

# WIC Client Satisfaction Survey

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# Results from the Pilot Survey

Ashley Grimwade

Dietetic Intern, Case Western Reserve University

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# Methodology

- 6 Dietetic Interns pilot tested the survey.
- DES & WIC Clinics.
- Each Intern surveyed 20 participants.
- Incentives were given.
- Each intern analyzed qualitative and quantitative data.

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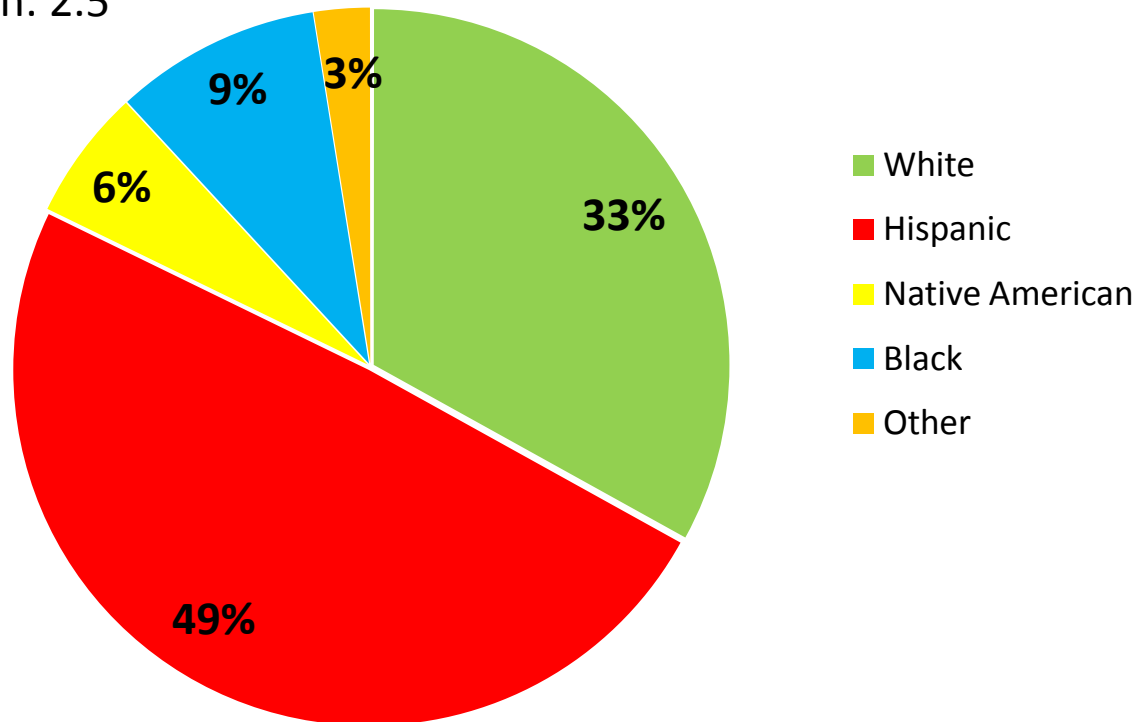
# Demographics

N= 120

Average Age of Participant: 27.33

Average Number of Children: 2.5

Race and Ethnicity:



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# Survey Questions

- Administered by the Dietetic Intern.
- All questions were open-ended.

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# Survey Results

## Common Responses and Themes

- Participation
- Comfort
- Description of WIC Staff
- Satisfaction with quantity and variety of food packages
- Breastfeeding
- Strengths of WIC

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# Survey Results

- Perceived most important benefit from WIC?
  - Formula
  - Saving money
  - Food, milk
- Would you recommend WIC to a friend?
  - 100% reported YES

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# WIC Client Satisfaction

Allison Gathany  
WIC Epidemiologist, BNPA

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# Why assess satisfaction?

- USDA requirement
- Lots of changes in Arizona WIC!
  - Participant-Centered Services (PCS)
  - Health and Nutrition Delivery System (HANDS)
  - Electronic Benefits Transfer (EBT)
- How can we make Arizona WIC better?

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# Evaluating PCS

How can WIC counselors positively influence their clients?

## 1) Liking

- *Does the client like the counselor?*
- *Does the client think the counselor likes them?*

## 2) Consensus

- *Does the counselor use examples from other families like the client's?*
- *Does the counselor show how others have made changes?*

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# Evaluating PCS

How can WIC counselors positively influence their clients?

## 3) Reciprocity

- *In what ways does the counselor give to the client?*
- *Does the counselor present solutions or problems?*

## 4) Consistency

- *Does the counselor ask the client to commit to goals?*
- *Does the clinic provide opportunities for public sharing?*

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# Evaluating PCS

How can WIC counselors positively influence their clients?

## 5) Authority

- *Does the counselor demonstrate knowledge and wisdom?*
- *Does the counselor act in an appropriate manner?*

## 6) Scarcity

- *Does the counselor emphasize the importance of making chances right away?*
- *Does the client understand what they might miss?*

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# Goals of the Survey

- Evaluate our performance
- Identify opportunities for improvement
- Identify barriers to success
- Identify best practices that can be shared

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# ...so how do we do that?

- Use questions that we can ask over time
- Ask clients about their experience today
- Ask about parts of the program we have some control over and can improve

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# Mechanics of the Survey

Joan Agostinelli

BNPA Research and Development Manager

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# Qualitative vs. quantitative

- Qualitative methods (e.g., focus groups, open-ended questions) are good for identifying issues and exploring process and meaning from the client's perspective.
- Now ready to design a more structured survey to monitor progress on those issues.

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# Interested in monitoring progress

- Each question will have a positive or negative direction.
- Results will establish a baseline against which to measure success of training and other participant-centered interventions.

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# Will not ask

- About things that happened in the past.
- About barriers to service over which we have no control.
- Open-ended questions.

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# Self Administered

- Keeping it short
- One-page maximum
- Probably 10 questions
  - Access (wait times in office)
  - Satisfaction with services

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# Keeping it Simple

- Easy to read and understand.
- Natural language.
- English and Spanish

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# Collaboration: ADHS & WIC Clinics

- Get input on questionnaire.
- What is best way to collect data?
- Timing of activities.

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# ADHS support

- Finalize survey design.
- Enter data.
- Tabulate results.
- Report.

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# Clinic support

- Get clients to fill out survey.
- Assure anonymity.
- Convey the importance of hearing about their experiences.
- Tell clients that their honest opinions will help us to improve services.
- Collect responses.

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# Sampling

- Do not need feedback from every client to evaluate the general experience.
- Do want a representative sample of participants (e.g., not just those who appear happy or who visit the clinic during slower times).
- How can we make it easier for you to select an unbiased sample?
- Preferred solution may vary by size of clinic and typical volume (ranging from 1 to 5,633 unduplicated families last January).

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# Data Collection Options

- Paper surveys
  - Need no equipment
  - Manage the paper flow to and from clinics
  - Data entry
- Survey Monkey
  - Bypass paper handling
  - No data entry
  - Can monitor data collection daily.
  - Requires computer equipment and access to the internet.
- Could you make a computer available to clients at the end of their visits for a specified time period?

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# We could use your help

- Please email suggestions on questions
  - That capture participant-centered service dimensions
  - That capture what we know about the elements of persuasion as it applies to nutrition education
  - Avoiding “yes/no” and open-ended responses.

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# Our Next Steps

- Pretest questions to make sure that they make sense to clients, and that there is some variation in responses.
- Gather feedback from all of you about data collection.
- We will take feedback and present draft methodology for discussion at the next WIC Face-2-Face in March.

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# Questions?

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