



Federal Fiscal Year 2012 Missouri WIC
Customer Satisfaction Survey:
Summary Report

April 2014



Section for Healthy Families and Youth
Division of Community and Public Health
Department of Health and Senior Services

Preface

This document summarizes the key findings from the Federal Fiscal Year 2012 (FFY 2012) WIC Customer Satisfaction Survey. Results are given for English Language Survey participants and Non-English Language Survey participants.

Missouri Department of Health and Senior Services

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Acknowledgments

A heartfelt thank you to the WIC participants who took the time to complete the survey. Your feedback will help the WIC program to improve services for Missouri mothers, caregivers, and their children.

The deepest gratitude is expressed to local WIC agency staff who distributed the surveys to participants, worked with interpreters when necessary, and returned the completed surveys to the state office in a timely manner.

Thanks also to the lead survey coordinator, Debby Hanlon, of the Missouri Department of Health and Senior Services (DHSS), Bureau of WIC and Nutrition Services, who organized the survey and coordinated distribution and data management, and Christy Inskip, MPH, CHES, of the DHSS, Office of Epidemiology, for the initial data analysis.

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Additionally, thank you to the University of Missouri-Columbia, Sinclair School of Nursing, for development of the original 2006 Missouri WIC Mother-Caregiver Satisfaction Survey, which has served as a template for subsequent reports, and to Joe Stockbauer, who provided guidance in developing the original sampling methodology, when he worked for the Missouri Department of Health and Senior Services (DHSS), Bureau of Health Informatics.

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Executive Summary

The Missouri WIC program provides health screening and risk assessment, nutrition education and counseling, breastfeeding promotion and support, referrals to health, welfare, and social service programs, and checks for supplemental foods. These services are provided through local WIC providers to pregnant women, postpartum women, infants, and children up to five years of age who are at nutritional risk, based on medical and income eligibility.

In the last ten years, the Missouri WIC program has seen a significant increase of WIC participants whose first language is not English. It has been realized that effective communication between health care providers and program participants is vital during the entire process of service in order to achieve the program's goals. In an effort to estimate the impact of language background on customer satisfaction and meet the needs of different cultural groups, the Missouri WIC program conducted a survey in Federal Fiscal Year (FFY) 2006 and repeated it in FFY 2008 and FFY 2010 in order to verify the results. Missouri WIC again repeated the survey in FFY 2012, to compare the results to the previous years.

Survey results over four years have established that the language background of WIC participants has an impact on the effectiveness of the WIC program. As communication occurs throughout the process of service administration (application, health and nutrition assessment, nutritional education and counseling, etc.), the mutual understanding of the participants and the nutritionists is critical. The survey findings suggest that language barriers may cause some WIC participants to feel that certain program processes were "Difficult" or "Somewhat difficult."

In the FFY 2006, FFY 2008, FFY 2010, and FFY 2012 surveys, majorities of English Language Survey (ELS) participants and Non-English Language Survey (NELS) participants described the application process, the health assessment process, and the nutrition assessment process as "Easy." However, the percentages of NELS participants who found these processes "Somewhat difficult" or "Difficult" were consistently higher than those of ELS participants in each of the four years. Additionally, the percentage of NELS participants who "Sometimes" or "Never" understand the words used by WIC staff was higher than that of the ELS participants. In all four survey years, a majority of ELS and NELS participants described the services they received from the WIC program as "Excellent." From FFY 2008 through 2012, the percentages of ELS and NELS participants who rated the WIC services as "Excellent" or "Good" increased from 95.0% to 98.0% and 91.0% to 98.6%, respectively, with no statistical difference between groups, and both approaching 100%.

Overall, both ELS and NELS participants in FFY 2006, 2008, 2010, and 2012 were very satisfied with most aspects of the WIC program. Table 1 summarizes selected survey results on some aspects of the WIC program in FFY 2012. Areas are considered to be in need of improvement if more than 20% of participants from either or both groups chose the less positive responses, such as "Somewhat difficult," "Difficult," "Sometimes" or "Never," as indicated in the "Comments" column (Table 1).

One or more language groups of NELS participants chose less positive responses for the following areas: the application process, health assessment process, nutrition assessment process, nutrition education, access to the Internet, WIC staff using words that are understood, cashiers at the WIC store or pharmacy being helpful, and store having desired WIC foods. The areas specifically identified as needing additional attention and effort include: WIC vendors, communication between WIC staff and participants whose first language is not English, and nutrition education.

Table 1. FFY 2012 WIC Customer Satisfaction Survey: Summary Results by English Language Surveys (ELS) and Non-English Language Surveys (NELS).

Topic	Response	ELS	NELS	Comments
Application & Education Processes				
Application process	Easy	93.5%	85.9%	> 20% of the participants who completed Bosnian, Somali, and Vietnamese surveys said that the application process was “somewhat difficult” or “difficult.”
Health assessment process	Easy	92.3%	87.0%	> 20% of the participants who completed Bosnian, Somali, and Vietnamese surveys said that the health assessment process was “somewhat difficult” or “difficult.”
Nutrition assessment process	Easy	91.3%	85.5%	> 20% of the participants who completed Arabic, Bosnian, Somali, and Vietnamese surveys said that the nutrition assessment process was “somewhat difficult” or “difficult.”
Nutrition education	Helpful	87.8%	91.9%	> 20% of the participants who completed Somali surveys said that the nutrition education was “somewhat helpful” or “not helpful.”
Nutrition education method	Talk to a nutritionist at the WIC clinic	57.5%	63.2%	None.
Access to the internet	Home, school/work, public library	88.7%	56.2%	> 20% of the participants who completed Bosnian, Russian, Somali, Spanish, and Vietnamese surveys said that they did not have access to the Internet.
Pictorial WIC food list	Easy to understand	92.4%	92.2%	None.

Topic	Response	ELS	NELS	Comments
WIC Staff and Vendors				
WIC staff use words I understand	Always	94.8%	83.9%	> 20% of the participants who completed Arabic, Bosnian, Somali, and Vietnamese surveys said that they “sometimes” or “never” understand the words used by WIC staff.
WIC staff are helpful	Always	95.5%	95.5%	None.
WIC Staff and Vendors (continued)				
Cashiers at WIC store or pharmacy are helpful	Always	69.5%	73.8%	Low compared to other results. > 20% of the participants who completed Arabic, Bosnian, English, Somali, Spanish, and Vietnamese surveys said the cashiers at the WIC store or pharmacy are helpful “sometimes” or “never.”
Store has desired WIC foods	Always	60.1%	72.6%	Low compared to other results. > 20% of the participants who completed Arabic, Bosnian, English, Russian, Somali, Spanish, and Vietnamese surveys said the WIC store they shop at has the WIC foods they want “sometimes” or “never.”
WIC Checks				
Use all WIC checks	Always	79.5%	93.1%	> 20% of the participants who completed English surveys said they use all the WIC checks they are given “sometimes” or “never.”
Why are all WIC checks not used? (from participants who said they did not use all the WIC checks)	Check expires before I can use it	42.4%	43.3%	None.
	Forget to use the last check	38.9%	25.6%	None.
	Checks were lost or stolen	7.4%	16.7%	Checks lost or stolen replaced “Getting to the store is a problem for me” among NELS respondents. Getting to the store remained a greater problem for ELS respondents (14.4%).
	Would like to receive fewer checks = “Yes”	47.3%	42.0%	Differences were not statistically significant.

Topic	Response	ELS	NELS	Comments
Favorite Things and Hard Requirements				
Three most favorite things about WIC	Both ELS and NELS participants: 1) Checks for healthy foods, 2) Information on healthy eating and lifestyle, and 3) Checks for infant formula.			
Three hardest requirements from WIC	ELS participants: 1) bringing in children, 2) attending nutrition education sessions, and 3) keeping appointments. NELS participants: 1) keeping appointments, 2) completing forms, and 3) bringing in children.			
Overall Satisfaction				
WIC services	Excellent or good	98.0%	98.6%	None.

Introduction

The Special Supplemental Nutrition Program for Women, Infants and Children (WIC) is federally funded and administered by the United States Department of Agriculture (USDA). The Missouri WIC Program is administered by the Missouri Department of Health and Senior Services (MDHSS), Division of Community and Public Health, Section for WIC and Community Nutrition Services. The Missouri WIC program provides health screening and risk assessment, nutrition education and counseling, breastfeeding promotion and support, referrals to health, welfare, and social service programs, and checks for supplemental foods. These services are offered through local WIC providers and are free to pregnant women, postpartum women, infants, and children up to five years of age who are at nutritional risk, based on medical and income eligibility. : In Federal Fiscal Year (FFY) 2012 (October 2011- September 2012) the Missouri WIC average monthly caseload for women was 36,272; infants, 37,635; and children, 71,993 for a total of 145,900.¹

In an effort 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 and again in FFY 2012, in order to verify the survey results and compare the results between the three years. 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".²

Purpose

The purposes of the survey are: a) to determine how Missouri WIC can improve service for non-native English speaking participants; b) to determine how service needs differ between English and non-native English speaking participants; and c) to determine how service needs

differ among specific language groups of native and non-native English speaking participants.

Limitations

The state office was very thorough with translations; however, some of the participants spoke different dialects than presented in the translated surveys. Specific languages mentioned were Arabic and Russian. Local agencies reported that the survey was time consuming to complete, even more so for those participants who were illiterate and completed the survey with the help of interpreters. Two months were allotted for data collection; however, many agencies thought they could have collected more “other languages” surveys if given more time, preferably six months. However, participants are certified every six months. The time period of two months was chosen to coincide with the distribution of checks every other month. Due to time constraints, a longer data collection period was not feasible, but will be taken into consideration for future studies.

Two local WIC providers, Samuel Rodgers Health Center and Pettis County Health Center, were granted permission to allow participants who spoke other languages or their interpreters the option to complete the survey in English or their own native language. The participant’s language, e.g., Russian, was written on the top right corner of the English survey. As a result, these two local WIC providers collected more “other languages” surveys.

Unfortunately, all 275 completed surveys from Samuel Rodgers Health Center were lost during shipment to the state office. Efforts to track the package and recover the surveys were exhaustive but unsuccessful. As a result, English and Spanish responses were reduced by approximately 5%. Arabic, Somali and Vietnamese surveys were reduced by approximately 20% to 80%, below the numbers requested and completed (Table 2).

Table 2. Response rates of completed surveys by language.

Language	Requested Surveys	Returned Surveys	Response Rate*
Arabic	135	82	60.7%
Bosnian	40	29	72.5%
English	630	602	95.6%
Russian	50	49	98.0%
Somali	155	20	12.9%
Spanish	700	543	77.6%
Vietnamese	90	32	35.6%
Total	1,800	1,357	75.4%

* Response rates for Arabic, English, Somali, Spanish and Vietnamese reflect completed surveys lost in transit

Methods

Sample Size

In order to select representative samples of WIC participants by native languages spoken, a language summary report was obtained from the Missouri WIC Information Network System (MOWINS), which collects the language spoken by each participant,³ and verified as accurate by local providers' first-hand knowledge of their clients. Participants who spoke the following languages were invited to participate in the survey: Arabic, Bosnian, English, Russian, Somali, Spanish, and Vietnamese. Data were collected from the participant or guardian at the time of WIC certification and entered into MOWINS by WIC staff.

Using the MOWINS language summary report, 20 WIC providers were selected to participate in the FFY 2012 WIC Customer Satisfaction Survey, based on the number of participants who spoke various languages. The total sample size needed was estimated to be 1,800 surveys.

Survey Instrument

The original survey instrument was developed for FFY 2006 by a consultant at the Sinclair School of Nursing, University of Missouri-Columbia and the Missouri WIC Cultural Competency Team, comprised of state 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 (see Appendix 1 for the English language survey. Copies of other language surveys may be obtained through the contact information on p.3). The same survey was distributed for FFY2012 as in FFY 2010.

Data Collection

Survey packets were mailed to each of the 20 participating local WIC providers in June 2012. The packets included the following: cover letter, survey instructions, tally sheet that indicated the number of surveys per language to be collected, and hard copies of the survey in English and other languages based on the MOWINS language data report. The number and language of surveys sent to the local WIC providers varied according to their individual sample size determined by the estimates (see Appendix 2 for distribution of surveys by language and local WIC provider).

The survey was anonymous and participation was voluntary. The self-administered questionnaire included 21 questions, including 6 multiple-response questions, and was distributed to a convenience sample of WIC participants who spoke specific languages. WIC personnel were instructed to invite mothers or caregivers of WIC children or infants who spoke the languages listed on WIC Inventory and Tally Sheets. Participants were invited to join the study based on their native language, but were allowed to complete the survey in any

available language they preferred. Some illiterate participants completed the survey with the help of an interpreter. Participants who completed the survey must have been enrolled in WIC for at least 6 months prior to taking the survey, in order to have adequate depth of experience from which to answer the questions. Each local WIC provider mailed their completed surveys to the state office in an addressed pre-paid envelope by August 24, 2012.

Data Entry and Analysis

Data entry was conducted by WIC and Nutrition Services staff and analysis was conducted by Office of Epidemiology staff. Data were entered into a Microsoft Access database, which was later imported into SPSS, v.20 or SAS, v.9.3, for analysis, and Excel 2007 for most graphs and tables. Frequencies were run for each response to each survey question by individual languages and by an English/non-English grouping (see Appendices 3 and 4 for tabular results and Appendix 5 for charts). Multiple-response patterns are presented as tables in Appendix 6. Associations between English Language Survey (ELS) and Non-English Language Survey (NELS) responses were evaluated by chi-squared test, using Fisher's Exact Test for statistical significance.

Response

All local providers invited to participate in the survey did so (20/20, 100%), and the overall survey response rate was 75.4% (1,357/1,800) (Appendix 2). Please refer to Table 2, above, for the distribution of completed surveys by language. All 20 local WIC providers collected English surveys and all but one collected Spanish surveys, comprising a considerable Spanish speaking population, of 40% of the returned surveys. The Arabic, Bosnian, Somali, and Vietnamese survey participants were mainly from Kansas City and St. Louis City, the major urban centers of Missouri. Most people who completed an English Language Survey (ELS) spoke English as their first language, and most people who completed a Non-English Language Survey (NELS) were not native English speakers.

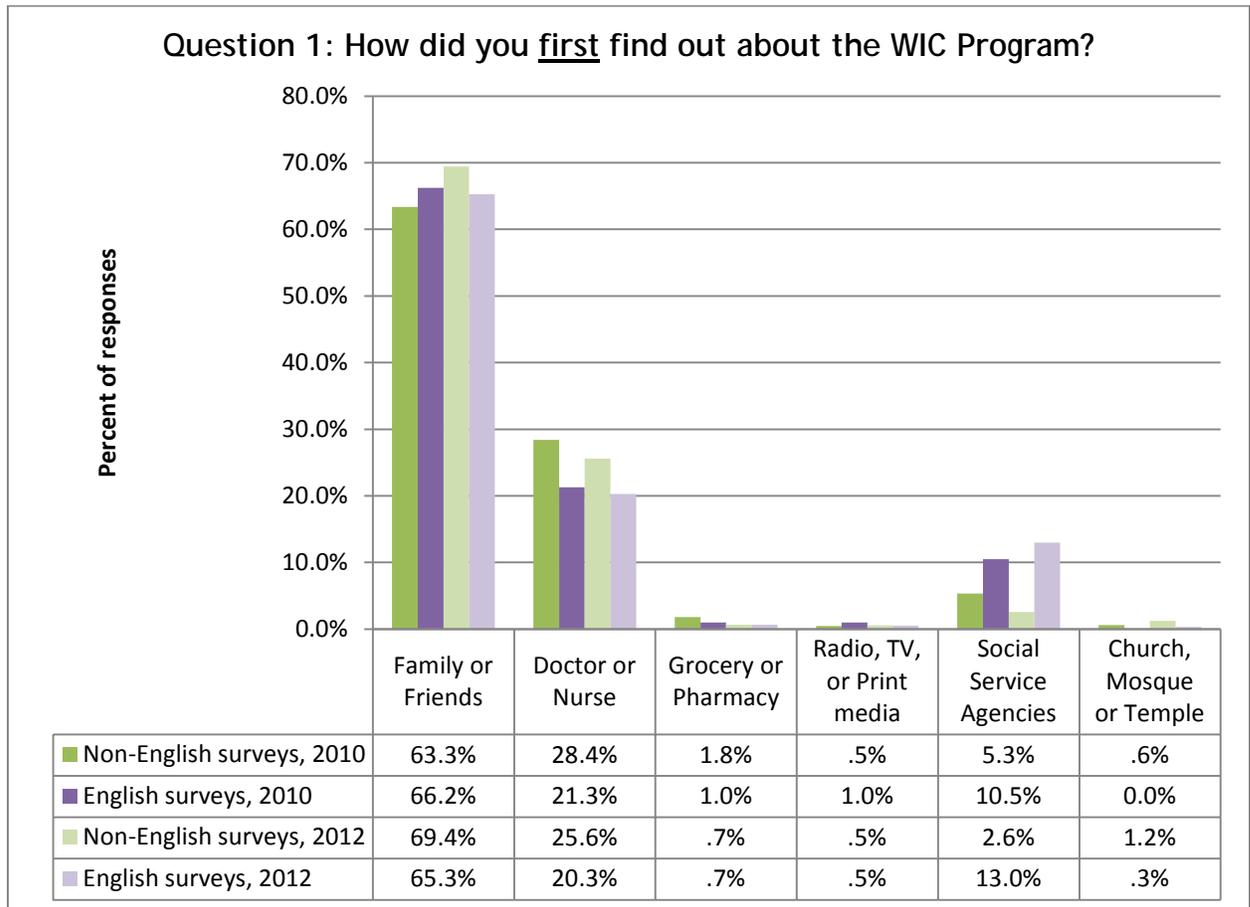
Results and Discussion

Results from the analysis of the English Language Surveys (ELS) and Non-English Language Surveys (NELS) are presented in this section. Tabular data for the graphs presented in this section are listed in Appendix 3 (ELS/NELS) and Appendix 4 (individual languages). Topics were deemed to be an "area for improvement" if more than 20% of participants chose the less positive responses, such as "somewhat helpful" or "not helpful." Data were also analyzed by individual language surveys. Charts with information about individual language results are available in Appendix 5.

The multiple-response tables in Appendix 6 show responses concatenated across all choices, considering all possible combinations of choices (A only, B only, A, C and D, D and F, and so on). This highlights any patterns that may exist in the groups' responses, providing more information about respondents' preferences and common agreement than pairwise comparisons of Yes/No responses for each choice separately. The tables may also suggest ways to improve existing questions or develop new questions for later surveys.

In this section, differences between the ELS and NELS on each response and their statistical significance is discussed. Generally, significance is not discussed for individual language results, due to small numbers in each category. When a difference between the ELS and NELS surveys is marked as significant, it means there is a one-in-twenty chance (5%, or $p = 0.05$) that the given result or a more extreme result could have happened by chance alone. It follows that the reported difference probably did not happen by pure chance, but that is not the same thing as saying we are 95% certain of the difference, as is often stated in explanations of statistical significance. There is no set reason to choose 5% as a cut-off point for significance, although it is the level most commonly used because it represents a useful balance between deciding too many differences are significant when they really are not, and setting the standard of certainty so high it can only rarely be met. Statistical significance is important because a difference between the groups' response could be related to real differences between the groups. However, a significant result is not necessarily an important result, and results that are non-significant are not necessarily unimportant.

Question 1: How did you first find out about the WIC program?

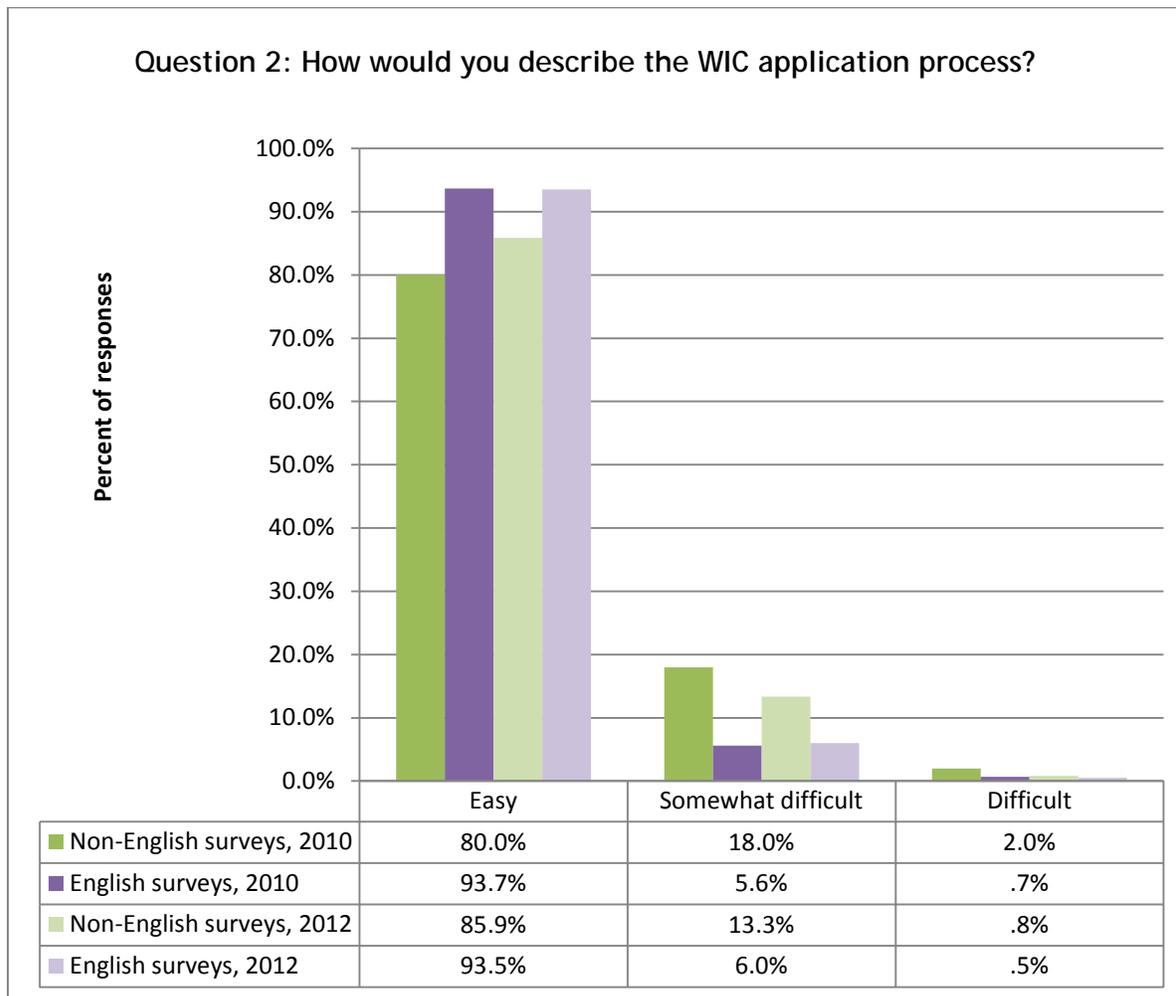


In the FFY 2012 survey, family members or friends were the major sources for finding out about WIC for both ELS (65.3%) and NELS (69.4%) groups. A higher percentage of NELS participants (25.6%) became aware of the WIC program through a doctor or nurse than that

of the ELS participants (20.3%). A larger percentage of ELS participants (13.0%) than NELS participants (2.6%) first received information about WIC through social service programs, such as Medicaid, Food Stamp, TANF, Social Security or a food bank. The difference between the two groups doubled, from 5.25% in the FFY 2010 survey, to 10.4%, in the FFY 2012 survey. Differences between NELS and ELS participants were significant for the two categories Doctor or Nurse ($p = 0.023$) and Social Services ($p < 0.0001$) (see Appendix 3).

All language groups were most likely to have found out about WIC through friends or family, with over 50% of participants in most language groups choosing this option. Russian language participants were most likely to have found out about WIC from family or friends (81.6%), and Somali language participants were least likely to have found out about WIC through friends or family (42.1%, and the only group less than 50%), however, there were only 19 Somali language respondents total, making firm comparisons difficult. A doctor or nurse was the second most commonly chosen source, except among Somali language respondents, for whom it was the most common choice (47.4%).

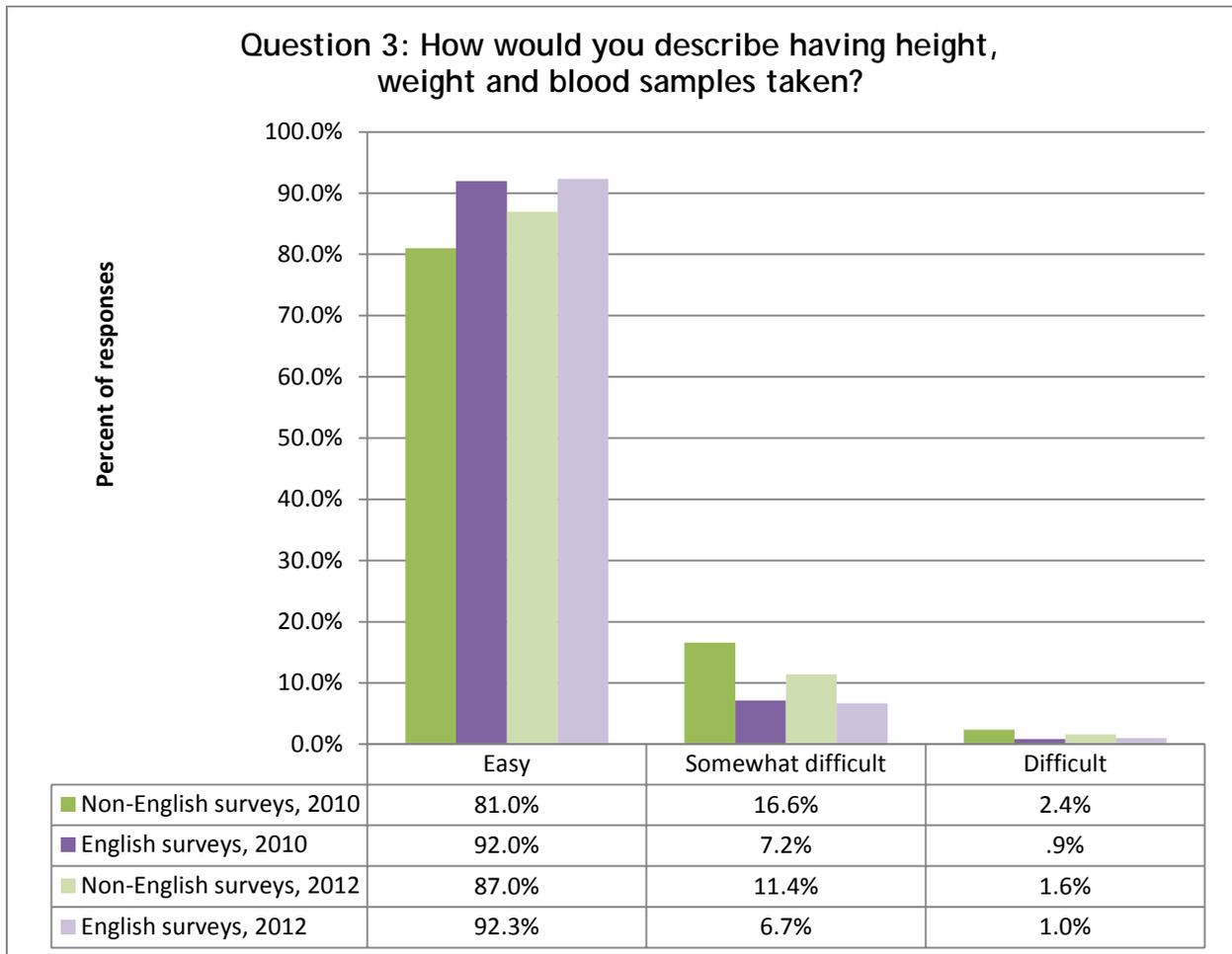
Question 2: How would you describe the WIC application process?



In each of the FFY 2006, FFY 2008, and FFY 2010 surveys, a majority of ELS and NELS participants described the application process as “Easy.” In each instance, the percentage of NELS participants was lower than for ELS participants. In FFY 2012, of the 604 ELS participants, 93.5% perceived the application procedure as “Easy,” and, of the 753 NELS participants, 85.9% selected “Easy.” The difference between the two groups was statistically significant ($p < 0.0001$). The relation is similar in the previous two years. Although overall, most respondents described the application process as “Easy,” significantly more NELS respondents than ELS respondents described the application process as “Somewhat difficult” ($p < 0.0001$). Few respondents felt the process was “Difficult,” and the difference between ELS and NELS respondents was not statistically significant ($p = 0.739$).

Among FFY 2012 NELS participants by individual languages, Bosnian (20.7%, $n = 29$ respondents), Somali (15.0%, $n = 20$ respondents), and Spanish (14.8%, $n = 535$ respondents) language surveys were the three which most commonly selected “Somewhat difficult” or “Difficult,” to describe the application process. For question 2, the greatest change from the FFY 2010 survey was the decreased percentage of Vietnamese responses, going from the highest percentage selecting “Somewhat difficult” or “Difficult” in FFY 2010 (38.5%), to second-lowest in FFY 2012 (9.7%).

Question 3: How would you describe having height, weight and blood samples taken?

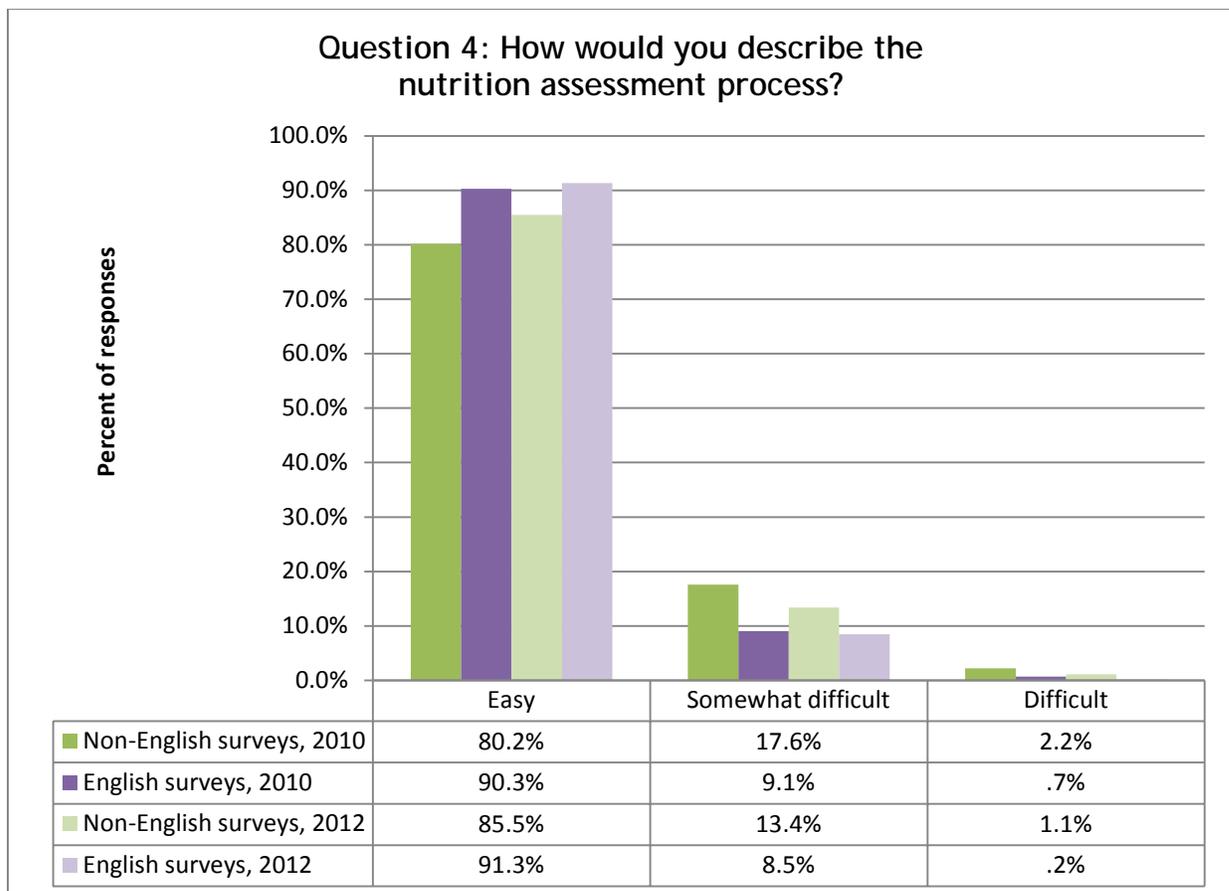


In all four survey years, most participants perceived the process of having height, weight, and blood samples taken as “Easy.” In FFY 2012, 92.3% of ELS participants and 87.0% of NELS participants found the process “Easy.” The difference between the ELS and NELS groups was statistically significant ($p = 0.0018$). There is a similar trend for the previous two years.

The percentages of NELS participants who found the process “Somewhat difficult,” compared to ELS participants, decreased from FFY 2010, both in terms of overall percentages of “Somewhat difficult” responses and in the differences between ELS and NELS groups. That is, the groups became more alike in their responses, and both had fewer respondents who felt the process was “Somewhat difficult.” In all three years, more NELS participants than ELS participants found the process “Difficult,” although the percentages were not large in either group. Differences among ELS and NELS participants who chose “Somewhat difficult” were statistically significant in FFY 2012 ($p = 0.0033$), but differences were not significant among the few respondents who found the process “Difficult” ($p = 0.475$).

The three language groups who most often perceived the process as “Somewhat difficult” or “Difficult” in FFY 2012 were those who completed Bosnian (17.2%), Vietnamese (15.6%), and Somali surveys (15.0 %). The proportions represent a sharp drop in the numbers of participants who did not feel the process was easy. Compared to FFY 2012, more than twice as many respondents in each of the top three language groups found the process “Somewhat difficult” or “Difficult,” in FFY 2010: Bosnian (41.4%) Somali (37.2%), and Vietnamese (36.4%).

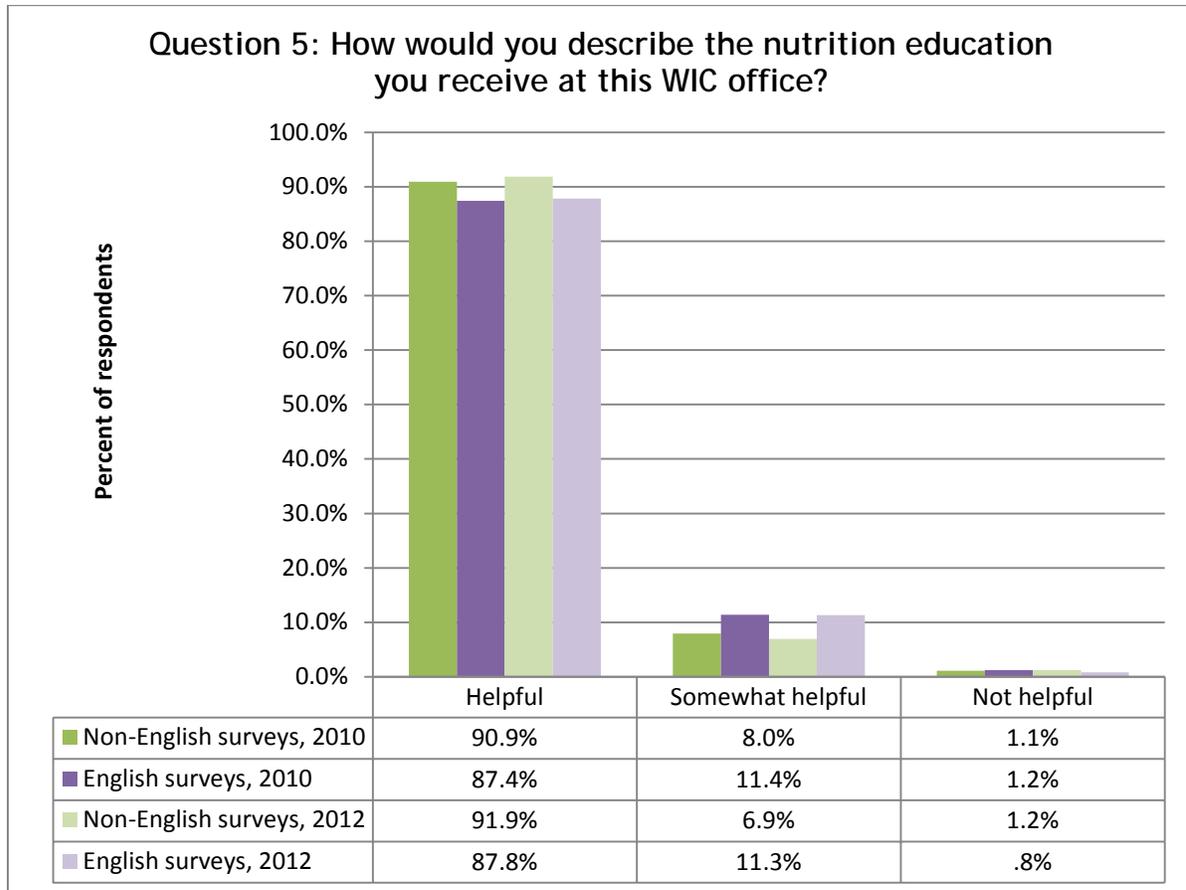
Question 4: How would you describe the nutrition assessment process?



The nutrition assessment process involves a participant providing information about her family’s eating habits, meal patterns, diet and physical activity, and requires extensive conversation between a nutritionist and the participant. In FFY 2012, 91.3% of ELS participants and 85.5% of NELS participants perceived the process as “Easy.” The difference of 5.8% was statistically significant ($p=0.0012$). A significantly greater percentage of NELS participants perceived the process as “Somewhat difficult” than ELS participants (13.4% and 8.5%, respectively, $p = 0.0052$). In FY 2010 and again in the FFY 2012 survey, significantly more NELS participants found the process “Difficult” than did ELS participants ($p = 0.0475$); however, the proportions were small and approximately half as large as in FFY 2010.

In FFY 2012, the top three surveyed language groups who perceived the process as “Somewhat difficult” or “Difficult” were Vietnamese (18.8%), Arabic (17.3%), and Bosnian (17.2%). In FFY 2010, Somali (39.3%), Bosnian (34.4%), and Vietnamese (28.7%) surveys had the greatest percentages of “Somewhat difficult” or “Difficult” responses. Noteworthy are changes in the leading language groups from FFY 2010 to FFY 2012, as well as the sharp drop in overall numbers of respondents who did not rate the process as “Easy.”

Question 5: How would you describe the nutrition education you receive at this WIC office?

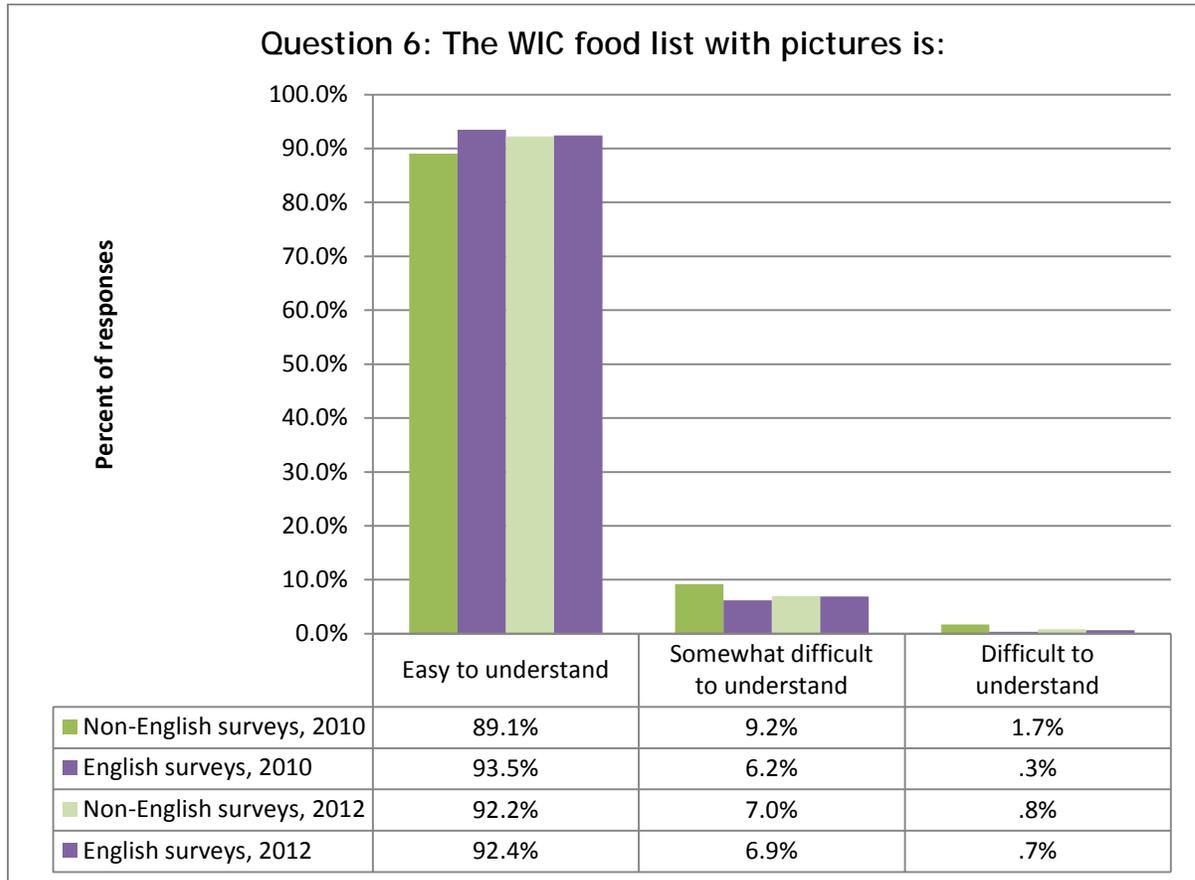


In FFY 2012, 87.8% of ELS and 91.9% of NELS respondents described the nutrition education they received at their WIC office as “Helpful.” The difference between the two groups was statistically significant ($p = 0.017$). A larger percentage of ELS participants (11.3%) than NELS participants (6.9%) perceived the nutrition education as “Somewhat helpful,” and the difference of 4.4% was statistically significant ($p = 0.0052$). Only 0.8% of ELS and 1.2% of NELS participants found the nutrition education “Not helpful”; the difference between the groups was not statistically significant.

In FFY 2012, the top three language groups who perceived the process as “Somewhat helpful” or “Not helpful” were those who completed Somali (20.0%), Arabic (17.1%) and Vietnamese (12.5%) surveys. In FFY 2010, the top three groups were those who completed

Somali (25.5%), Vietnamese (18.2%) and Bosnian (17.2%) surveys. The percentages of those who chose a less positive answer decreased from FFY 2010 to FFY 2012, as did the survey language groups who most often found the process less than “Helpful.”

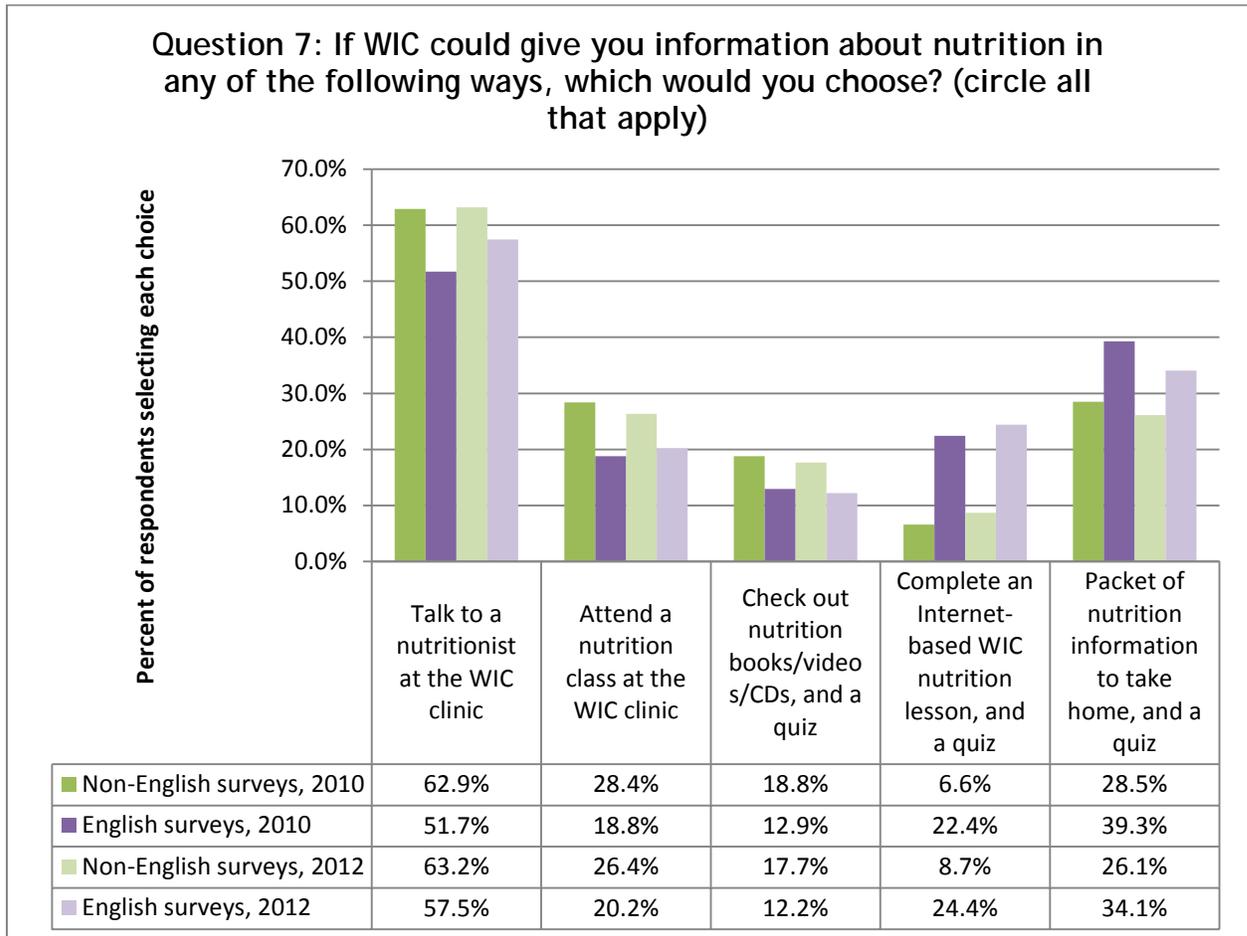
Question 6: The WIC food list with pictures is:



In FFY 2012, most ELS and NELS participants perceived the WIC food list with pictures as “Easy to understand” (92.4% and 92.2%, respectively). The difference was not statistically significant. Similarly, NELS participants were not significantly more or less likely than ELS participants to have found the WIC food list with pictures “Somewhat difficult to understand.” There was also no statistical difference between ELS and NELS participants who perceived the WIC pictorial food list as “Difficult to understand.”

The leading individual language groups who perceived the WIC food list with pictures as “Somewhat difficult to understand” or “Difficult to understand” were those who completed Somali (15.0%), Arabic (8.5%), and Russian (8.2%) surveys in FFY 2012. In FFY 2010, the leading groups were Vietnamese (22.7%), Somali (18.1%), and Bosnian (17.2%). The results again reflect a shift among the groups that most often chose the less favorable responses, as well as a general increase in the percentages of participants who did choose the most favorable response.

Question 7: If WIC could give you information about nutrition in any of the following ways, which would you choose? (circle all that apply)

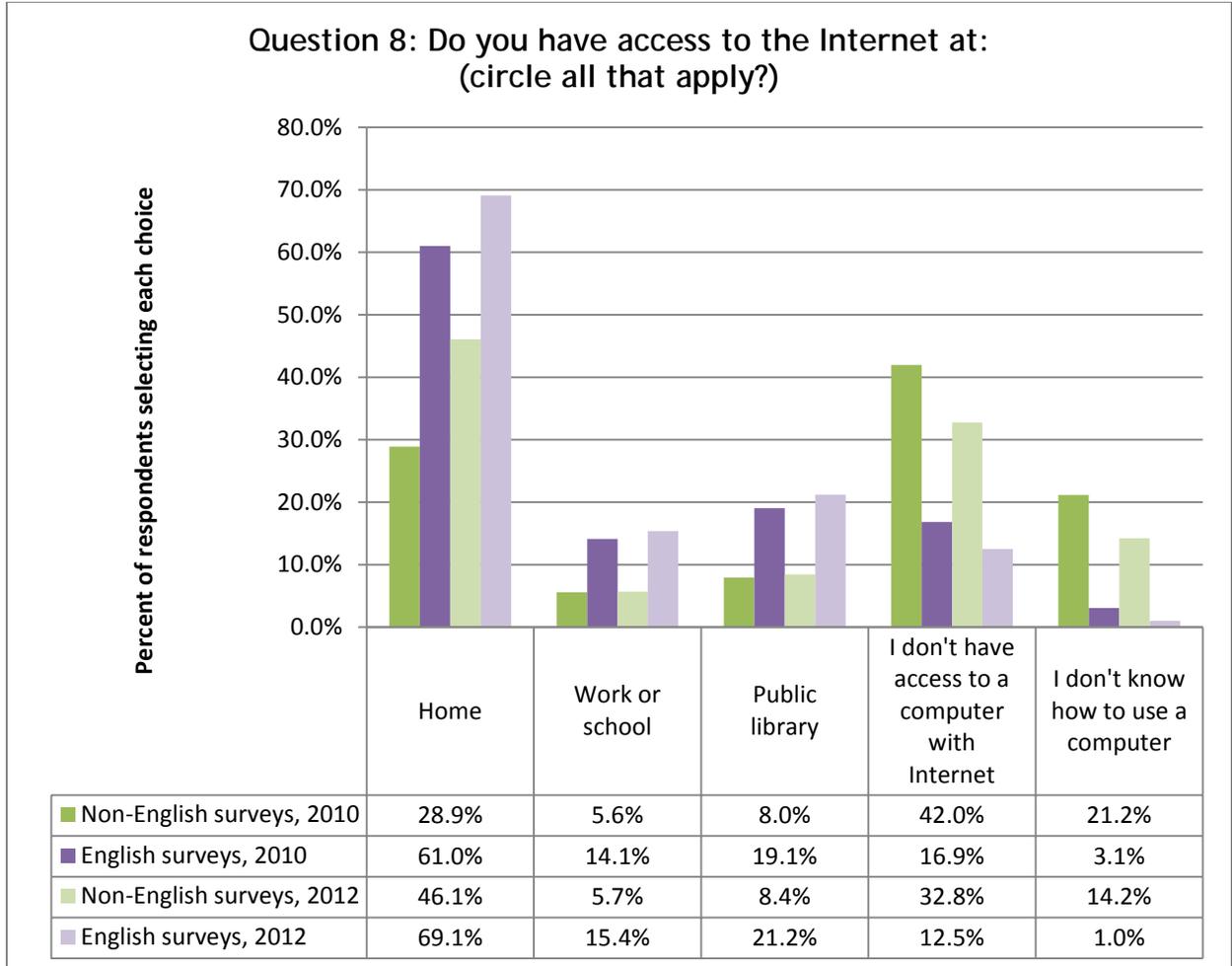


In FFY 2012, over half of the ELS participants (57.5%) and nearly two-thirds of the NELS participants (63.2%) chose “Talk to a nutritionist at the WIC clinic” as their preferred method of obtaining nutrition information from WIC. The difference of 5.2% between the two groups was statistically significant ($p = 0.0397$), with the NELS group selecting the choice more frequently. The second most popular method of obtaining nutrition information among both ELS (34.1%) and NELS (26.1%) participants was “Packet of nutrition information to take home to read and complete a short quiz”. The difference between groups was also statistically significant ($p = 0.0018$). Differences between NELS and ELS groups for the other methods of obtaining nutrition information – attending a nutrition class, checking out nutrition books/videos/CDs, and completing internet-based education – were all statistically significant. Nearly three times as many ELS participants selected “Complete an Internet-based WIC nutrition lesson and a short quiz,” compared to NELS participants.

Among individual language group surveys, the most frequently chosen options were, in order of preference, “talk to a nutritionist at the WIC clinic” (7a), “packet of nutrition information to take home, read, and complete a short quiz” (7e) and “attend a nutrition class at the WIC

clinic” (7b). Options 7c and 7d were not often chosen by any of the language groups surveyed.

Question 8: Do you have access to the Internet at:



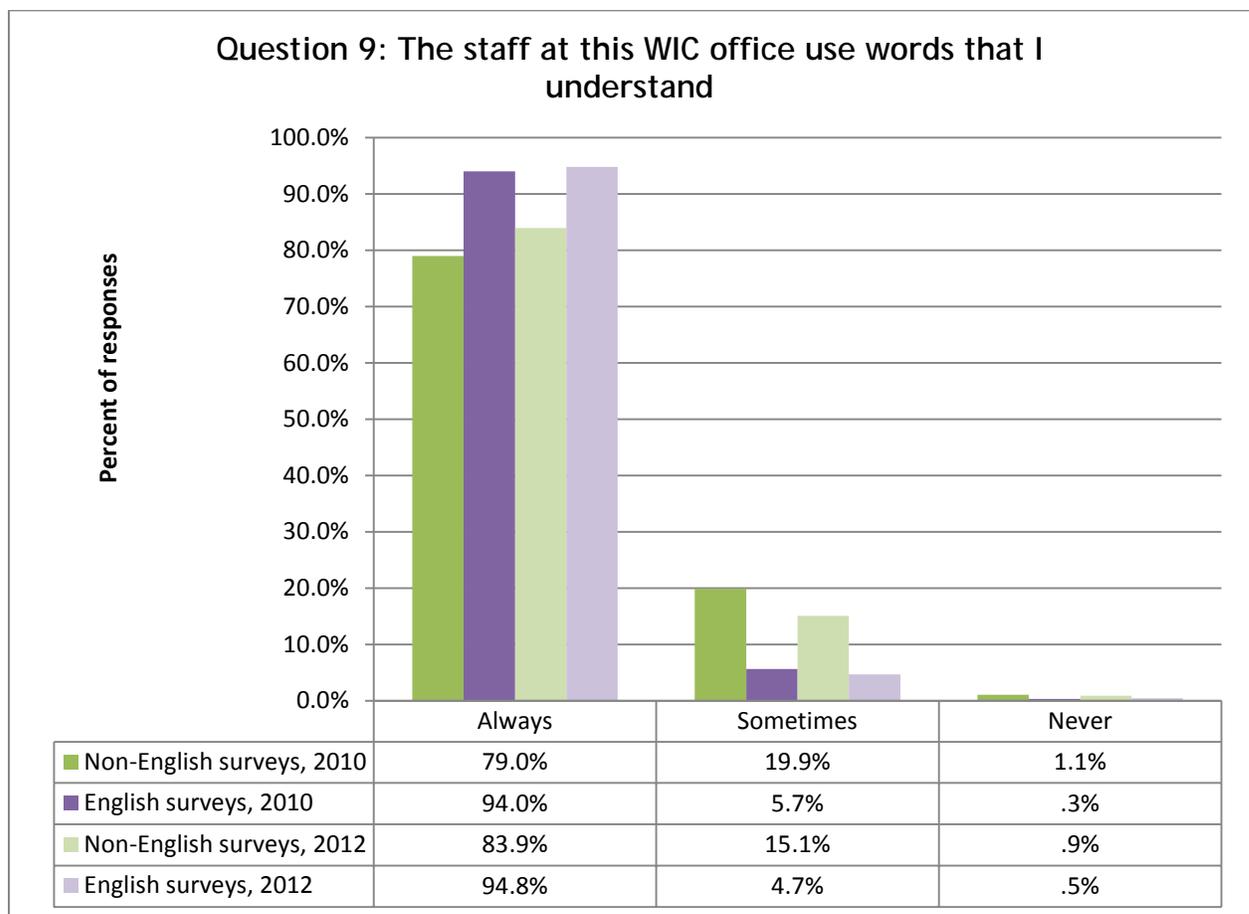
In FFY 2012, 69.1% of ELS participants and 46.1% of NELS participants said they had access to the Internet at home, up from only 28.9% in the FFY 2010 survey. The difference between ELS and NELS participants was statistically significant ($p < 0.0001$). Percentages of ELS participants who had access to the Internet at work or school, or a public library were more than twice as high as the NELS participants. Conversely, NELS participants (32.8%) were more than twice as likely as ELS participants (12.5%) not to have access to a computer with an Internet connection, and far more likely not to know how to use a computer (14.2% and 1.0%, respectively). Despite the large differences, it should be noted that the percentage of NELS participants who said they didn't know how to use a computer decreased by approximately 33%, from 21.2% in FFY 2010.

Overall, a combined 86.4% of ELS participants indicated they had access to the Internet, either at home, work or school, or a public library. Of the NELS participants, 53.5%

indicated they had access to the Internet by some means, up from 41.6% in the FFY 2010 survey. The difference, 32.5%, was less than in the FFY 2010 survey (50.8%), but still shows a distinct disadvantage among NELS participants in Internet access.

Although more than 20% each of those who completed Somali, Vietnamese or Spanish surveys indicated they didn't know how to use a computer (28.7%, 26.1%, and 22.5%, respectively), greater percentages of all groups indicated that they had access to the Internet at home, with the exception of those in the Spanish language group. Arabic language respondents had the highest percentage of home Internet access (63.6%), followed by the English survey group (61.0%). Internet access at work/school or a public library were the least common choices, generally selected by 10% or fewer participants.

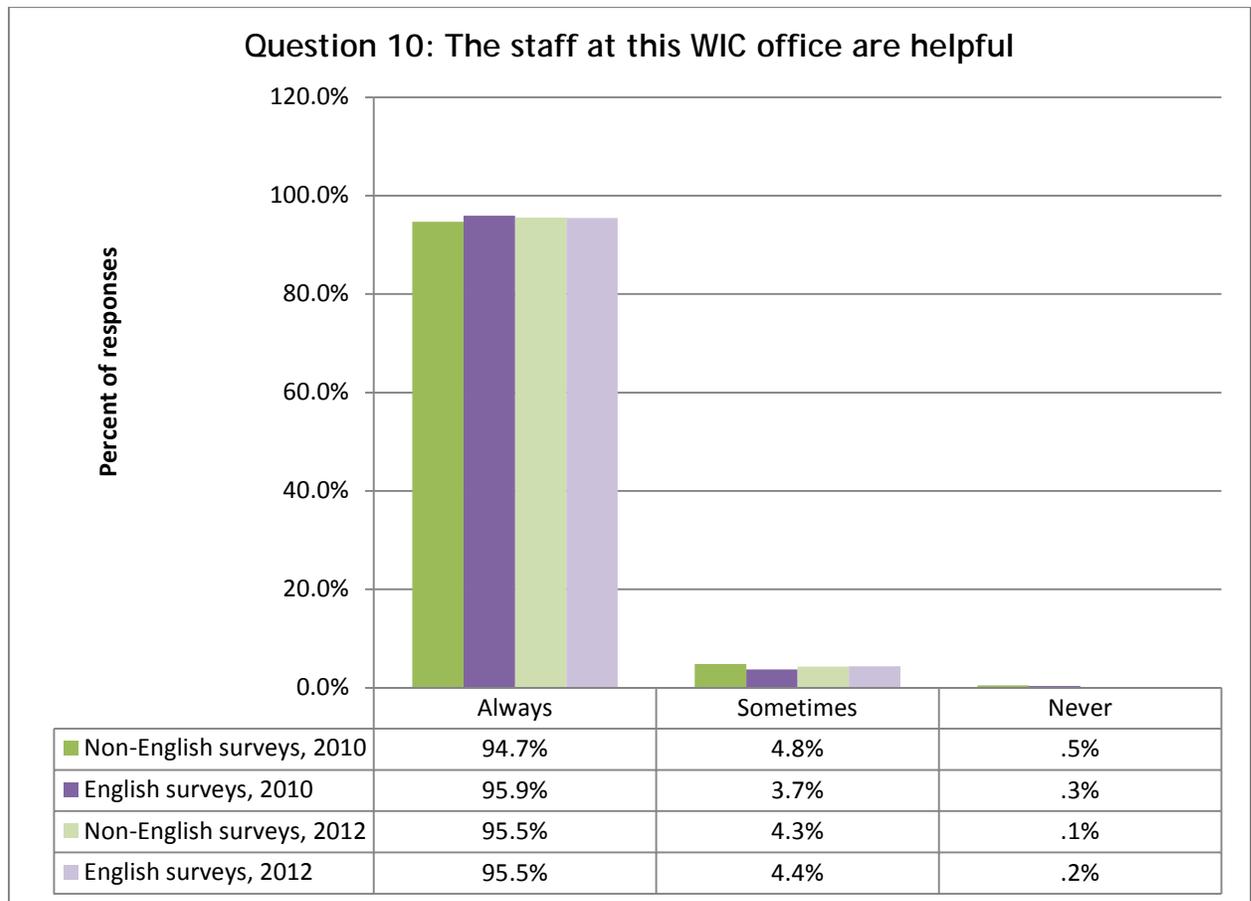
Question 9: The staff at this WIC office use words that I understand.



In FFY 2012, 92.2% of ELS participants and 77.4% of NELS participants said they “Always” understand the words used by WIC staff. The difference of 14.8% was statistically significant ($p < 0.0001$). There were similar relations in FFY 2006 and FFY 2008. In each year, a larger percentage of NELS participants than ELS participants said they “Sometimes” understand the words used by WIC staff.

Among non-English surveys, Russian, Somali and Bosnian groups had the highest percentages of participants who indicated that staff at the WIC office “Always” used words they understood (98.0%, 90.0% and 89.7%, respectively). In contrast, the groups who most often indicated they understood words used by the WIC staff “Sometimes” or “Never” were Vietnamese (37.1%) and Spanish (16.9%).

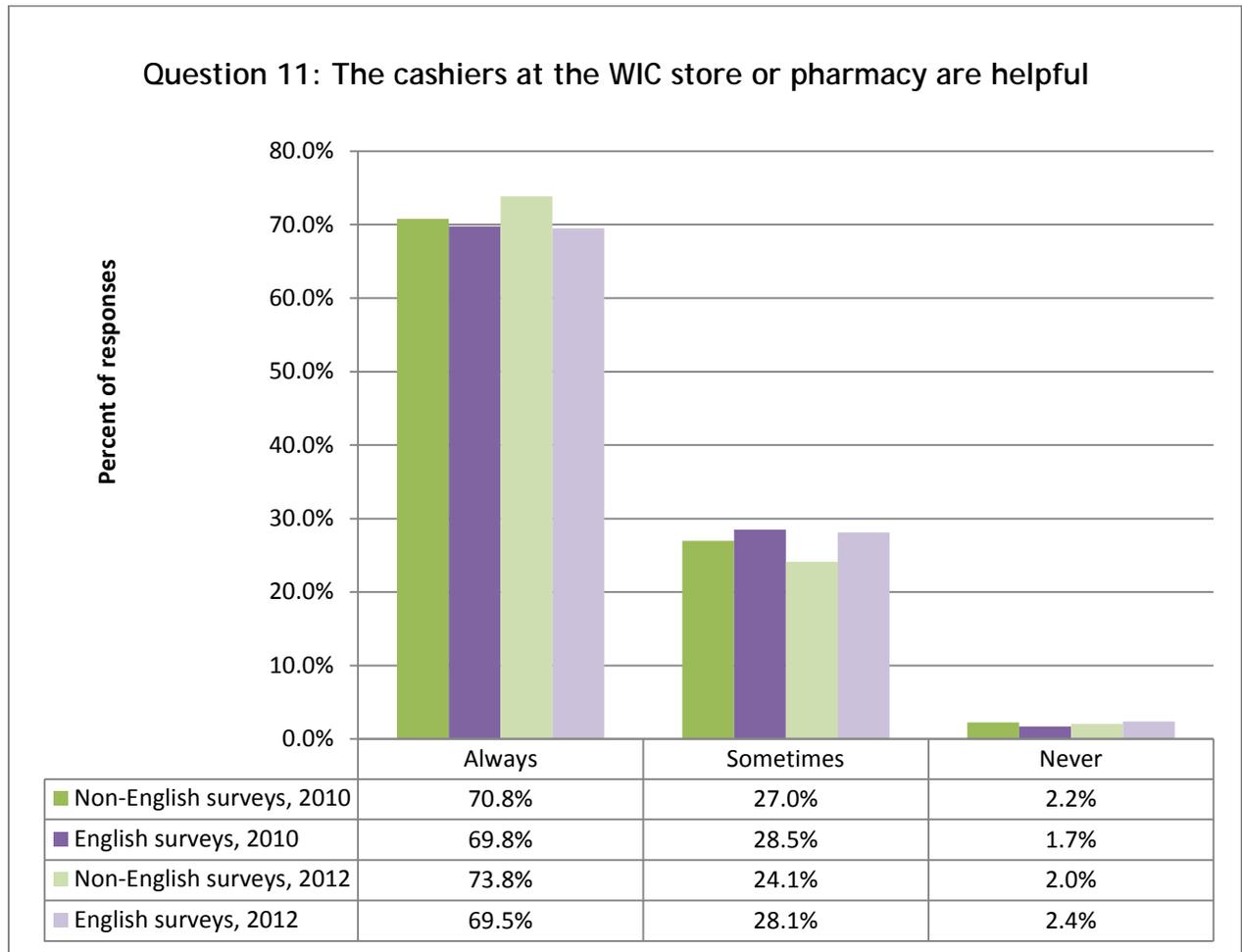
Question 10: The staff at this WIC office are helpful.



Most ELS (95.5%) and NELS (95.5%) participants said that the staff in the WIC office were “Always” helpful in FFY 2012. The percentages of participants who said the staff at the WIC office were “Sometimes” or “Never” helpful remained level from FFY 2010 to FFY 2012, with responses from both groups falling within 0.1% of one another.

The groups with the highest proportions indicating the staff at the WIC office are helpful “Always” were the Russian (98.0%), Spanish (96.3%) and Arabic (95.0%) survey groups. Less satisfied groups, who found the office staff helpful only “Sometimes” were the Somali group (15.8%) and the Bosnian group (10.7%). Only two individuals, one from the English survey and one from the Spanish survey, found the staff “Never” helpful.

Question 11: The cashiers at the WIC store or pharmacy are helpful.

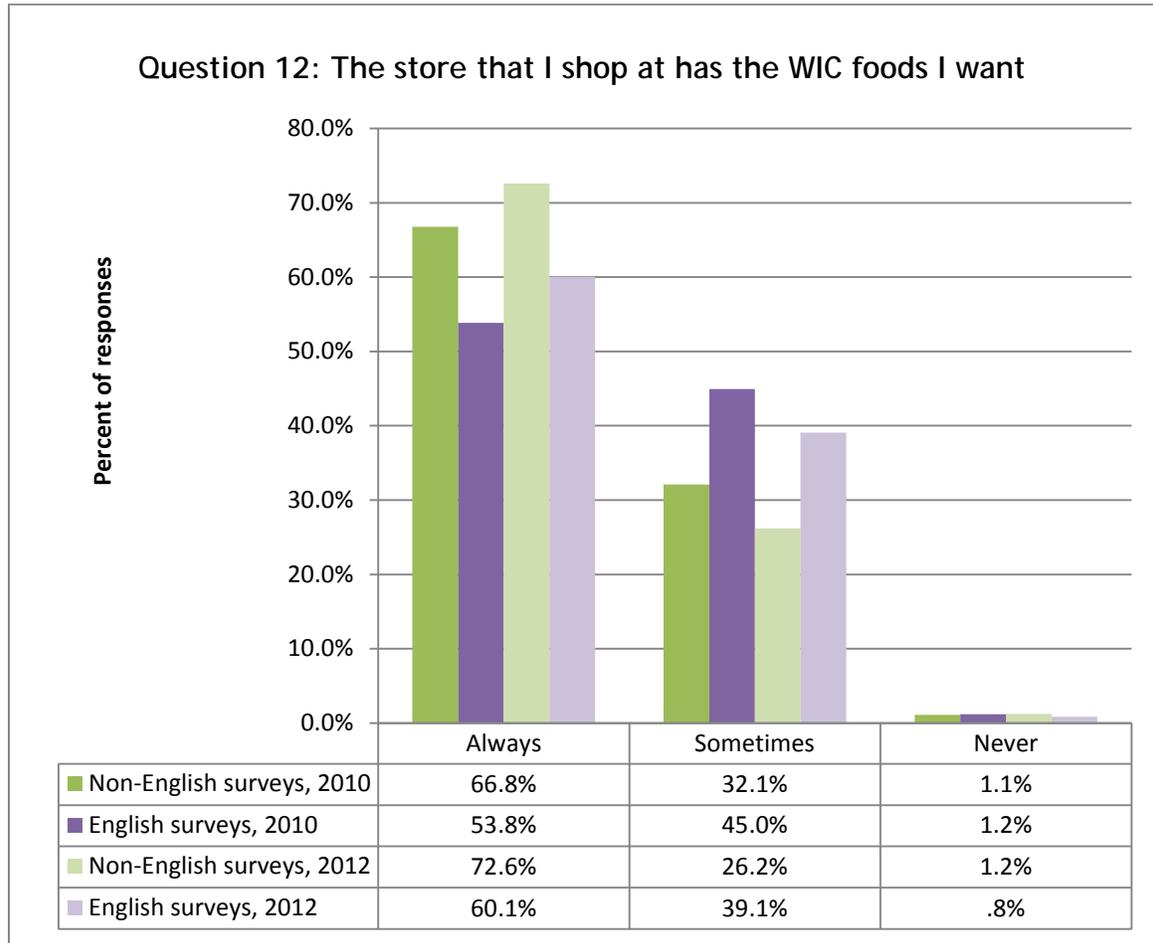


A greater percentage of NELS participants (73.8%) than ELS participants (69.5%) said the cashiers at the WIC store or pharmacy were “Always” helpful in FFY 2012, but the difference was not statistically significant. Among NELS participants in FFY 2012, slightly more said the cashiers at the WIC store or pharmacy were “Always” helpful and approximately the same percentage indicated that the cashiers were “Sometimes” helpful, compared with FFY 2010. Approximately 30% of ELS (30.5%) and NELS (26.1%) groups said that the cashiers were “Sometimes” or “Never” helpful.

Most groups of participants indicated a high degree of satisfaction with the cashiers at the WIC store or pharmacy. Only the English (69.4%) and Somali (61.1%) groups were below 70% of respondents “Always” satisfied. The highest proportions of respondents who were

“Never” satisfied were among Bosnian and Somali survey groups, both at 11.1%. Of the Vietnamese group, 6.2% responded that they were never satisfied with the cashiers. The remaining groups were all below 3%.

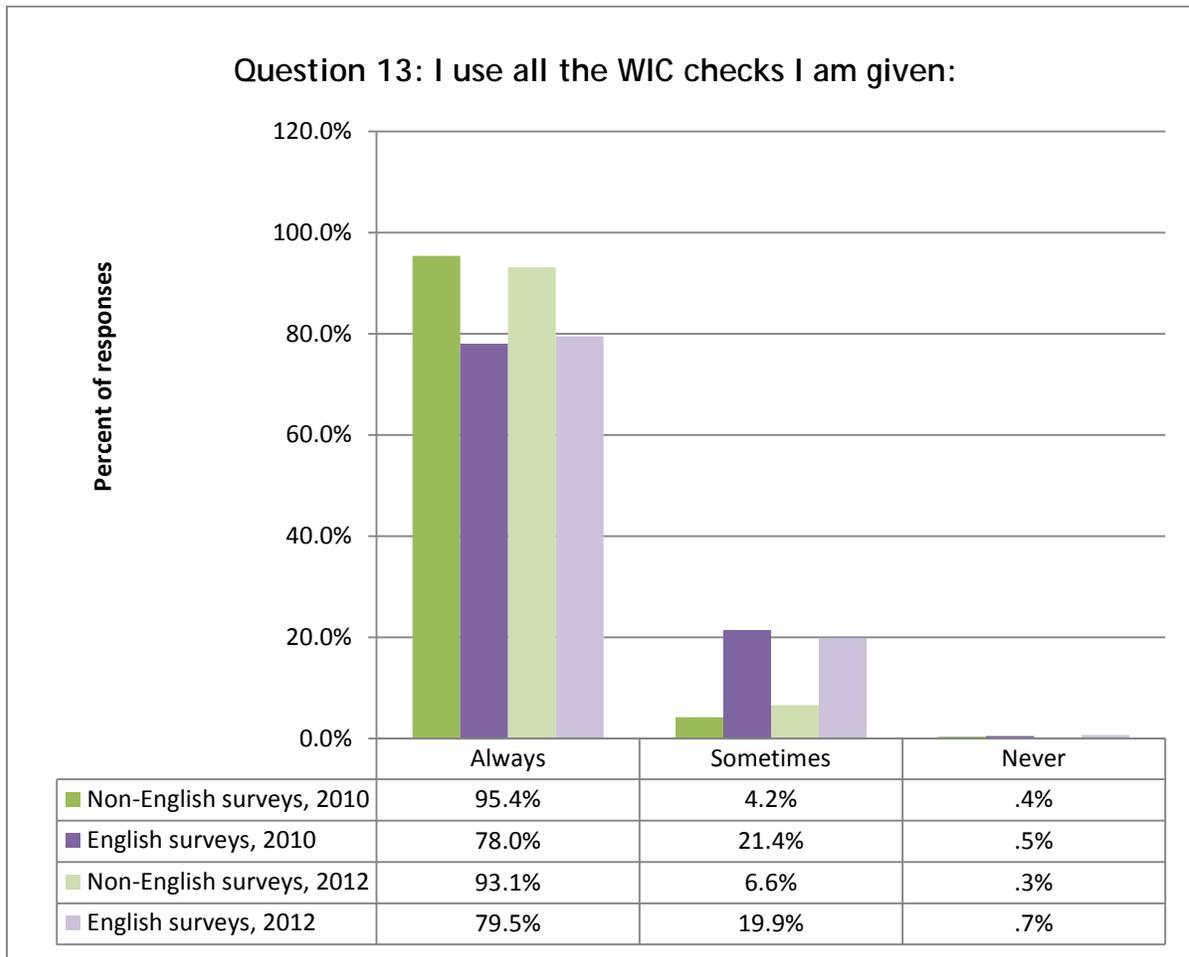
Question 12: The store that I shop at has the WIC foods I want.



In FFY 2012, a higher percentage of the NELS (72.6%) than ELS (60.1%) participants said the store they shop at “Always” has the WIC foods they want. The difference of 12.5% was statistically significant ($p < 0.0001$). These percentages have increased since the FFY 2010 survey, while the percentages of those who said the stores “Sometimes” have the WIC foods they want have decreased. Fewer NELS participants (27.4%) than ELS participants (39.9%) said the stores they shop at “Sometimes” or “Never” have the WIC foods they want. The difference between the two groups was statistically significant ($p < 0.0001$) for those who said the stores “Sometimes” have the foods they want.

The English (40.1%) and Somali (40.0%) surveys had the highest percentages responding that the store “Sometimes” or “Never” has the WIC foods they want. The levels are down substantially from the FFY 2010 survey English (46.2%), Somali (46.0%), and Bosnian (42.9%); however, because of small numbers the Somali difference is not significant.

Question 13: I use all the WIC checks I am given.



In FFY 2012, a higher percentage of NELS participants (93.1%) than ELS participants (79.5%) continued to say they “Always” use all the WIC checks they are given, and the difference of 13.6%, although less than in FFY 2010, remained statistically significant ($p < 0.0001$). Conversely, fewer NELS participants (6.6%) than ELS participants (19.9%) said they “Sometimes” use all their WIC checks, and the difference of 13.3% was statistically significant ($p < 0.0001$). A total of 20.6% of ELS and 6.9% of NELS respondents answered “Sometimes” or “Never” to question 13. The difference between the ELS and NELS was significant ($p < 0.0001$).

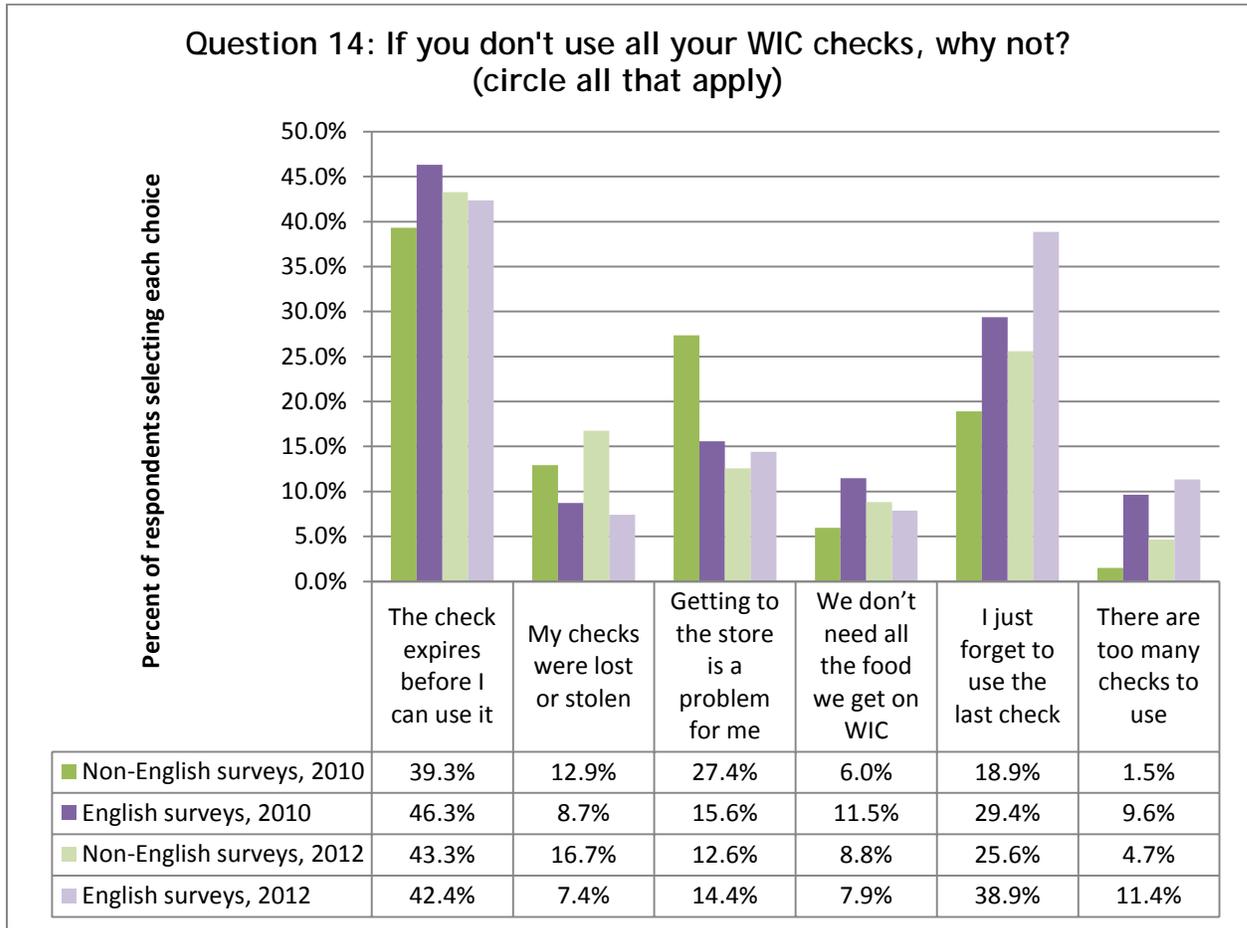
All 28 Bosnian survey respondents said they always used all their WIC checks. Of the other groups, a large majority – 80% or more – of respondents also indicated they always use all their checks. Among the English and Vietnamese surveys, approximately 20% of each indicated they “Sometimes” or “Never” use all their WIC checks.

Question 13a:

The WIC program would like to send out fewer checks, but still provide the same amount of food, in order to encourage the participants to use all the food checks and reduce the number of unused checks in circulation. To determine whether those who do not use all WIC checks given to them would be receptive to a change, Question 13a was included as a supplemental follow-up to Question 13, asking respondents who answered “Sometimes” or “Never” to Question 13 (I use all the WIC checks I am given) if they would like to receive fewer checks each month. A total of 267 respondents answered the supplemental question: 129 ELS and 138 NELS. Among ELS respondents, 47.3% said “Yes,” they would like to receive fewer checks. A smaller percentage of NELS respondents wanted to receive fewer checks, with 42.0% responding “Yes.” The difference between ELS and NELS respondents was not statistically significant. For all respondents combined, 44.6% responded “Yes,” and 55.4% responded “No.” The difference was not statistically significant.

Among Russian survey respondents, 71.4% indicated they would like to receive fewer checks, as did 66.7% of Vietnamese survey respondents. Approximately 25% to 40% of respondents in the remaining groups agreed, and would like to receive fewer checks, providing the same amount of food. However, although the response would seem to favor issuing fewer checks, it must be noted that only the English and Spanish groups had many more than 10 respondents to the supplemental question (the Arabic group had 25). Thus, the percentages of “Yes” answers are based on very few responses, which will tend to exaggerate the importance of any given percentage. The English and Spanish samples, based on 129 and 87 responses, respectively, may give a more generally representative picture of opinion on reducing the number of checks distributed. Slightly over half of each group favored the “No” response, suggesting they would prefer to continue receiving the same number of checks.

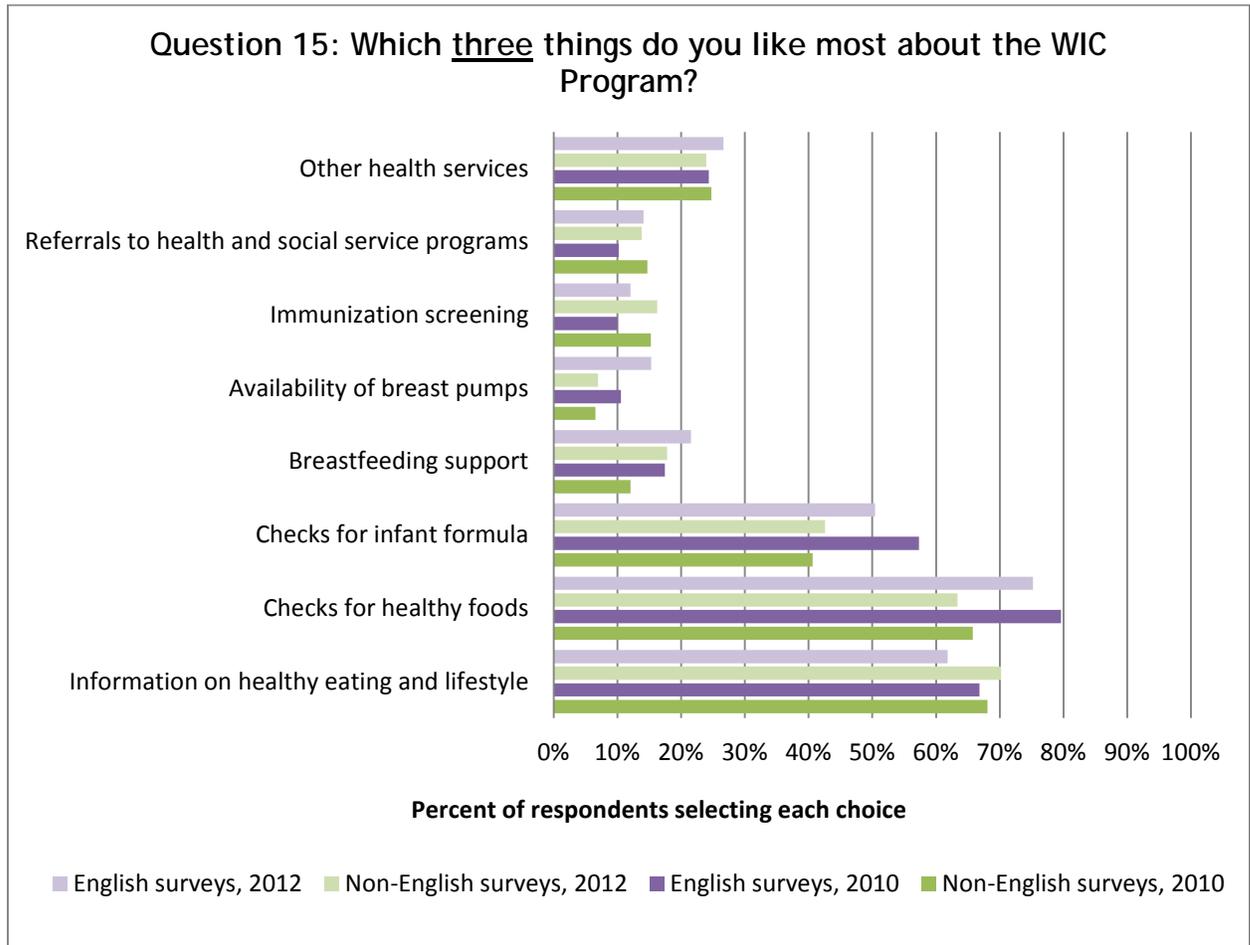
Question 14: If you don't use all your WIC checks, why not?



In FFY 2012, 419 participants answered this question: 218 (52.0%) from the ELS survey and 201 (48.0%) from the NELS survey, so that approximately 30.4% (419/1,377) of all survey participants did not use all their WIC food checks. However, it must be noted that this number does not agree with the numbers of responses in questions 13 and 13a, in which, respectively, 170 and 267 respondents indicated they did not regularly use all the WIC checks they received. The discrepancies between questions 13, 13a and 14 suggest some uncertainty among respondents in understanding how, or if, they should respond to each of these questions.

Notwithstanding the discrepancies, the top three reasons why survey participants stated they do not always use all their WIC food checks were: “The check expires before I can use it,” “I just forgot to use the last check” and “My checks were lost or stolen.” Checks being lost or stolen replaced difficulty in getting to the store as the third most frequent response, from 2010 to 2012. The most frequent reason chosen by both ELS and NELS participants – the check expired before it could be used – may actually mask one or more other reasons, such as problems getting to the store, or not needing all of the food provided by WIC within the given time period. It may also include undescribed reasons that were not included among the available choices.

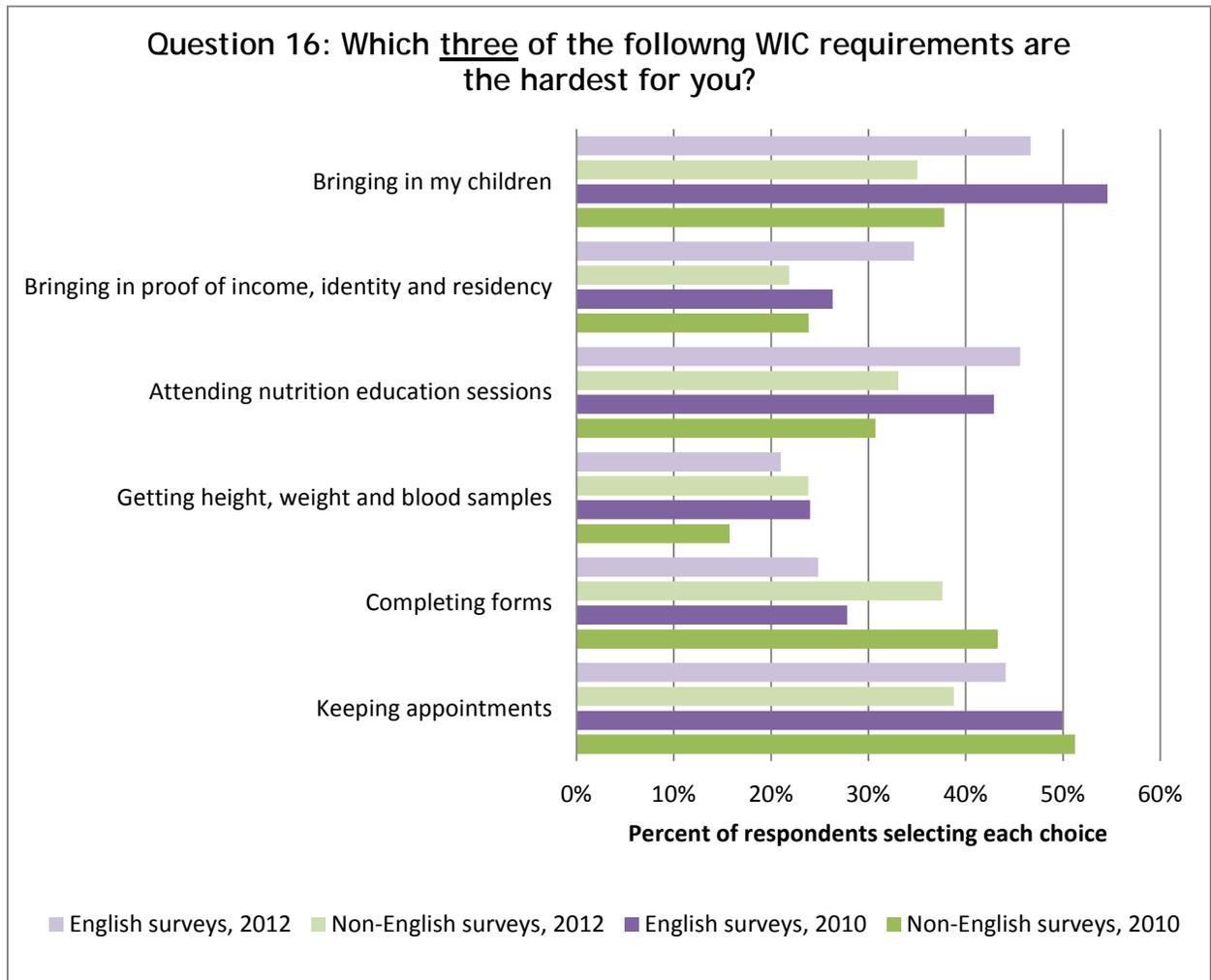
Question 15: Which three things do you like most about the WIC program?



The three choices participants liked most about the WIC program in FFY 2012 were “Checks for healthy foods,” “Information on healthy eating and lifestyle choices” and “Checks for infant formula.” These responses are consistent with the previous two survey years, but in slightly different proportions. The ELS participants most often chose “Checks for healthy foods,” (79.6%) and NELS participants preferred “Information on healthy eating and lifestyle” most often (68.0%). The preferred second choices were reversed in order, with the ELS second choice being the NELS first choice, and vice-versa.

Among individual language groups, most respondents chose some combination of the first three options: “Information on healthy eating and lifestyle choices,” “Checks for healthy foods,” and “Checks for infant formula.” These options together account for roughly 60% to 75% of responses in each language group, with approximately 20% to 25% of responses going to each choice.

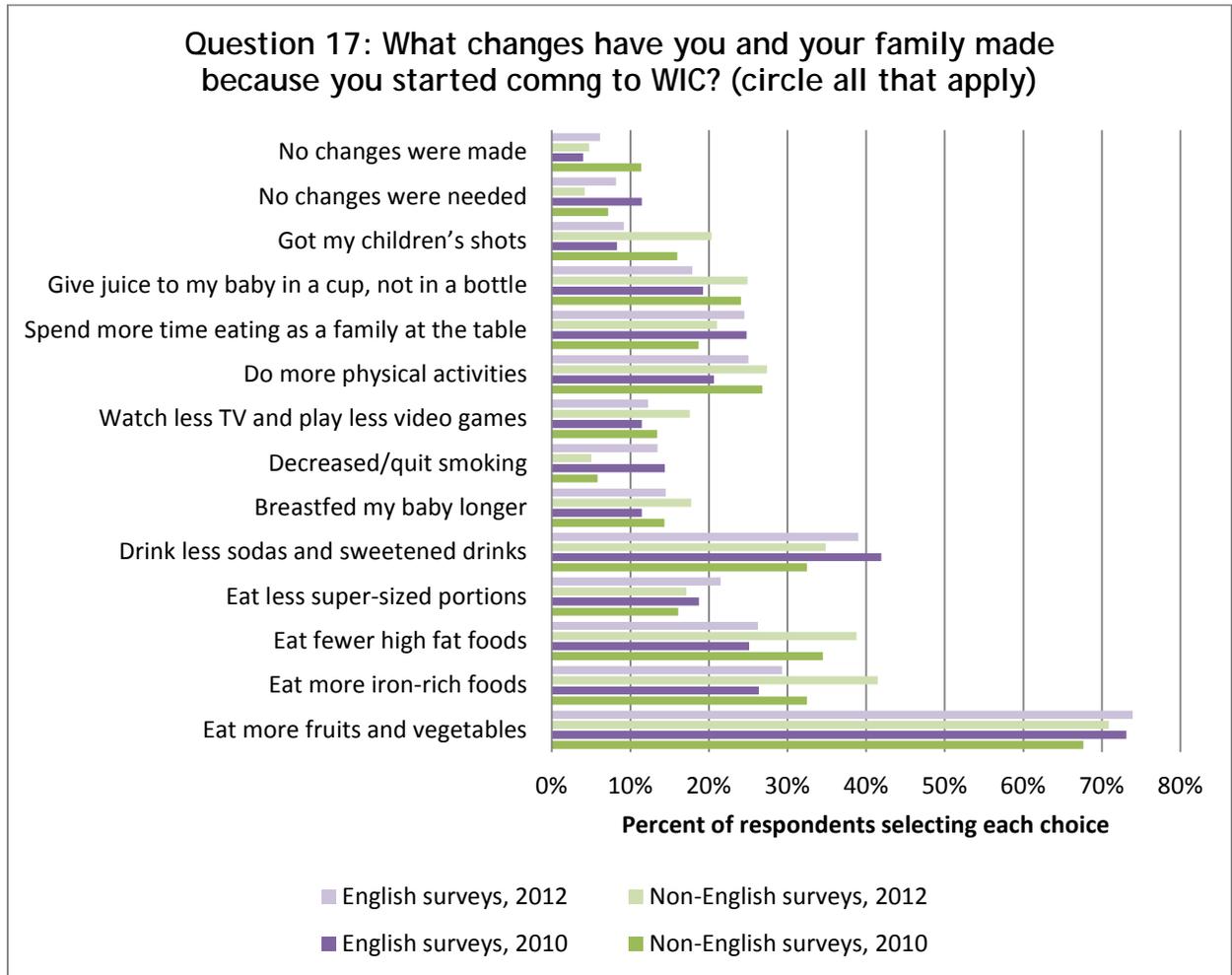
Question 16: Which three of the following WIC requirements are the hardest for you?



The three requirements declared hardest by the ELS participants in FFY 2012 were “Bringing in my children” (46.7%), “Attending nutrition education sessions” (45.6%) and “Keeping appointments” (44.1%). The three hardest requirements for NELS participants in FFY 2012 were “Keeping appointments” (38.8%), “Completing forms” (37.6%), and “Bringing in my children” (35.0%). “Getting height, weight and blood samples” was the least frequent selection by both NELS and ELS groups (23.8% and 21.0%, respectively).

The responses for each individual language group were consistent with the choices the NELS group in general found most difficult. Choice A, “Keeping appointments,” was selected most often by three groups (Arabic, Somali and Vietnamese), and choice F, “Bringing in my children,” was selected most often by three other groups (Bosnian, English and Russian), with the notable exception of the Russian group, who also selected choice D, “Attending nutrition education sessions” with the same frequency as choice F (41.9%). Choice E, “Bringing in proof of income, identity and residency,” was selected least often among all groups.

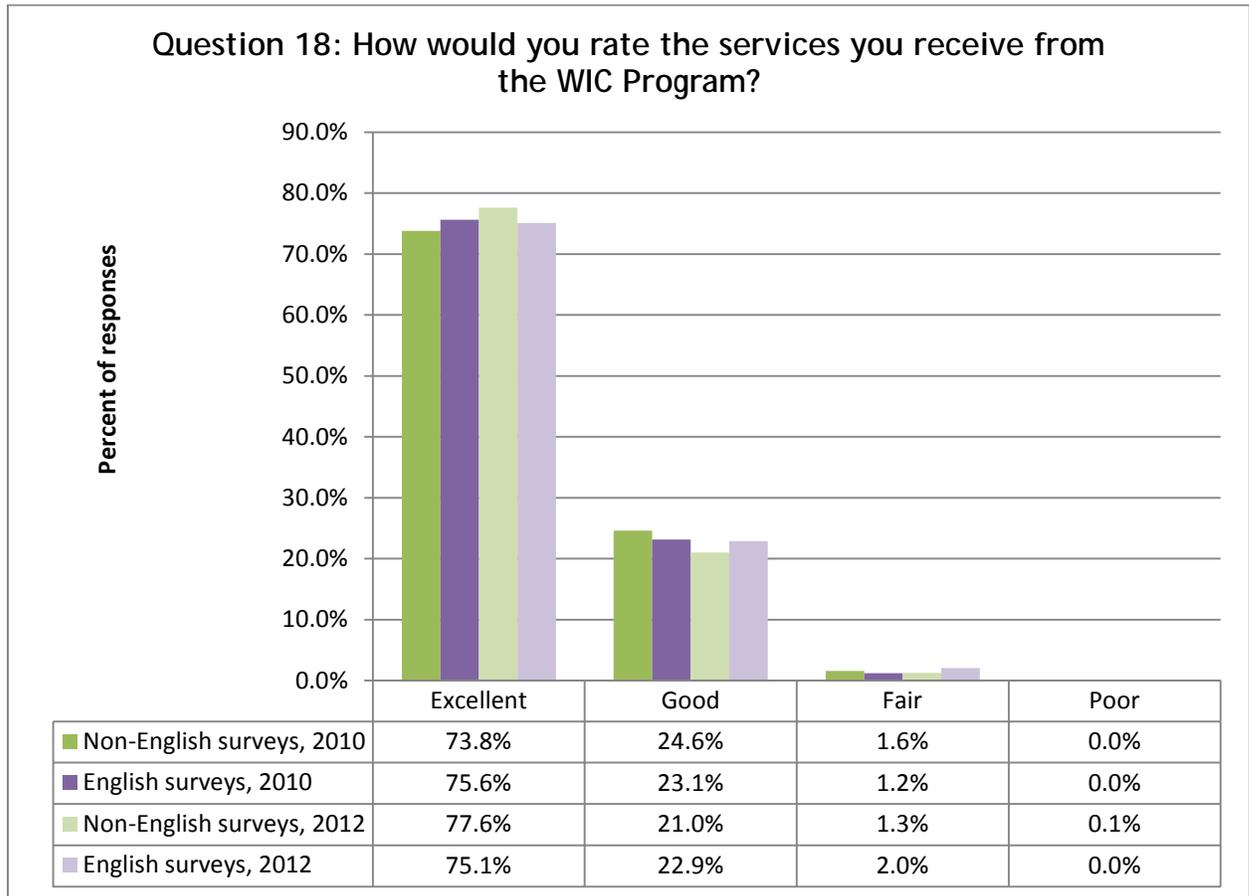
Question 17: What changes have you and your family made because you started coming to WIC?



In FFY 2012, the changes that the greatest numbers of participants and their families made since first starting to come to WIC were: “Eat more fruits and vegetables”, “Eat more iron-rich foods,” “Eat fewer high fat foods” and “Drink less sodas and sweetened drinks.” Of the ELS participants, the three most frequent choices were “Eat more fruits and vegetables”, “Eat more iron-rich foods,” “Eat fewer high fat foods” and “Drink less sodas and sweetened drinks.”

The number one change for those who completed each language survey was to eat more fruits and vegetables. All seven language groups selected that option most often, generally 15% to 20% of responses, representing at least half of the participants who completed each language survey. In fact, two-thirds of most groups selected this choice most often, with only Russian and Vietnamese groups selecting less often (54.3% and 55.2%, respectively). Generally, all other responses received 10% or less of the responses. The Russian (6.8%), Vietnamese (6.2%) and Somali (5.5%) groups had the largest proportions of responses indicating either “No changes were needed” or “No changes were made.”

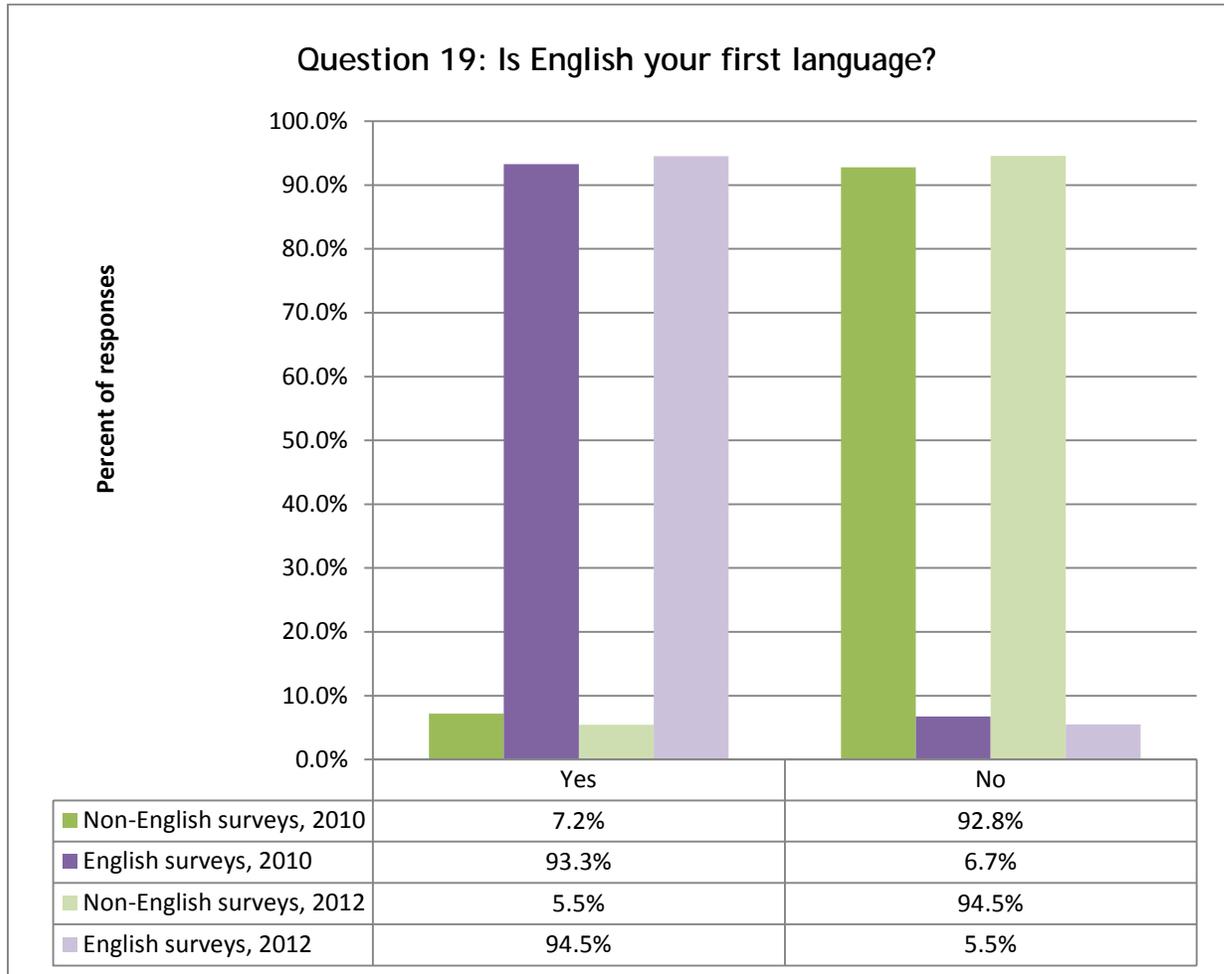
Question 18: How would you rate the services you receive from the WIC program?



A majority of ELS (75.1%) and NELS (77.6%) participants described the services they received from the WIC program as “Excellent” in FFY 2010. The difference of 2.5% was not statistically significant. More than 20% of the participants from each group continued to rate the WIC services as “Good.” Differences were not statistically significant. Additionally, in FFY 2012, 2.0% or fewer of both ELS and NELS participants rated WIC program services as “Fair.” Only one person rated the services as “Poor,” in either 2010 or 2012.

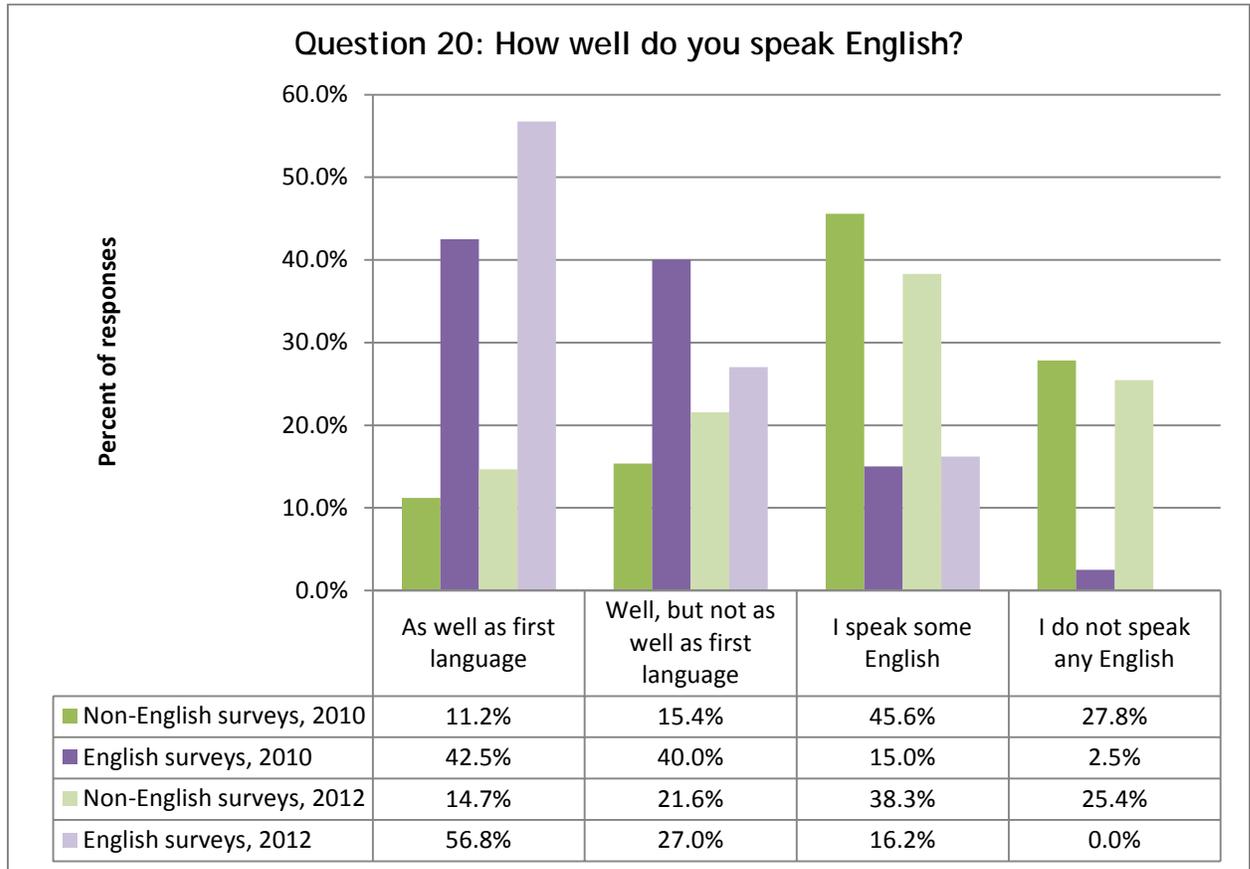
Most groups rated WIC services they received as “Excellent” (76.5% overall). The Russian group had the highest proportion of “Excellent” ratings (80.9%), but all groups rated services excellent at greater than 70%, except the Vietnamese group. The Vietnamese group was approximately equally divided between “Excellent” and “Good” responses, at 54.8% and 45.2%, respectively. Together, “Excellent” and “Good” accounted for over 95% of all responses.

Question 19: Is English your first language?



In FFY 2012, 5.5% of ELS and 94.5% of NELS participants said English was not their first language. In FY 2010, 6.7% of the ELS participants and 92.8% of the ELS participants said that English was not their first language. Interestingly, approximately 3% of respondents indicated that English was their first language, but did not take the ELS. In particular, 14.3% of the Arabic survey respondents indicated English was their first language, as did 4.2% of Spanish respondents and 21.1% of Somali respondents, although the Somali group was small, including only 19 women in total.

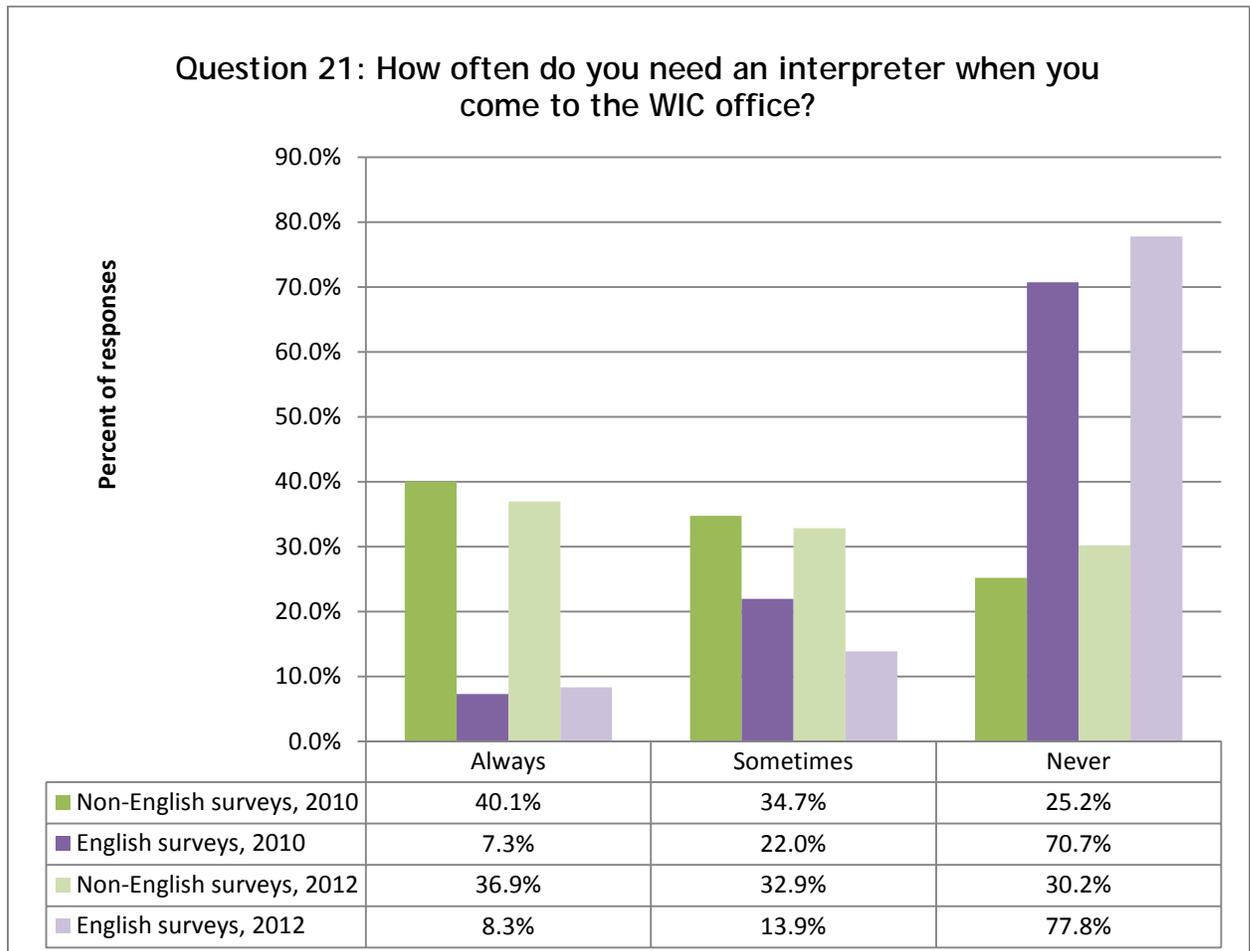
Question 20: How well do you speak English?



In FFY 2012, there were 1,279 respondents in the NELS group, of whom 691(54.0%) said that English was not their first language (ELS and NELS combined). Among them, 54.5% said they only spoke some English and 25.4% said they did not speak any English. These percentages were slightly higher in FFY 2010.

Most language groups had few respondents indicate they did not speak any English, with roughly 6% or fewer choosing “I do not speak any English” in the Arabic, Bosnian, Russian and Somali groups. The two groups with higher percentages saying they spoke no English completed Spanish (33.1%) or Vietnamese (12.0%) surveys. The Vietnamese group represented a decrease, from 18.2% in 2010, but it was not statistically significant, probably due to the relatively small number of respondents in 2012.

Question 21: How often do you need an interpreter when you come to the WIC office?



In FFY 2012, of 672 NELS participants whose first language was not English, 36.9% said they need an interpreter “Always,” 32.8% said they need an interpreter “Sometimes,” and 30.3% said they need an interpreter “Never.” The respective percentages in FFY 2010 were 40.1%, 34.7% and 25.2%, reflecting slightly more respondents who never needed an interpreter and slightly fewer who always needed an interpreter. The differences were not statistically significant, however.

The Russian group had the greatest percentage of respondents who indicated they “Never” needed an interpreter when they came to the WIC office (77.1%), although most other groups had at least 50% of respondents who never needed an interpreter. The Vietnamese (37.5%) and Spanish (44.2%) groups had the greatest proportions of respondents who indicated they “Always” needed an interpreter.

The Spanish survey response is most notable because of the relatively large number of respondents ($n = 466$) and large proportions of respondents who “Always” or “Sometimes” need an interpreter. Indeed, the proportion of Spanish survey respondents who selected “Always” was significantly greater than the proportion who selected “Sometimes.” In

comparison, 25.0% of Vietnamese respondents selected “Always,” but that result only represents 6 of 24 respondents. The second-largest group was the Arabic survey, with 64 responses (18.8% selected “Always”).

Conclusions and Recommendations

Overall, both ELS and NELS participants in FFY 2012 were very satisfied with most aspects of the WIC program. In fact, both groups generally continued the tendency to be more satisfied than in previous years, indicating that progress has been made. However, improvements are recommended if more than 20% of participants from one or both groups chose the less positive responses, such as “Somewhat difficult” or “Difficult,” as indicated in the “comment” column in Table 1 in the executive summary.

One or more language groups of NELS participants chose less positive responses for the following areas: the application process, health assessment process, nutrition assessment process, nutrition education, access to the Internet, WIC staff use words that are understood, cashiers at the WIC store or pharmacy are helpful, and store has desired WIC foods. The areas specifically identified as needing additional attention and effort include: WIC vendors, communication between WIC staff and NELS participants, and nutrition education.

There are large disparities in Internet access: approximately one-third (32.8%) of NELS respondents replied that they do not have access to an Internet-connected computer – more than twice as many as those who said they do not know how to use a computer. Only 8.4% indicated they had access at a public library. Lack of access to computers at public libraries may be due simply to lack of knowledge that such services exist.

- **WIC Vendors:** this specific program component should be investigated more closely. Although more than half of participants from both groups responded favorably to questions about WIC vendors, approximately one-fourth of respondents found the cashiers helpful only “Sometimes” or “Never,” and as many as one-third indicated the stores only “Sometimes” had foods they want.
- **Communication:** The major area for improvement should focus primarily on communication. Results indicate that there are still differences in how NELS and ELS participants perceive their service. More than 60% of the NELS participants whose first language was not English said that they “sometimes” or “always” need an interpreter. Data also suggest that some participants have difficulties communicating with WIC staff and completing forms. More interpreters need to be made available to non-native English speaking participants. In addition, educational materials that are designed to be culturally-sensitive should be provided to participants in their first language.

Refresher cultural competency training should be provided for local WIC providers in the metropolitan areas and other areas with pockets of non-native English speaking WIC participants. Additionally, given the large Spanish-speaking population served by WIC, it may also be beneficial to provide brief Spanish language training including terms specific to WIC.

Throughout the FFY 2012 survey, three language groups consistently chose less positive answers than the other language groups: Bosnian, Somali, and Vietnamese. There has been improvement: greater proportions of respondents in these groups gave favorable responses than in previous survey years, but there remains some way to go. Although sample sizes for these groups are relatively small, the consistency of less-than-favorable responses suggests that language and/or cultural barriers may be keeping the groups from receiving full benefits of participation in the WIC program. Any barriers within the influence of WIC should be further investigated and addressed. It may be helpful to consult experts in cultural competency, to identify specific issues and provide training for WIC staff.

Nutrition Education: Local WIC providers should consider scheduling individual counseling sessions for NELS participants who prefer this method of gaining nutrition information, especially for the Somali, Bosnian, Arabic, and Vietnamese populations.

Encourage local WIC providers to use alternative methods to provide nutrition education in addition to individual and group nutrition sessions. It may be beneficial to the groups mentioned in the previous paragraph to be offered nutrition classes in their first language. Additionally, develop web-based nutrition education modules for English-speaking participants, and take home nutrition education modules for both English and Non-native English speaking participants.

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Appendices

Appendix 1. Missouri WIC Customer Satisfaction Survey in English

*To help us serve you better, please tell us how you feel about WIC. Please fill out **both front and back sides** of this survey. Circle one letter only.*

1. How did you **first** find out about the WIC Program?
 - a. Family members or friends
 - b. Doctor or nurse
 - c. Grocery store or pharmacy
 - d. Radio, TV, newspaper, brochure or flyer
 - e. Social Services (Medicaid, Food Stamps, TANF, Social Security, food pantry)
 - f. Church, mosque, temple, synagogue or religious leader
2. How would you describe the application process (giving information on your address, income, identity, residency and medical history)?
 - a. Easy
 - b. Somewhat difficult
 - c. Difficult
3. How would you describe having height, weight and blood samples taken?
 - a. Easy
 - b. Somewhat difficult
 - c. Difficult
4. How would you describe the nutrition assessment process (giving information about your family's eating habits, meal patterns, foods that your family eats, and physical activity)?
 - a. Easy
 - b. Somewhat difficult
 - c. Difficult
5. How would you describe the nutrition education you receive at this WIC office?
 - a. Helpful
 - b. Somewhat helpful
 - c. Not helpful
6. The WIC food list with pictures is:
 - a. Easy to understand
 - b. Somewhat difficult to understand
 - c. Difficult to understand
7. If WIC could give you information about nutrition in any of the following ways, which would you choose? (Circle all that apply)
 - a. talk to a nutritionist at the WIC clinic
 - b. attend a nutrition class at the WIC clinic
 - c. check out nutrition books/videos/CDs to use and complete a short quiz at home
 - d. complete an Internet-based WIC nutrition education lesson and a short quiz
 - e. packet of nutrition information to take home to read and complete a short quiz
8. Do you have access to the Internet at:
 - a. Home
 - b. Work/school
 - c. Public library
 - d. I don't have access to a computer with the Internet
 - e. I don't know how to use a computer
9. The staff at this WIC office use words that I understand.
 - a. Always
 - b. Sometimes
 - c. Never
10. The staff at this WIC office are helpful.
 - a. Always
 - b. Sometimes
 - c. Never
11. The cashiers at the WIC store or pharmacy are helpful.
 - a. Always
 - b. Sometimes
 - c. Never
12. The store that I shop at has the WIC foods I want.
 - a. Always
 - b. Sometimes
 - c. Never

13. I use all the WIC checks I am given.
- Always
 - Sometimes
 - Never
- If you answered “sometimes” or “never” to the above question (you don’t use all of your WIC checks), would you like to receive fewer checks per month? You would receive the same amount of food you currently receive, only it would be divided up over fewer checks.
- Yes
 - No
14. If you don’t use all your WIC food checks, why not? (Circle all that apply).
- The check expires before I can use it.
 - My checks were lost or stolen.
 - Getting to the store is a problem for me.
 - We don’t need all of the food we get on WIC.
 - I just forget to use the last check.
 - There are too many checks to use.
15. Which **three** things do you like most about the WIC program?
- Information on healthy eating and lifestyle choices
 - Checks for healthy foods
 - Checks for infant formula
 - Breastfeeding support
 - Availability of breast pumps
 - Immunization screening
 - Referrals to health and social service programs
 - Other health services (testing for anemia, lead, family planning)
16. Which **three** of the following WIC requirements are the hardest for you?
- Keeping appointments
 - Completing forms
 - Getting height, weight, and blood samples
 - Attending nutrition education sessions
 - Bringing in proof of income, identity and residency
 - Bringing in my children
17. What changes have you and your family made because you started coming to WIC? (Circle all that apply)
- Eat more fruits and vegetables
 - Eat more iron-rich foods
 - Eat fewer high fat foods
 - Eat less super-sized portions
 - Drink less sodas and sweetened drinks
 - Breastfed my baby longer
 - Decreased/quit smoking
 - Watch less TV and play less video games
 - Do more physical activities
 - Spend more time eating as a family at the table
 - Give juice to my baby in a cup, not in a bottle
 - Got my children’s shots
 - No changes were needed
 - No changes were made
18. How would you rate the services you receive from the WIC program?
- Excellent
 - Good
 - Fair
 - Poor
19. Is English your **first** language?
- Yes (If yes, skip No. 20 and 21.)
 - No
20. How well do you speak English?
- I speak English just as well as my first language.
 - I speak English well, but not as well as my first language.
 - I speak some English.
 - I do not speak any English.
21. How often do you need an interpreter when you come to the WIC office?
- Always
 - Sometimes
 - Never

Appendix 2. FFY 2012 WIC Customer Satisfaction Survey, selected agencies by language sample size

WIC District	Agency	Survey Language Group							Total	Percent of total
		Arabic	Bosnian	English	Russian	Somali	Spanish	Vietnamese		
Northeast	Sullivan	0	0	21	0	0	12	0	60	4.4%
Central	Boone	5	0	30	0	0	36	0	33	2.4%
	Camden	0	0	30	0	0	20	0	71	5.2%
	Pettis	0	0	30	25	0	35	0	65	4.8%
	Phelps	22	0	30	0	0	0	0	65	4.8%
Eastern	Family Care	10	4	30	0	0	12	4	52	3.8%
	Grace Hill	17	0	27	0	18	35	15	64	4.7%
	St. Charles	0	0	30	0	0	16	0	93	6.9%
	St. Louis Co.	14	25	39	13	0	32	9	46	3.4%
Southeast	Dunklin	0	0	30	0	0	34	0	90	6.6%
	Howell	0	0	28	0	0	0	0	28	2.1%
Southwest	Barry	0	0	26	0	0	33	0	73	5.4%
	Joplin	0	0	30	0	0	35	0	59	4.3%
	McDonald	0	0	30	0	0	35	0	77	5.7%
	Newton	0	0	30	0	0	35	0	65	4.8%
	Springfield	0	0	28	11	0	34	4	65	4.8%
	Taney	0	0	30	0	0	35	0	112	8.3%
Northwest	Crescent	5	0	30	0	0	22	0	50	3.7%
	St. Joseph	0	0	44	0	0	29	0	57	4.2%
	Truman	9	0	29	0	2	53	0	132	9.7%
Total		82	29	602	49	20	543	32	1,357	
Percent of total		6.0%	2.1%	44.4%	3.6%	1.5%	40.0%	2.4%	100.0%	100.0%

Appendix 3. Tabular data by English and non-English language surveys

Question 1. How did you first find out about the WIC program?

	English	Non-English	
Family or Friends	391 65.0%	518 68.6%	909 67.0%
Doctor or Nurse	122 20.3%	190 25.2%	312 23.0%
Grocery or Pharmacy	4 0.7%	5 0.7%	9 0.7%
Radio, TV, print media	3 0.5%	4 0.5%	7 0.5%
Social service agencies	78 13.0%	19 2.5%	97 7.1%
Church, Mosque, Temple	2 0.3%	9 1.2%	11 0.8%
No answer	2 0.3%	10 1.3%	12 0.9%
Total	602 100.0%	755 100.0%	1,357 100.0%

Question 2. How would you describe the application process (giving information on your address, income, identity, residency and medical history)?

	English	Non-English	
Easy	561 93.2%	640 84.8%	1,201 88.5%
Somewhat difficult	36 6.0%	99 13.1%	135 9.9%
Difficult	3 0.5%	6 0.8%	9 0.7%
No answer	2 0.3%	10 1.3%	12 0.9%
Total	602	755	1,357

Question 3. How would you describe having height, weight and blood samples taken?

	English	Non-English	
Easy	551 91.5%	649 86.0%	1,200 88.4%
Somewhat difficult	40 6.6%	85 11.3%	125 9.2%
Difficult	6 1.0%	12 1.6%	18 1.3%
No answer	5 0.8%	9 1.2%	14 1.0%
Total	602	755	1,357

Question 4. How would you describe the nutrition assessment process (giving information about your family's eating habits, meal patterns, foods that your family eats, and physical activity)?

	English	Non-English	
Easy	547 90.9%	634 84.0%	1,181 87.0%
Somewhat difficult	51 8.5%	99 13.1%	150 11.1%
Difficult	1 0.2%	8 1.1%	9 0.7%
No answer	3 0.5%	14 1.9%	17 1.3%
Total	602	755	1,357

Question 5. How would you describe the nutrition education you receive at this office?

	English	Non-English	
Helpful	525 87.2%	692 91.7%	1,217 89.7%
Somewhat helpful	68 11.3%	52 6.9%	120 8.8%
Not helpful	5 0.8%	9 1.2%	14 1.0%
No answer	4 0.7%	2 0.3%	6 0.4%
Total	602	755	1,357

Question 6. The WIC food list with pictures is:

	English		Non-English	
Easy to understand	549 91.2%	692 91.7%	1,241 91.5%	
Somewhat diff. to understand	41 6.8%	52 6.9%	93 6.9%	
Difficult to understand	4 0.7%	6 0.8%	10 0.7%	
No answer	8 1.3%	5 0.7%	13 1.0%	
Total	602	755	1,357	

Question 7. If WIC could give you information about nutrition in any of the following ways, which would you choose? (Circle all that apply)

Response	English		Non-English		
Talk to a nutritionist at the WIC clinic	339	38.8%	465	44.4%	804
Attend a nutrition class at the WIC clinic	118	13.5%	195	18.6%	313
Check out books/videos/CDs and take a short quiz	72	8.2%	130	12.4%	202
Complete an Internet-based WIC nutrition lesson and quiz	144	16.5%	64	6.1%	208
Packet of nutrition information to read and take a short quiz	200	22.9%	193	18.4%	393
Total responses	873		1,047		1,920

Question 8. Do you have access to the Internet at:

Response	English		Non-English		
Home	412	57.9%	334	43.0%	746
Work or school	92	12.9%	41	5.3%	133
Public library	127	17.9%	61	7.9%	188
I don't have access to a computer with Internet	74	10.4%	238	30.6%	312
I don't know how to use a computer	6	0.8%	103	13.3%	109
Total responses	711		777		1,488

Question 9. The staff at this WIC office use words that I understand.

	English	Non-English	
Always	564 93.7%	624 82.6%	1,188 87.5%
Sometimes	28 4.7%	112 14.8%	140 10.3%
Never	3 0.5%	7 0.9%	10 0.7%
No answer	7 1.2%	12 1.6%	19 1.4%
Total	602	755	1,357

Question 10. The staff at this WIC office are helpful.

	English	Non-English	
Always	567 94.2%	709 93.9%	1,276 94.0%
Sometimes	26 4.3%	32 4.2%	58 4.3%
Never	1 0.2%	1 0.1%	2 0.1%
No answer	8 1.3%	13 1.7%	21 1.5%
Total	602	755	1,357

Question 11. The cashiers at the WIC store or pharmacy are helpful.

	English	Non-English	
Always	408 67.8%	544 72.1%	952 70.2%
Sometimes	166 27.6%	177 23.4%	343 25.3%
Never	14 2.3%	15 2.0%	29 2.1%
No answer	14 2.3%	19 2.5%	33 2.4%
Total	602	755	1,357

Question 12. The store that I shop at has the WIC foods I want.

	English	Non-English	
Always	356 59.1%	540 71.5%	896 66.0%
Sometimes	233 38.7%	194 25.7%	427 31.5%
Never	5 0.8%	9 1.2%	14 1.0%
No answer	8 1.3%	12 1.6%	20 1.5%
Total	602	755	1,357

Question 13. I use all the WIC checks I am given.

	English	Non-English	
Always	466 77.4%	665 88.1%	1,131 83.3%
Sometimes	117 19.4%	47 6.2%	164 12.1%
Never	4 0.7%	2 0.3%	6 0.4%
No answer	15 2.5%	41 5.4%	56 4.1%
Total	602	755	1,357

Question 13a (additional). If you answered “sometimes” or “never” to the above question, would you like to receive fewer checks per month? You would receive the same amount of food you currently receive, only it would be divided up over fewer checks.

	English	Non-English	
Yes	61 10.1%	58 7.7%	119 8.8%
No	68 11.3%	80 10.6%	148 10.9%
No answer	473 78.6%	617 81.7%	1,090 80.3%
Total	602	755	1,357

Question 14. If you don't use all your WIC food checks, why not? (Circle all that apply)

Response	English		Non-English		
The check expires before I can use it.	97	34.6%	93	38.8%	190
My checks were lost or stolen.	17	6.1%	36	15.0%	53
Getting to the store is a problem for me.	33	11.8%	27	11.3%	60
We don't need all of the food we get on WIC.	18	6.4%	19	7.9%	37
I just forget to use the last check.	89	31.8%	55	22.9%	144
There are too many checks to use.	26	9.3%	10	4.2%	36
Total responses	280		240		520

Question 15. Which three things do you like most about the WIC program?

Response	English		Non-English		
Information on healthy eating and lifestyle choices	362	22.2%	495	27.6%	857
Checks for healthy foods	442	27.1%	446	24.9%	888
Checks for infant formula	296	18.2%	300	16.7%	596
Breastfeeding support	127	7.8%	125	7.0%	252
Availability of breast pumps	90	5.5%	49	2.7%	139
Immunization screening	71	4.4%	114	6.4%	185
Referrals to health and social service programs	83	5.1%	97	5.4%	180
Other health services (testing for anemia, lead, family planning)	157	9.6%	168	9.4%	325
Total responses	1,628		1,794		3,422

Question 16. Which three of the following WIC requirements are the hardest for you?

Response	English		Non-English		
Keeping appointments	205	20.3%	198	20.5%	403
Completing forms	116	11.5%	191	19.7%	307
Getting height, weight and blood samples	98	9.7%	121	12.5%	219
Attending nutrition education sessions	213	21.1%	168	17.4%	381
Bringing in proof of income, identity and residency	162	16.0%	111	11.5%	273
Bringing in my children	217	21.5%	179	18.5%	396
Total responses	1,011		968		1,979

Question 17. What changes have you and your family made because you started coming to WIC?
(Circle all that apply)

Response	English		Non-English		
Eat more fruits and vegetables	432	23.0%	494	20.5%	926
Eat more iron-rich foods	172	9.1%	288	12.0%	460
Eat fewer high fat foods	153	8.1%	270	11.2%	423
Eat less super-sized portions	126	6.7%	119	4.9%	245
Drink less sodas and sweetened drinks	229	12.2%	242	10.1%	471
Breastfed my baby longer	85	4.5%	123	5.1%	208
Decreased or quit smoking	79	4.2%	35	1.5%	114
Watch less TV and play less video games	72	3.8%	122	5.1%	194
Do more physical activities	146	7.8%	191	7.9%	337
Spend more time eating as a family at the table	144	7.7%	146	6.1%	290
Give juice to my baby in a cup, not in a bottle	105	5.6%	173	7.2%	278
Got my children's shots	54	2.9%	141	5.9%	195
No changes were needed	48	2.6%	29	1.2%	77
No changes were made	36	1.9%	33	1.4%	69
Total responses	1,881		2,406		4,287

Question 18. How would you rate the services you receive from the WIC program?

	English	Non-English	
Excellent	438 72.8%	549 72.7%	987 72.7%
Good	134 22.3%	148 19.6%	282 20.8%
Fair	12 2.0%	9 1.2%	21 1.5%
Poor	0 0.0%	1 0.1%	1 0.1%
No answer	18 3.0%	48 6.4%	66 4.9%
Total	602	755	1,357

Question 19. Is English your first language? (If yes, skip No. 20 and 21)

	English	Non-English	
Yes	550 91.4%	38 5.0%	588 43.3%
No	31 5.1%	660 87.4%	691 50.9%
No answer	21 3.5%	57 7.5%	78 5.7%
Total	602	755	1,357

Question 20. How well do you speak English?

	English	Non-English	
As well as first language	21 3.5%	91 12.1%	112 8.3%
Well, but less than first language	10 1.7%	134 17.7%	144 10.6%
Some English	5 0.8%	239 31.7%	244 18.0%
Do not speak English	0 0.0%	158 20.9%	158 11.6%
No answer	566 94.0%	133 17.6%	699 51.5%
Total	602	755	1,357

Question 21. How often do you need an interpreter when you come to the WIC office?

	English	Non-English	
Always	3 0.5%	235 31.1%	238 17.5%
Sometimes	5 0.8%	209 27.7%	214 15.8%
Never	27 4.5%	193 25.6%	220 16.2%
No answer	567 94.2%	118 15.6%	685 50.5%
Total	602	755	1,357

Appendix 4. Tabular data by individual language surveys.

Question 1. How did you first find out about the WIC program?

	Arabic	Bosnian	English	Russian	Somali	Spanish	Vietnamese	All languages
Family or Friends	51 62.2%	16 55.2%	391 65.0%	40 81.6%	8 40.0%	386 71.1%	17 53.1%	909 67.0%
Doctor or Nurse	22 26.8%	11 37.9%	122 20.3%	5 10.2%	9 45.0%	131 24.1%	12 37.5%	312 23.0%
Grocery or Pharmacy	1 1.2%	0 0.0%	4 0.7%	0 0.0%	0 0.0%	3 0.6%	1 3.1%	9 0.7%
Radio, TV, print media	1 1.2%	0 0.0%	3 0.5%	0 0.0%	0 0.0%	2 0.4%	1 3.1%	7 0.5%
Social service agencies	3 3.7%	1 3.4%	78 13.0%	3 6.1%	1 5.0%	11 2.0%	0 0.0%	97 7.1%
Church, Mosque, Temple	1 1.2%	1 3.4%	2 0.3%	1 2.0%	1 5.0%	4 0.7%	1 3.1%	11 0.8%
No response	3 3.7%	0 0.0%	2 0.3%	0 0.0%	1 5.0%	6 1.1%	0 0.0%	12 0.9%
Total responses by language	82 100.0%	29 100.0%	602 100.0%	49 100.0%	20 100.0%	543 100.0%	32 100.0%	1,357 100.0%

Question 2. How would you describe the application process (giving information on your address, income, identity, residency and medical history)?

	Arabic	Bosnian	English	Russian	Somali	Spanish	Vietnamese	All languages
Easy	71 86.6%	23 79.3%	561 93.2%	45 91.8%	17 85.0%	456 84.0%	28 87.5%	1,201 88.5%
Somewhat difficult	10 12.2%	5 17.2%	36 6.0%	3 6.1%	3 15.0%	75 13.8%	3 9.4%	135 9.9%
Difficult	1 1.2%	1 3.4%	3 0.5%	0 0.0%	0 0.0%	4 0.7%	0 0.0%	9 0.7%
No response	0 0.0%	0 0.0%	2 0.3%	1 2.0%	0 0.0%	8 1.5%	1 3.1%	12 .9%
Total responses by language	82 100.0%	29 100.0%	602 100.0%	49 100.0%	20 100.0%	543 100.0%	32 100.0%	1,357 100.0%

Question 3. How would you describe having height, weight and blood samples taken?

	Arabic	Bosnian	English	Russian	Somali	Spanish	Vietnamese	All languages
Easy	73 89.0%	24 82.8%	551 91.5%	45 91.8%	17 85.0%	463 85.3%	27 84.4%	1,200 88.4%
Somewhat difficult	9 11.0%	4 13.8%	40 6.6%	3 6.1%	3 15.0%	62 11.4%	4 12.5%	125 9.2%
Difficult	0 0.0%	1 3.4%	6 1.0%	0 0.0%	0 0.0%	10 1.8%	1 3.1%	18 1.3%
No response	0 0.0%	0 0.0%	5 0.8%	1 2.0%	0 0.0%	8 1.5%	0 0.0%	14 1.0%
Total responses by language	82 100.0%	29 100.0%	602 100.0%	49 100.0%	20 100.0%	543 100.0%	32 100.0%	1,357 100.0%

Question 4. How would you describe the nutrition assessment process (giving information about your family's eating habits, meal patterns, foods that your family eats, and physical activity)?

	Arabic	Bosnian	English	Russian	Somali	Spanish	Vietnamese	All languages
Easy	67 81.7%	24 82.8%	547 90.9%	46 93.9%	17 85.0%	454 83.6%	26 81.3%	1,181 87.0%
Somewhat difficult	13 15.9%	5 17.2%	51 8.5%	2 4.1%	2 10.0%	72 13.3%	5 15.6%	150 11.1%
Difficult	1 1.2%	0 0.0%	1 0.2%	0 0.0%	1 5.0%	5 0.9%	1 3.1%	9 0.7%
No response	1 1.2%	0 0.0%	3 0.5%	1 2.0%	0 0.0%	12 2.2%	0 0.0%	17 1.3%
Total responses by language	82 100.0%	29 100.0%	602 100.0%	49 100.0%	20 100.0%	543 100.0%	32 100.0%	1,357 100.0%

Question 5. How would you describe the nutrition education you receive at this WIC office?

	Arabic	Bosnian	English	Russian	Somali	Spanish	Vietnamese	All languages
Helpful	68 82.9%	28 96.6%	525 87.2%	45 91.8%	16 80.0%	507 93.4%	28 87.5%	1,217 89.7%
Somewhat helpful	12 14.6%	1 3.4%	68 11.3%	4 8.2%	4 20.0%	27 5.0%	4 12.5%	120 8.8%
Not helpful	2 2.4%	0 0.0%	5 0.8%	0 0.0%	0 0.0%	7 1.3%	0 0.0%	14 1.0%
No response	0 0.0%	0 0.0%	4 0.7%	0 0.0%	0 0.0%	2 0.4%	0 0.0%	6 0.4%
Total responses by language	82 100.0%	29 100.0%	602 100.0%	49 100.0%	20 100.0%	543 100.0%	32 100.0%	1,357 100.0%

Question 6. The WIC food list with pictures is:

	Arabic	Bosnian	English	Russian	Somali	Spanish	Vietnamese	All languages
Easy to understand	75 91.5%	27 93.1%	549 91.2%	45 91.8%	17 85.0%	497 91.5%	31 96.9%	1,241 91.5%
Somewhat diff. to understand	7 8.5%	2 6.9%	41 6.8%	4 8.2%	3 15.0%	36 6.6%	0 0.0%	93 6.9%
Difficult to understand	0 0.0%	0 0.0%	4 0.7%	0 0.0%	0 0.0%	6 1.1%	0 0.0%	10 0.7%
No response	0 0.0%	0 0.0%	8 1.3%	0 0.0%	0 0.0%	4 0.7%	1 3.1%	13 1.0%
Total responses by language	82 100.0%	29 100.0%	602 100.0%	49 100.0%	20 100.0%	543 100.0%	32 100.0%	1,357 100.0%

Question 7. If WIC could give you information about nutrition in any of the following ways, which would you choose? (Circle all that apply).

	Arabic	Bosnian	English	Russian	Somali	Spanish	Vietnamese	All languages
Talk to a nutritionist at the WIC clinic	48 45.7%	21 42.0%	339 38.8%	32 51.6%	14 43.8%	328 43.7%	22 46.8%	804 41.9%
Attend a nutrition class at the WIC clinic	13 12.4%	6 12.0%	118 13.5%	9 14.5%	7 21.9%	154 20.5%	6 12.8%	313 16.3%
Check out books/videos and take a short quiz	11 10.5%	5 10.0%	72 8.2%	2 3.2%	3 9.4%	104 13.8%	5 10.6%	202 10.5%
Complete an Internet-based WIC nutrition lesson and quiz	15 14.3%	6 12.0%	144 16.5%	8 12.9%	2 6.3%	28 3.7%	5 10.6%	208 10.8%
Packet of nutrition information to read and take a short quiz	18 17.1%	12 24.0%	200 22.9%	11 17.7%	6 18.8%	137 18.2%	9 19.1%	393 20.5%
Total responses by language	105 100.0%	50 100.0%	873 100.0%	62 100.0%	32 100.0%	751 100.0%	47 100.0%	1,920 100.0%

Question 8. Do you have access to the Internet at:

	Arabic	Bosnian	English	Russian	Somali	Spanish	Vietnamese	All languages
Home	50 54.9%	20 71.4%	412 57.9%	41 82.0%	10 47.6%	192 34.9%	21 56.8%	746 50.1%
Work or school	17 18.7%	2 7.1%	92 12.9%	2 4.0%	2 9.5%	13 2.4%	5 13.5%	133 8.9%
Public library	11 12.1%	2 7.1%	127 17.9%	3 6.0%	1 4.8%	40 7.3%	4 10.8%	188 12.6%
I don't have access to a computer with Internet	11 12.1%	4 14.3%	74 10.4%	4 8.0%	4 19.0%	210 38.2%	5 13.5%	312 21.0%
I don't know how to use a computer	2 2.2%	0 0.0%	6 0.8%	0 0.0%	4 19.0%	95 17.3%	2 5.4%	109 7.3%
Total responses by language	91 100.0%	28 100.0%	711 100.0%	50 100.0%	21 100.0%	550 100.0%	37 100.0%	1,488 100.0%

Question 9. The staff at this WIC office use words that I understand.

	Arabic	Bosnian	English	Russian	Somali	Spanish	Vietnamese	All languages
Always	69 84.1%	26 89.7%	564 93.7%	48 98.0%	18 90.0%	443 81.6%	20 62.5%	1,188 87.5%
Sometimes	9 11.0%	3 10.3%	28 4.7%	1 2.0%	2 10.0%	86 15.8%	11 34.4%	140 10.3%
Never	2 2.4%	0 0.0%	3 0.5%	0 0.0%	0 0.0%	4 0.7%	1 3.1%	10 0.7%
No response	2 2.4%	0 0.0%	7 1.2%	0 0.0%	0 0.0%	10 1.8%	0 0.0%	19 1.4%
Total responses by language	82 100.0%	29 100.0%	602 100.0%	49 100.0%	20 100.0%	543 100.0%	32 100.0%	1,357 100.0%

Question 10. The staff at this WIC office are helpful.

	Arabic	Bosnian	English	Russian	Somali	Spanish	Vietnamese	All languages
Always	76 92.7%	25 86.2%	567 94.2%	48 98.0%	16 80.0%	514 94.7%	30 93.8%	1,276 94.0%
Sometimes	4 4.9%	3 10.3%	26 4.3%	1 2.0%	3 15.0%	19 3.5%	2 6.3%	58 4.3%
Never	0 0.0%	0 0.0%	1 0.2%	0 0.0%	0 0.0%	1 0.2%	0 0.0%	2 0.1%
No response	2 2.4%	1 3.4%	8 1.3%	0 0.0%	1 5.0%	9 1.7%	0 0.0%	21 1.5%
Total responses by language	82 100.0%	29 100.0%	602 100.0%	49 100.0%	20 100.0%	543 100.0%	32 100.0%	1,357 100.0%

Question 11. The cashiers at the WIC store or pharmacy are helpful.

	Arabic	Bosnian	English	Russian	Somali	Spanish	Vietnamese	All languages
Always	68 82.9%	22 75.9%	408 67.8%	43 87.8%	11 55.0%	377 69.4%	23 71.9%	952 70.2%
Sometimes	10 12.2%	2 6.9%	166 27.6%	5 10.2%	5 25.0%	148 27.3%	7 21.9%	343 25.3%
Never	1 1.2%	3 10.3%	14 2.3%	0 0.0%	2 10.0%	7 1.3%	2 6.3%	29 2.1%
No response	3 3.7%	2 6.9%	14 2.3%	1 2.0%	2 10.0%	11 2.0%	0 0.0%	33 2.4%
Total responses by language	82 100.0%	29 100.0%	602 100.0%	49 100.0%	20 100.0%	543 100.0%	32 100.0%	1,357 100.0%

Question 12. The store that I shop at has the WIC foods I want.

	Arabic	Bosnian	English	Russian	Somali	Spanish	Vietnamese	All languages
Always	59 72.0%	23 79.3%	356 59.1%	38 77.6%	12 60.0%	385 70.9%	23 71.9%	896 66.0%
Sometimes	21 25.6%	5 17.2%	233 38.7%	11 22.4%	6 30.0%	143 26.3%	8 25.0%	427 31.5%
Never	0 0.0%	0 0.0%	5 0.8%	0 0.0%	2 10.0%	6 1.1%	1 3.1%	14 1.0%
No response	2 2.4%	1 3.4%	8 1.3%	0 0.0%	0 0.0%	9 1.7%	0 0.0%	20 1.5%
Total responses by language	82 100.0%	29 100.0%	602 100.0%	49 100.0%	20 100.0%	543 100.0%	32 100.0%	1,357 100.0%

Question 13. I use all the WIC checks I am given.

	Arabic	Bosnian	English	Russian	Somali	Spanish	Vietnamese	All languages
Always	67 81.7%	28 96.6%	466 77.4%	45 91.8%	18 90.0%	482 88.8%	25 78.1%	1,131 83.3%
Sometimes	8 9.8%	0 0.0%	117 19.4%	2 4.1%	2 10.0%	30 5.5%	5 15.6%	164 12.1%
Never	1 1.2%	0 0.0%	4 0.7%	0 0.0%	0 0.0%	0 0.0%	1 3.1%	6 0.4%
No response	6 7.3%	1 3.4%	15 2.5%	2 4.1%	0 0.0%	31 5.7%	1 3.1%	56 4.1%
Total responses by language	82 100.0%	29 100.0%	602 100.0%	49 100.0%	20 100.0%	543 100.0%	32 100.0%	1,357 100.0%

Question 13 – Supplemental. If you answered “sometimes” or “never” to the above question (you don’t use all of your WIC checks), would you like to receive fewer checks per month? You would receive the same amount of food you currently receive, only it would be divided up over fewer checks.

	Arabic	Bosnian	English	Russian	Somali	Spanish	Vietnamese	All languages
Yes	10	3	61	5	1	35	4	119
	12.2%	10.3%	10.1%	10.2%	5.0%	6.4%	12.5%	0
No	15	6	68	2	3	52	2	148
	18.3%	20.7%	11.3%	4.1%	15.0%	9.6%	6.3%	0
No response	57	20	473	42	16	456	26	1,090
	69.5%	69.0%	78.6%	85.7%	80.0%	84.0%	81.3%	80.3%
Total responses by language	82	29	602	49	20	543	32	1,357
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Question 14. If you don’t use all your WIC food checks, why not? (Circle all that apply).

	Arabic	Bosnian	English	Russian	Somali	Spanish	Vietnamese	All languages
The check expires before I can use it.	12 28.6%	3 75.0%	97 34.6%	4 33.3%	8 40.0%	61 43.3%	5 23.8%	190 36.5%
My checks were lost or stolen.	5 11.9%	0 0.0%	17 6.1%	1 8.3%	2 10.0%	22 15.6%	6 28.6%	53 10.2%
Getting to the store is a problem for me.	8 19.0%	0 0.0%	33 11.8%	0 0.0%	3 15.0%	14 9.9%	2 9.5%	60 11.5%
We don't need all of the food we get on WIC.	3 7.1%	0 0.0%	18 6.4%	0 0.0%	2 10.0%	11 7.8%	3 14.3%	37 7.1%
I just forget to use the last check.	11 26.2%	1 25.0%	89 31.8%	6 50.0%	4 20.0%	29 20.6%	4 19.0%	144 27.7%
There are too many checks to use.	3 7.1%	0 0.0%	26 9.3%	1 8.3%	1 5.0%	4 2.8%	1 4.8%	36 6.9%
Total responses by language	42	4	280	12	20	141	21	520
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Question 15. Which three things do you like most about the WIC program?

	Arabic	Bosnian	English	Russian	Somali	Spanish	Vietnamese	All languages
Information on healthy eating and lifestyle choices	47 24.4%	19 26.0%	362 22.2%	23 19.2%	14 20.3%	373 29.7%	19 22.6%	857 25.0%
Checks for healthy foods	56 29.0%	17 23.3%	442 27.1%	35 29.2%	15 21.7%	307 24.5%	16 19.0%	888 25.9%
Checks for infant formula	34 17.6%	19 26.0%	296 18.2%	21 17.5%	10 14.5%	200 15.9%	16 19.0%	596 17.4%
Breastfeeding support	15 7.8%	3 4.1%	127 7.8%	16 13.3%	8 11.6%	77 6.1%	6 7.1%	252 7.4%
Availability of breast pumps	8 4.1%	2 2.7%	90 5.5%	11 9.2%	5 7.2%	19 1.5%	4 4.8%	139 4.1%
Immunization screening	13 6.7%	3 4.1%	71 4.4%	6 5.0%	5 7.2%	80 6.4%	7 8.3%	185 5.4%
Referrals to health and social service programs	9 4.7%	3 4.1%	83 5.1%	5 4.2%	5 7.2%	71 5.7%	4 4.8%	180 5.3%
Other health services (testing for anemia, lead, family planning)	11 5.7%	7 9.6%	157 9.6%	3 2.5%	7 10.1%	128 10.2%	12 14.3%	325 9.5%
Total responses by language	193 100.0%	73 100.0%	1628 100.0%	120 100.0%	69 100.0%	1255 100.0%	84 100.0%	3,422 100.0%

Question 16. Which three of the following WIC requirements are the hardest for you?

	Arabic	Bosnian	English	Russian	Somali	Spanish	Vietnamese	All languages
Keeping appointments	36 27.9%	3 9.1%	205 20.3%	7 12.7%	12 30.8%	124 19.0%	16 27.1%	403 20.4%
Completing forms	28 21.7%	10 30.3%	116 11.5%	11 20.0%	5 12.8%	129 19.8%	8 13.6%	307 15.5%
Getting height, weight and blood samples	20 15.5%	3 9.1%	98 9.7%	8 14.5%	7 17.9%	78 11.9%	5 8.5%	219 11.1%
Attending nutrition education sessions	13 10.1%	2 6.1%	213 21.1%	13 23.6%	4 10.3%	122 18.7%	14 23.7%	381 19.3%
Bringing in proof of income, identity and residency	13 10.1%	2 6.1%	162 16.0%	3 5.5%	4 10.3%	81 12.4%	8 13.6%	273 13.8%
Bringing in my children	19 14.7%	13 39.4%	217 21.5%	13 23.6%	7 17.9%	119 18.2%	8 13.6%	396 20.0%
Total responses by language	129 100.0%	33 100.0%	1011 100.0%	55 100.0%	39 100.0%	653 100.0%	59 100.0%	1,979 100.0%

Question 17. What changes have you and your family made because you started coming to WIC?
(Circle all that apply).

	Arabic	Bosnian	English	Russian	Somali	Spanish	Vietnamese	All languages
Eat more fruits and vegetables	50 22.9%	17 16.8%	432 23.0%	25 24.3%	14 15.4%	372 20.7%	16 16.5%	926 21.6%
Eat more iron-rich foods	31 14.2%	15 14.9%	172 9.1%	13 12.6%	10 11.0%	207 11.5%	12 12.4%	460 10.7%
Eat fewer high fat foods	19 8.7%	11 10.9%	153 8.1%	7 6.8%	11 12.1%	217 12.1%	5 5.2%	423 9.9%
Eat less super-sized portions	7 3.2%	5 5.0%	126 6.7%	3 2.9%	8 8.8%	90 5.0%	6 6.2%	245 5.7%
Drink less sodas and sweetened drinks	21 9.6%	11 10.9%	229 12.2%	11 10.7%	8 8.8%	183 10.2%	8 8.2%	471 11.0%
Breastfed my baby longer	15 6.9%	2 2.0%	85 4.5%	13 12.6%	6 6.6%	81 4.5%	6 6.2%	208 4.9%
Decreased or quit smoking	6 2.8%	0 0.0%	79 4.2%	0 0.0%	3 3.3%	24 1.3%	2 2.1%	114 2.7%
Watch less TV and play less video games	13 6.0%	1 1.0%	72 3.8%	3 2.9%	5 5.5%	92 5.1%	8 8.2%	194 4.5%
Do more physical activities	15 6.9%	7 6.9%	146 7.8%	6 5.8%	5 5.5%	152 8.5%	6 6.2%	337 7.9%
Spend more time eating as a family at the table	13 6.0%	9 8.9%	144 7.7%	6 5.8%	3 3.3%	107 6.0%	8 8.2%	290 6.8%
Give juice to my baby in a cup, not in a bottle	14 6.4%	9 8.9%	105 5.6%	9 8.7%	9 9.9%	125 7.0%	7 7.2%	278 6.5%
Got my children's shots	11 5.0%	10 9.9%	54 2.9%	0 0.0%	4 4.4%	109 6.1%	7 7.2%	195 4.5%
No changes were needed	1 .5%	4 4.0%	48 2.6%	5 4.9%	3 3.3%	12 .7%	4 4.1%	77 1.8%
No changes were made	2 .9%	0 0.0%	36 1.9%	2 1.9%	2 2.2%	25 1.4%	2 2.1%	69 1.6%
Total responses by language	218 100.0%	101 100.0%	1881 100.0%	103 100.0%	91 100.0%	1796 100.0%	97 100.0%	4,287 100.0%

Question 18. How would you rate the services you receive from the WIC program?

	Arabic	Bosnian	English	Russian	Somali	Spanish	Vietnamese	All languages
Excellent	61 74.4%	19 65.5%	438 72.8%	38 77.6%	15 75.0%	399 73.5%	17 53.1%	987 72.7%
Good	15 18.3%	7 24.1%	134 22.3%	9 18.4%	5 25.0%	98 18.0%	14 43.8%	282 20.8%
Fair	0 0.0%	1 3.4%	12 2.0%	0 0.0%	0 0.0%	8 1.5%	0 0.0%	21 1.5%
Poor	1 1.2%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	1 0.1%
No response	5 6.1%	2 6.9%	18 3.0%	2 4.1%	0 0.0%	38 7.0%	1 3.1%	66 4.9%
Total responses by language	82 100.0%	29 100.0%	602 100.0%	49 100.0%	20 100.0%	543 100.0%	32 100.0%	1,357 100.0%

Question 19. Is English your first language? (If yes, skip No. 20 and 21.)

	Arabic	Bosnian	English	Russian	Somali	Spanish	Vietnamese	All languages
Yes	11 13.4%	1 3.4%	550 91.4%	1 2.0%	4 20.0%	21 3.9%	0 0.0%	588 43.3%
No	66 80.5%	26 89.7%	31 5.1%	45 91.8%	15 75.0%	479 88.2%	29 90.6%	691 50.9%
No response	5 6.1%	2 6.9%	21 3.5%	3 6.1%	1 5.0%	43 7.9%	3 9.4%	78 5.7%
Total responses by language	82 100.0%	29 100.0%	602 100.0%	49 100.0%	20 100.0%	543 100.0%	32 100.0%	1,357 100.0%

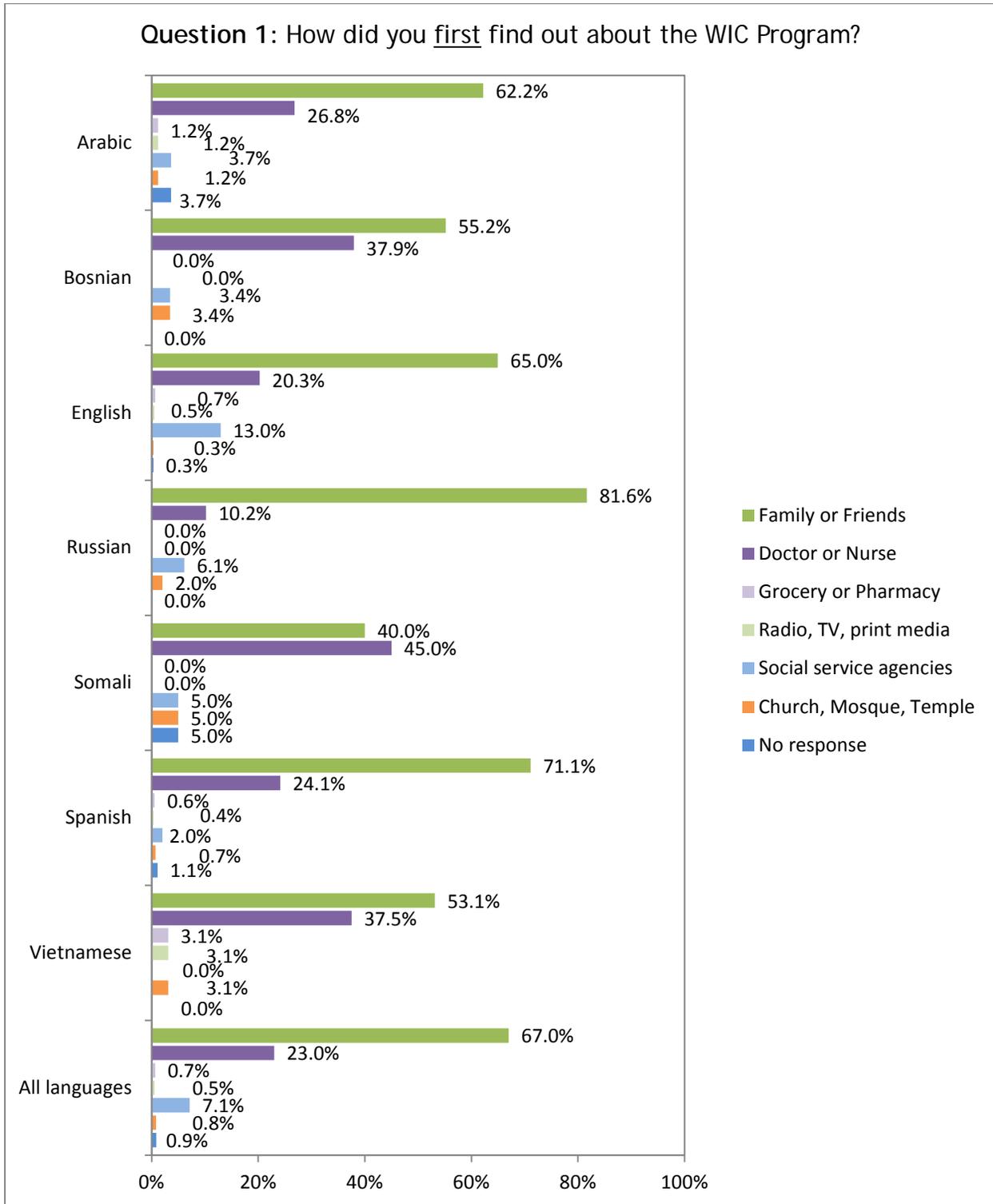
Question 20. How well do you speak English?

	Arabic	Bosnian	English	Russian	Somali	Spanish	Vietnamese	All languages
As well as first language	15 18.3%	11 37.9%	21 3.5%	14 28.6%	3 15.0%	46 8.5%	2 6.3%	112 8.3%
Well, but less than first language	37 45.1%	6 20.7%	10 1.7%	19 38.8%	6 30.0%	57 10.5%	9 28.1%	144 10.6%
Some English	9 11.0%	8 27.6%	5 0.8%	9 18.4%	6 30.0%	196 36.1%	11 34.4%	244 18.0%
Do not speak English	3 3.7%	1 3.4%	0 0.0%	2 4.1%	1 5.0%	148 27.3%	3 9.4%	158 11.6%
No response	18 22.0%	3 10.3%	566 94.0%	5 10.2%	4 20.0%	96 17.7%	7 21.9%	699 51.5%
Total responses by language	82 100.0%	29 100.0%	602 100.0%	49 100.0%	20 100.0%	543 100.0%	32 100.0%	1,357 100.0%

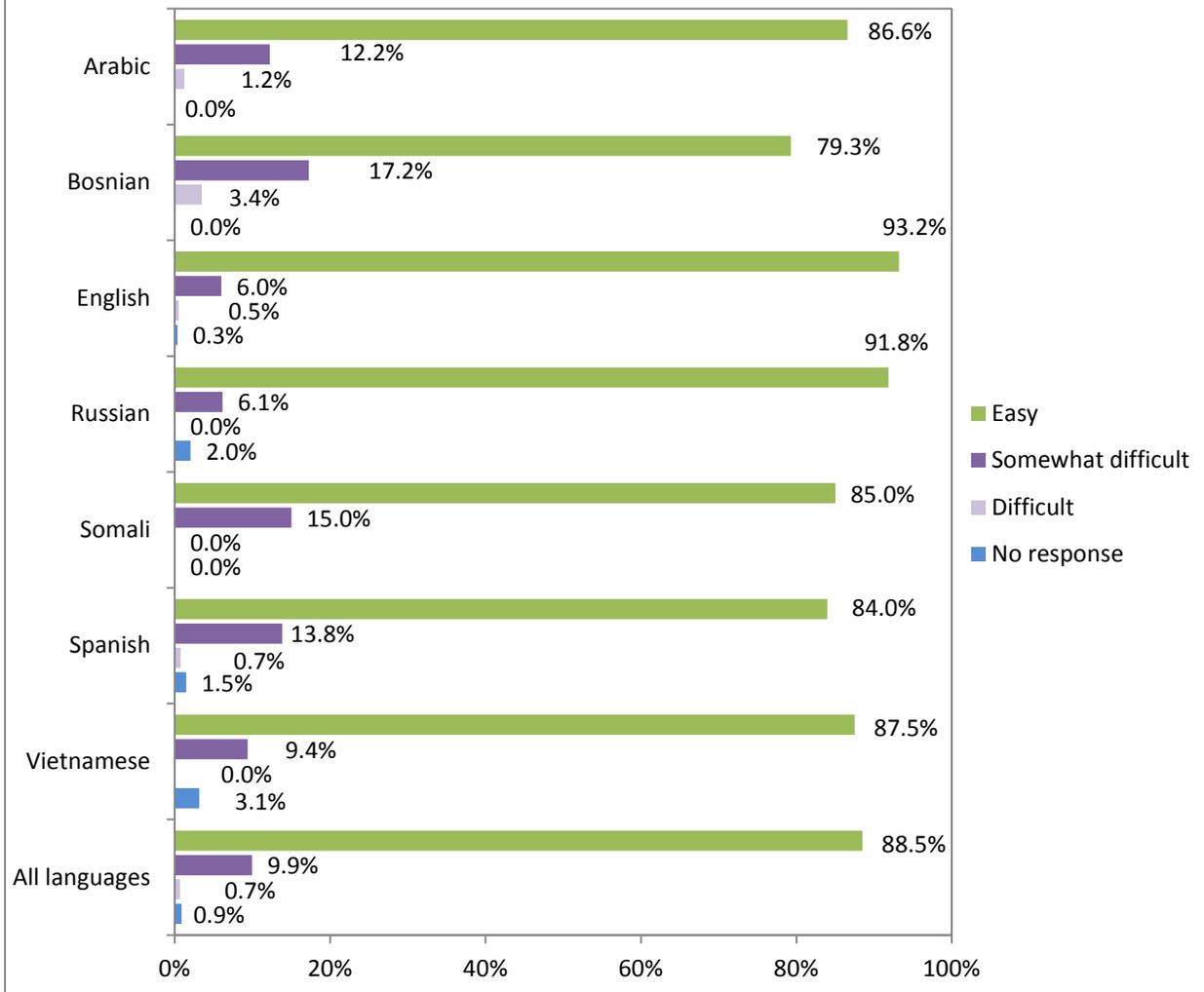
Question 21. How often do you need an interpreter when you come to the WIC office?

	Arabic	Bosnian	English	Russian	Somali	Spanish	Vietnamese	All languages
Always	12 14.6%	3 10.3%	3 0.5%	5 10.2%	3 15.0%	206 37.9%	6 18.8%	238 17.5%
Sometimes	19 23.2%	5 17.2%	5 0.8%	8 16.3%	5 25.0%	163 30.0%	9 28.1%	214 15.8%
Never	33 40.2%	17 58.6%	27 4.5%	29 59.2%	8 40.0%	97 17.9%	9 28.1%	220 16.2%
No response	18 22.0%	4 13.8%	567 94.2%	7 14.3%	4 20.0%	77 14.2%	8 25.0%	685 50.5%
Total responses by language	82 100.0%	29 100.0%	602 100.0%	49 100.0%	20 100.0%	543 100.0%	32 100.0%	1,357 100.0%

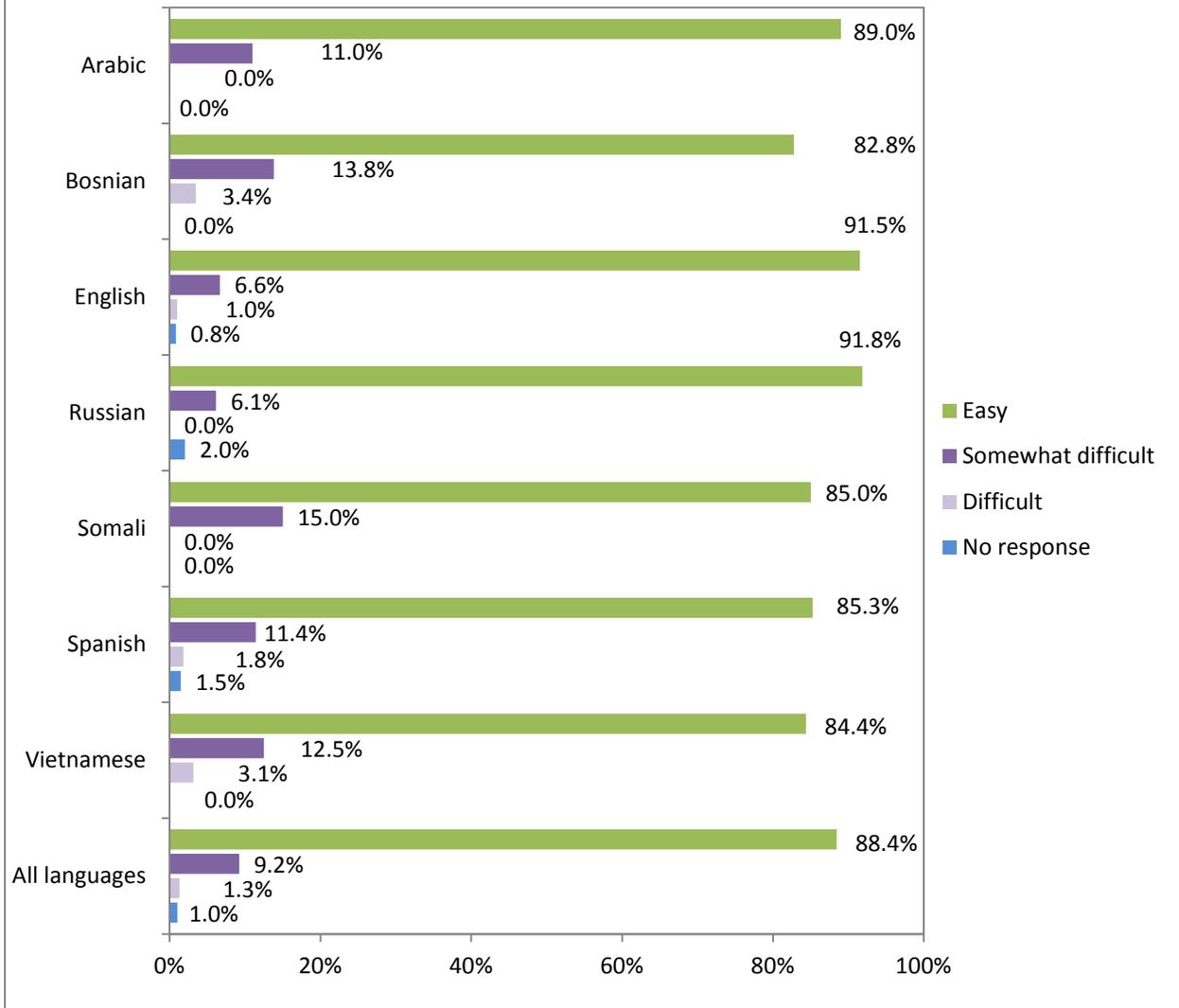
Appendix 5. Charts by Individual Languages



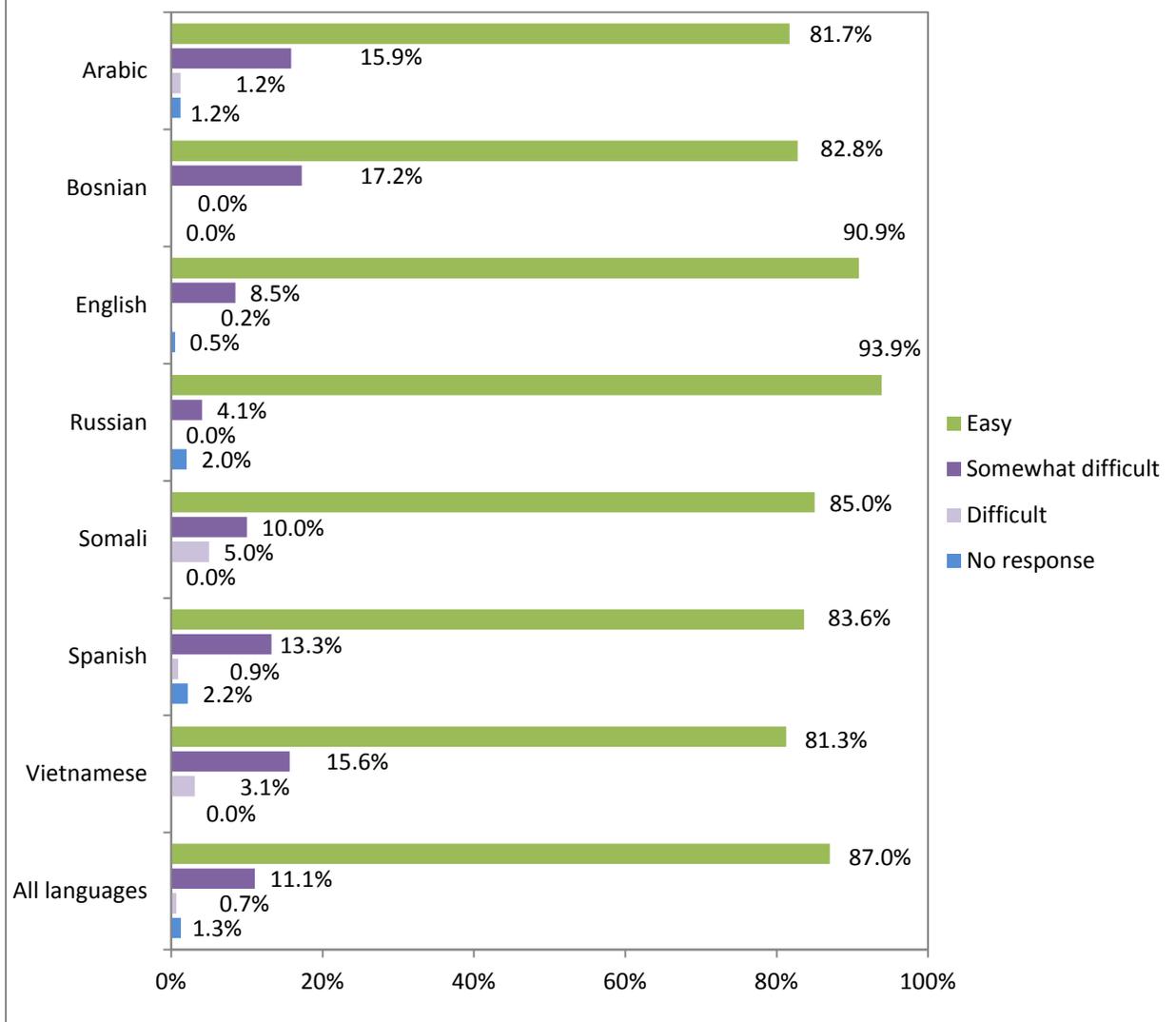
Question 2: How would you describe the WIC application process?



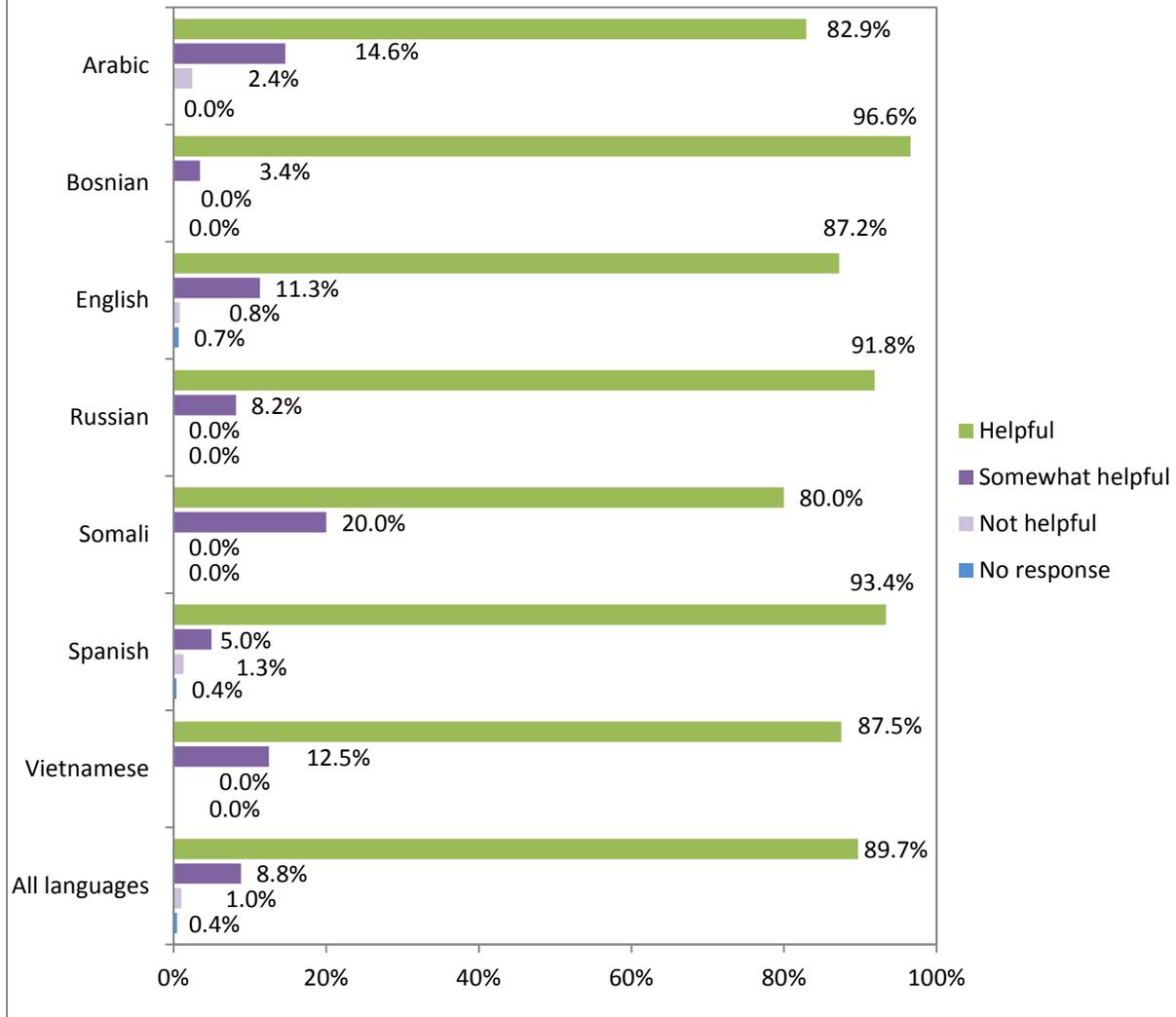
Question 3: How would you describe having height, weight and blood samples taken?



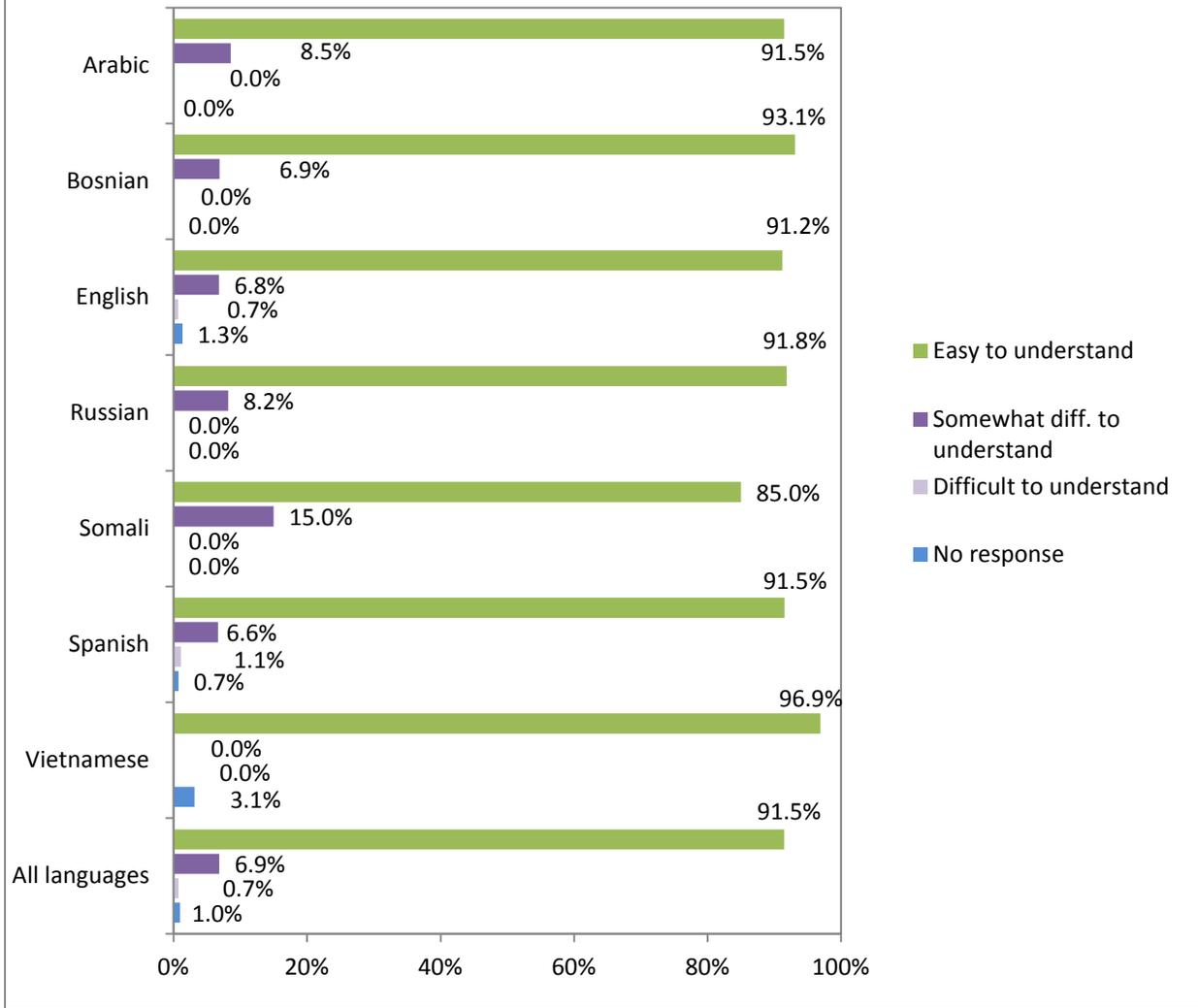
Question 4: How would you describe the nutrition assessment process?



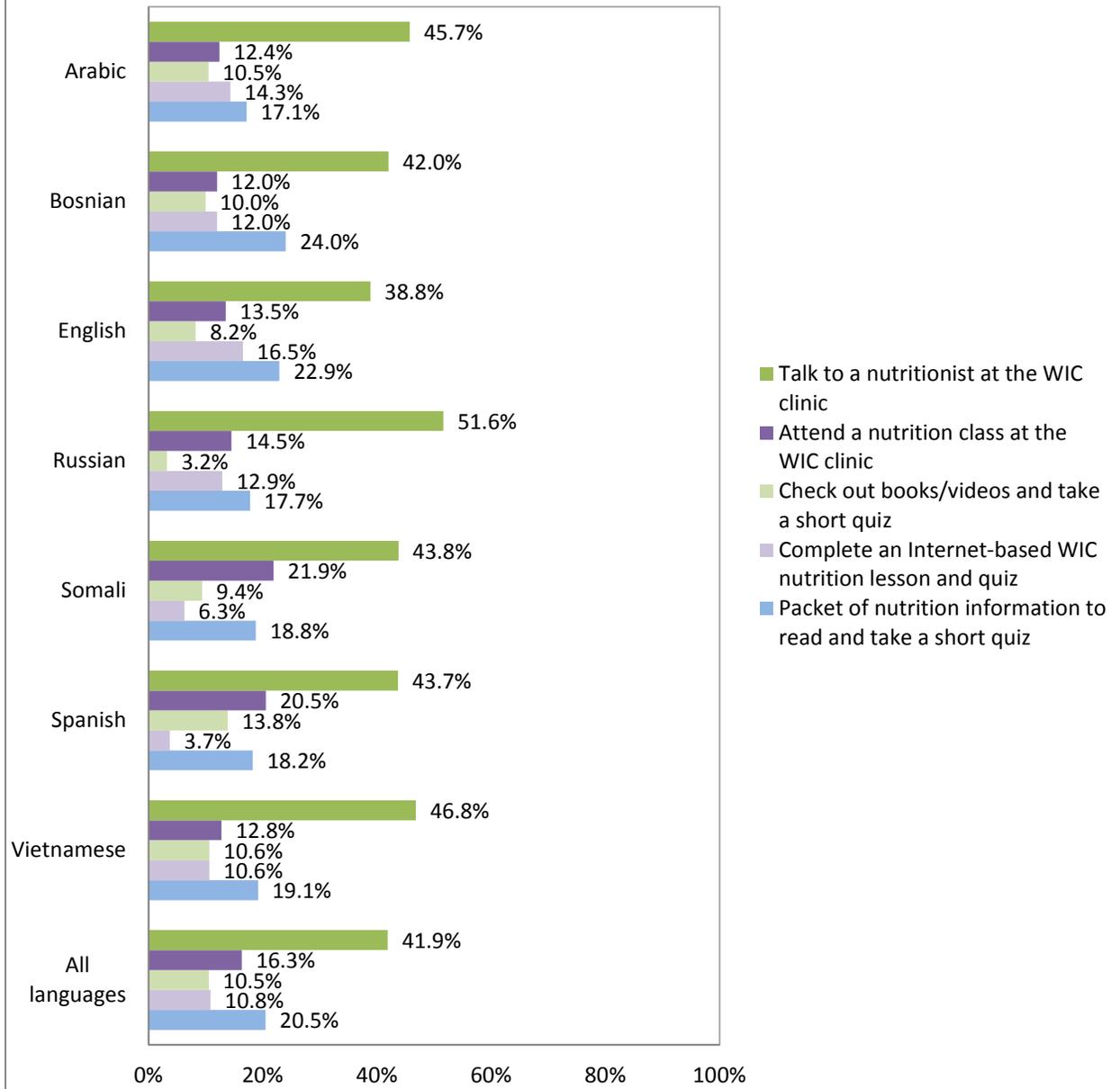
Question 5: How would you describe the nutrition education you receive at this WIC office?



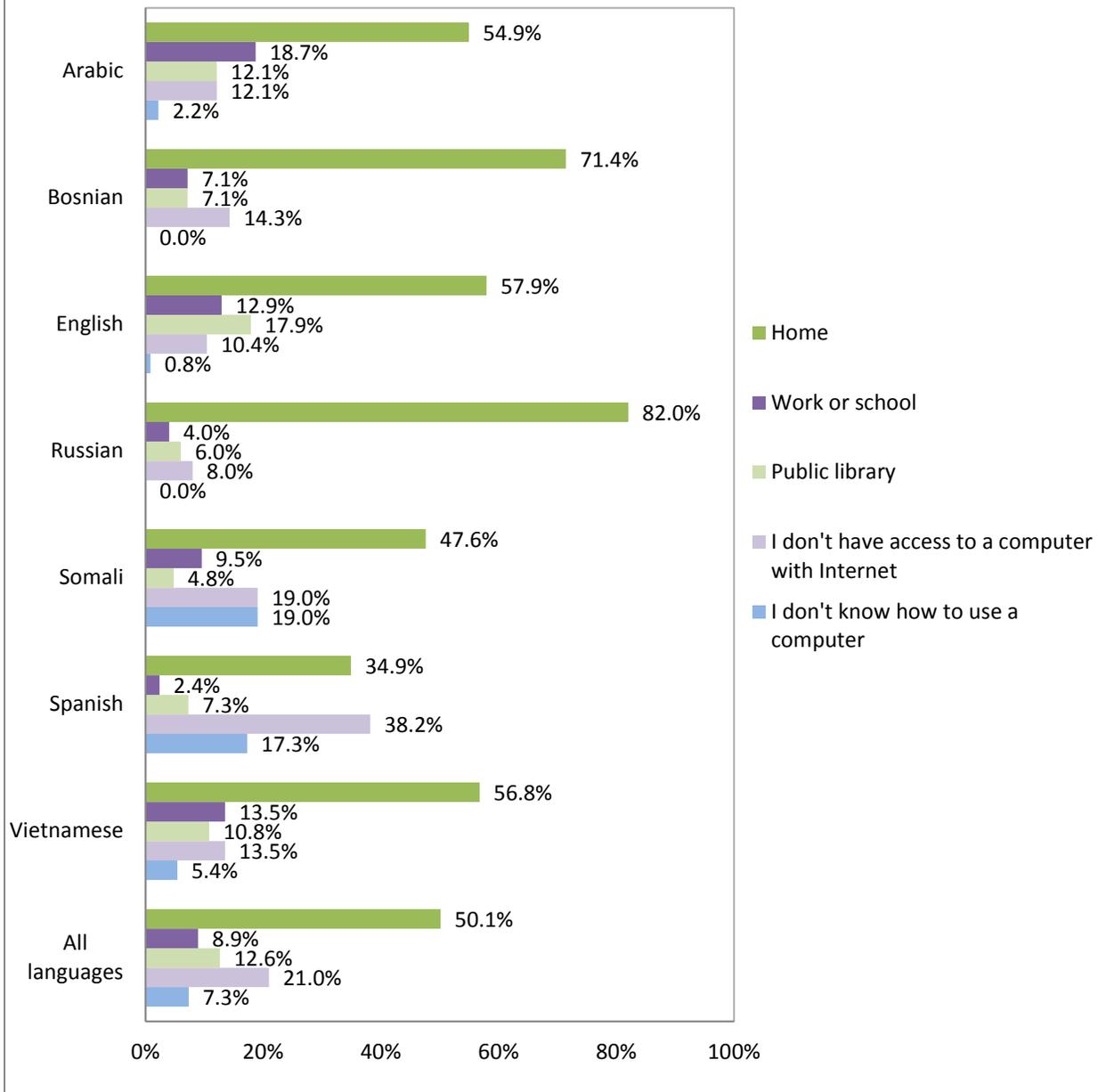
Question 6: The WIC food list with pictures is:



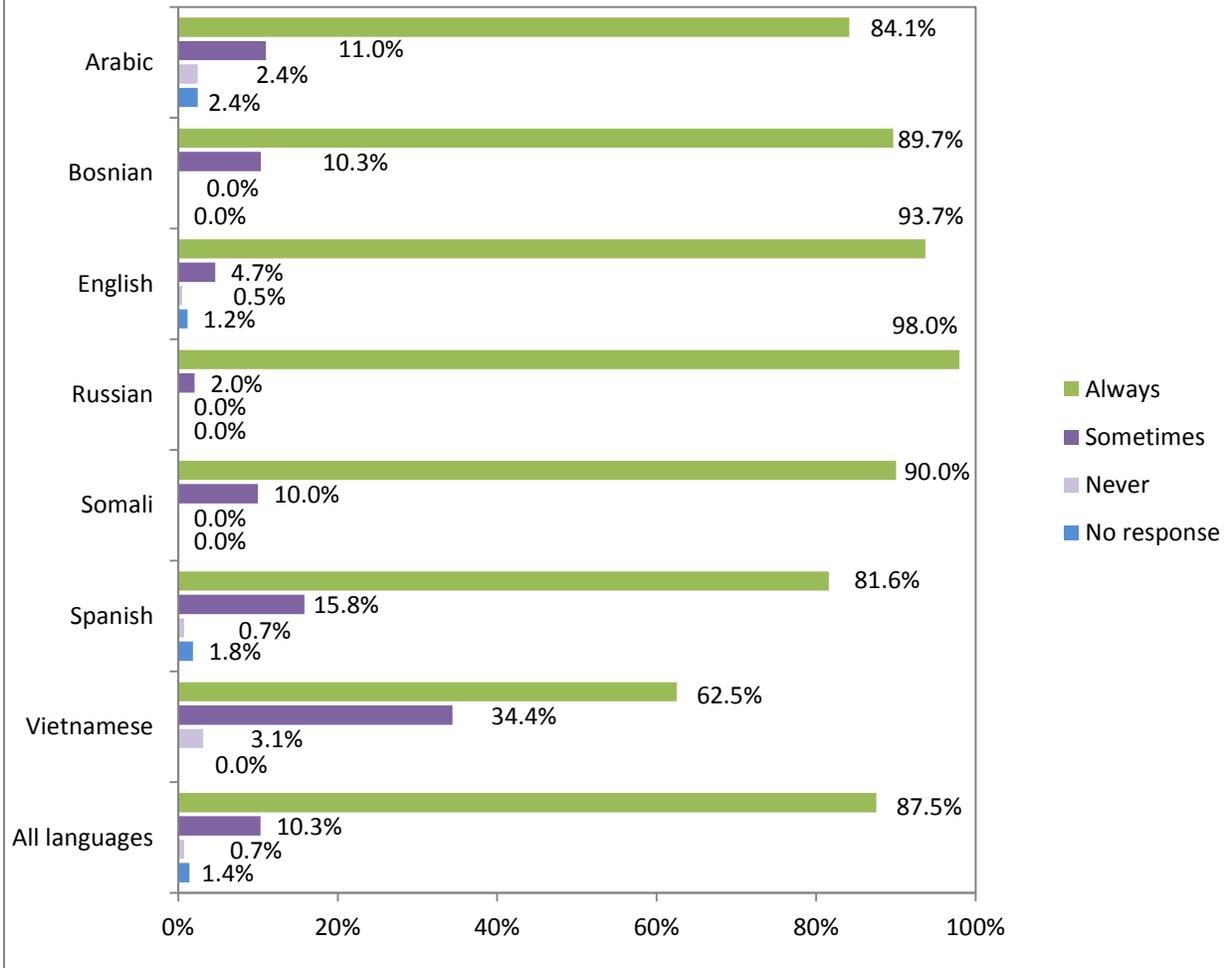
Question 7: If WIC could give you information about nutrition in any of the following ways, which would you choose? (circle all that apply)



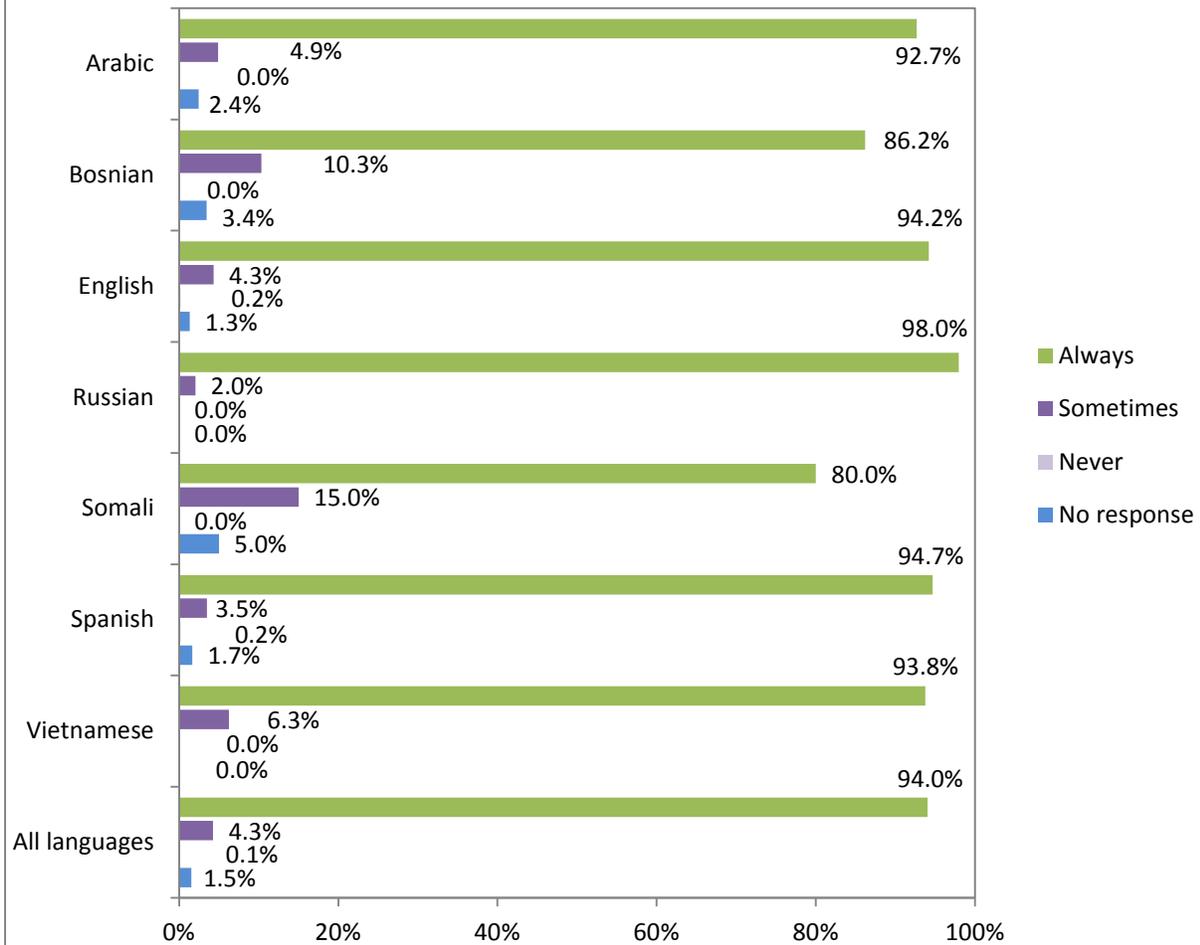
Question 8: Do you have access to the Internet? (circle all that apply)



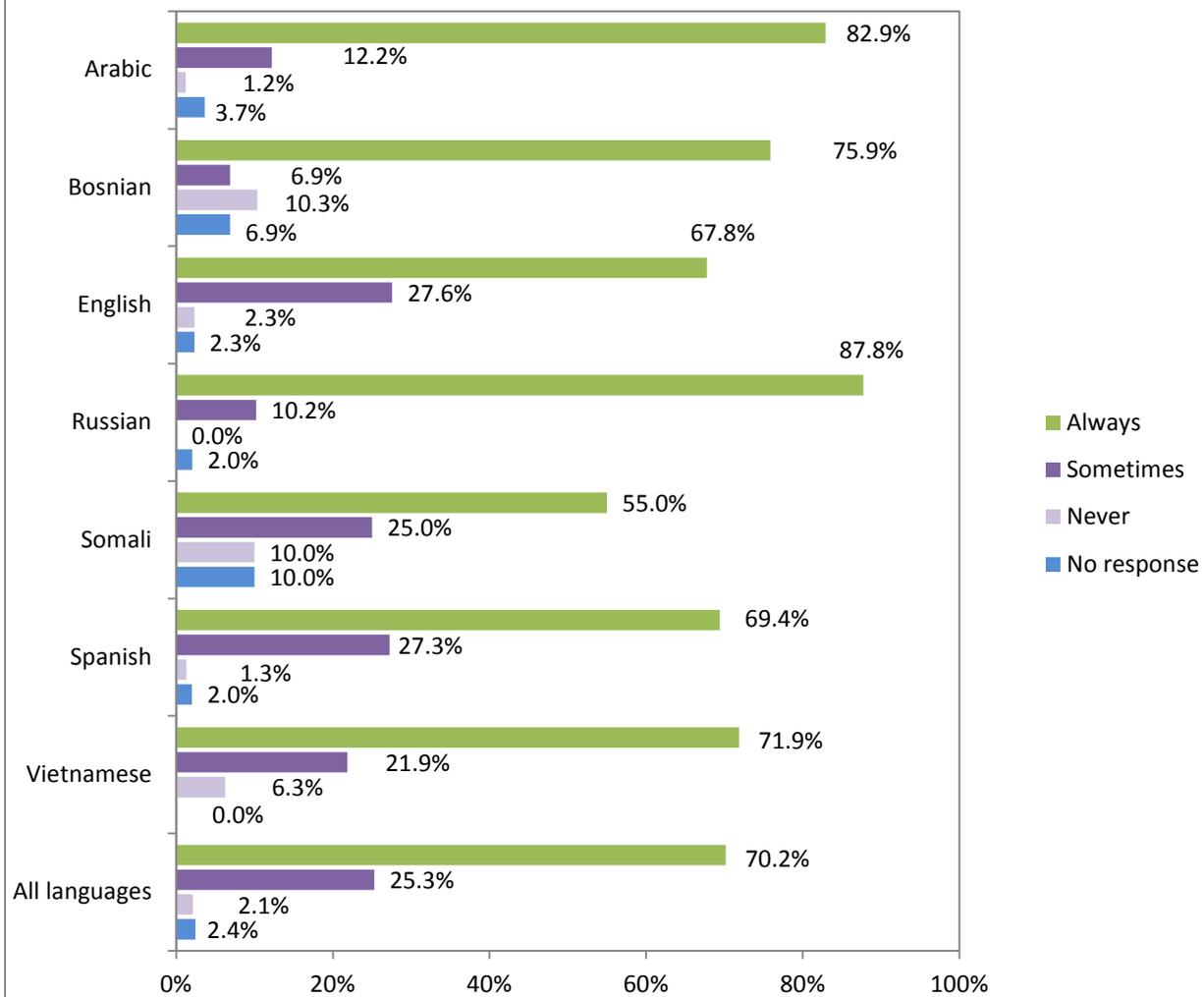
Question 9: The staff at this WIC office use words that I understand



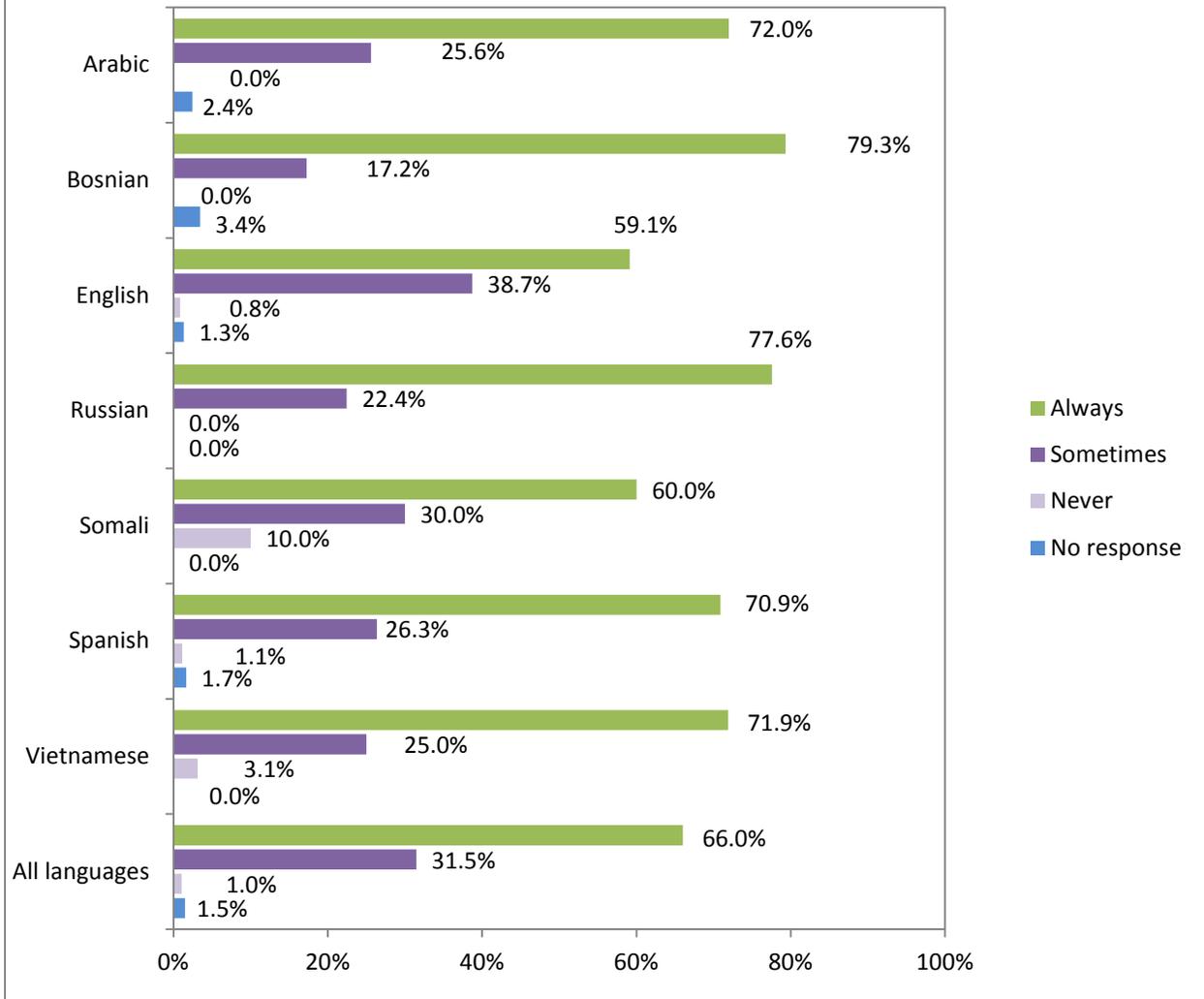
Question 10: The staff at this WIC office are helpful



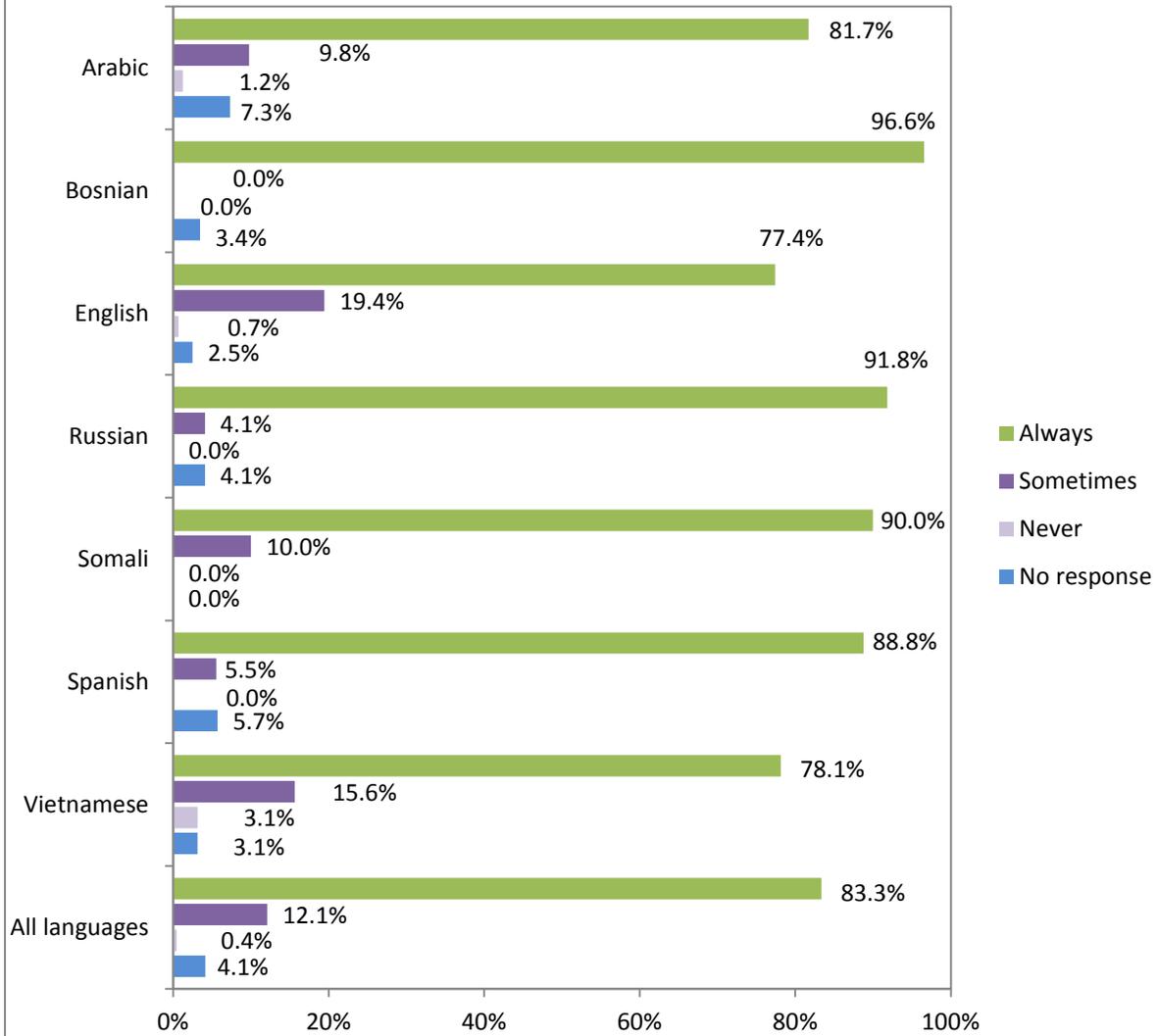
Question 11: The cashiers at the WIC store or pharmacy are helpful



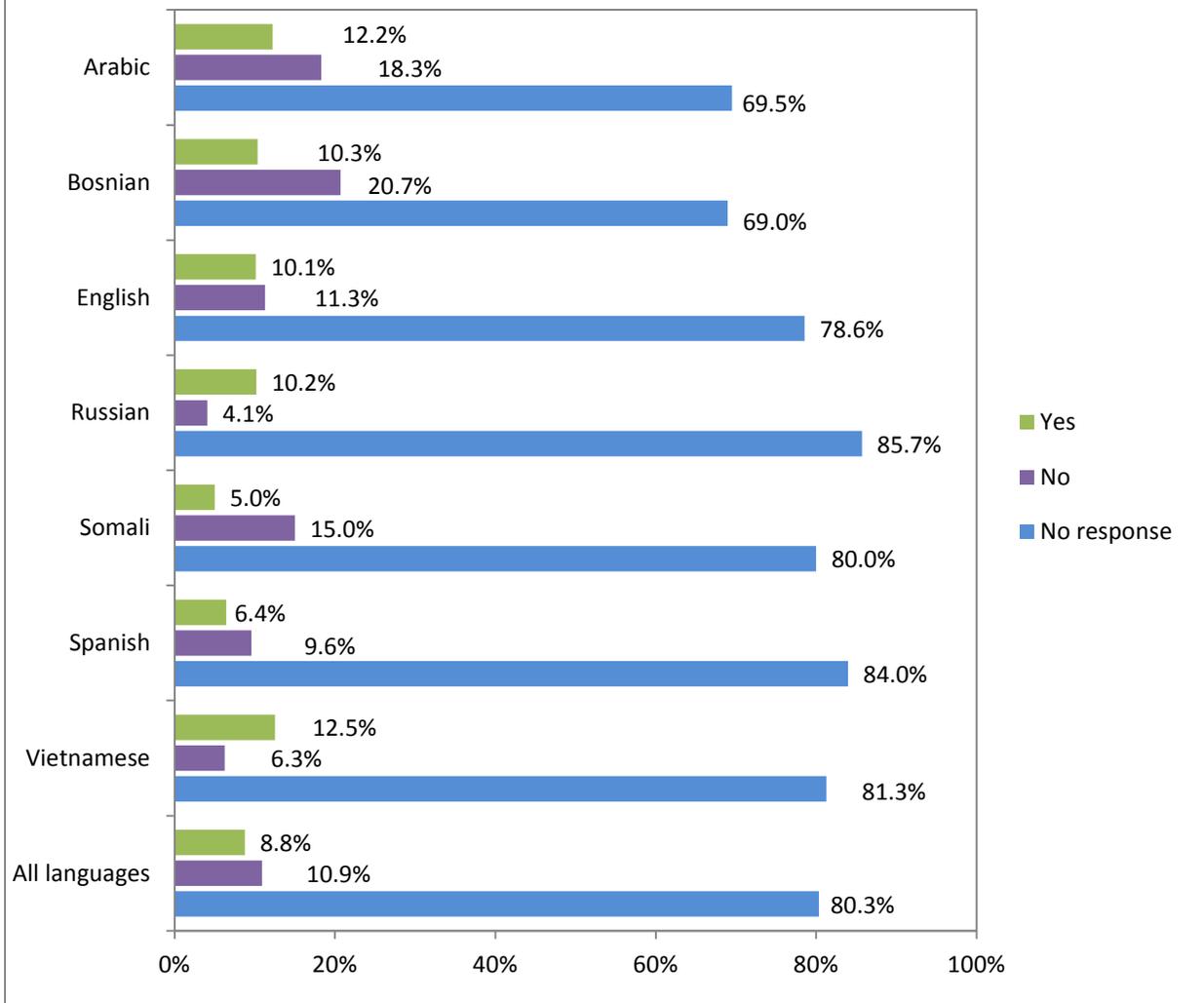
Question 12: The store that I shop at has the WIC foods I want



Question 13: I use all the WIC checks I am given:

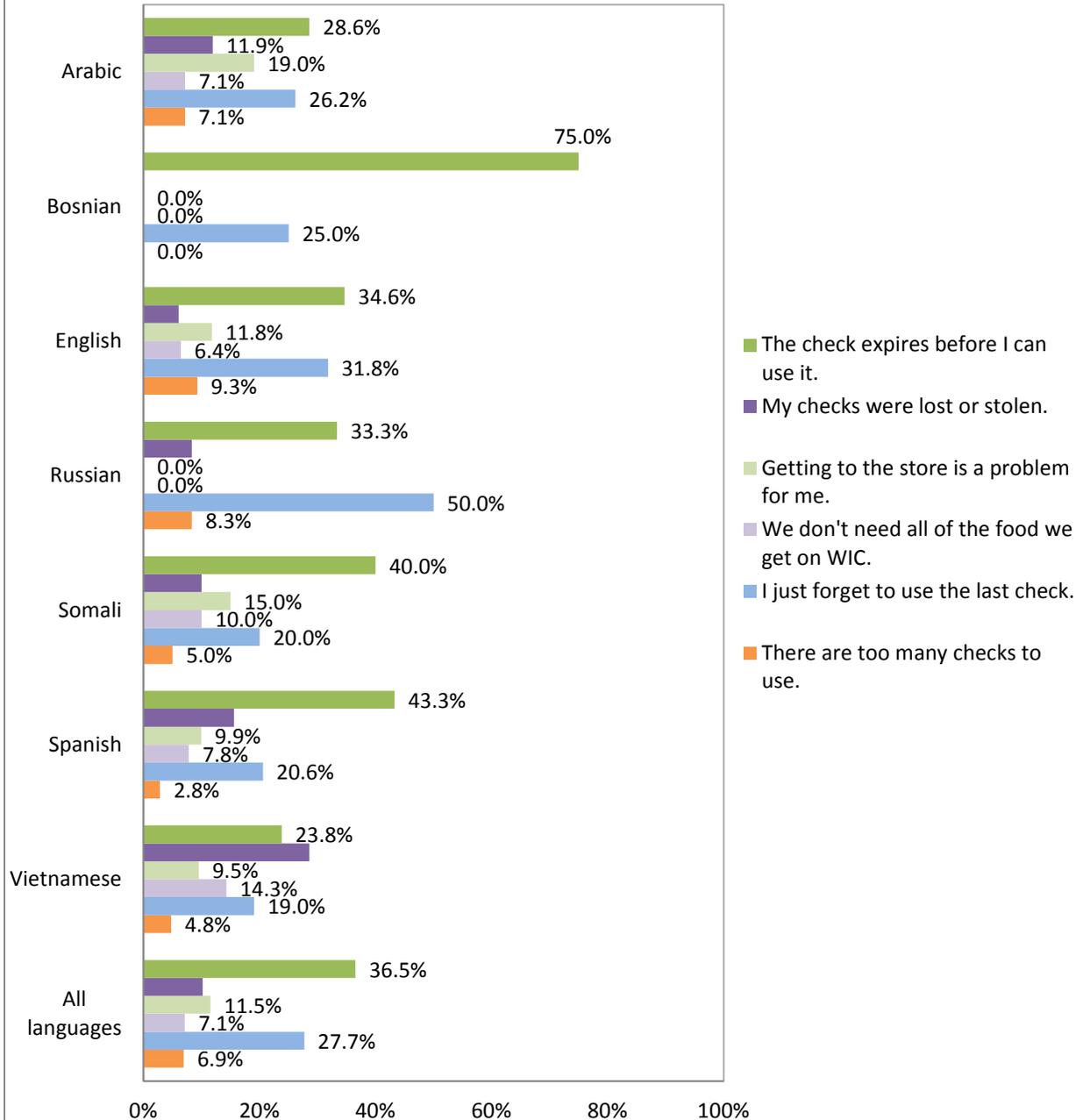


Question 13a: If you answered "sometimes" or "never" to question 13, would you like to receive fewer checks per month?

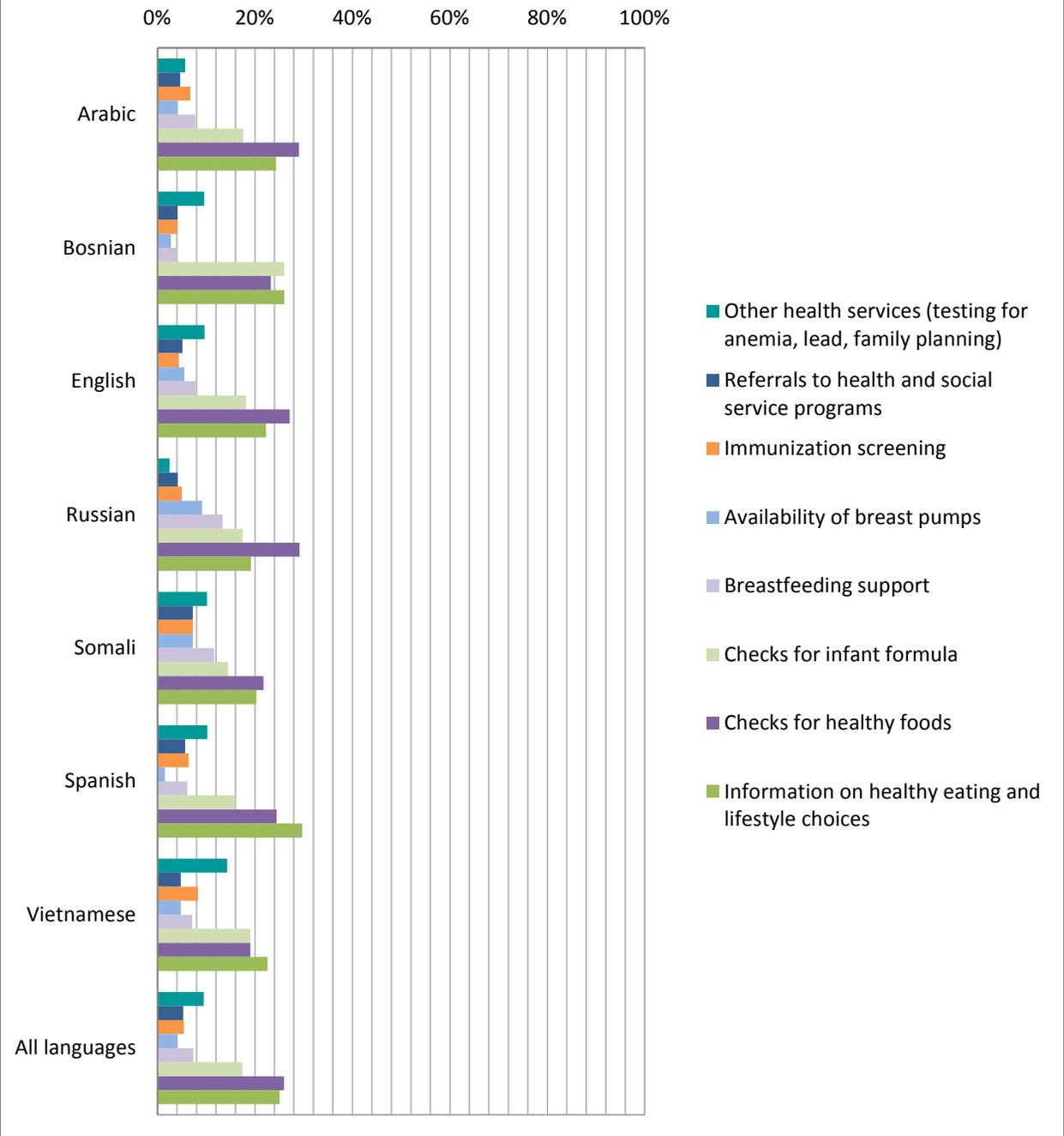


For question 13a, “No response” includes respondents who would have skipped the question, due to their response on question 13, that they “Always” used all their checks.

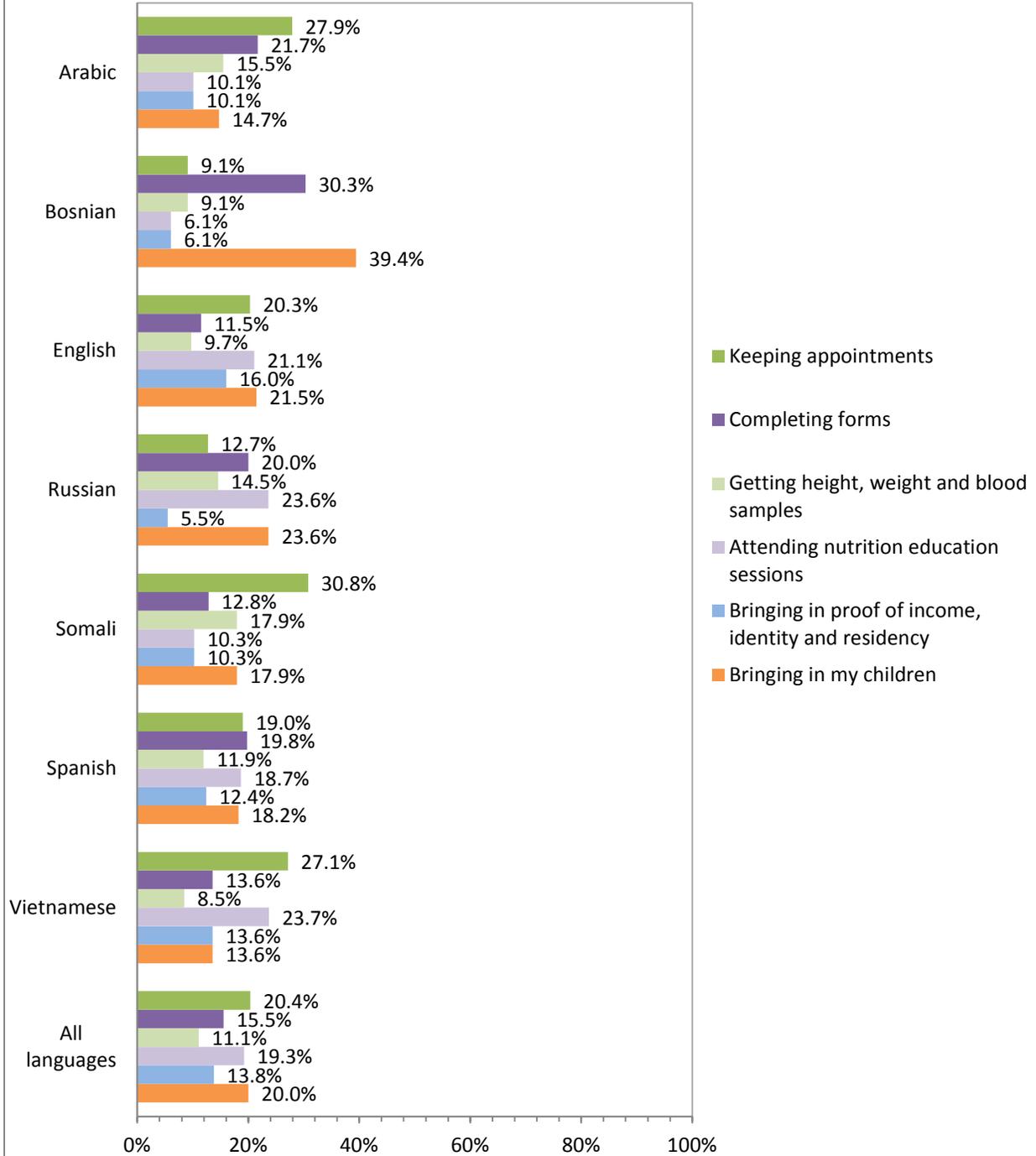
Question 14: If you don't use all your WIC checks, why not? (circle all that apply)



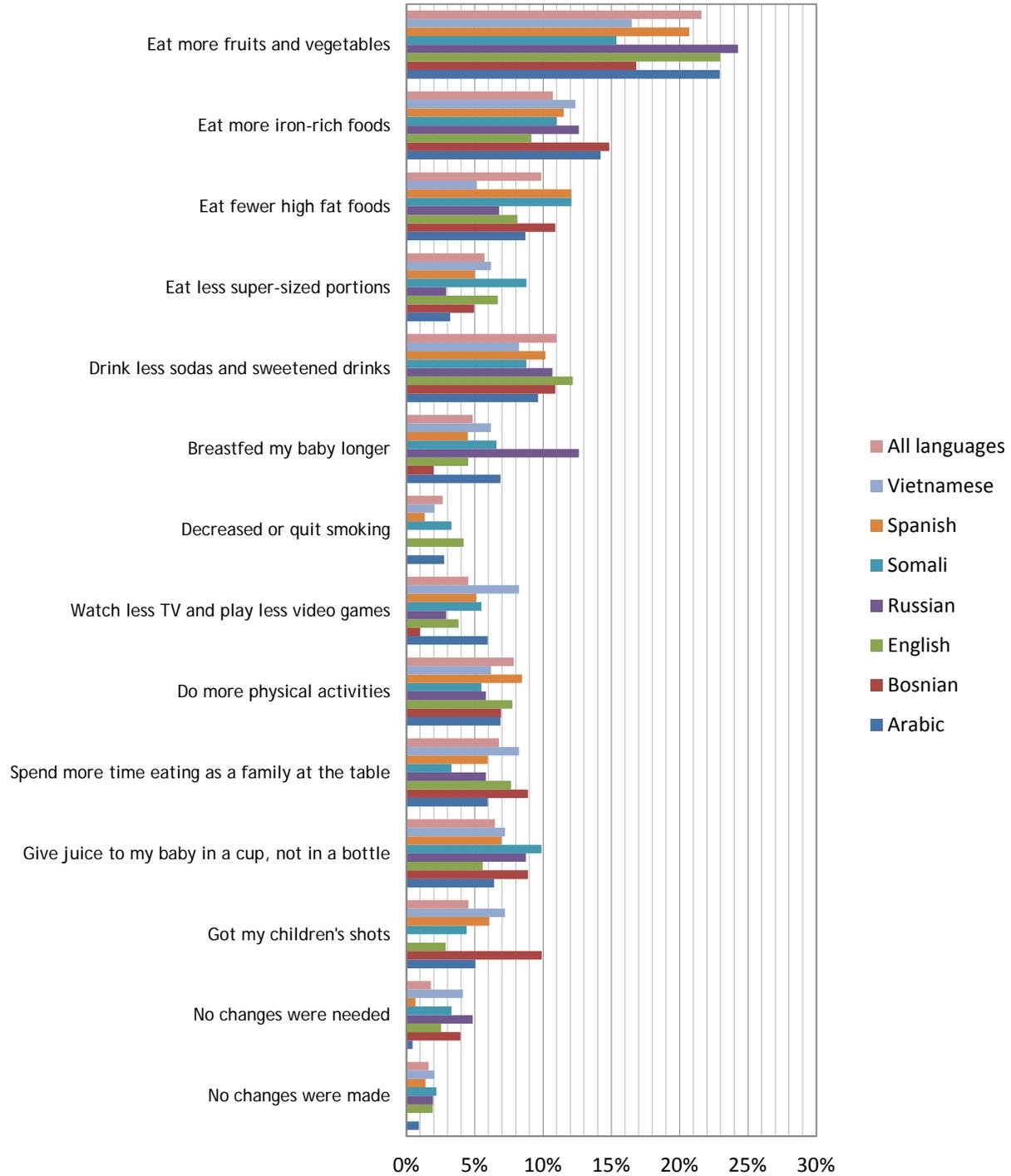
Question 15: Which three things do you like most about the WIC Program?



Question 16: Which three of the following WIC requirements are the hardest for you?

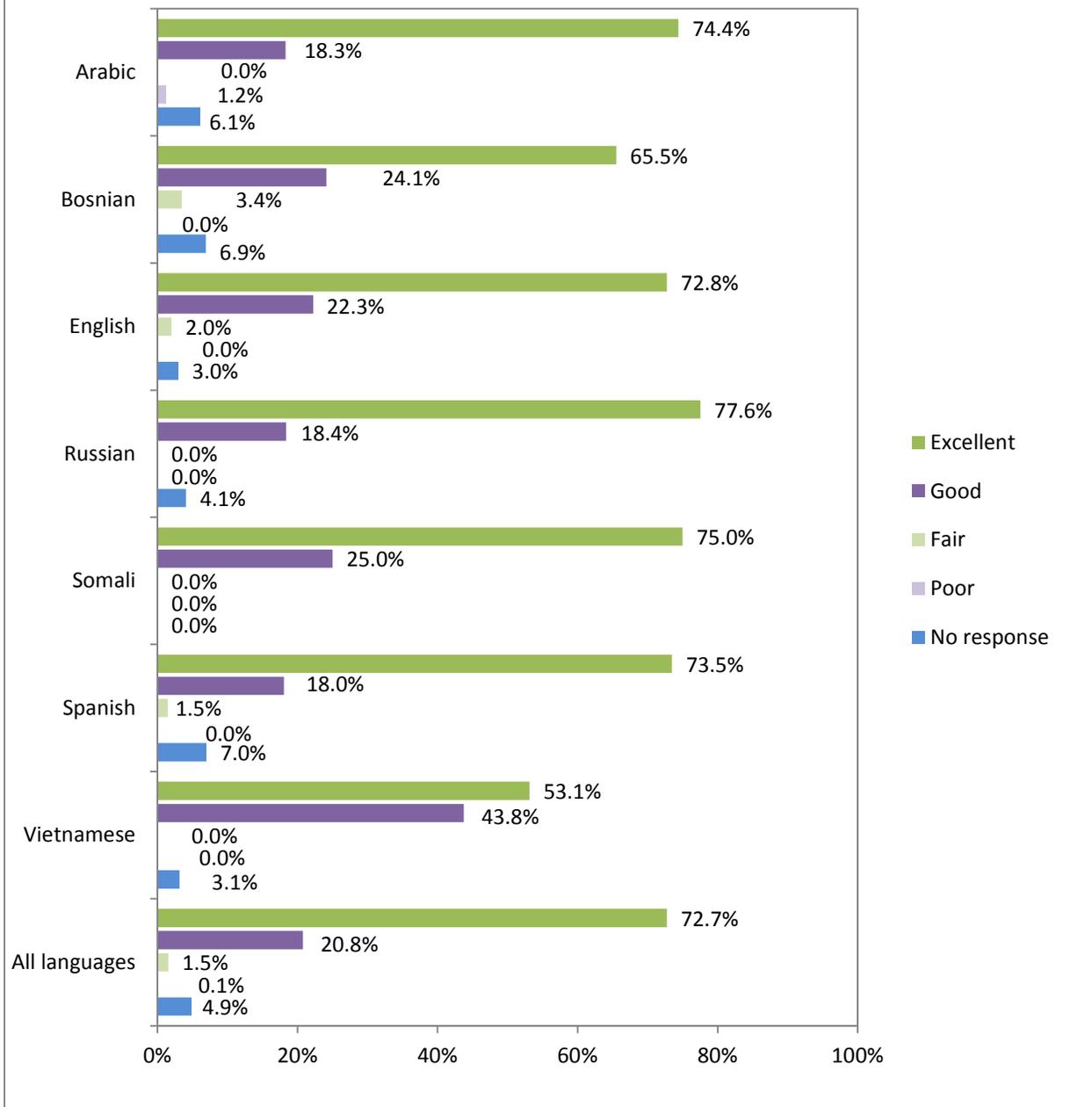


Question 17: What changes have you and your family made because you started coming to WIC? (circle all that apply)

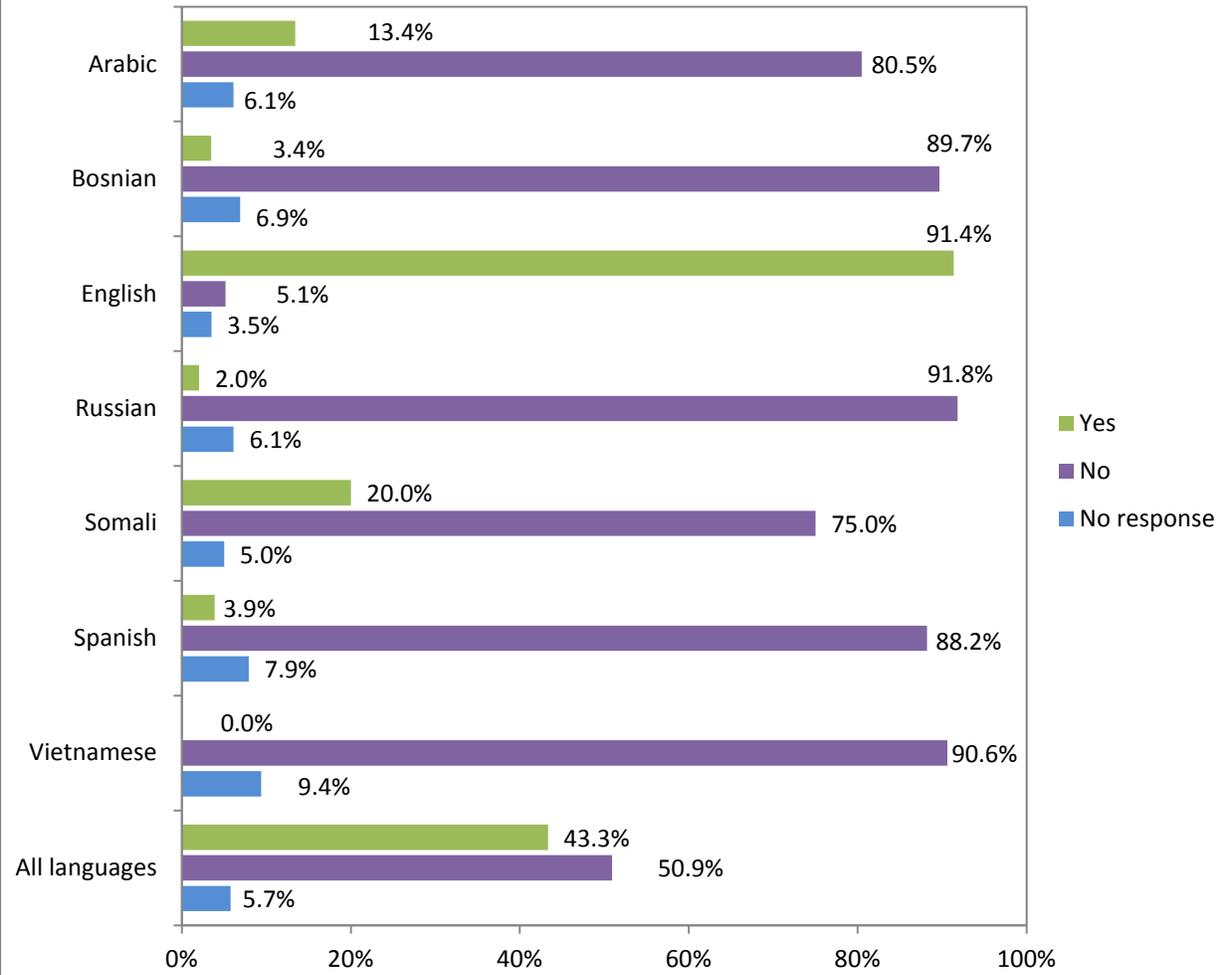


*Note chart is presented on 30% scale and axes are reversed relative to other charts in this appendix.

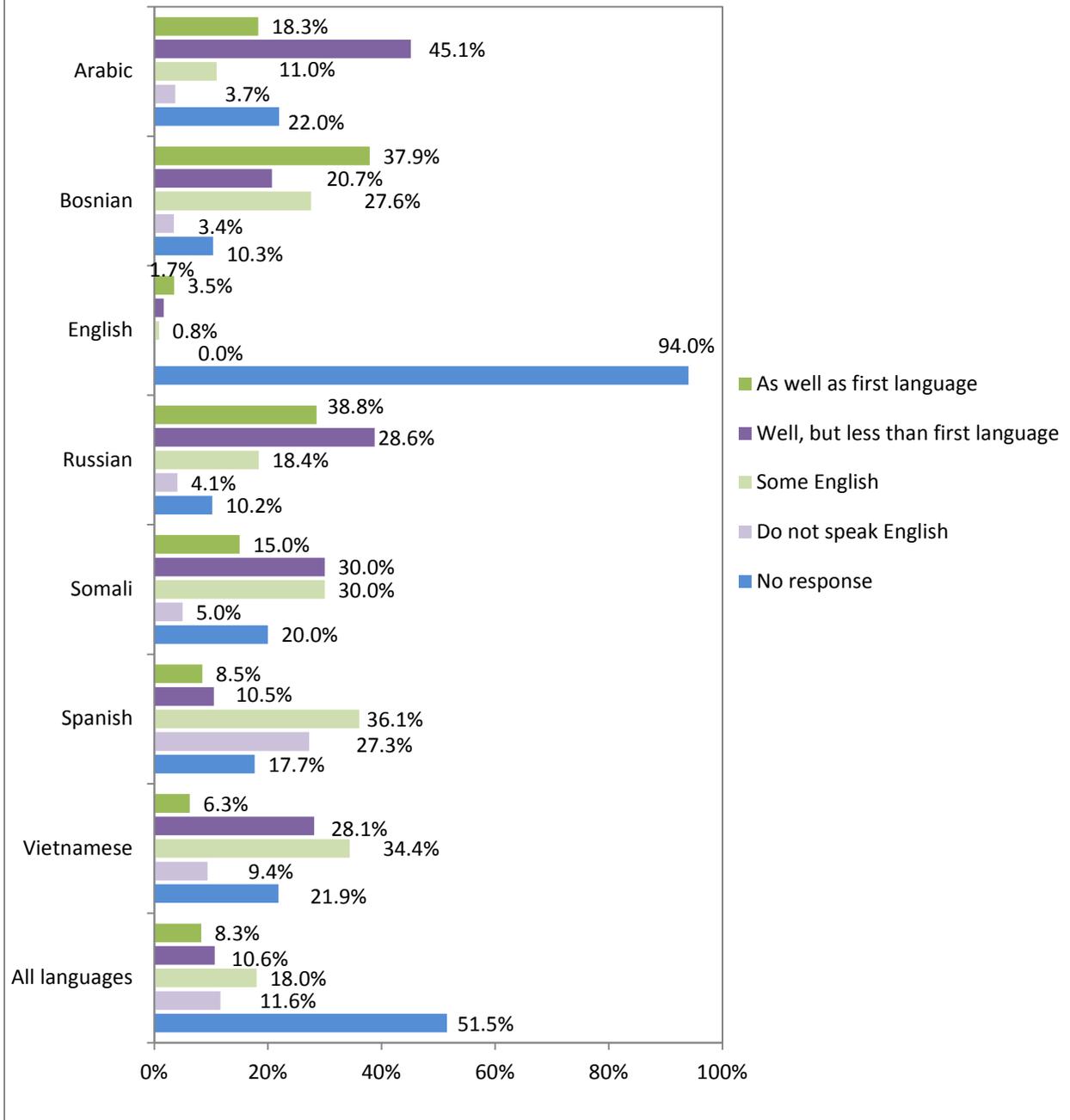
Question 18: How would you rate the services you receive from the WIC Program?



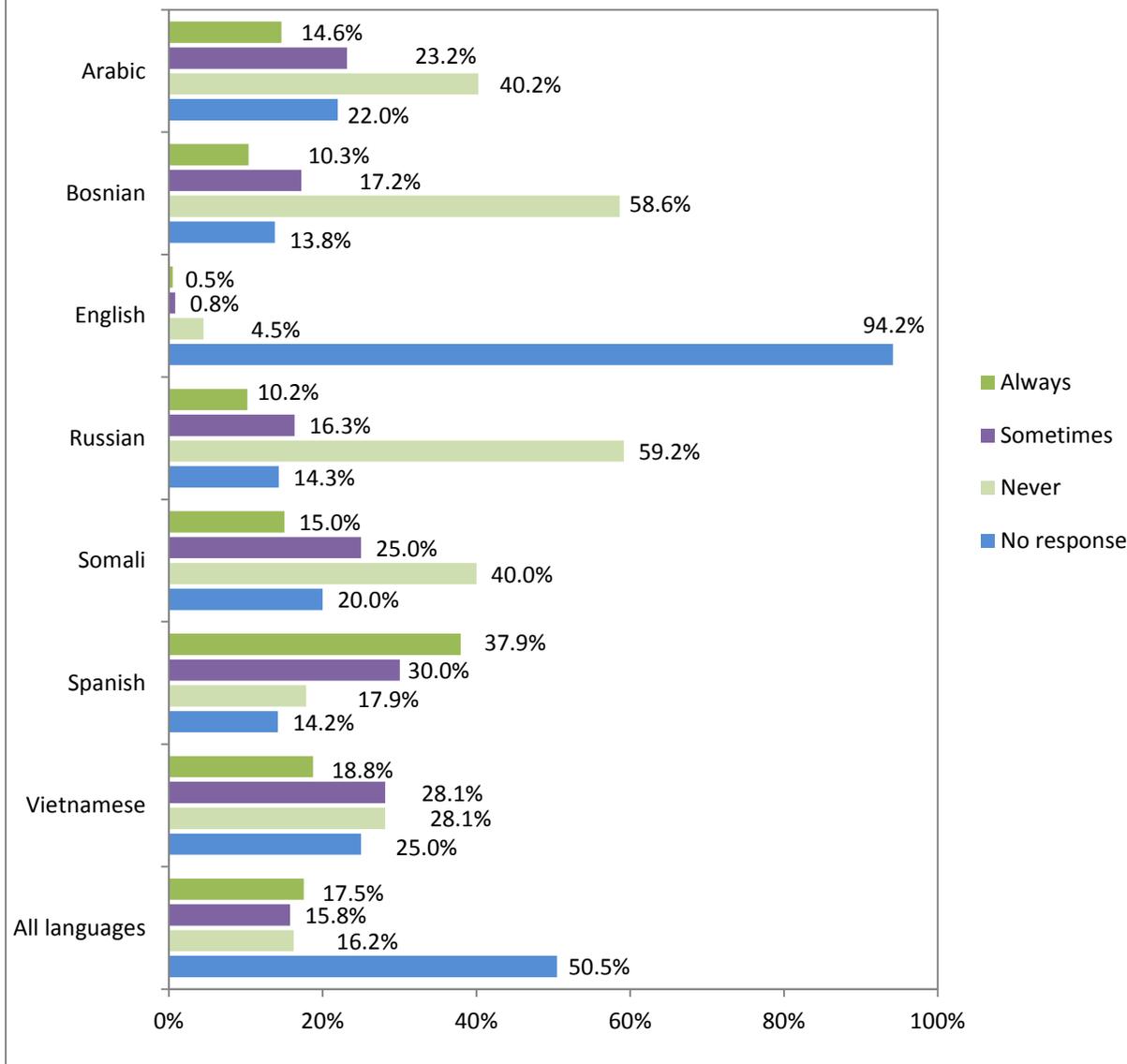
Question 19: Is English your first language?



Question 20: How well do you speak English?



Question 21: How often do you need an interpreter when you come to the WIC office?



Appendix 6. Tabular summary of multiple-response questions, by response patterns.

Table 1. Ten most frequently occurring patterns of response selection for question 7, by individual survey languages.

	Pattern of Response Choices									
	A	E	B	D	C	AB	A E	no answer	AB E	ABCDE
Arabic	42.7%	9.8%	7.3%	12.2%	6.1%	1.2%	3.7%	1.2%	2.4%	0.0%
Bosnian	37.9%	10.3%	3.4%	3.4%	3.4%	3.4%	13.8%	3.4%	3.4%	10.3%
English	35.2%	15.4%	6.3%	11.0%	2.5%	3.3%	3.8%	2.3%	2.5%	2.3%
Russian	51.0%	10.2%	10.2%	6.1%	2.0%	0.0%	2.0%	2.0%	4.1%	0.0%
Somali	35.0%	15.0%	10.0%	0.0%	0.0%	15.0%	5.0%	5.0%	0.0%	10.0%
Spanish	41.1%	12.0%	12.0%	0.7%	7.7%	5.5%	1.8%	2.4%	2.0%	1.3%
Vietnamese	53.1%	12.5%	6.3%	3.1%	6.3%	0.0%	3.1%	0.0%	0.0%	9.4%
Total percent of responses	39.1%	13.3%	8.8%	6.3%	4.9%	4.1%	3.2%	2.3%	2.3%	2.1%
Arabic rank	1	3	4	2	5	8	6	8	7	10
Bosnian rank	1	3	5	5	5	5	2	5	5	3
English rank	1	2	4	3	7	6	5	9	7	9
Russian rank	1	2	2	4	6	9	6	6	5	9
Somali rank	1	2	4	8	8	2	6	6	8	4
Spanish rank	1	2	2	10	4	5	8	6	7	9
Vietnamese rank	1	2	4	6	4	8	6	8	8	3
Overall rank	1	2	3	4	5	6	7	8*	8*	10

* Indicates tied rankings

Question 7. If WIC could give you information about nutrition in any of the following ways, which would you choose? (Circle all that apply)

- talk to a nutritionist at the WIC clinic
- attend a nutrition class at the WIC clinic
- check out nutrition books/videos/CDs to use and complete a short quiz at home
- complete an Internet-based WIC nutrition education lesson and a short quiz
- packet of nutrition information to take home to read and complete a short quiz

Most respondents chose individual responses A, E, B and D, rather than multiple responses, with choice A, talk to a nutritionist at the WIC clinic selected by approximately one-third to one-half of respondents.

Table 2. Ten most frequently occurring patterns of response selection for question 8, by individual survey languages.

	Pattern of Response Choices									
	C E	B D	A B D	A E	A D	C D	B C	D E	A C	A B C
Arabic	48.8%	13.4%	11.0%	2.4%	12.2%	3.7%	6.1%	0.0%	0.0%	0.0%
Bosnian	65.5%	13.8%	6.9%	0.0%	3.4%	6.9%	3.4%	0.0%	0.0%	0.0%
English	54.8%	11.5%	12.8%	1.0%	6.8%	1.0%	3.3%	3.5%	3.0%	0.0%
Russian	79.6%	8.2%	6.1%	0.0%	4.1%	2.0%	0.0%	0.0%	0.0%	0.0%
Somali	45.0%	20.0%	5.0%	20.0%	5.0%	0.0%	5.0%	0.0%	0.0%	0.0%
Spanish	33.3%	35.5%	6.3%	14.2%	0.7%	4.4%	1.1%	0.4%	0.4%	2.8%
Vietnamese	53.1%	15.6%	6.3%	6.3%	6.3%	0.0%	6.3%	3.1%	3.1%	0.0%
Total percent of responses	46.8%	21.4%	9.4%	6.7%	4.5%	2.7%	2.6%	1.8%	1.5%	1.1%
Arabic rank	1	2	4	7	3	6	5	9	9	9
Bosnian rank	1	2	3	7	5	3	5	7	7	7
English rank	1	3	2	9	4	9	6	5	7	14
Russian rank	1	2	3	6	4	5	6	6	6	6
Somali rank	1	2	4	2	4	7	4	7	7	7
Spanish rank	2	1	4	3	8	5	7	9	9	6
Vietnamese rank	1	2	3	3	3	9	3	7	7	9
Overall rank	1	2	3	4	5	6	7	8	9	10

Question 8. Do you have access to the Internet at:

- a. Home
- b. Work/school
- c. Public library
- d. I don't have access to a computer with the Internet
- e. I don't know how to use a computer

Most respondents selected C, E or B, D combinations. Both combinations suggest Internet access outside the home, with no access in the home. The third-ranked combination, A, B, D, along with second-ranked B, D, suggests some confusion over the meaning of D, not having access to a computer with the Internet. Respondents seem to have interpreted D as meaning 'no access at home', rather than no access at all, but that interpretation of D is not compatible with also selecting A.

Table 3. Ten most frequently occurring patterns of response selection for question 14, by individual survey languages.

	Pattern of Response Choices									
	no answer	A	E	B	C	D	F	A E	A C	A B
Arabic	53.7%	12.2%	12.2%	4.9%	7.3%	2.4%	2.4%	0.0%	1.2%	1.2%
Bosnian	86.2%	10.3%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
English	62.0%	10.5%	11.1%	1.7%	3.5%	2.0%	2.2%	2.5%	0.5%	0.7%
Russian	75.5%	8.2%	12.2%	2.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%
Somali	45.0%	20.0%	5.0%	0.0%	0.0%	0.0%	5.0%	0.0%	5.0%	5.0%
Spanish	75.7%	9.9%	5.0%	3.9%	1.8%	1.7%	0.4%	0.0%	0.7%	0.2%
Vietnamese	43.8%	12.5%	12.5%	15.6%	3.1%	6.3%	0.0%	0.0%	0.0%	0.0%
Total percent of response	67.3%	10.5%	8.5%	3.0%	2.8%	1.8%	1.4%	1.1%	0.7%	0.5%
Arabic rank	1	2	2	5	4	6	6	12	8	8
Bosnian rank	1	2	3	4	4	4	4	4	4	4
English rank	1	3	2	8	4	7	6	5	11	9
Russian rank	1	3	2	4	6	6	4	6	6	6
Somali rank	1	2	3	10	10	10	3	10	3	3
Spanish rank	1	2	3	4	5	6	8	14	7	9
Vietnamese rank	1	3	3	2	6	5	9	9	9	9
Overall rank	1	2	3	4	5	6	7	8	9	10

Question 14. If you don't use all your WIC food checks, why not? (Circle all that apply).

- a. The check expires before I can use it.
- b. My checks were lost or stolen.
- c. Getting to the store is a problem for me.
- d. We don't need all of the food we get on WIC.
- e. I just forget to use the last check.
- f. There are too many checks to use.

Most respondents did not answer question 14, either because they do use all their WIC checks, and therefore question 14 was not applicable, or the reasons they do not use all their WIC checks were not among the available choices.

Table 4. Ten most frequently occurring patterns of response selection for question 15, by individual survey languages.

	Pattern of Response Choices												
	A B C	A	AB	H	B	no answer	AB D	AB G	BC	H	AB	A C	H
Arabic	18.3%	3.7%		7.3%	8.5%	4.9%	2.4%	2.4%		0.0%	4.9%		0.0%
Bosnian	31.0%	3.4%		10.3%	6.9%	10.3%	0.0%	0.0%		3.4%	0.0%		6.9%
English	17.6%	5.8%		7.5%	4.5%	2.5%	5.1%	4.0%		4.8%	1.5%		2.3%
Russian	10.2%	4.1%		0.0%	10.2%	6.1%	8.2%	6.1%		2.0%	0.0%		0.0%
Somali	15.0%	20.0%		0.0%	5.0%	0.0%	10.0%	0.0%		5.0%	0.0%		0.0%
Spanish	13.4%	15.5%		5.3%	6.3%	7.2%	3.9%	4.2%		1.8%	4.4%		3.1%
Vietnamese	6.3%	3.1%		12.5%	0.0%	6.3%	6.3%	0.0%		6.3%	6.3%		0.0%
Total percent of response	15.7%	9.6%		6.4%	5.6%	4.9%	4.6%	3.8%		3.2%	2.9%		2.4%
Arabic rank	1	7		3	2	4	9	9		38	4		38
Bosnian rank	1	7		2	5	2	14	14		7	14		5
English rank	1	3		2	6	9	4	7		5	19		10
Russian rank	1	8		25	1	4	3	4		14	25		25
Somali rank	3	1		12	5	12	4	12		5	12		12
Spanish rank	2	1		5	4	3	8	7		14	6		9
Vietnamese rank	3	9		2	20	3	3	20		3	3		20
Overall rank	1	2		3	4	5	6	7		8	9		10

Question 15. Which **three** things do you like most about the WIC program?

- a. Information on healthy eating and lifestyle choices
- b. Checks for healthy foods
- c. Checks for infant formula
- d. Breastfeeding support
- e. Availability of breast pumps
- f. Immunization screening
- g. Referrals to health and social service programs
- h. Other health services (testing for anemia, lead, family planning)

The A, B and C combination was the only one selected by substantial numbers of respondents in all language groups. Bosnian respondents preferred A, B, C more strongly than most other language groups. There was no other strong preference for any single combination of responses, with several combinations chosen by 5% or fewer of respondents.

Table 5. Ten most frequently occurring patterns of response selection for question 16, by individual survey languages.

	Pattern of Response Choices										
	no answer	A	D	F	B	A D F	E	C	DEF	A EF	
Arabic	22.0%	14.6%	1.2%	4.9%	9.8%	1.2%	1.2%	3.7%	0.0%	2.4%	
Bosnian	31.0%	0.0%	3.4%	20.7%	13.8%	0.0%	0.0%	3.4%	0.0%	0.0%	
English	22.6%	7.5%	6.1%	8.3%	1.2%	3.2%	3.0%	1.5%	4.2%	3.8%	
Russian	36.7%	8.2%	10.2%	6.1%	6.1%	2.0%	0.0%	2.0%	2.0%	0.0%	
Somali	15.0%	30.0%	0.0%	10.0%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Spanish	35.5%	9.2%	6.4%	3.1%	6.4%	2.2%	2.8%	3.9%	1.3%	1.3%	
Vietnamese	15.6%	6.3%	15.6%	3.1%	0.0%	15.6%	3.1%	0.0%	0.0%	0.0%	
Total percent of responses	28.2%	8.8%	6.2%	6.1%	4.3%	2.8%	2.6%	2.6%	2.4%	2.4%	
Arabic rank	1	2	13	5	3	13	13	7	29	10	
Bosnian rank	1	13	5	2	3	13	13	5	13	13	
English rank	1	3	4	2	25	7	8	21	5	6	
Russian rank	1	3	2	4	4	10	18	10	10	18	
Somali rank	2	1	12	3	5	12	12	12	12	12	
Spanish rank	1	2	3	6	3	9	7	5	16	16	
Vietnamese rank	1	4	1	8	17	1	8	17	17	17	
Overall rank	1	2	3	4	5	6	7	7	9	10	

Question 16. Which **three** of the following WIC requirements are the hardest for you?

- a. Keeping appointments
- b. Completing forms
- c. Getting height, weight, and blood samples
- d. Attending nutrition education sessions
- e. Bringing in proof of income, identity and residency
- f. Bringing in my children

The most frequently selected choice was no response at all. It is not clear whether this suggests that respondents found none of the choices particularly hard, or if they may have selected some other aspect of the program as most difficult, if other choices had been offered. Contrary to instructions, there were also few triple-choices selected, which also suggests that few of the choices were found difficult, or again, that choices other than those offered may have been preferable.

Table 6. Ten most frequently occurring patterns of response selection for question 17, by individual survey languages.

	Pattern of Response Choices									
	A	no answer	N	M	ABC	AB	B	A E	A C E	F
Arabic	9.8%	7.3%	2.4%	1.2%	2.4%	7.3%	3.7%	2.4%	0.0%	2.4%
Bosnian	3.4%	10.3%	0.0%	6.9%	0.0%	3.4%	0.0%	3.4%	0.0%	0.0%
English	11.8%	2.8%	4.2%	5.1%	1.8%	1.5%	1.7%	2.0%	2.0%	1.5%
Russian	20.4%	6.1%	4.1%	10.2%	0.0%	4.1%	0.0%	0.0%	2.0%	6.1%
Somali	5.0%	5.0%	0.0%	5.0%	5.0%	0.0%	0.0%	0.0%	5.0%	0.0%
Spanish	12.0%	7.9%	3.5%	1.1%	3.7%	2.2%	1.5%	0.9%	1.1%	0.6%
Vietnamese	6.3%	9.4%	3.1%	3.1%	0.0%	6.3%	3.1%	0.0%	0.0%	6.3%
Total percent of responses	11.6%	5.6%	3.6%	3.5%	2.5%	2.4%	1.6%	1.5%	1.5%	1.4%
Arabic rank	1	2	5	9	5	2	4	5	10	5
Bosnian rank	3	1	6	2	6	3	6	3	6	6
English rank	1	4	3	2	7	9	8	5	5	9
Russian rank	1	3	5	2	8	5	8	8	7	3
Somali rank	1	1	6	1	1	6	6	6	1	6
Spanish rank	1	2	4	7	3	5	6	9	7	10
Vietnamese rank	2	1	5	5	8	2	5	8	8	2
Overall rank	1	2	3	4	5	6	7	8	8	10

Question 17. What changes have you and your family made because you started coming to WIC? (Circle all that apply)

- | | |
|--|--|
| a. Eat more fruits and vegetables | h. Watch less TV and play less video games |
| b. Eat more iron-rich foods | i. Do more physical activities |
| c. Eat fewer high fat foods | j. Spend more time eating as a family at the table |
| d. Eat less super-sized portions | k. Give juice to my baby in a cup, not in a bottle |
| e. Drink less sodas and sweetened drinks | l. Got my children's shots |
| f. Breastfed my baby longer | m. No changes were needed |
| g. Decreased/quit smoking | n. No changes were made |

Choice A alone, or no response, were the most frequent selections. Interpretation is not clear, but may suggest that A was the only available choice that reflected respondents' preferences. It may be helpful to include an open-ended response in future surveys, to allow respondents to write in their own preference.