WIC Satisfaction Survey

Protocol for April 2015
Survey

• Established baseline in April 2011.
• Repeated in April 2012 and 2013 to track progress (skipped 2014).
• Presented results at previous Face-2-Face meetings.
• This will be the fourth year.
Questionnaire Format

• Self administered.
• Short – 10 questions.
• Available in both English and Spanish.
• Focuses on aspects of participant-centered care.
Survey Monkey

• Requires only a mouse and an internet connection – no keyboard.

• Link to survey site for each clinic will be sent in March to local agency directors.
Practice links

• Separate link for each clinic site.
• Will email the link to each agency director.
• Asking directors to forward individual clinic link to each clinic.
• Staff can practice with survey through March 31 (Tuesday).
Implement on April 1 (Wednesday)

- Introduce clients to the survey,
- Make sure clients have access to the link on a computer, and
- Continue through April until we tell you to stop.
- Each clinic will have a different goal based on their clinic volume in January.
Clinic sample sizes range from 2-336
Bigger clinics will have to do a smaller *proportion* of their April clients, and will finish more quickly.
Sampling Plan

• Until we ask you to stop . . .
• Please attempt to get every client.
• Happy or sad.
• Rushed or slow.
• Convenient or inconvenient.
Who & When?

- Every client during the month of April
- After counseling session
- Before leaving clinic
- Until ADHS tells you that you have reached your goal.
How? Follow elements of script:

• “We are conducting a survey to learn more about WIC services.”
• “I would really appreciate your help.”
• “The survey only takes a couple of minutes to fill out.”
• “It is about your experience in the clinic today.”
Script - continued

• “You will be helping us learn
  – How we are doing, and
  – How we can provide services better.”

• “No one will know how you responded, so please tell us what you really think.”

• “Would you please sit down and complete the survey now, before you leave?”
Script continued . . .

[make sure survey is up, and that client can see where to choose English or Spanish]

• “The survey questions are on this computer.”
• “Please click on the answer to each question.”
• “Then click the submit button at the bottom of the page.”
Script continued . . .

• “Your survey will be automatically sent to the state and combined with other surveys.”

• “No one will know how you responded, so please say how you really feel.”
Say “thank you”

• Thank client in advance for helping us learn more about WIC services.
ADHS Monitoring

• We will monitor number of responses at each clinic daily, and

• Let you know when you reach minimum sampling requirement so you may stop data collection.

• Raina will be available to answer questions about your progress.

• Raina.Moyer@azdhs.gov
Evaluate Response Bias

• We will compare number of clients seen at each clinic (N) to number of completed surveys (n).

• We want the people who respond to be as much like the people who don’t respond as possible.

• The closer we get to n/N=100%, the better.
Questions?