



**PARTICIPANT SATISFACTION SURVEY
SUMMARY REPORT
2021-2022**

DEPARTMENT OF HEALTH AND SENIOR SERVICES (DHSS)



MISSOURI DEPARTMENT OF HEALTH AND SENIOR SERVICES

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We are grateful to all the WIC participants who took the time to complete the survey. Their feedback will help the WIC program improve services for Missouri families.

The deepest gratitude is expressed to WIC local agency staff for their support in conducting this survey.

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EXECUTIVE SUMMARY

The Special Supplemental Nutrition Program for Women, Infants and Children (WIC) provides supplemental food, health care referrals, nutrition education and breastfeeding promotion and support to eligible pregnant, breastfeeding or postpartum women, infants and children up to age five.

This survey was developed to assess the satisfaction of WIC clients within various aspects of the WIC program, including the selection of foods covered under WIC, the ability to utilize WIC benefits and the experiences with WIC staff. The findings from this survey will be used to enhance WIC service provision.

INTRODUCTION

HISTORY

Originally established as a pilot program in 1972, WIC is now a permanent program federally funded and administered by the United States Department of Agriculture (USDA). The program is available in all 50 States, 32 Indian Tribal Organizations, American Samoa, District of Columbia, Guam, Commonwealth of the Northern Mariana Islands, Puerto Rico and the Virgin Islands.¹

WIC'S MISSION STATEMENT

To safeguard the health of low-income women, infants, and children up to age 5 who are at nutrition risk by providing nutritious foods to supplement diets, information on healthy eating, and referrals to health care.²

Per federal guidelines, to qualify for WIC a participant's gross income must fall at or below 185 percent of the United States Poverty Income Guidelines.³ Between 2018 and 2019, average monthly coverage rates for all individuals eligible for WIC in the U.S. increased from 56.3 percent to 57.4 percent, respectively. The coverage rates for WIC-eligible infants and nonbreastfeeding postpartum women subgroups have been consistently higher than all other subgroups for the past decade. In contrast, the coverage rate for WIC-eligible children continues to be the lowest.⁴ As of federal fiscal year (FFY) 2021, participation in the WIC program reached approximately 6.2 million nationally.⁵

In Missouri, WIC is administered by the Missouri Department of Health and Senior Services (DHSS). The Missouri WIC program provides supplemental food, health care referrals, nutrition education and breastfeeding promotion and support to eligible pregnant, breastfeeding or postpartum women, infants and children up to age five. These services are offered through WIC local agencies and are free to pregnant and postpartum women, infants and children up to five years of age who are at nutritional risk, reside within Missouri and qualify for the program based on income eligibility. Fathers, grandparents and foster parents may also apply for benefits for the children living in their household.

Individuals who meet income and category guidelines will have a nutrition and health assessment completed during the certification process.⁶ The food packages provided are based on the category of participant and are designed to help meet infants' developmental needs and current pediatric feeding recommendations, and to complement the eating patterns of preschool children. In addition, WIC also supplements the special requirements of pregnant and breastfeeding women to help replenish the nutrients used during pregnancy.⁷ The average monthly caseload for Missouri WIC in FFY 2021 was 87,459 including 21,536 women, 25,165 infants and 40,758 children.

The Healthy, Hunger-Free Kids Act of 2010, Public Law 111-296, was implemented to increase access to healthy food for low-income children and mandated each state implement electronic benefit transfer (EBT) by Oct. 1, 2020 for all WIC program benefits. DHSS is fully operating with an EBT system called eWIC. WIC benefits are loaded onto the card for current and future months, thereby allowing easier redemption of benefits for participants and retailers.⁸

In order to understand and meet the needs of the various cultural groups, the Missouri WIC program launched a Cultural Competency Project in January 2006. One of the activities of this project was to conduct a survey reaching as many different WIC participants of various cultures and languages as possible. Missouri WIC repeated this survey in FFY 2008, FFY 2010, FFY 2012, FFY 2014 and again in FFY 2018. Due to the impact Covid-19 had on data collection, the 2020 Customer Satisfaction Survey was delayed until 2021. Missouri WIC believes that understanding and carefully considering culture is an integral part of providing health services because culture affects "...how health care information is received, how rights and protections are exercised, what is considered to be a health problem, how symptoms and concerns about the problem are expressed, who should provide treatment for the problem and what type of treatment should be given."⁹

PURPOSE

The purpose of the survey is to determine the current status of customer satisfaction with regard to the Missouri WIC program and services.

LIMITATIONS

Data for this survey was collected from WIC participants via an electronic survey platform, known as Qualtrics. The survey was distributed to participants via text messages sent out through Qualtrics. Participants were also able to access the survey via a social media post shared by the Missouri WIC Facebook page, the WICShopper app and a QR code posted at WIC local agency sites between October 2021 and January 2022. Due to time constraints, a longer data collection period was not feasible.

METHOD

SAMPLE SIZE

Data was collected from a participant or guardian in a survey platform known as Qualtrics. A total of 4,527 survey responses were received.

SURVEY INSTRUMENT

The original survey instrument was developed in FFY 2006 by a consultant at the Sinclair School of Nursing, University of Missouri-Columbia and the Missouri WIC Cultural Competency Team, comprised of Missouri WIC staff. The Cultural Competency Team revised the content and format to include education questions for the FFY 2008 survey. The FFY 2008 survey was then translated into the languages selected for the FFY 2010 WIC Customer Satisfaction Survey, in which both English and non-English survey instruments consisted of 21 closed-ended questions. The same survey was distributed for FFY 2012 as in FFY 2010. For FFY 2014, the questionnaire was updated to focus on modifiable program services and revise questions that had appeared to be difficult for clients to answer or understand. In FFY 2018, the survey was again revised, shifting the focus away from the differing experiences based on language spoken to a broader understanding of customer satisfaction regarding WIC services and programs.

The survey distributed in FFY 2021 focused on similar topics as those studied in the FFY 2018 survey. However, further emphasis was placed on specific topics regarding participant satisfaction, quality of services and a more in-depth look at benefit redemption. The FFY 2021 English language survey is shown in Appendix A.

DATA COLLECTION AND PARTICIPATION

Data for this survey was collected from WIC participants via an electronic survey platform, known as Qualtrics. The survey was distributed to participants via text messages sent out through Qualtrics. Participants were also able to access the survey via a social media post shared by the Missouri WIC Facebook page, the WICShopper app and a QR code posted at WIC local agency sites between October 2021 and January 2022. WIC participants were asked to complete the survey during their appointments that occurred in this timeframe. With all participants being seen every three months, at a minimum, all participants should have been asked to complete the survey.

The survey was anonymous and participation was voluntary. The self-administered questionnaire included 20 questions. Participants with limited literacy completed the survey with the help of an interpreter. Participants who completed the survey must have been enrolled in WIC for at least six months prior to taking the survey, in order to have adequate depth of experience from which to answer the questions. Of the 4,527 participants who started the

survey, 696 individuals responded they had not been on WIC for six months prior. In addition, 128 participants responded no one in their family was on WIC at the time the survey was completed. Due to these responses, a combined 824 participants were guided to the end of the survey and did not answer additional questions. This resulted in a final count of 3,703 surveys completed by participants who met criteria.

RESULTS

A total of 4,527 participants completed the survey: 93 via scanning a QR code, 1,127 via the WICShopper app and 3,307 via the text message sent out through Qualtrics and the survey link posted on the Missouri WIC Facebook page. It is worth noting participant responses increased significantly after the text message generated through Qualtrics was distributed. As previously mentioned, 824 participants were navigated to the end of the survey if they had not participated in WIC for six months or longer or no one in the household participated in WIC at the time of survey.

Results from the analysis of the survey are presented in this section. Topics were deemed to be an “area for improvement” if a substantial percentage of participants chose the less positive responses, such as being “somewhat dissatisfied” or “extremely dissatisfied.”

RESPONDENT DEMOGRAPHICS

The following section provides an overview of the ways participants self-identified based on WIC participation category, duration of participation in Missouri WIC, education, age and race/ethnicity.

FIGURE 1A. WIC PARTICIPATION CATEGORIES

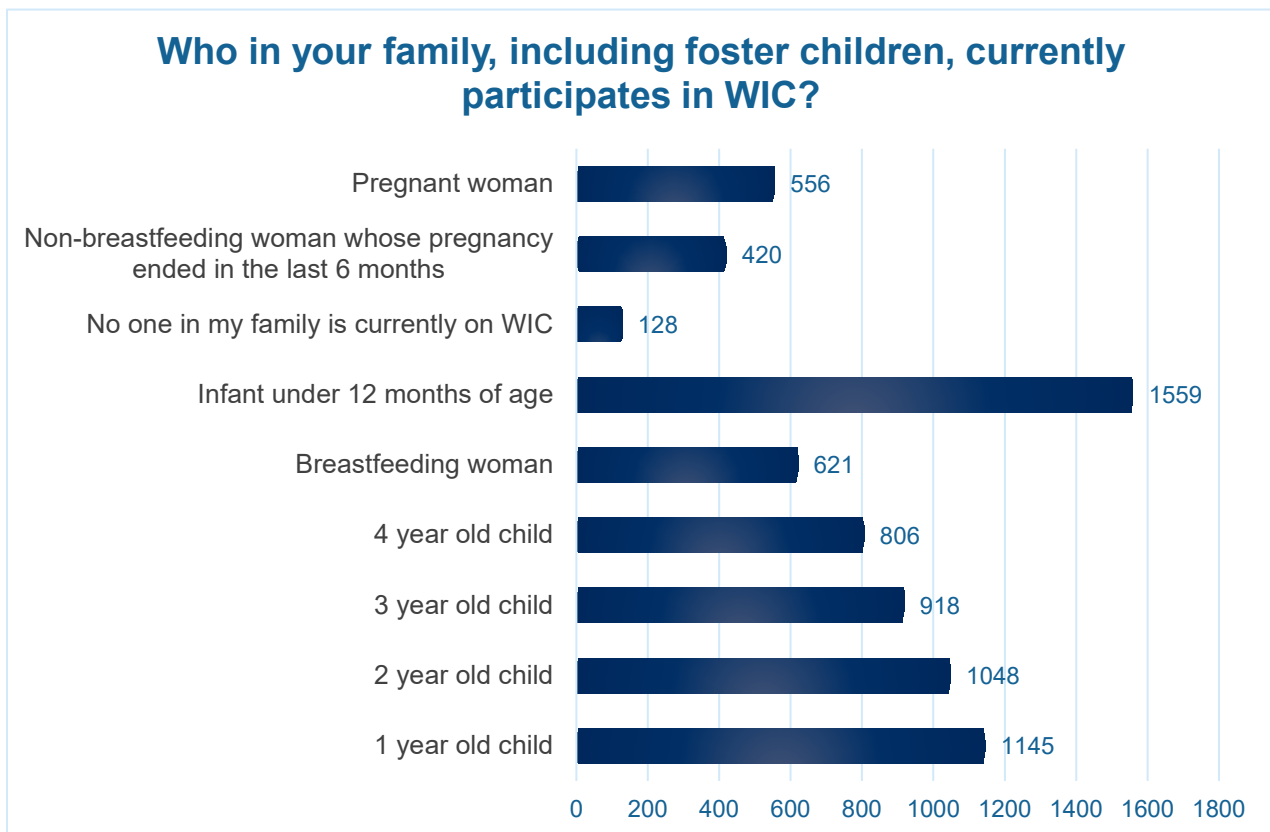
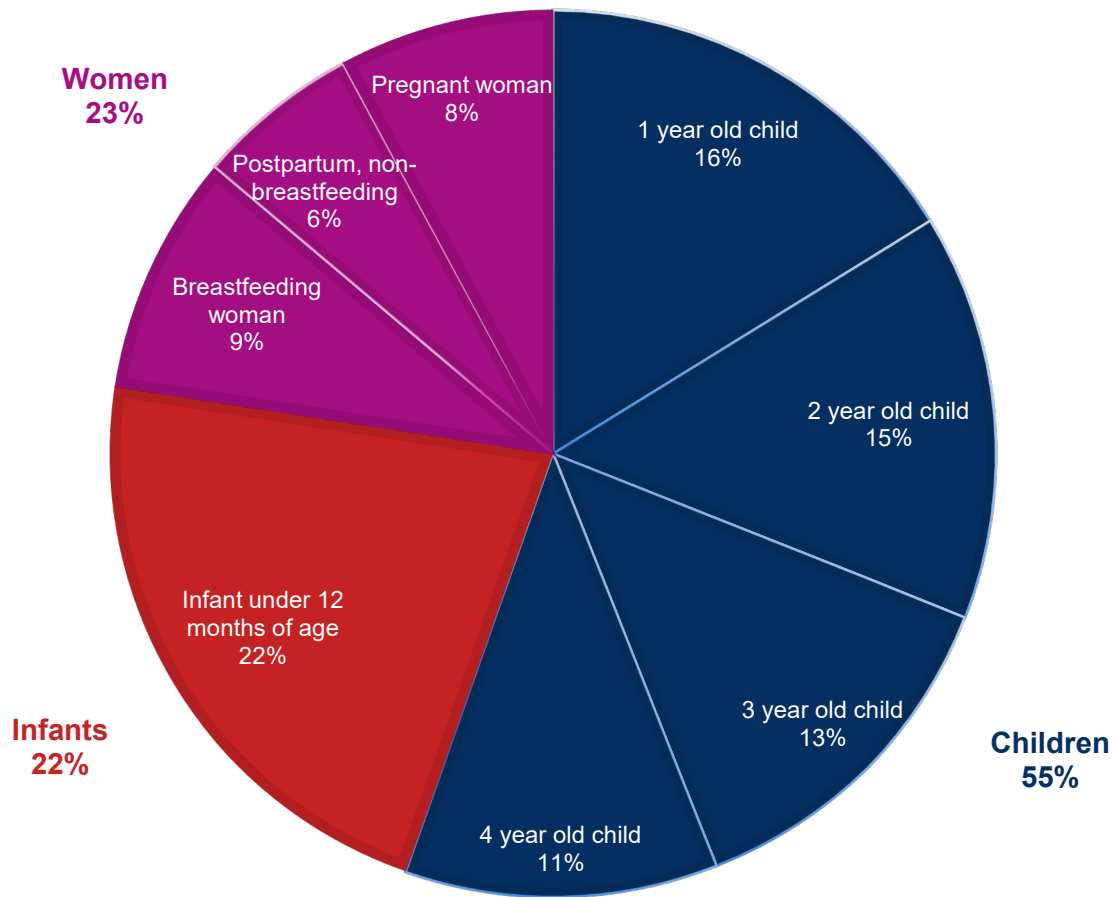


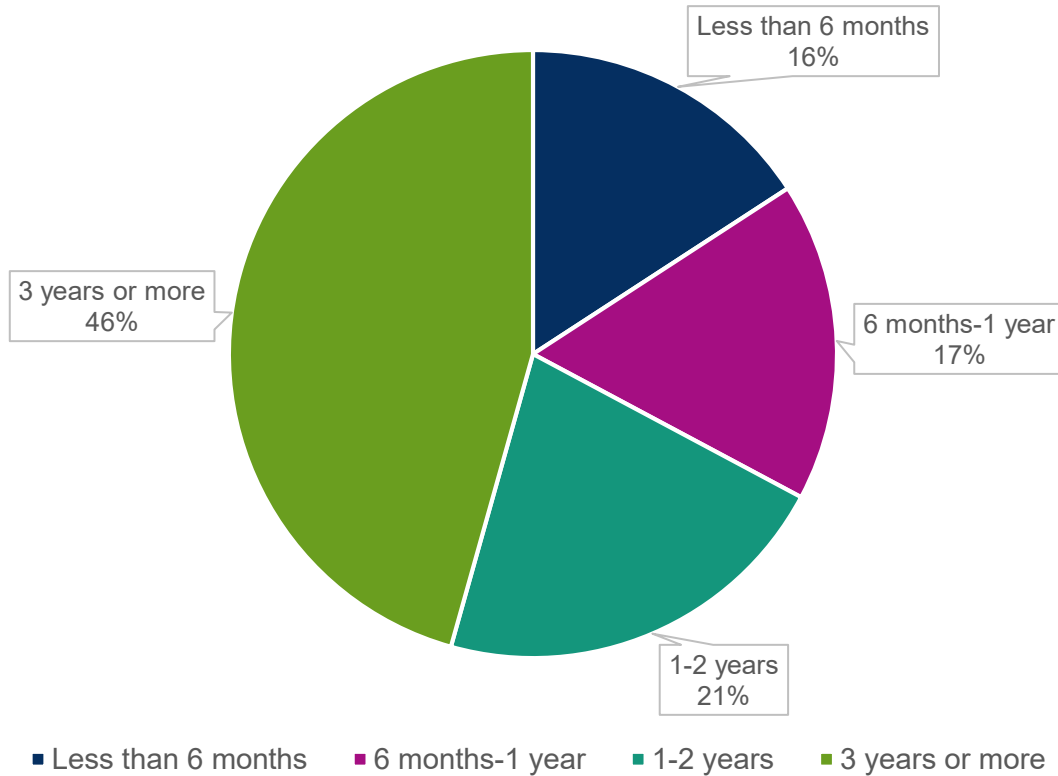
FIGURE 1B. WIC PARTICIPATION CATEGORIES

The FFY 2021 survey first asked participants to indicate their status as parent or guardian, whether they were pregnant or postpartum, currently breastfeeding and the age of their child or children. Figure 1a and Figure 1b shows the categories selected by participants. Out of the 4,527 responses received, 128 participants selected “no one in my family is currently on WIC” and were navigated to the end of the survey. According to Figure 1a, infants under 12 months of age have the highest participation level of any single subgroup. This is consistent with national data. Approximately 1.4 percent of pregnant mothers receiving WIC also had a child under the age of one, which is a slight decrease from 2.7 percent in 2018. However, the number of pregnant women who had a child aged one or older increased from 3.6 percent to 6.3 percent between 2018 and 2021.

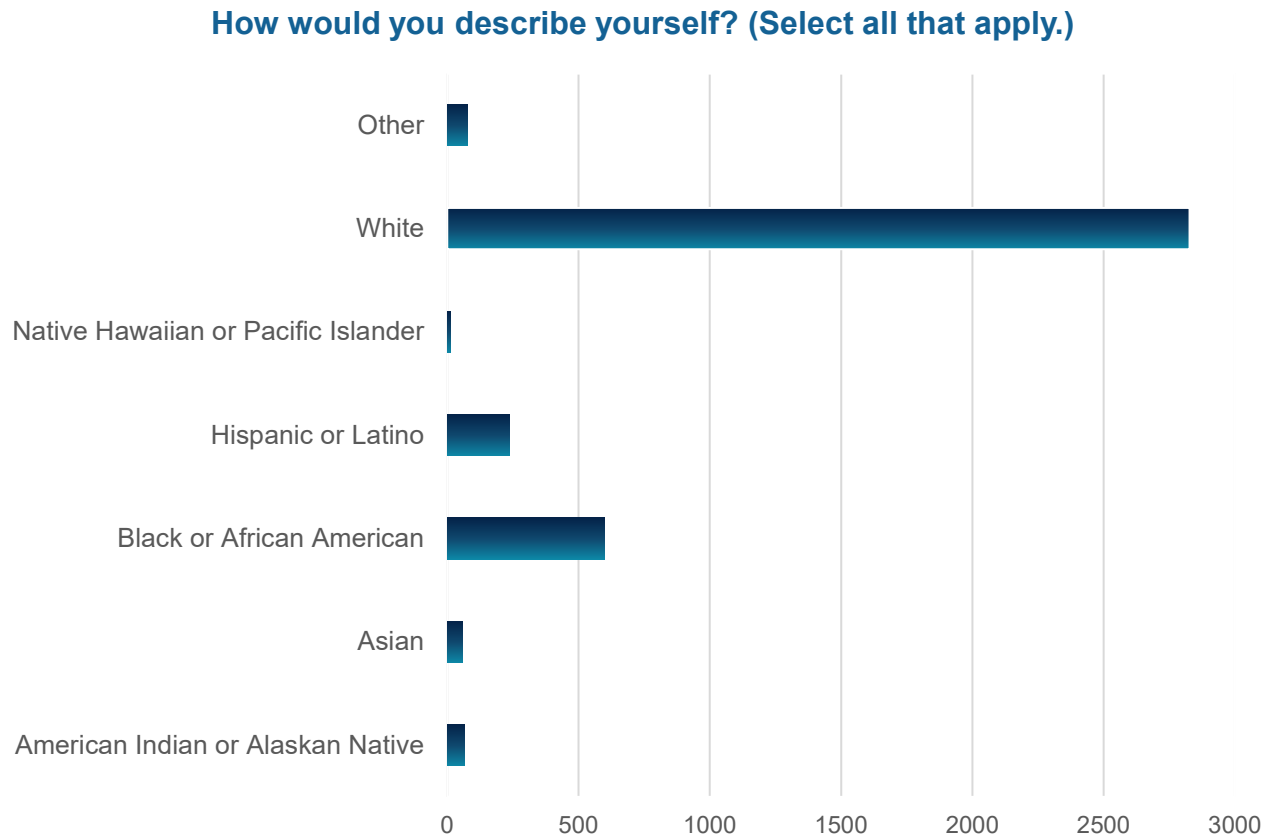
To support participants who are or may be interested in breastfeeding, Missouri WIC has a variety of resources to help promote and encourage the initiation and continuation of breastfeeding. In fact, breastfeeding initiation rates in Missouri have shown noticeable improvement. In 2012, the amount of 6-13 month old infants and children in WIC who initiated breastfeeding was 62.4 percent. As of 2020, this rate increased to 72.2 percent.¹⁰

FIGURE 2. WIC PARTICIPATION DURATION

Overall, how long has your family, including foster children, participated in WIC?



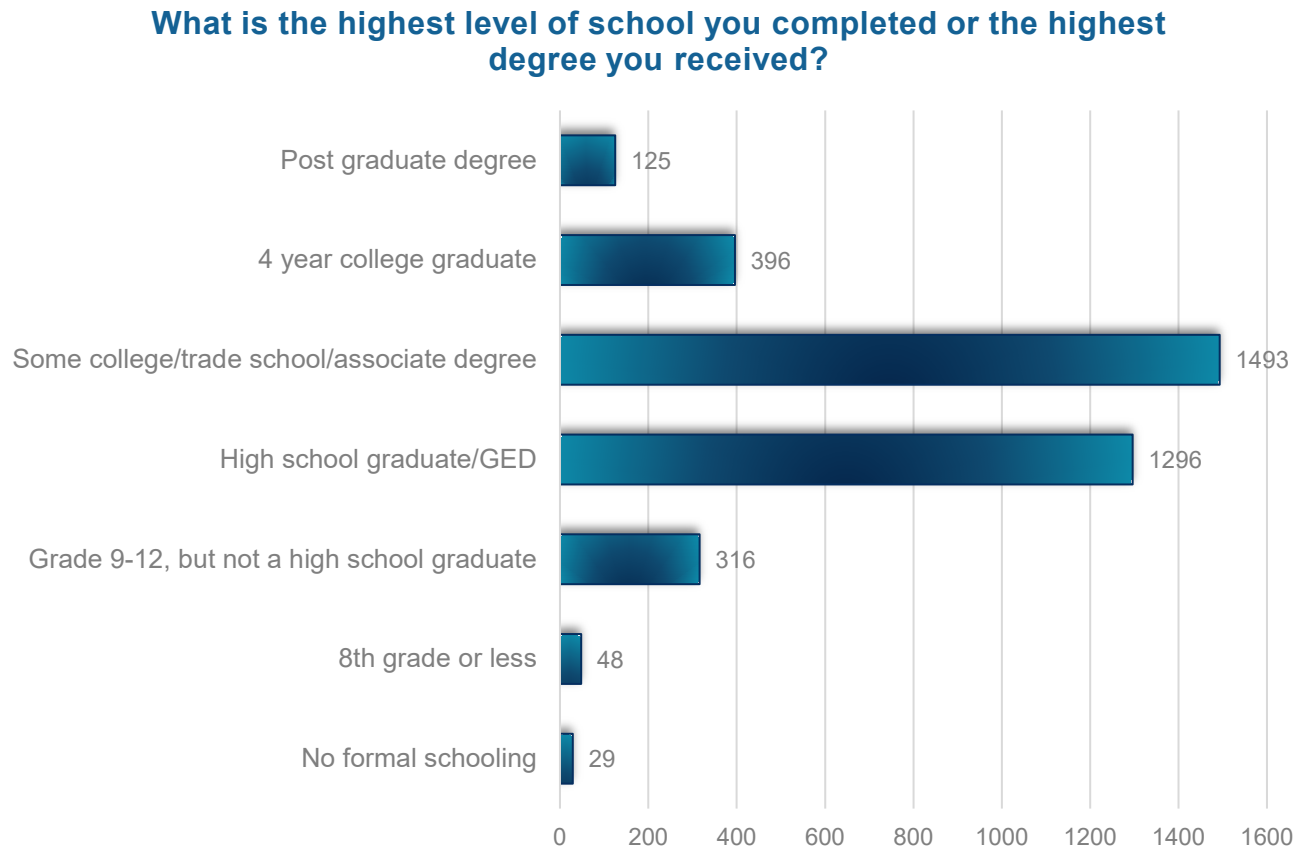
In order to have adequate depth of experience, participants must have been enrolled in WIC for at least six months prior to taking the survey. The 696 participants that selected “less than 6 months” were navigated to the end of the survey. The majority of individuals (45.6%) responded they have participated in WIC for three or more years. Participation spanning one to two years accounted for 21.5 percent of responses compared to 17 percent for those who selected six months to one year.

FIGURE 3. RACE/ETHNICITY

A large number of participants identified as White (76.3%), 16.2 percent identified as Black or African American and 6.4 percent identified as Hispanic or Latino. American Indian or Alaskan Native accounted for 1.8 percent of the responses, Asian was 1.5 percent and Native Hawaiian or Pacific Islander was 0.37 percent. As participants could select more than one option, these percentages are not mutually exclusive.

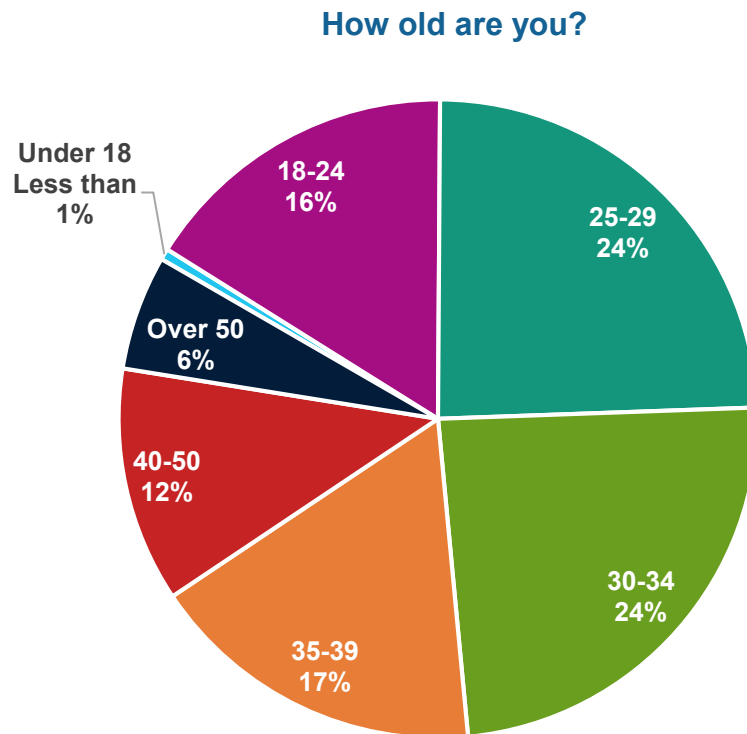
Of those who selected the “other” category, the most common responses received were Bi-racial/Multi-racial and Middle Eastern. Additional, though less common, responses included Bosnian, Irish, Moor and Russian.

Across the United States, Hispanic/Latino individuals had the highest rate of WIC coverage (63%) in 2018 compared to other race and ethnicity groups.¹¹ However, 2018 WIC coverage rates by race and ethnicity varied among each state. Twenty-three states and the District of Columbia reported higher rates of coverage for Hispanic/Latino individuals than non-Hispanic White-only individuals and other non-Hispanic individuals. Twenty-seven states, including Missouri, reported lower rates for Hispanic/Latino individuals (53.4%) than rates for at least one of the other participant categories. Based on the results from the 2021 WIC Participant Satisfaction Survey, this trend in coverage remains accurate.

FIGURE 4. EDUCATION LEVEL

Overall, most participants indicated they have completed high school/GED (34.9%) or some college/Associate's degree (40.3%). Approximately ten percent (10.7%) indicated they have obtained a four-year college degree and 3.3 percent indicated they have received a post graduate degree. More than ten percent (10.6%) of participants ranged from having no formal schooling to less than a high school diploma or GED.

Almost half (45.5%) of the participants who reported they were breastfeeding in Figure 1a have completed some college, trade school or an Associate's degree. Of the participants that selected "post graduate degree" as the highest degree received, 70 percent had one child, 25.6 percent had two children and four percent had three children. Sixteen percent (16%) of these individuals were also breastfeeding.

FIGURE 5. PARTICIPANT AGE

The 2018 Customer Satisfaction Survey Report discovered inconsistencies in responses received for the age of participants, as some parents provided their own age while others provided the age of their child or children. This prevented an analysis from being completed on the data. As a result, the 2021 survey was updated to a multiple choice question, as opposed to an open-ended question, to ensure accurate data collection. The results are displayed in Figure 5.

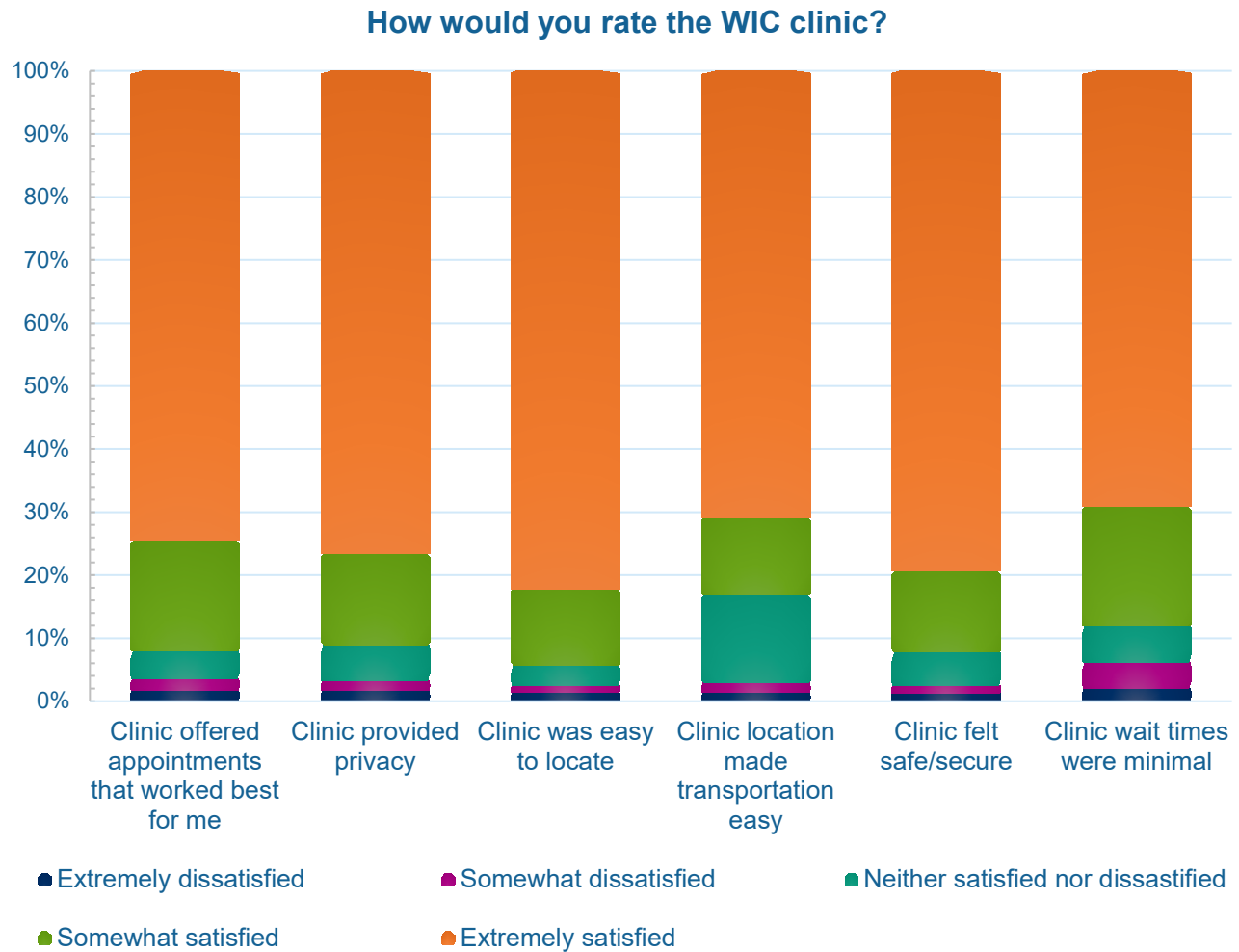
Almost half (48.4%) of the

participants fell between the ages of 25-34. Participants between the ages of 35-50 accounted for 29 percent of respondents and only six percent fell within the over 50 age group. Less than one percent (0.56%) of participants were aged seventeen or under.

WIC SERVICES AND SATISFACTION

The Missouri WIC program provides participants with a number of services related to supplemental food, nutrition education, health care referrals, and breastfeeding promotion and support. The program strives to ensure participant needs and expectations are met on a consistent basis. During this survey, participants were asked to respond to several questions to help determine levels of satisfaction related to the variety of services and support they receive within the program.

FIGURE 6. WIC CLINIC SATISFACTION



Participants were first asked to rate six categories related to their experience with WIC clinics on a five-point Likert scale. As shown in Figure 6, the categories include the following: clinic appointments, privacy, location, safety/security and wait times.

Overall, participant satisfaction with the WIC clinics is high, with no category receiving less than 83 percent satisfaction. Out of the six categories, responses indicated participants were most satisfied with the ease in which it took to locate the clinic. The majority (94%) responded they were “extremely satisfied” or “somewhat satisfied” compared to two percent who indicated they were “extremely dissatisfied” or “somewhat dissatisfied.” The high level of satisfaction with this category has remained stable across the years. Ninety-five percent (95%) of participants in the 2018 Customer Satisfaction Survey reported it was “Easy” or “Very Easy” to get to their WIC clinic.

The second highest category, “clinic felt safe/secure,” received responses indicating 92 percent of participants reported being “extremely satisfied” or “somewhat satisfied.” Again, only two percent of participants responded they were “extremely dissatisfied” or “somewhat dissatisfied” with this category.

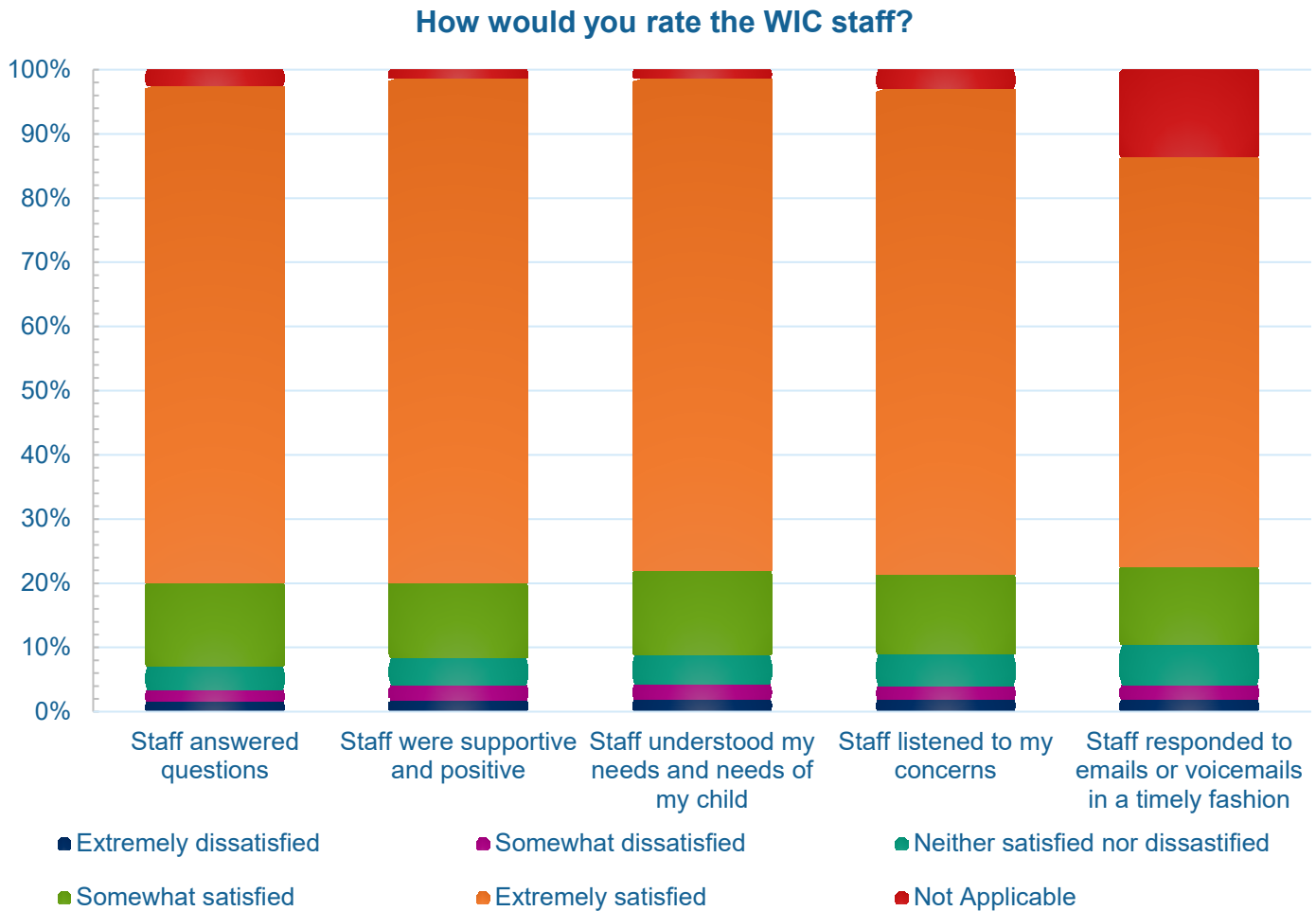
These figures are very similar to the national average of all WIC participants. The 2019 National Survey of WIC Participants study conducted by the USDA Food and Nutrition Service (FNS) released in December 2021 found more than 90 percent of WIC participants were very or somewhat satisfied with the safety of the clinic’s location and the convenience of the clinic’s location.¹²

At the opposite end of the scale, participants indicated they were most dissatisfied with the category “clinic wait times were minimal.” Approximately six percent of participants indicated they were either “extremely dissatisfied” or “somewhat dissatisfied.” This category was followed by “clinic offered appointments that worked best for me” in which four percent of participants responded they were either “extremely dissatisfied” or “somewhat dissatisfied.”

As these two categories have received the most dissatisfaction, it is important to note there may be room for improvement in these areas. Possibilities to improve satisfaction could include increasing availability of remote services. For example, the Vermont Department of Health, Maternal & Child Health Division completed their WIC Active Participant Survey in 2021 and asked participants what they liked best about WIC appointments via telephone.¹³ According to Vermont’s study, 87 percent of their participants reported the most significant benefit was convenience and 63 percent reported it saved time. Additionally, when asked if participants were interested in completing WIC appointments by video, 58 percent responded affirmatively.

Additionally, the National WIC Association (NWA), researchers from the Nutrition Policy Institute (NPI) and Pepperdine University surveyed over 26,000 WIC participants from 12 State WIC agencies about remote services offered during the Covid-19 pandemic.¹⁴ According to their report, 83 percent of respondents indicated remote services allowed them to save time and money on travel and 65 percent indicated remote services prevented them from missing school or work for their appointment. Most importantly, 88 percent of respondents felt the overall quality of WIC services had either improved or remained the same since the beginning of the Covid-19 pandemic with the new remote options.

FIGURE 7. SATISFACTION WITH WIC STAFF



Within this section of the survey, participants were asked to rate WIC staff on a five-point Likert scale regarding a range of topics. When considering all categories, the majority of participants (86.9%) responded they were either “extremely satisfied” or “somewhat satisfied” with WIC staff. The categories “staff answered questions” and “staff were supportive and positive” received the highest levels of satisfaction, both reaching approximately 90 percent. Almost 14 percent of participants responded “not applicable” to the category “staff responded to emails or voicemails in a timely fashion.”

In Missouri’s 2018 Customer Satisfaction Survey, participants were asked if they felt the staff at the WIC clinics were supportive and positive. Approximately 92 percent responded they “always” felt the staff were support and positive. The results from the 2021 Participant Satisfaction Survey are very similar indicating Missouri WIC staff continue to excel in this area.

Missouri WIC’s overall satisfaction with WIC staff (86.9%) is also comparable to national averages. According to the 2019 National Survey of WIC Participants, 95 percent of participants were either very or somewhat satisfied with the customer service offered by staff, staff knowledge and the staff’s ability to speak the participant’s language.¹⁵

Do you have comments to share about your satisfaction with Missouri WIC?

“ I love WIC, the staff are super willing to help with all questions and give advice. It’s really educational on healthy eating for pregnant women and for what kids should eat too. Thank you! ”

“ I enjoy the ladies that work where I use WIC. They are all very friendly and supportive. Super nice as well! They always answer my questions and if they don’t know the answer they find out for me. ”

The categories in which participants indicated the largest amount of dissatisfaction, whether “extremely dissatisfied” or “somewhat dissatisfied,” were “staff understood my needs and needs of my child” (4.24%) and “staff were supportive and positive” (4.19%). When asked what could have increased their overall satisfaction within these categories, written responses related to these categories included additional support, friendlier staff and less perceived judgment.

It is worth noting in the 2018 Customer Satisfaction Survey nine percent (9%) of those who responded to the question, “I feel like the staff at the WIC clinic are judgmental or think negatively of me,” indicated they “always” or “sometimes” felt this way. Compared to the responses received on Figure 7 in the 2021 Participant Satisfaction Survey, levels of dissatisfaction averaged only 3.97 percent across all categories. This may indicate levels of perceived judgement and negative thinking have decreased.

What would have made your overall satisfaction better?

“ If the WIC program would work more with the needs of individual children instead of trying to make everyone stick to a certain timeline. ”

“ If they listened to the needs of my child and were more respectful... ”

FIGURE 8. SATISFACTION OF WIC SERVICES

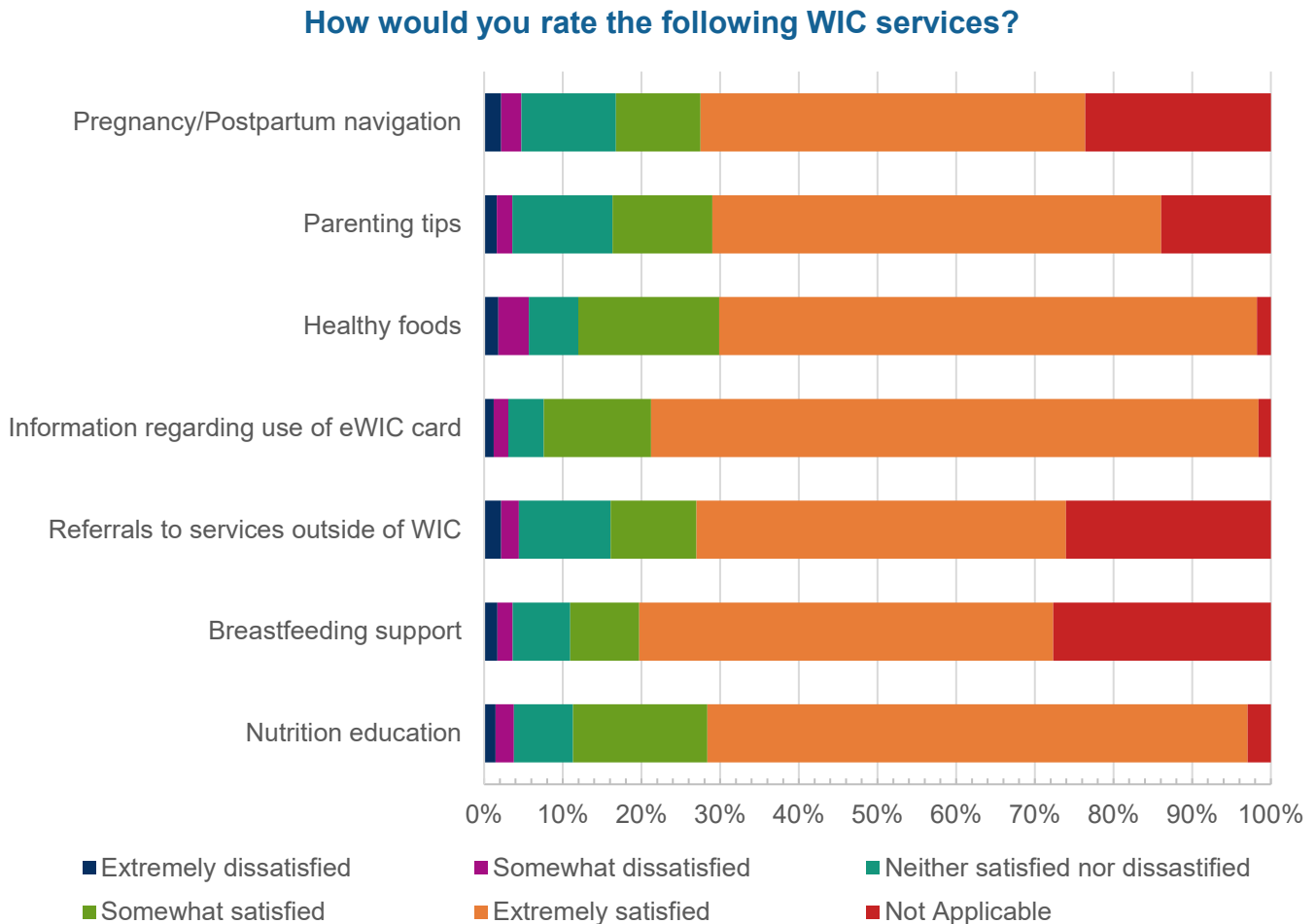
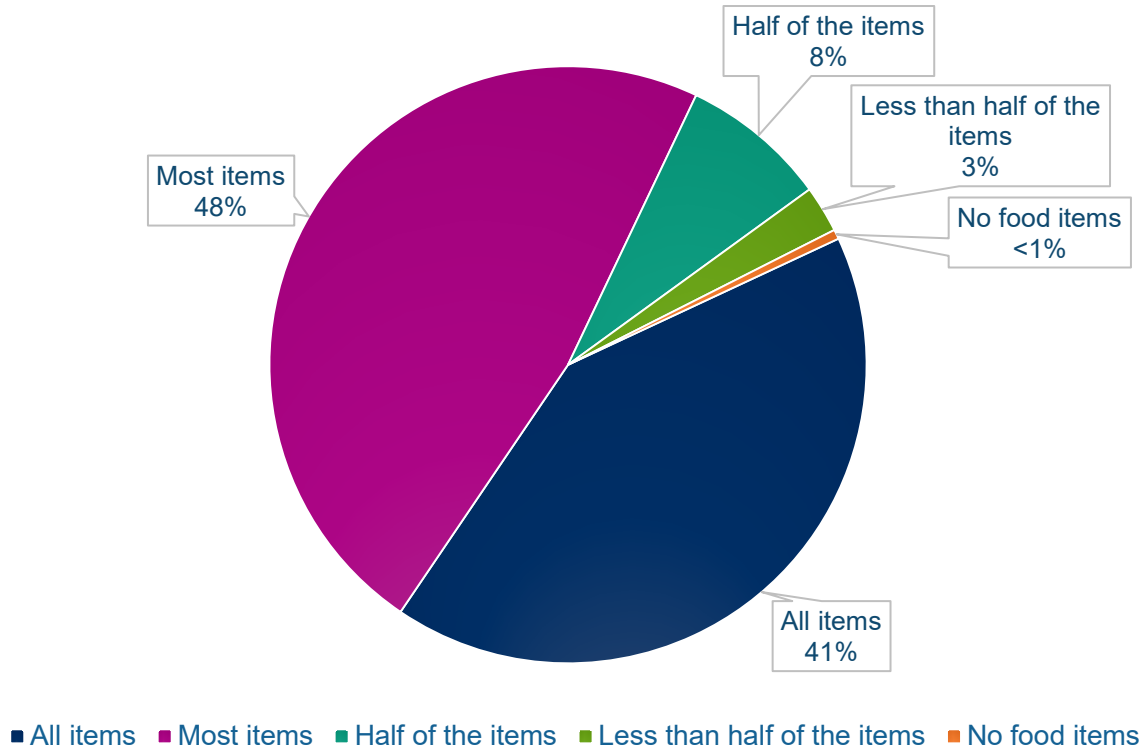


Figure 8 represents the responses participants provided when asked to rate seven services offered by the WIC program on a five-point Likert scale. Participants indicated they were most satisfied, either “extremely satisfied” or “somewhat satisfied” with “information regarding use of eWIC card” (90.8%). In contrast, participants expressed they were most dissatisfied with “healthy foods” (5.67%) and “pregnancy/postpartum navigation” (4.73%).

Approximately 27 percent of participants selected “not applicable” in the “breastfeeding support” category. This can be attributed to a variety of reasons; however, the percentage of participants who did not need any breastfeeding services from WIC has decreased since the 2018 Customer Satisfaction Survey was completed. At that time, 33.4 percent of respondents indicated they did not need any breastfeeding services. This may indicate the number of breastfeeding mothers participating in WIC has increased; therefore, more support is needed. Surveys completed in the future may provide opportunities to examine this topic more in depth.

FIGURE 9. QUANTITY OF FOOD ITEMS PURCHASED

How many food items issued to your family, including foster children, do you normally purchase?



Participants were asked to determine the amount of their food package purchased on a monthly basis. Figure 9 indicates the majority of all participants (48%) purchased most of the items in their assigned food package. Of those who selected the “most items” category, the largest percentage of participants (27.2%) were in the 25-29 age group at the time of the survey. The 25-29 age group also made up the largest percentage of participants (28.6%) who selected “half of the items.”

A considerable number of participants (41%) also indicated they purchased all of the items in their food package. The largest percentage of participants (24.1%) who selected “all items” fell within the 30-34 age group at the time of the survey. Only three percent (3%) indicated they utilized less than half of the items in their assigned food package. Less than one percent (1%) of all participants indicated they do not purchase any food items.

Comparisons between Missouri’s 2018 Customer Satisfaction Survey and 2021 Participant Satisfaction Survey show the percentage of participants who purchase all or most of the food items has remained stable at 88.9 percent and 89 percent respectively. Figure 10 below provides additional information to help WIC staff understand why portions of the food packages were not purchased by participants.

FIGURE 10. REASONS NOT ALL ITEMS WERE PURCHASED

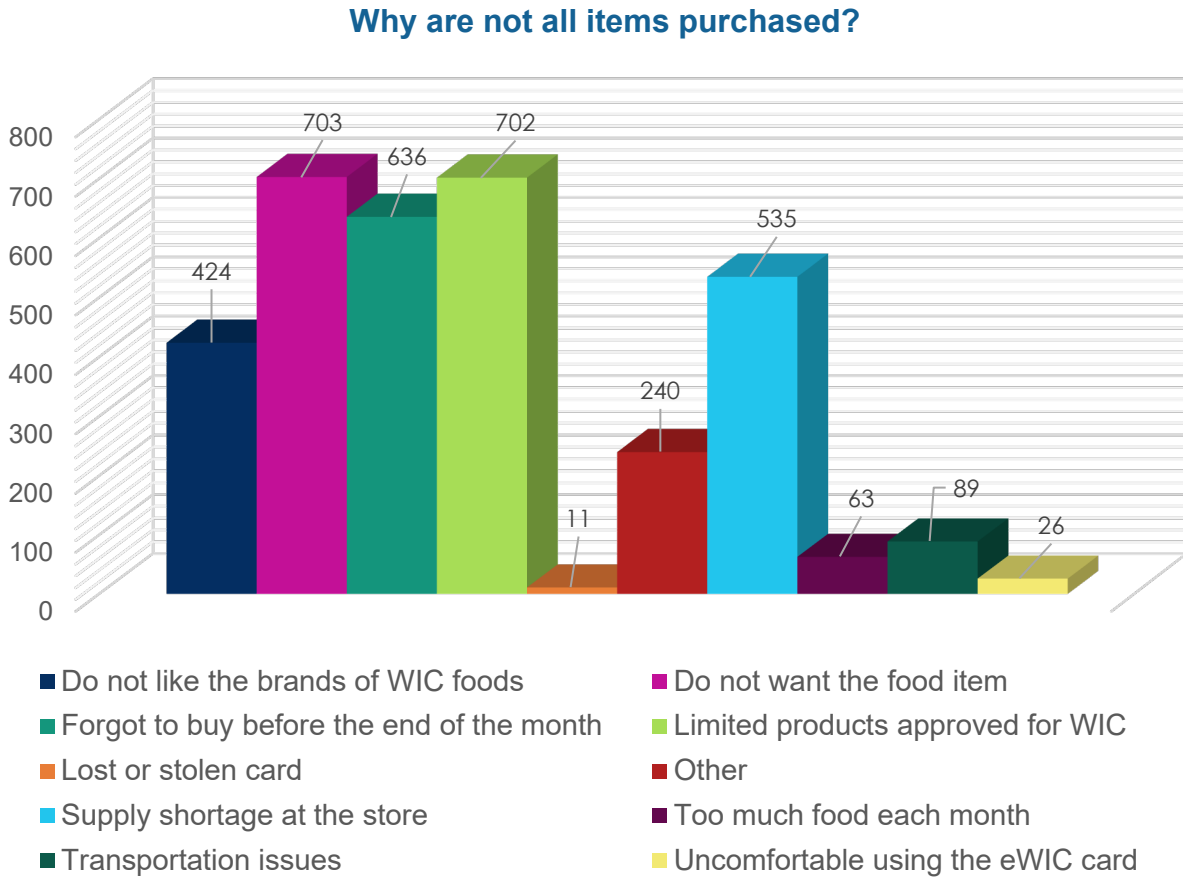


Figure 10 provides a more detailed look at the reasons participants are not purchasing all of their food items. Participants were allowed to select more than one option when responding to this question. The chart reveals the top three reasons all items are not purchased include the following: 1) unwanted food item(s); 2) limited products are approved for WIC; and 3) participants forget to buy the items before the end of the month.

These results are similar to Missouri’s 2018 Customer Satisfaction Survey. At that time, the top three reasons participants did not purchase all food items are as follows: 1) benefits expired before the participant could use them; 2) not all of the food items were needed; and 3) getting to the store was challenging. Between the 2018 and 2021 survey, those who selected transportation issues dropped significantly from 13.6 percent to 2.5 percent respectively.

If participants selected the category “other,” they were given the opportunity to provide written feedback to help further explain why food items were not purchased each month. The most recurring feedback was related to the following:

- Personal preference.
- Food allergies or sensitivities, particularly to peanuts or gluten.
- Excess items that were not needed.
- Retailer supply issues, which included a product being unavailable in the store or finding specific items approved by WIC.

A number of participants expressed they preferred to use alternative checkout methods at retailers, such as grocery pick-up, which made it more difficult to utilize their WIC benefits. Additional common themes in responses included lack of storage in the participant’s personal home for all the food items and issues using the eWIC card. Of those who selected they were uncomfortable using the eWIC card, the largest percentage of participants (38.5%) fell within the 18-24 age group.

FIGURE 11. OVERALL WIC SATISFACTION

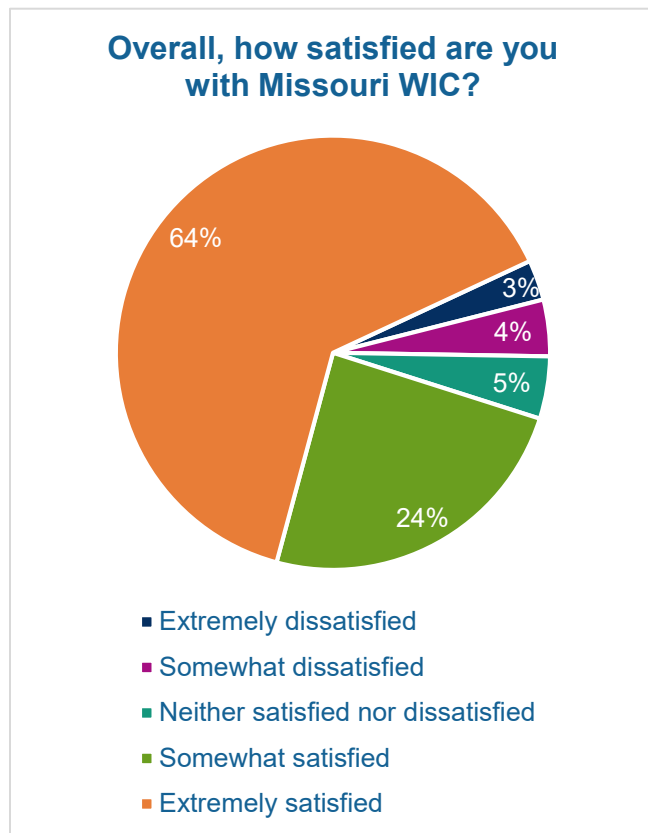


FIGURE 12. WIC RECOMMENDATION

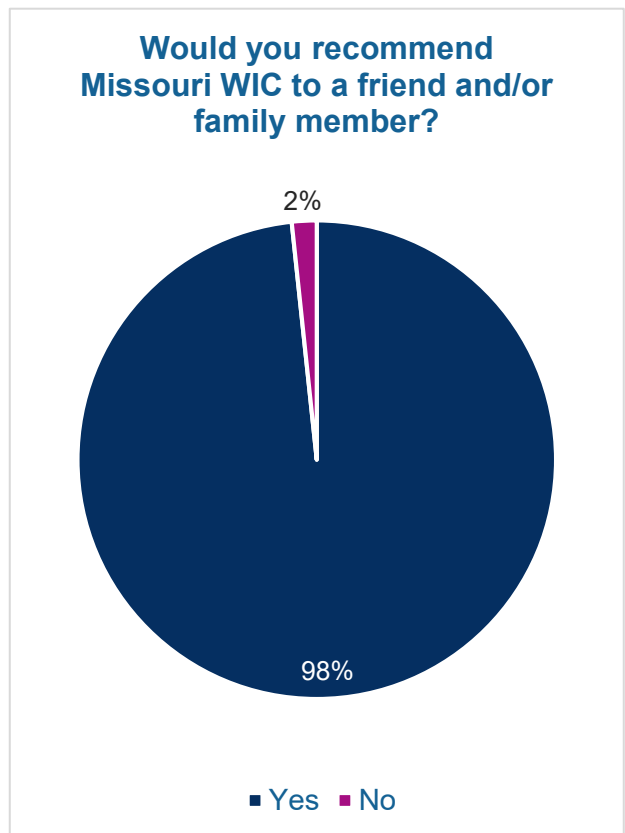


Figure 11 and Figure 12, above, display participants' overall satisfaction with the Missouri WIC program. In Figure 11, participants were asked to rate their overall satisfaction on a five-point Likert scale. Eighty-eight percent of all respondents indicated they were either "extremely satisfied" or "somewhat satisfied" with Missouri WIC. A small percent indicated they were "somewhat dissatisfied" (4%) or "extremely dissatisfied" (3%). Five percent of participants indicated they were "neither satisfied nor dissatisfied." Overall perceptions of the Missouri WIC program have remained high since the 2018 Customer Participation Survey during which time 82.2 percent of all respondents expressed the services they received were "excellent."

Almost all of the participants who completed the survey indicated they would recommend WIC to a friend or family member, as shown in Figure 12. This is a positive indication the Missouri WIC program is meeting expectations and helping individuals receive support with supplemental food, health care referrals, nutrition education, breastfeeding promotion and more. It is also important to note, two percent of the participants responded they would not recommend Missouri WIC to a friend or family member. This indicates there is still room for improvement and growth within the program. As always, Missouri WIC strives to continue safeguarding the health of low-income women, infants and children.

KUDOS FROM PARTICIPANTS

- “I love the support offered by WIC. I've been a formula mom and a breastfeeding mom and both experiences were positive at WIC. They offer nothing but support and they help in any way they can. In my younger years with my formula fed babies I couldn't have made it without WIC. And with my last baby, being a new breastfeeding mom, the support offered by WIC was top notch. Truly appreciate this organization.”
- “The staff at the Park Hills St Francois County Office are so friendly and so good to me and my daughter. Last time we were there they were giving out early reading books and my daughter absolutely loved that. I wish they would do stuff like that more often.”
- “Cole County WIC office is amazing! They are so kind and helpful!”
- “Missouri WIC is so helpful. My family would have struggled trying to get the food my son needs.”
- “I absolutely love the WIC program. It promotes healthy pregnancy and young children which is super important. A lot of first time mothers do not even utilize this because they do not think that they qualify!”
- “Everyone at the Shelby County health department is always friendly and very helpful. I love going to them and they answer all my questions”
- “I love how supportive they have been from my first born until my youngest and they have helped me achieve their excellent health”
- “Yes the staff at the north oak branch are so friendly and nice and professional and the service is always fast I love visiting there for my appointment”
- “We are grateful to have such an extraordinary team helping to keep our family safe and healthy.”
- “I love WIC, the staff are super willing to help with all questions and give advice. It's really educational on healthy eating for pregnant women and for what kids should eat too. Thank you!”
- “The staff at the Joplin office are very kind and helpful. You can tell that they enjoy their jobs and they work well with each other.”
- “Kim and Sasha at the WIC office in Troy are great! I've mostly met with Kim in the office and she's always so kind and professional. I've spoken with Sasha over the phone and she is also polite and professional. Both are extremely helpful when I have questions regarding nutrition and development of our infant.”
- “Everyone in my WIC office has always been so nice and helpful. They provide all the help I could ever want and need. Thanks so much for being the support I have needed.”

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APPENDIX A : SURVEY

Default Question Block

Welcome! This survey will ask questions regarding your general satisfaction of the WIC program in several areas. Missouri WIC would appreciate that you answer all the questions in full. This survey will take about 5-10 minutes to complete. We appreciate your valuable time!



Click the blue "Next" button to continue.

Agency Block

Which Missouri WIC agency do you visit most frequently?

Which Missouri WIC agency do you visit most frequently? (To help us identify your WIC Agency, please provide any information such as address, zip code, or county name)

Demographics

Who in your family, including foster children, currently participates in WIC? (Select all that apply.)

Pregnant woman

- Breastfeeding woman
- Non-breastfeeding woman whose pregnancy ended in the last 6 months
- Infant under 12 months of age
- 1 year old child
- 2 year old child
- 3 year old child
- 4 year old child
- No one in my family is currently on WIC

Overall, how long has your family, including foster children, participated in WIC? (Please count all pregnancies and children.)

- Less than 6 months
- 6 months-1 year
- 1-2 years
- 3 years or more

How would you describe yourself? (Select all that apply.)

- American Indian or Alaskan Native
- Asian
- Black or African American
- Hispanic or Latino
- Native Hawaiian or Pacific Islander
- White
- Other:

What is the highest level of school you completed or the highest degree you received?

- No formal schooling
- 8th grade or less
- Grade 9-12, but not a high school graduate
- High school graduate/GED
- Some college/trade school/associate degree
- 4 year college graduate

Post graduate degree

How old are you?

- Under 18
 18-24
 25-29
 30-34
 35-39
 40-50
 Over 50

Satisfaction Questions

How would you rate the WIC clinic?

	Extremely dissatisfied	Somewhat dissatisfied	Neither satisfied nor dissatisfied	Somewhat satisfied	Extremely satisfied
Clinic offered appointments that worked best for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clinic provided privacy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clinic was easy to locate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clinic location made transportation easy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clinic felt safe/secure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clinic wait times were minimal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How would you rate the WIC staff?

	Extremely dissatisfied	Somewhat dissatisfied	Neither satisfied nor dissatisfied	Somewhat satisfied	Extremely satisfied	N/A
Staff answered questions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Extremely dissatisfied	Somewhat dissatisfied	Neither satisfied nor dissatisfied	Somewhat satisfied	Extremely satisfied	N/A
Staff were supportive and positive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Staff understood my needs and needs of my child	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Staff listened to my concerns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Staff responded to emails or voicemails in a timely fashion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How would you rate the following WIC services?

	Extremely dissatisfied	Somewhat dissatisfied	Neither satisfied nor dissatisfied	Somewhat satisfied	Extremely satisfied	N/A
Nutrition education	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Breastfeeding support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Referrals to services outside of WIC	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information regarding use of eWIC card	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Healthy foods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parenting tips	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pregnancy/Postpartum navigation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Multiple choice

How many of the food items issued to your family, including foster children, do you normally purchase?

- All items
- Most items
- Half of the items
- Less than half of the items
- No food items

Why are not all items purchased? (Select all that apply)

- Transportation issues
- Lost or stolen card
- Do not want the food item
- Uncomfortable using the eWIC card
- Do not like the brands of WIC foods
- Limited products approved for WIC
- Supply shortage at the store
- Forgot to buy before the end of the month
- Too much food each month
- Other:

Overall, how satisfied are you with Missouri WIC?

Extremely
dissatisfied

Somewhat
dissatisfied

Neither satisfied
nor dissatisfied

Somewhat
satisfied

Extremely
satisfied

What would have made your overall satisfaction better? (Fill in the blank.)

Would you recommend Missouri WIC to a friend and/or family member?

- Yes
 No

Why would you not recommend Missouri WIC to a friend and/or family member? (Fill in the blank)

Would you change anything about Missouri WIC to improve your overall satisfaction?

- Yes (fill in the blank)
 No comments

Do you have comments to share about your satisfaction with Missouri WIC?

- Yes (fill in the blank)
 No comments

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