

WIC Satisfaction Survey

Protocol for April 2015

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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).

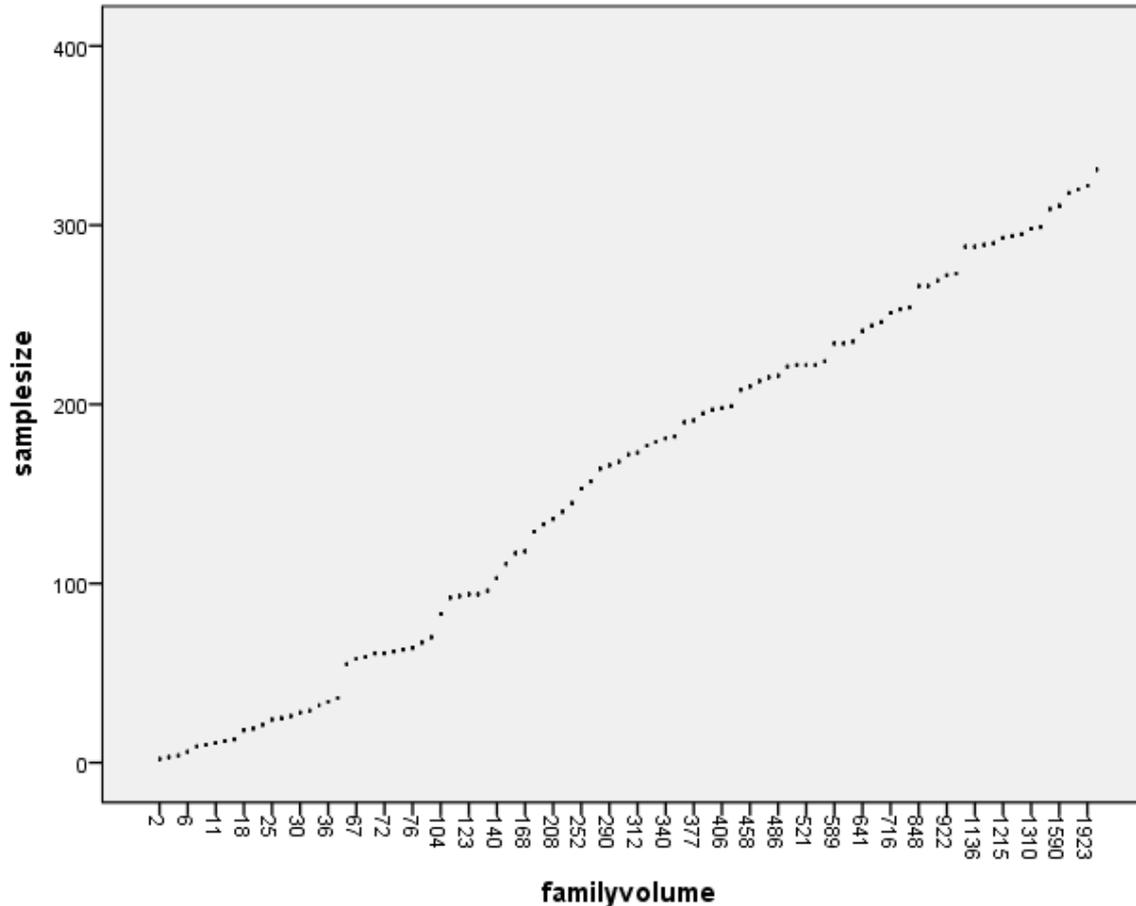


Implement on April 1 (Wednesday)

- 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

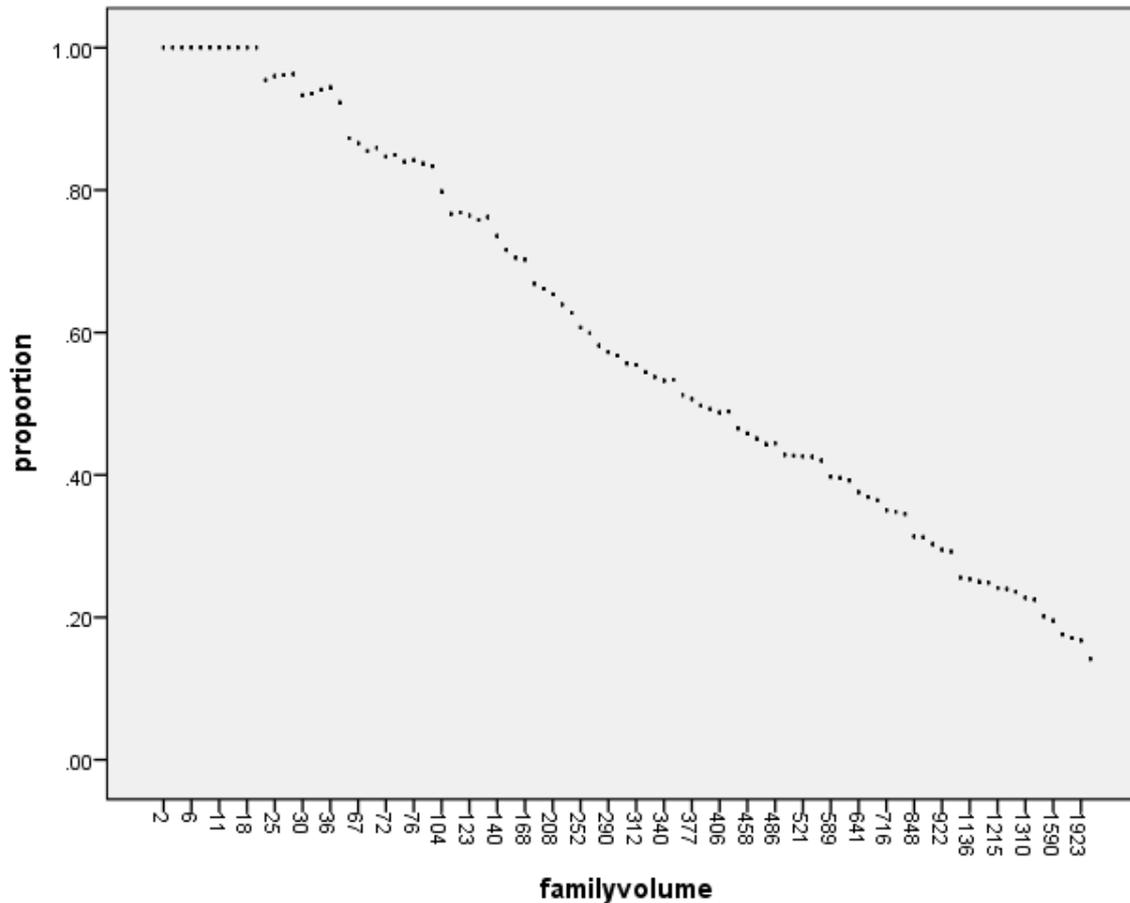


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Bigger clinics will have to do a smaller *proportion* of their April clients, and will finish more quickly.



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Sampling Plan

- Until we ask you to stop . . .
- Please attempt to get every client.
- Happy or sad.
- Rushed or slow.
- Convenient or inconvenient.

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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.

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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

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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?

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