



Memorandum

#12-098

TO: WIC Regional Directors
WIC Local Agency Directors

FROM: Linda Brumble, Unit Manager
Nutrition Education/Clinic Services Unit
Nutrition Services Section

DATE: September 11, 2012

SUBJECT: 2012 Nutrition Education Participant Survey – Reports and Instructions for Reading Reports

The statewide and individual local agency *2012 Nutrition Education (NE) Participant Survey* reports are now available. To view the reports and the instructions for reading the reports, visit the DSHS WIC website at <http://www.dshs.state.tx.us/wichd/nut/nesurveyresults.shtm>.

Administered every two years, the *NE Participant Survey* provides local agencies with information about their clients to help in planning nutrition classes and assessing client satisfaction with the WIC program.

Participants responded to 28 questions regarding their opinions of WIC, technology usage, family meals, activity habits, and demographics. A total of 3,401 surveys were sent to 71 local agencies, and 3,216 valid completed surveys were received.

The results of the statewide aggregate data indicate that participants have favorable opinions about the WIC program's ability to meet their needs, and the program achieves high levels of customer satisfaction. Technology usage is apparent among participants, and the WIC program should continue to utilize technology to improve delivery of services. Finally, most participants report engaging in those positive health behaviors for themselves and their families that the WIC program strives to promote.

If you have questions or require additional information about the *NE Surveys*, please contact Debbie Lehman, PhD, RD, LD, Nutrition Education Consultant, at (512) 341-4517 or debbie.lehman@dshs.state.tx.us.

Attachment

Texas WIC Nutrition Education Survey May 2012

Notes for WIC agencies in reading and using the 2012 WIC Nutrition Education Survey Results:

The survey results are based on the clients who answered the surveys you distributed to your sites. The numbers reflect the surveys that were returned on time, so if you had some late surveys, they may not show up in the totals.

The totals in each section may not match the total number of surveys you sent in, and the totals may not match from section to section. The most likely reasons for this are: 1) some clients did not answer all of the items, or 2) some of the survey responses could not be scanned. Likewise, some percentages will not add up to 100%. This reflects missing data for that item.

For virtually all questions, you will see both numbers and percents reported.

HOW TO UNDERSTAND AND USE THE SURVEY:

- Remember that this survey was a snapshot of your clients, based on a small sample, not every client.
- You may want to compare the survey responses with your most recent certification reports, to make sure that the survey group is similar to your overall client makeup. If it is very different (for example, your survey results did not include all of the ethnic groups seen in your clinics), keep that in mind when using the survey results.
- The survey is designed to help you in planning and providing the best possible WIC NE services for your clients. The survey also helps you to better understand your clients' opinions about their WIC experience. Here are some suggestions for using the survey results:
 - ✓ Think about the ages, education levels, ethnic groups, and languages of your clients. How does your NE programming fit with these groups?
 - ✓ Many agency surveys showed that high percentages of clients were parents of children over age one as well as infants. What is the implication of having parents with both toddlers and infants for your NE offerings?
 - ✓ Looking at the percentage of your clients who responded that they are concerned about having enough food, what kinds of NE and referrals would be most appropriate?
 - ✓ How did your clients rate their motivators for coming to WIC (question 1)? Does your WIC service allow for each of these needs to be addressed?
 - ✓ How did your clients rate the accessibility and responsiveness of WIC services and staff in questions 2 and 3? Are there any changes in NE that you will want to make based on these responses?
 - ✓ For question 4, how did your clients rate how well they think WIC is meeting their needs in eleven WIC service areas? How can your NE plan address this?

- ✓ Question 5 indirectly measures some of the barriers to WIC retention. Were there any areas where you notice a need for improvement?
- ✓ Question 6 captured client perceptions of their last VENA counseling session. Did the majority of your clients agree with the statements? If not, how can you address these?
- ✓ Question 7 captured client perceptions of their last WIC group class. With the exception of one statement (“The instructor lectured with no class participation.”), more agreement by clients is what we would want to see. How can you modify your CCNE classes to improve those areas that may be weaker?
- ✓ Most agency surveys showed that a high percentage of clients can access the Internet (questions 8 and 9). What percentage of your clients have Internet access at home? Are clients using their phones, in addition to desktop or laptop computers, to access the Internet? Should online lessons be promoted for your clients?
- ✓ In question 10, clients indicated how frequently they use various types of technology. What kinds of technology are your clients using most often? How can you use technology to connect with your clients?
- ✓ Note some the percentages of your clients using their cell phones for email, texting, or Internet access (question 11). State WIC is using some of the information collected in questions 11 and 12, to better understand and justify how we can improve the delivery of WIC services utilizing technology.
- ✓ Question 13 asked about how clients may be modeling healthy behaviors for their children at home. What are the areas where you see opportunities for NE to encourage parents in role modeling for their children?
- ✓ Question 14 focused on mealtimes at home. How can your NE lessons support healthy and enjoyable family mealtimes?
- ✓ In question 15, clients reported healthy behaviors that they plan to try in the next six months. How can your NE offerings support these efforts?