



PARTICIPANT SATISFACTION SURVEY
SUMMARY REPORT
2023 - 2024

DEPARTMENT OF HEALTH AND SENIOR SERVICES (DHSS)



MISSOURI DEPARTMENT OF HEALTH AND SENIOR SERVICES

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ACKNOWLEDGMENTS

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

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

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EXECUTIVE SUMMARY

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

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

INTRODUCTION

HISTORY

Originally established as a pilot program in 1972, WIC is now a permanent program federally funded and administered by the United States Department of Agriculture (USDA). The program is available in all 50 states, 33 Indian Tribal organizations, American Samoa, District of Columbia, Guam, Commonwealth of the Northern Mariana Islands, Puerto Rico and the Virgin Islands.¹

WIC'S MISSION STATEMENT

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

Per federal guidelines, a participant's gross income must fall at or below 185% of the United States Poverty Income Guidelines to qualify for WIC. Between 2020 and 2021, average monthly coverage rates for all individuals eligible for WIC in the U.S. decreased from 52% to 51.1%, respectively.³ Between 2018 and 2019, average monthly coverage rates for all individuals eligible for WIC in the U.S. increased from 56.3% to 57.4%, respectively. The coverage rates for WIC-eligible infants and nonbreastfeeding postpartum women subgroups have been consistently higher than all other subgroups for the past decade. In contrast, the coverage rate for WIC-eligible children continues to be the lowest.⁴ As of federal fiscal year (FFY) 2021, participation in the WIC program reached approximately 6.6 million nationally.⁵

In Missouri, WIC is administered by DHSS. The Missouri WIC program provides supplemental food, health care referrals, nutrition education and breastfeeding promotion and support to eligible pregnant, breastfeeding or postpartum women, infants and children up to age 5. These services are offered through WIC local agencies and are free to pregnant and postpartum women, infants and children up to 5 years of age who are at nutritional risk, reside within Missouri and qualify for the program based on income eligibility. Fathers, grandparents and foster parents may also apply for benefits for the children living in their household.

Individuals who meet income and category guidelines will have a nutrition and health assessment completed during the certification process.⁶ The food packages provided are based on the participant's category and are designed to help meet infants' developmental needs and current pediatric feeding recommendations, and to complement the eating patterns of preschool children. In addition, WIC also supplements the special requirements of pregnant and breastfeeding women to help replenish the nutrients used during pregnancy.⁷ The average monthly caseload for Missouri WIC in FFY 2021 was 89,547, including 22,240 women, 23,823 infants and 43,547 children.

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

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

PURPOSE

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

LIMITATIONS

Data for this survey was collected from WIC participants via an electronic survey platform, known as Qualtrics. The survey was distributed to participants via text messages sent out through Qualtrics. Participants were also able to access the survey via social media posts shared by the Missouri WIC Facebook page, the WICShopper app and a QR code posted at WIC local agency sites between January 2023 and June 2023.

METHOD

SAMPLE SIZE

Data was collected from a participant or guardian in a survey platform known as Qualtrics. A total of 1,747 survey responses were received on the FFY 2023 survey.

SURVEY INSTRUMENT

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

The surveys distributed in FFY 2021 and FFY 2023 focused on topics similar to those studied in the FFY 2018 survey. However, further emphasis was placed on specific topics regarding participant satisfaction, quality of services and a more in-depth look at benefit redemption. The FFY 2023 English language survey is shown in Appendix A.

DATA COLLECTION AND PARTICIPATION

Data for this survey was collected from WIC participants via an electronic survey platform known as Qualtrics. The survey was distributed to participants via text messages sent out through Qualtrics. Participants could also access the survey via social media posts shared by the Missouri WIC Facebook page, the WICShopper app and a QR code posted at WIC local agency sites between January 2023 and June 2023. WIC participants were asked to complete the survey during their appointments during this timeframe. With all participants being seen every three months, at a minimum, all participants should have been asked to complete the survey.

The survey was anonymous, and participation was voluntary. The self-administered questionnaire included 27 questions. Participants with limited literacy completed the survey with the help of an interpreter. In previous surveys, participants who completed the survey must have been enrolled in WIC for at least six months prior to taking the survey, but the 2023 survey was revised to include responses from those who have been on WIC for six months or less to have adequate depth of experience from which to answer the questions. Of the 1,747 participants who started the survey, 67 individuals responded no one in their family is currently on WIC. Due to this response, 67 participants were guided to the end of the survey and did not answer additional questions. This resulted in a final count of 1,680 surveys completed by participants who met the criteria.

RESULTS

A total of 1,747 participants completed the survey: 54 via scanning a QR code, 178 via text message and 1,515 via the survey link posted on the Missouri WIC Facebook page. It is worth noting participant responses increased significantly after the text message generated through Qualtrics was distributed. As previously mentioned, 67 participants were navigated to the end of the survey since they stated that no one in their family is currently on WIC.

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

RESPONDENT DEMOGRAPHICS

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

FIGURE 1A. WIC PARTICIPATION CATEGORIES

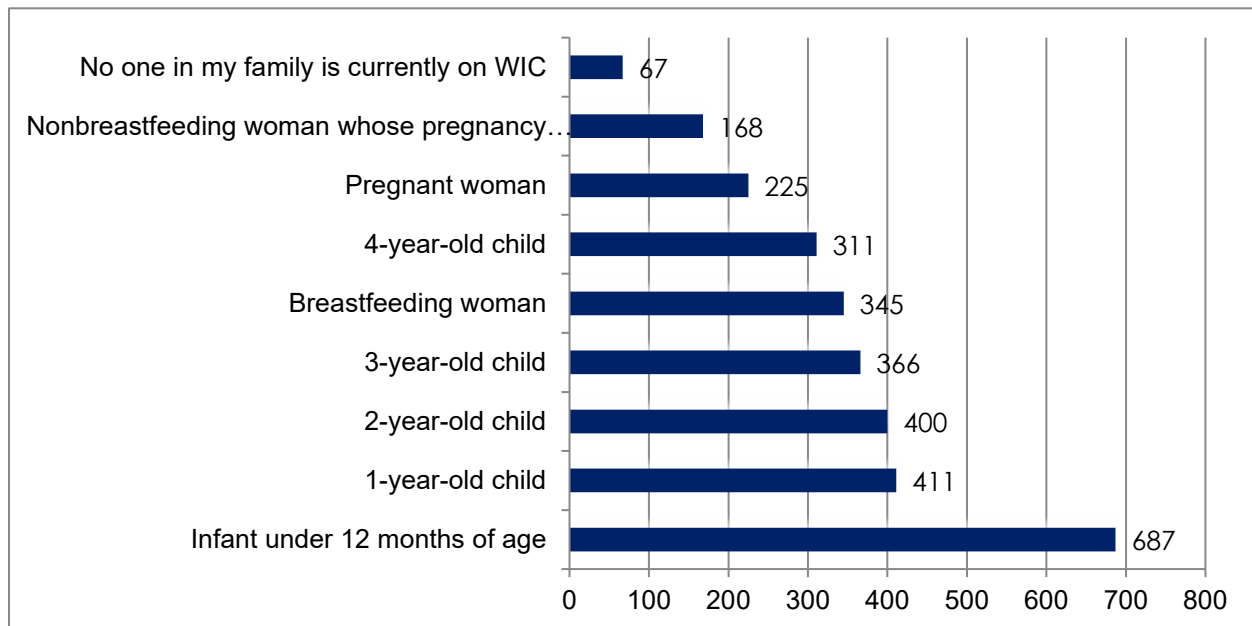
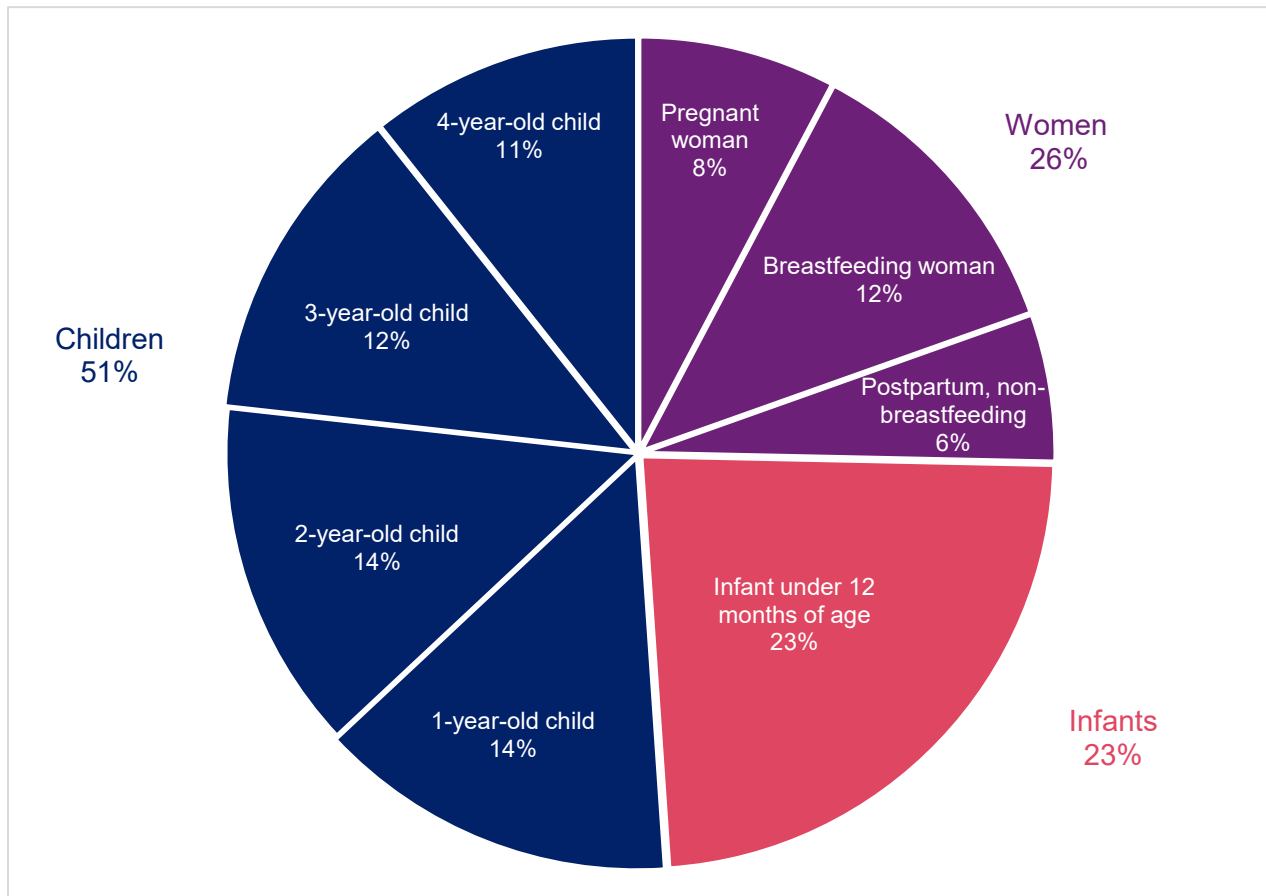
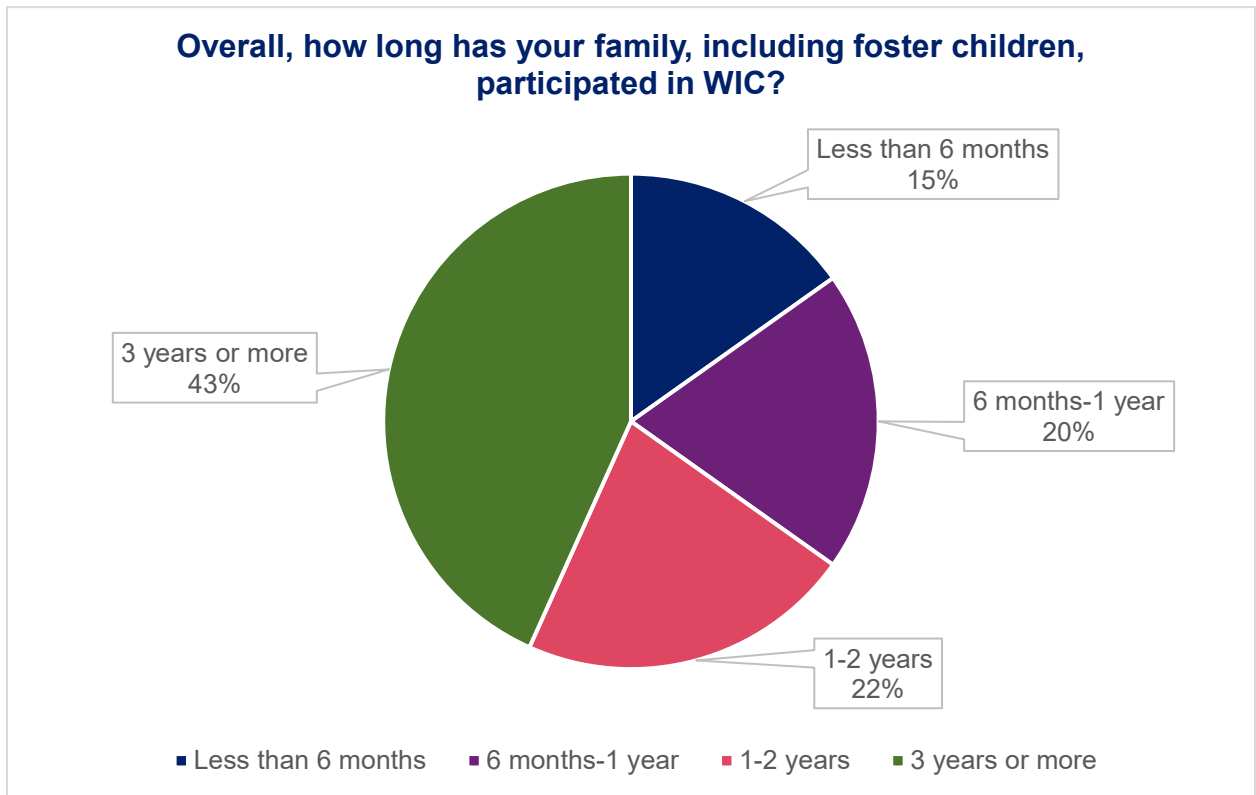


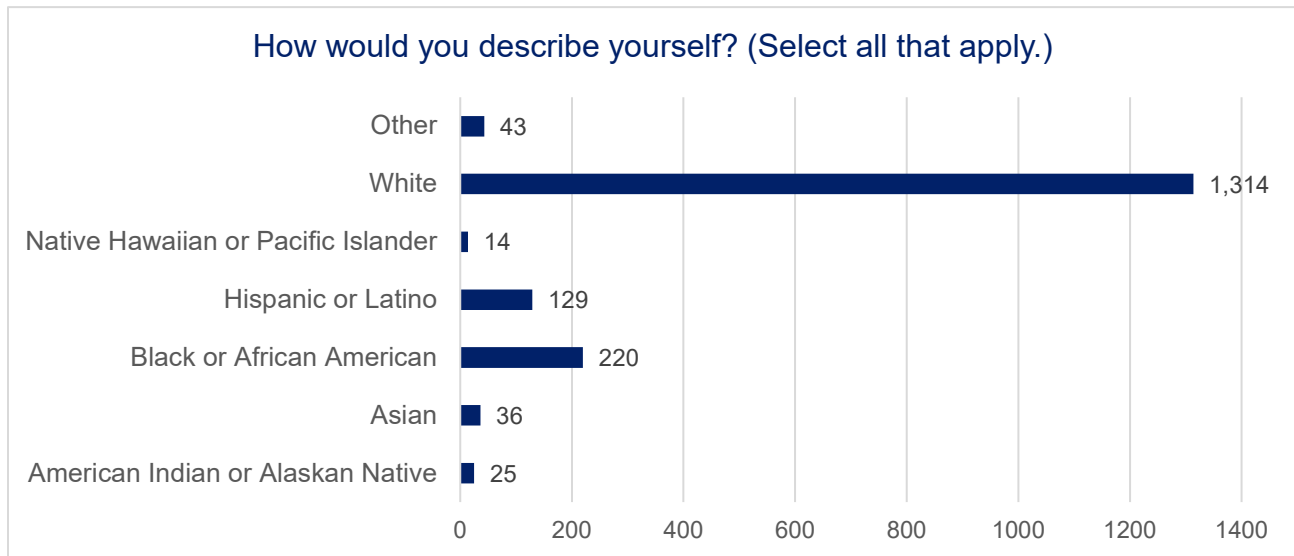
FIGURE 1B. WIC PARTICIPATION CATEGORIES

The FFY 2023 survey first asked participants whether they were pregnant or postpartum, currently breastfeeding and the age of their child or children. Figure 1a and Figure 1b shows the categories selected by participants. According to Figure 1a, infants under 12 months of age have the highest participation level of any single subgroup. This is consistent with national data.

To support participants who are or may be interested in breastfeeding, Missouri WIC has a variety of resources to help promote and encourage the initiation and continuation of breastfeeding. In fact, breastfeeding initiation rates in Missouri have shown noticeable improvement. In 2012, the amount of 6-13-month-old infants and children in WIC who initiated breastfeeding was 62.4%. As of 2020, this rate increased to 68.6%.¹⁰

FIGURE 2. WIC PARTICIPATION DURATION

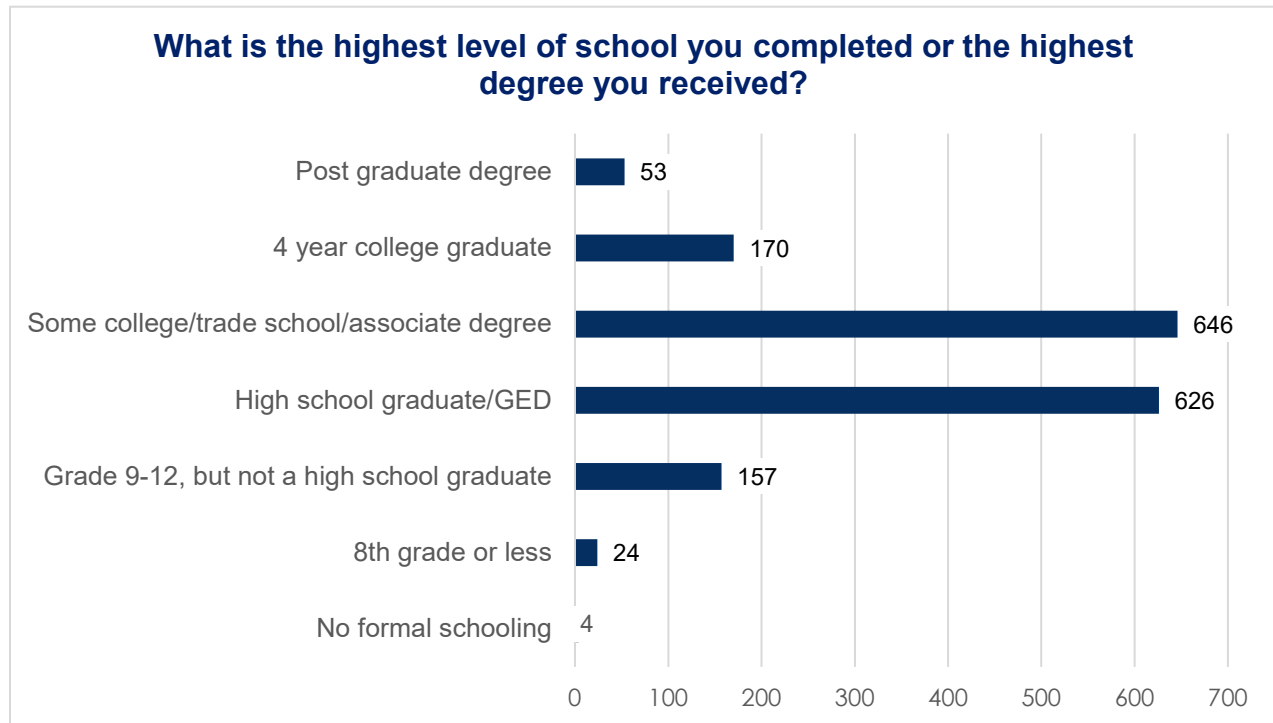
To have adequate depth of experience, participants must have been enrolled in WIC for at least six months prior to taking the survey. The 67 participants that selected “less than 6 months” were navigated to the end of the survey. The majority of individuals (43%) responded they had participated in WIC for three or more years. Participation spanning one to two years accounted for 22% of responses compared to 20% for those who selected six months to one year.

FIGURE 3. RACE/ETHNICITY

A large number of participants identified as White (73.7%), 12.4 percent identified as Black or African American and 7.2 percent identified as Hispanic/Latino. Asian accounted for 2 percent of the responses, American Indian or Alaskan Native was 1.4 percent and Native Hawaiian or Pacific Islander was 0.78 percent. As participants could select more than one option, these percentages are not mutually exclusive.

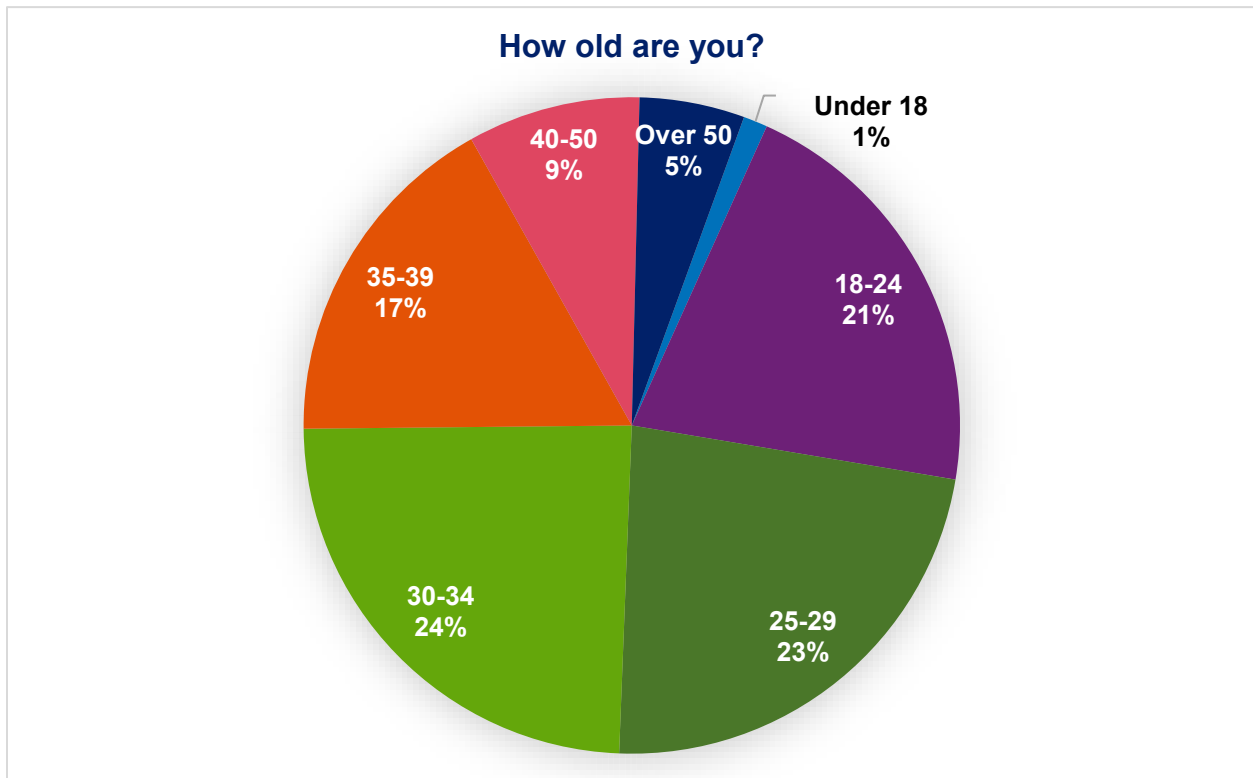
Of those who selected the “other” category, the most common response received was Bi-racial/Multi-racial. Additionally, though less common, responses included German-British American, Haitian American and South Asian.

Across the U.S., Hispanic/Latino individuals had the highest rate of WIC coverage. The coverage rate among Hispanic/Latino people (64 percent) was significantly higher than the coverage rate for Black-Alone non-Hispanic people (50 percent) and White-only non-Hispanic people (38 percent). The relative order of coverage rates for Hispanic/Latino people, Black-Alone, non-Hispanic people and White-only, Non-Hispanic people has remained consistent from 2016 to 2020.¹¹

FIGURE 4. EDUCATION LEVEL

Overall, most participants indicated they have completed some college/trade school/associate degree (38.5%) or high school graduate/GED (37.3%). Ten percent indicated they have obtained a four-year college degree and 3.2% indicated they have received a post graduate degree. Almost ten percent of participants ranged from having no formal schooling to less than a high school diploma or GED.

Almost half of the participants who reported they were breastfeeding in Figure 1a have completed some college, trade school or an associate degree. Of the participants that selected “post graduate degree” as the highest level of education received, 45% had one child, 41.5% had two children and 5% had three children. Of the participants who selected “post graduate degree” as the highest level of education, 24.5% also indicated they were breastfeeding. This is an increase from the FFY 2021 survey. At that time, only 16% of participants with a post graduate degree responded they were breastfeeding.

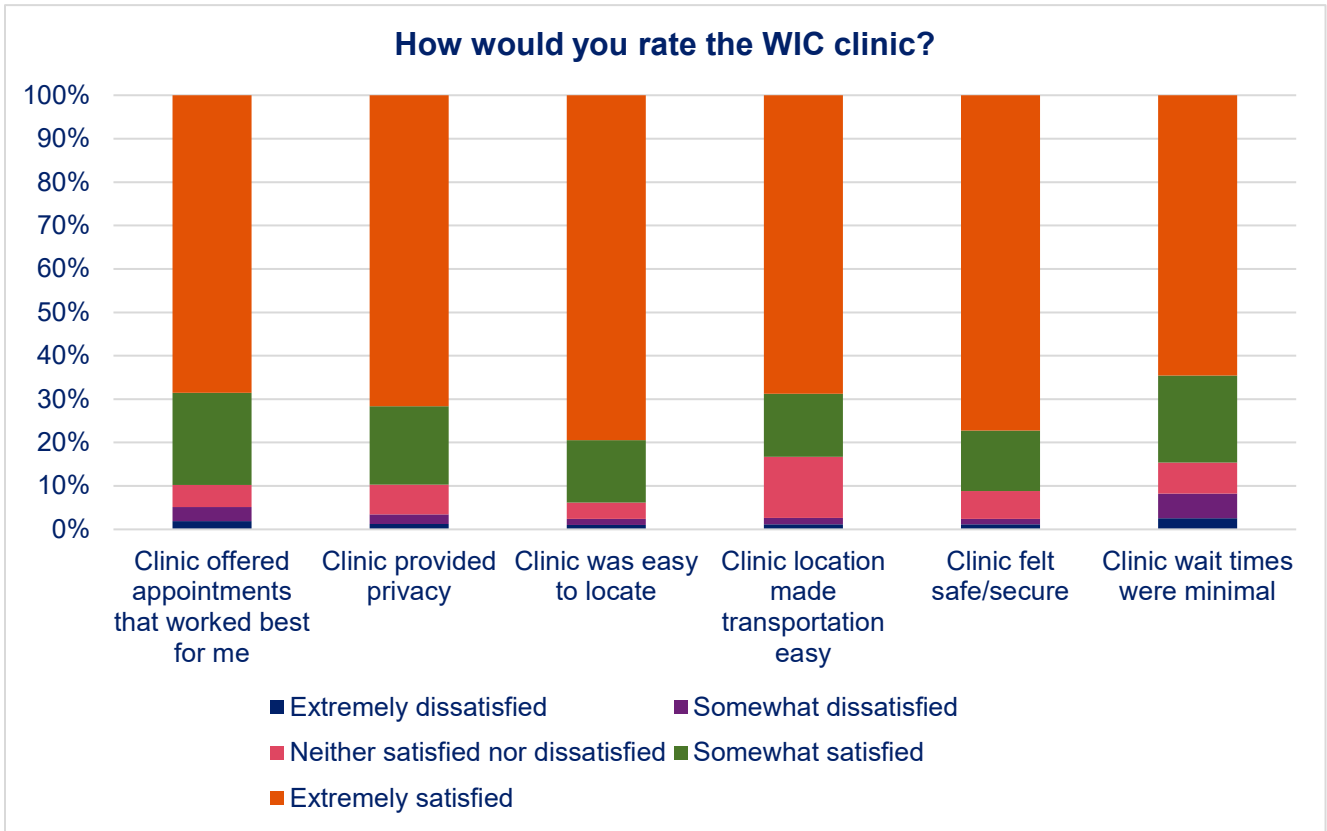
FIGURE 5. PARTICIPANT AGE

The 2018 Customer Satisfaction Survey Report discovered inconsistencies in responses received for the age of participants, as some parents provided their own age while others provided the age of their child or children. This prevented an analysis from being completed on the data. As a result, the 2021 and 2023 surveys were updated to a multiple-choice question, as opposed to an open-ended question, to ensure accurate data collection. The results are displayed in Figure 5. Participants that fell between the ages of 30-34 made up 24% of participant age. Coming in at 23% of participants, were the ages of 25-29. Participants between the ages of 35-39 accounted for 17% of respondents and only 5% fell within the over 50 age group. One percent (1.2%) of participants were aged 17 or under.

WIC SERVICES AND SATISFACTION

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

FIGURE 6. WIC CLINIC SATISFACTION



Participants were first asked to rate six categories related to their experience with WIC clinics on a five-point Likert scale. As shown in Figure 6, the categories include the following: clinic appointments, privacy, location, safety/security and wait times. Overall, participant satisfaction with the WIC clinics is high, with no category receiving less than 83% satisfaction. This percentage remained consistent from FFY 2021 to FFY 2023.

Out of the six categories, the FFY 2023 survey responses indicated participants continue to remain the most satisfied with the ease in which it took to locate the clinic. The majority (94%) responded they were “extremely satisfied” or “somewhat satisfied” compared to 2% who indicated they were “extremely dissatisfied” or “somewhat dissatisfied.” The high level of satisfaction with this category has remained stable across the years. 95% of participants in the 2018 Customer Satisfaction Survey reported it was “Easy” or “Very Easy” to locate their WIC clinic.

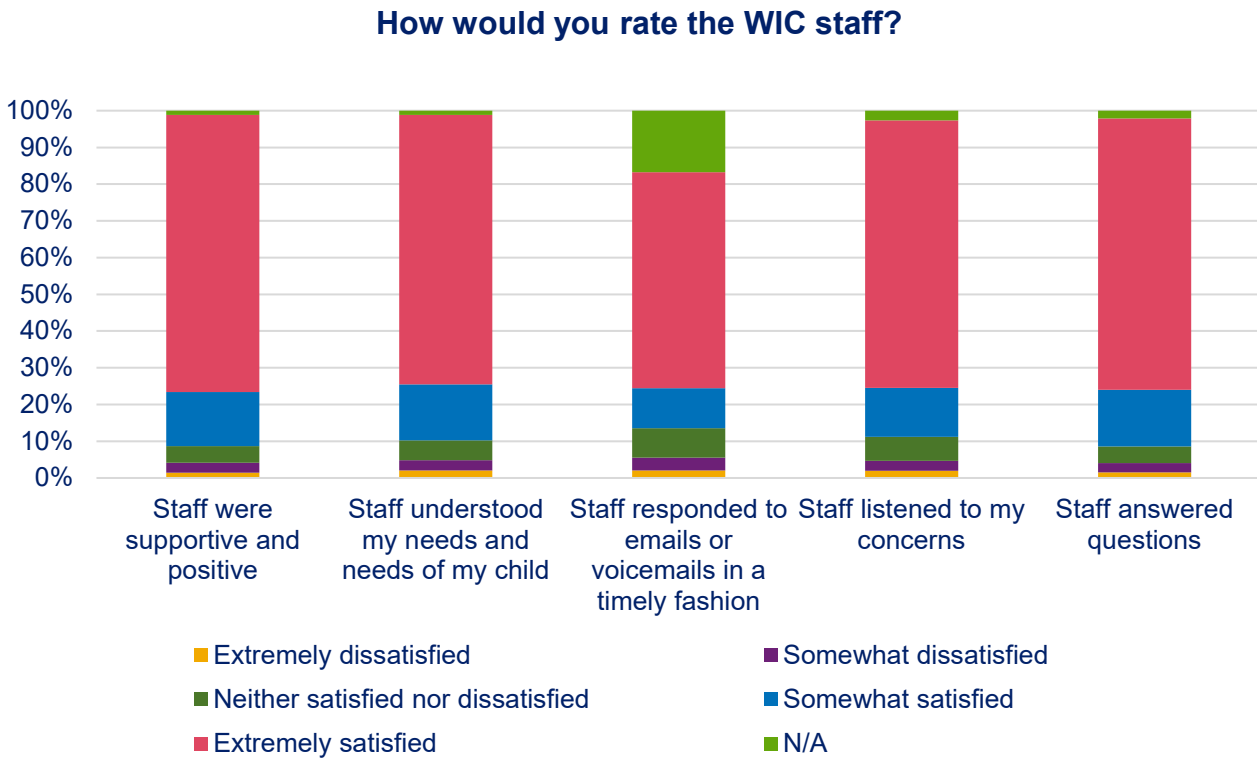
The second highest category, “clinic felt safe/secure,” received responses indicating 91% of participants reported being “extremely satisfied” or “somewhat satisfied.” Only 3% of participants responded they were “extremely dissatisfied” or “somewhat dissatisfied” with this category.

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

At the opposite end of the scale, participants indicated they were most dissatisfied with the category “clinic wait times were minimal.” Approximately 8% of participants indicated they were either “extremely dissatisfied” or “somewhat dissatisfied,” which is a slight increase from 6% in the FFY 2021 Participant Satisfaction survey. This category was followed by “clinic offered appointments that worked best for me” in which 5% of participants responded they were either “extremely dissatisfied” or “somewhat dissatisfied.” The level of dissatisfaction increased minimally from the FFY 2021 Participant Satisfaction survey, where only 4% of participants indicated they were “extremely dissatisfied” or “somewhat dissatisfied” with this category.

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

Additionally, Missouri WIC opted into the remote services waivers for physical presence and remote benefit issuance in February 2023. The physical presence waiver was implemented in August 2023. The remote benefit issuance waiver will be implemented after Missouri moves to an online processing system. Tools were created to assist WIC local agencies (LAs) with putting the physical presence waiver into practice. These tools included a new policy and an American Rescue Plan Act (ARPA) Physical Waiver Plan. Currently, 15 LAs have approved plans, which will be reviewed in the spring of 2024. This information will be used to support LAs and provide the state agency with insights as remote services are expanded. The goal of offering remote services is to modernize the Missouri WIC program to serve our participants better.

FIGURE 7. SATISFACTION WITH WIC STAFF

Within this section of the survey, participants were asked to rate WIC staff on a five-point Likert scale regarding a range of topics. When considering all categories, the majority of participants (86.9%) responded they were either “extremely satisfied” or “somewhat satisfied” with WIC staff. The categories “staff answered questions” (73.9%) and “staff were supportive and positive” (75.4%) received the highest levels of satisfaction. Almost 17% of participants responded “not applicable” to the category “staff responded to emails or voicemails in a timely fashion.”

In Missouri’s 2018 Customer Satisfaction Survey, participants were asked if they felt the staff at the WIC clinics were supportive and positive. Approximately 92% responded they “always” felt the staff were support and positive. The results from the 2023 Participant Satisfaction Survey are very similar indicating Missouri WIC staff continue to excel in this area.

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

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

“ Appreciate all the staff. They are very helpful. Love the staff at my WIC office. ”

“ Great program and extremely valuable to help lower income families ensure the children are eating healthier. ”

The categories in which participants indicated the largest amount of dissatisfaction, whether “extremely dissatisfied” or “somewhat dissatisfied,” were “staff responded to emails or voicemails in a timely fashion” (4.6%) and “staff understood my needs and needs of my child” (4.8%). When asked what could have increased their overall satisfaction within these categories, written responses related to these categories included more food options, additional support and the ability to use self-checkout lines and delivery options.

It is worth noting in the 2018 Customer Satisfaction Survey nine percent of those who responded to the question, “I feel like the staff at the WIC clinic are judgmental or think negatively of me,” indicated they “always” or “sometimes” felt this way. Compared to the responses received on Figure 7 in the 2023 Participant Satisfaction Survey, levels of dissatisfaction averaged 4.1% across all categories. While it has gone down from 2018 survey, the 2023 survey did show a very small increase from 3.97 to 4.1. This may indicate levels of perceived judgement and negative thinking have decreased.

What would have made your overall satisfaction better?

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

“ Online appointment scheduling would be wonderful. ”

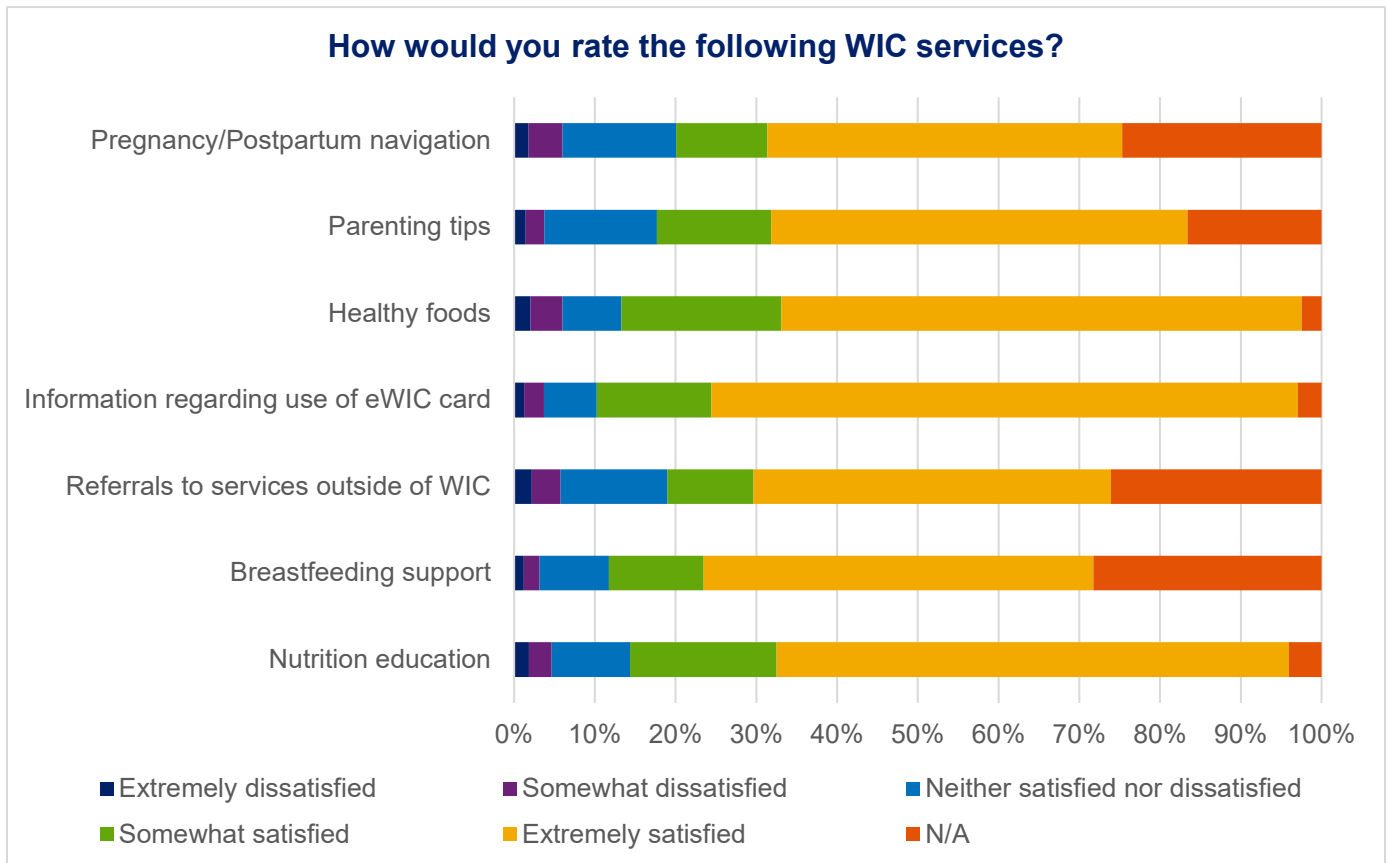
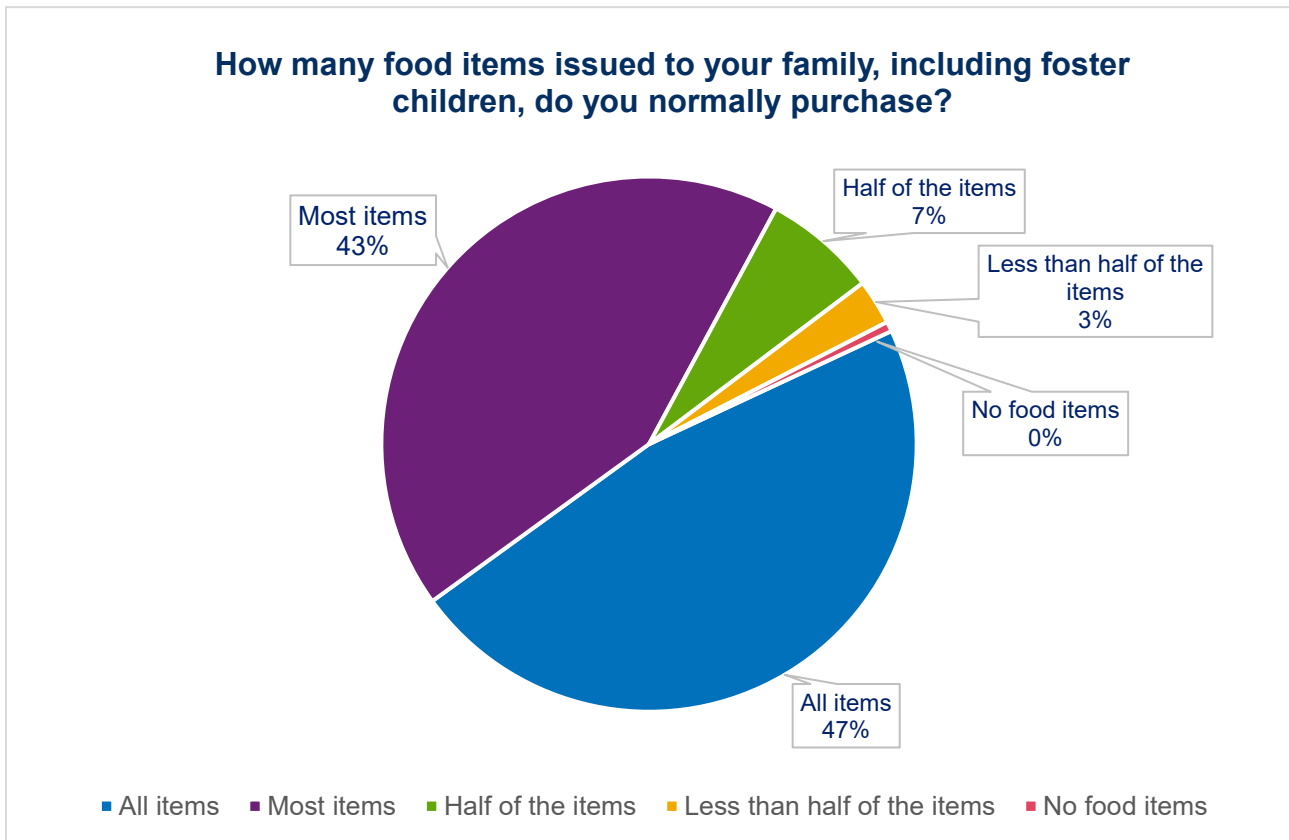
FIGURE 8. SATISFACTION OF WIC SERVICES

Figure 8 represents the responses participants provided when asked to rate seven services offered by the WIC program on a five-point Likert scale. Participants indicated they were most satisfied, either “extremely satisfied” or “somewhat satisfied” with “information regarding use of eWIC card” (86.9%). This decreased from 90.8% in the 2021 survey. In contrast, participants expressed they were most dissatisfied with “healthy foods” (6%) and “pregnancy/postpartum navigation” (6%). This also increased from 4.73% in the 2021 survey.

Approximately 28.3% of participants selected “not applicable” in the “breastfeeding support” category. This can be attributed to a variety of reasons; however, the percentage of participants who did not need any breastfeeding services from WIC has decreased since the 2018 Customer Satisfaction Survey was completed. At that time, 33.4% of respondents indicated they did not need any breastfeeding services. This may indicate the number of breastfeeding mothers participating in WIC has increased; therefore, more support is needed. Surveys completed in the future may provide opportunities to examine trends in this topic more in depth.

FIGURE 9. QUANTITY OF FOOD ITEMS PURCHASED

Participants were asked to determine the amount of their food package purchased on a monthly basis. Figure 9 indicates the majority of participants (47%) purchased all of the items in their assigned food package. This is an increase from 2021 when the majority (41%) only purchased most of their food package. This could indicate higher benefit utilization from Missouri WIC participants. Of those who selected the “all items” category, the largest percentage of participants were (24.7%) in the 30-35 age group and (21.3%) in the 25-29 age group at the time of the survey. The 18-24 age group also made up the largest percentage of participants (30.4%) who selected “half of the items.”

A considerable number of participants (43%) also indicated they purchased most of the items in their food package. The largest percentage of participants (24.2%) who selected “most items” fell within the 25-29 and 30-34 age group at the time of the survey. Only three percent indicated they utilized less than half of the items in their assigned food package. Less than one percent of all participants indicated they do not purchase any food items.

Comparisons between Missouri’s 2021 Customer Satisfaction Survey and 2023 Participant Satisfaction Survey show the percentage of participants who purchase all or most of the food items has remained stable at 89% and 90% respectively. Figure 10 below provides additional information to help WIC staff understand why portions of the food packages were not purchased by participants.

FIGURE 10. REASONS NOT ALL ITEMS WERE PURCHASED

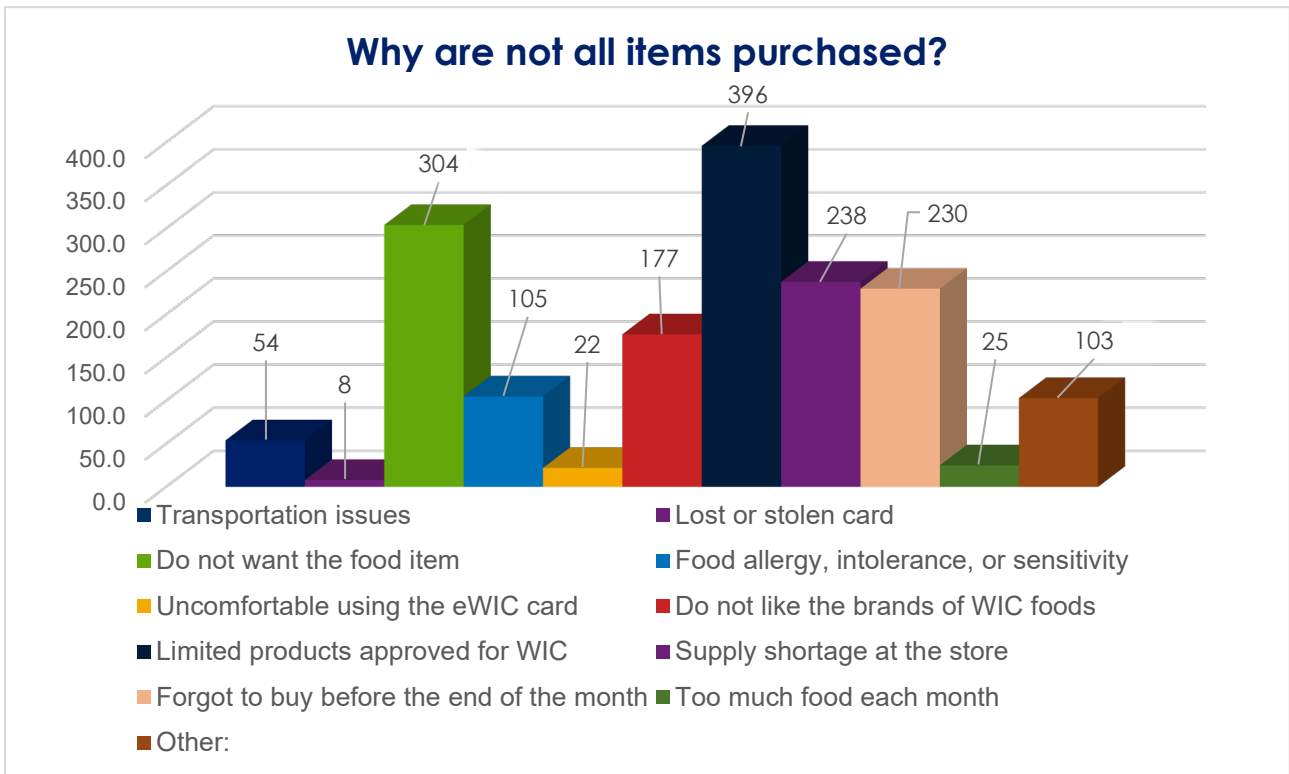


Figure 10 provides a more detailed look at the reasons participants are not purchasing all their food items. Participants were allowed to select more than one option when responding to this question. The chart reveals the top three reasons all items are not purchased include the following: 1) limited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

These results are similar to Missouri’s 2021 Customer Satisfaction Survey. At that time, the top three reasons participants did not purchase all food items are as follows: 1) unwanted food item(s); 2) limited products are approved for WIC; and 3) participants forget to buy the items before the end of the month. Due to receiving a large amount of “Other” responses related to dissatisfaction of available food brands, supply shortages, food allergies, intolerances or sensitivities, the 2023 Participant Satisfaction Survey included these as options for participants.

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

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

Several participants expressed they preferred to use alternative checkout methods at retailers, such as grocery pick-up, which made it more difficult to utilize their WIC benefits. Additional common themes in responses included lack of storage in the participant’s personal home for all the food items and issues using the WIC card. Of those who selected they were uncomfortable using the WIC card, the largest percentage of participants (1.6%) fell within the 18-24 and 25-29 age group.

FIGURE 11. OVERALL WIC SATISFACTION

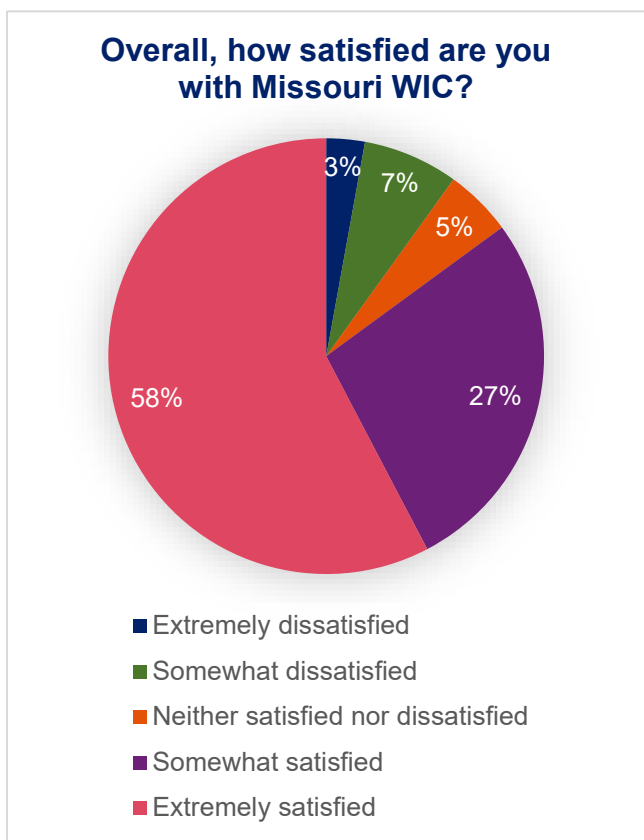


FIGURE 12. WIC RECOMMENDATION

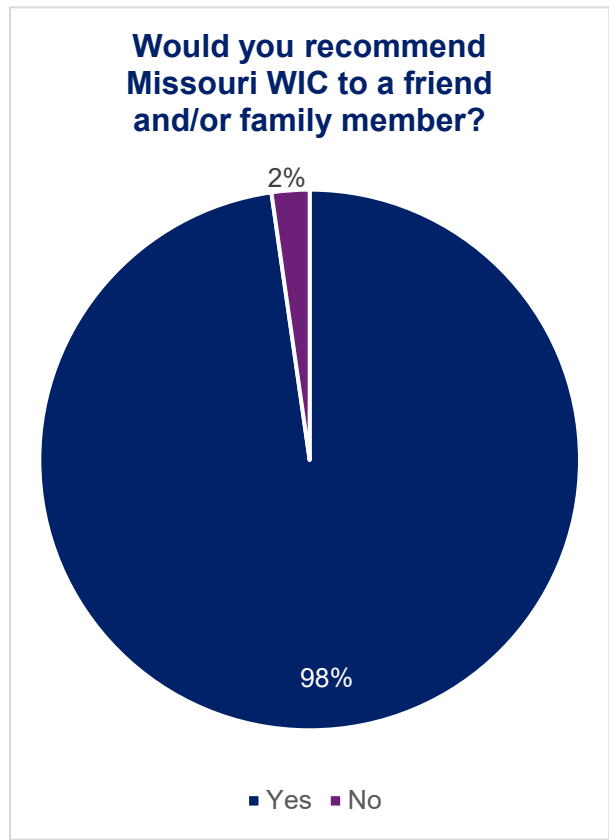


Figure 11 and Figure 12, above, display participants' overall satisfaction with the Missouri WIC program. In Figure 11, participants were asked to rate their overall satisfaction on a five-point Likert scale. Eighty-five percent of all respondents indicated they were either "extremely satisfied" or "somewhat satisfied" with Missouri WIC. This is a three percent decrease when compared to the 2021 survey. A small percent indicated they were "somewhat dissatisfied" (7%), an increase of three percent from 2021, or "extremely dissatisfied" (3%). Five percent of participants indicated they were "neither satisfied nor dissatisfied." Despite the small decrease in overall satisfaction shown in the 2023 Participant Satisfaction Survey, overall perceptions of the Missouri WIC program have remained high since the 2018 Customer Participation Survey during which time 82.2% of all respondents expressed the services they received were "excellent."

Almost all the participants (98%) who completed the survey indicated they would recommend WIC to a friend or family member, as shown in Figure 12. This is a positive indication the Missouri WIC program is meeting expectations and helping individuals receive support with supplemental food, health care referrals, nutrition education, breastfeeding promotion and more. It is also important to note, two percent of the participants responded they would not recommend Missouri WIC to a friend or family member and there was a small decrease in overall satisfaction. This indicates there is still room for improvement and growth within the program. As always, Missouri WIC strives to continue safeguarding the health of low-income women, infants and children.

KUDOS FROM PARTICIPANTS

- “Very happy and thankful that WIC is a resource I'm able to use.”
- “Every one of the staff at my WIC location are wonderful, supportive, servant hearted people who have been a big blessing to me and my family!”
- “While WIC is simply a supplemental food program for mothers and their children, without WIC my family would have gone and may have continued to go one without regular access to items such as milk, fruits and vegetables, eggs and much more. I hope WIC continues to thrive and expand because I know how helpful it really is.”
- “Kind of like the last question I'm just extremely GRATEFUL for this program! The staff at the Karney location are top notch!! The small things mean a lot to me and they listened & wasn't judge mental THANK YOU, THANK YOU!!!!”
- “We truly are grateful for your help and assistance. With five children in a 24 year span, we have used your services gratefully. Many times the children would have eaten a skimpy meal, but there was provision from WIC. Thank you. Thanks to your people for their kindness.”
- “I'm extremely satisfied that it is on a card now vs using checks previously. It makes things so much easier especially when I have my kids with me at the store. I also really enjoy the barcode scanner on the app. If I'm unsure if an item is WIC approved, all I do is scan the barcode and it tells me approved or not. So convenient!”
- “I LOVE the staff at the Holly Hills office, and when my daughter was pregnant, we used the Biddle-Affinia. They're AMAZING as well! Kudos to both offices.”
- “I love the access to healthier food through WIC especially with fruits and veggies being so expensive. I also love all the information given at my WIC appointments about healthier living for my children and I.”
- “Yes, you guys are super nice and understanding people and you guys never judge anyone for anything I am glad.”
- “I filled out according to mother's answers. I am the grandmother. I fill the WIC every month for children and take care of the appointments. Thank you for making it easy for me to do so without a huge hassle. It makes it run so smoothly. The app has greatly improved!”
- “People Delmar and Grove/Manchester locations have always been clean and fast. Employees are extremely professional. One of the state agencies that's a pleasure to navigate through and work with.”
- “WIC has been very helpful with our foster children!”
- “I am very thankful for the breast pump it saved me a lot of time I would have not been able to get one if It wasn't for WIC.”

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APPENDIX A: SURVEY

Welcome! This survey will ask questions regarding your general satisfaction of the WIC program in several areas. Missouri WIC would appreciate that you answer all the questions in full. We appreciate your valuable time!



Click the blue "Next" button to continue.

Click to write the question text

In which county or location do you **visit** a Missouri WIC clinic most frequently?

Andrew, Atchison, Bates, Caldwell, Carroll, Cass, Clay, Clinton, Crescent Clinic, Daviess, Grundy, Harrison, Henry, Holt, Johnson, Lafayette, Livingston, Mercer, Nodaway, Pettis, Platte, Ray, Saline, Samuel Rodgers, St. Joseph, St. Luke's, Swope Health, University Health, Tri-County (Worth, Gentry, DeKalb)

Adair, Audrain, Benton, Callaway, Camden, Chariton, Clark, Columbia/Boone, Cooper, Dent, Howard, Knox, Laclede, Lewis, Linn, Macon, Marion, Monroe, Morgan, Osage, Pulaski, Putnam, Ralls, Randolph, Schuyler, Scotland, Shelby, Sullivan

Cole, Miller, Moniteau, Maries, Phelps

Barry, Barton, Cedar, Christian, Dade, Dallas, Hickory, Joplin City, Lawrence, McDonald, Newton, Polk, Ripley, Springfield/Greene, St. Clair, Stone, Taney, Vernon, Webster

Affinia Healthcare, Bollinger, Butler, Cape Girardeau, Crawford, Dunklin, Family Care, Franklin, Gasconade, Iron, Jeff/Franklin, Lincoln, Madison, Mississippi, Montgomery, NECAC (Warren), New Madrid, Pemiscot, Pike, People's Health Center, Perry, Scott, St. Charles, St. Francois, St. Louis County, Ste. Genevieve, Stoddard, Washington, Wayne

Carter, Douglas, Howell, Oregon, Ozark, Reynolds, Shannon, Texas, Wright

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

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

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

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

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

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

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

Post graduate degree

How old are you?

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

Satisfaction Questions

How would you rate the WIC clinic?

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

How would you rate the WIC staff?

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

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

How would you rate the following WIC services?

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

Multiple choice

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

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

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

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

Overall, how satisfied are you with Missouri WIC?

- Extremely dissatisfied
- Somewhat dissatisfied
- Neither satisfied nor dissatisfied
- Somewhat satisfied
- Extremely satisfied

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

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

- Yes
- No

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

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

- Yes (fill in the blank)
- No comments

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

- Yes (fill in the blank)
- No comments

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