



Memorandum

14-032

TO: WIC Regional Directors
WIC Local Agency Directors

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

DATE: March 10, 2014

SUBJECT: *FY 2014 WIC Nutrition Education Participant Surveys* Coming in April

The *FY 2014 WIC Nutrition Education Participant Surveys* will be mailed the **first week of April** to all Local Agency (LA) WIC Directors. During the month of April, please be sure all of the surveys you receive are completed by WIC clients from your LA.

The results of this survey will provide information about your clients that will help you plan nutrition classes for the upcoming year and will provide client feedback on how satisfied they have been with the WIC Program. The quality of the results of this survey is dependent upon how well the survey is administered. Please distribute the surveys so that the results will reflect a good representation of your clients. For best results, we recommend distributing them among the clinics so that all client and ethnic groups, as well as both English and Spanish speakers, are represented.

The survey should be filled out by clients during regularly scheduled nutrition education classes only. Please alert clinic supervisors that clients need to answer the survey in a class environment with an instructor present to answer questions, if needed. Clients should come into the classroom as they would for their regular nutrition education class. We have provided the following NE code for your use: FT-000-01, *Field Test NE Code*.

Surveys may be distributed and administered at several different sites. Attached is more detailed information about the process for administering the surveys and a “script” for class instructors. Please read the instructions and script closely, and share them with your staff who will be involved in conducting the surveys.

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

2014 WIC Nutrition Education Survey – NE Code: FT-000-01 Instructor Guide

The *2014 WIC Nutrition Education Survey* will be administered as a class for credit. Use the NE code **FT-000-01, Field Test NE Code.**

Procedure:

1. Hand out the surveys, and use outline below to explain to clients that they will fill out the participant survey for class credit.
2. Review the process for filling in the bubbles (*see outline below, and show clients the marking instructions sheet*).
3. Explain how to answer the question in the table format, using Question #1 as an example (*see outline below*). In the past, some participants have had a hard time with this format and taking the time to give detailed instructions has helped.
4. **Read all of the questions aloud to the clients. If you are in a bilingual class, read both languages if necessary.**
5. Many clients take up to 30 minutes to fill out the survey. Please be patient and allow everyone the opportunity to complete the survey.
6. **When all of the clients have finished answering the survey, hold a 5-minute discussion on what information stood out from the survey. Enter in any comments received from clients here: <https://www.surveymonkey.com/s/SurveyComment>**
7. Tell clients that if they have any nutrition questions, they can ask you after completing the survey.

Important! Read this to clients:

Welcome. Today you are going to fill out a survey about your experiences in WIC. This survey is going out to WIC clients across the State. WIC wants to know more about you and find out your opinions about the program. The information will be used to help improve WIC services.

Your answers will be kept private and will not affect your WIC benefits.

This survey is going to be done as a written interview, where I will read the questions and you can mark your answers as we go along. Please answer all of the questions.

If you have any nutrition questions today, please see me after you complete the survey.

Now, please open the book and look at the marking instructions:

- You may use either a #2 lead pencil or a blue or black ink pen to fill in the survey bubbles. Do not use pens with ink that soaks through the paper.
- **Fill in the bubbles completely.** These examples show what we're looking for. Using an "x" or slash will not work so please follow the example closely. *Make sure the marking instructions sign (yellow paper) is in clear view.*
- Make no stray marks on this form.

Now, I will describe how to answer the questions. Please turn to Section 1, Question 1.

The first section asks your opinions about WIC and about WIC nutrition education.

Question 1 starts: Is this the first class you have been to at WIC?

The answer choices are shown in the first line:

"Yes" or "No"

Show the participants where each one of the answer choices can be found in the questionnaire.

- If this is the first class you have been to at WIC, fill in the bubble next to the word "Yes."
Show the bubble on the questionnaire.
- If this is not the first class you have been to at WIC, fill in the bubble next to the word "No."
Show the bubble on the questionnaire.

Does everyone understand the question and how to answer?

Now I will read each item, and you can fill in the bubble to show your answer. Give one answer for each line where there are bubbles, unless the instructions tell you to mark all that apply.

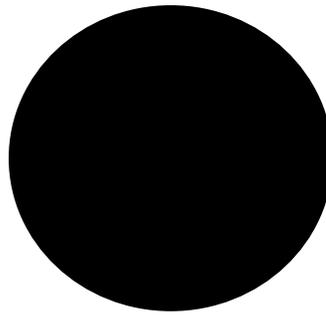
Continue reading each line slowly and repeating if necessary.

Continue to read the questions from the survey.

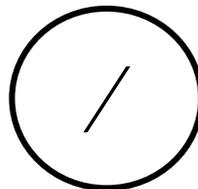
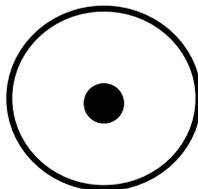
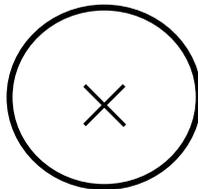
Marking Instruction Sheet

Instrucciones de Llenado

Correct Mark
Marcación Correcta



Incorrect Marks
Marcaciones incorrectas



Marking Instructions

- Use a No. 2 pencil or a blue or black ink pen only.
- Do not use pens with ink that soaks through the paper.
- Make solid marks that fill the response completely.
- Make no stray marks on this form.

Instrucciones de Llenado

- Utilice solamente lápiz del número 2, bolígrafo azul o negro.
- No utilice pluma de tinta o plumón que pasen al otro lado del papel.
- Rellene los círculos completamente.
- No marque la forma innecesariamente.