos
 - ☐ Hacer más actividades físicas
 - ☐ Compartir más tiempo con la familia en la mesa comiendo
 - ☐ Dar más líquidos a mi bebé en un vaso, además de fórmula o leche materna
 - ☐ Vacunar a mi niño
 - ☐ Dar menos jugosa a mi bebé o niños
 - ☐ Comencé a dar alimentos sólidos a mi bebé a los 6 meses
 - ☐ No han habido cambios

SECCIÓN 3: Prácticas de alimentación de lactancia materna

- ¿Está dando lactancia materna actualmente? *(Marcar sólo una)*
 - ☐ Sí
 - ☐ No
- ¿Qué le ha influenciado más para darle pecho a su más reciente bebé o niño? Si no le dio de pecho *(Marcar sólo una)*
 - ☐ Información proveniente de los médicos y enfermeras
 - ☐ Motivación o apoyo proveniente de familiares y amigos
 - ☐ Consejeros del equipo de WIC

- ☐ Profesionales de la salud de WIC
- ☐ Libros y panfletos de lactancia materna
- ☐ TV, radio, u otros mensajes en los medios
- ☐ Había dado lactancia materna previamente
- ☐ Ya quería dar lactancia materna
- ☐ No di lactancia materna *(Saltar a la pregunta 10)*

- ¿Cómo le ayudó WIC a continuar con la lactancia materna tanto como usted lo deseó? *(Marcar todas las correspondientes)*
 - ☐ A través de grupos de apoyo de lactancia materna
 - ☐ Clases y educación sobre lactancia proveídas por WIC
 - ☐ Alimento adicional para madres lactantes e infantes
 - ☐ Apoyo de parte de consejeros de lactancia
 - ☐ Apoyo de los profesionales de la salud de WIC
 - ☐ Haber obtenido una bomba de extracción de leche materna
 - ☐ No tuve ayuda del personal de WIC para continuar con la lactancia materna
 - ☐ Otros (por favor especifique) _____
- ¿Le gustaría poder ponerse en contacto con un consejero de lactancia materna en cualquier momento del día?
 - ☐ Sí
 - ☐ No

SECCIÓN 4: Conocimiento y uso de los vales de WIC

- ¿Qué problemas ha tenido para comprar alimentos de WIC? *(Marcar todas las correspondientes)*
 - ☐ Seleccionar el producto o marca equivocada
 - ☐ Pocca selección o la a la tienda se le ha terminado el producto
 - ☐ Cajero o personal de la tienda no sabía cuales productos son los aprobados por WIC
 - ☐ Ningún problema
 - ☐ Otros (por favor especifique) _____
- Si WIC ofreciera la compra de más marcas nacionales o de nombre conocido (por ejemplo, cereales General Mills o Kellogg's) en vez de solo marcas de tienda o de etiqueta privada, ¿ayudaría esto a que usted y sus niños sigan en el programa mientras sean elegibles?
 - ☐ Sí
 - ☐ No
 - ☐ Neutro

SECCIÓN 5: Sobre usted y su familia

- ¿Es usted de origen hispano o latina?
 - ☐ Sí
 - ☐ No
- Por favor indique su raza *(Marcar todas las correspondientes)*
 - ☐ Blanco
 - ☐ Isleño del Pacífico o Nativo de Hawaii
 - ☐ Negro o Afroamericano
 - ☐ Indio americano o Nativo de Alaska
 - ☐ Asiático
 - ☐ Otros (por favor especifique) _____
- Por favor indique a que grupo de edad pertenece: *(Marcar sólo una)*
 - ☐ Menor de 18
 - ☐ 18-24
 - ☐ 25-34
 - ☐ 35-49
 - ☐ 50-64
 - ☐ 65 y mayor
- ¿Cuántos años de educación ha completado? *(Marcar sólo una)*
 - ☐ 8vo grado o menos
 - ☐ 9no grado – 11vo grado
 - ☐ Graduado de la preparatoria o secundaria
 - ☐ Algo de universidad
 - ☐ Graduado de asociado (técnico universitario)
 - ☐ Graduado de la Universidad

¡Gracias!