

**WIC Nutrition Education Survey
Statewide Report
May 2010**

Who answered the survey?

3234 clients answered the survey

Local Agency Participation (as of May 25, 2010)

Local Agency	# of Clients	%
1	90	2.8
3	97	3.0
4	16	0.5
5	29	0.9
7	310	9.6
10	20	0.6
11	23	0.7
12	239	7.4
13	78	2.4
17	79	2.4
19	20	0.6
20	22	0.7
21	20	0.6
22	20	0.6
24	21	0.6
26	261	8.1
27	46	1.4
28	20	0.6
29	20	0.6
30	20	0.6
31	50	1.5
32	23	0.7
33	241	7.5
34	20	0.6
35	34	1.1

Local Agency	# of Clients	%
36	29	0.9
37	19	0.6
38	6	0.2
39	34	1.1
40	20	0.6
41	49	1.5
42	22	0.7
43	20	0.6
44	20	0.6
45	20	0.6
46	20	0.6
48	172	5.3
49	20	0.6
51	20	0.6
53	20	0.6
54	179	5.5
56	20	0.6
58	20	0.6
59	20	0.6
61	20	0.6
62	20	0.6
63	20	0.6
64	19	0.6
65	20	0.6
67	20	0.6

Local Agency	# of Clients	%
69	20	0.6
70	18	0.6
71	30	0.9
73	28	0.9
74	20	0.6
76-2	20	0.6
76-3	20	0.6
76-4	20	0.6
76-5	17	0.5
76-6	20	0.6
77	88	2.7
83	20	0.6
84	19	0.6
87	28	0.9
88	19	0.6
90	20	0.6
94	39	1.2
95	20	0.6
105	19	0.6
106	20	0.6
107	20	0.6
108	20	0.6
109	20	0.6

Information about the clients who answered the survey**Q15. How old are you?**

The distribution of ages of the clients who answered the survey is shown below.

	# of clients	%
a. 15 or younger	43	1%
b. 16-18	188	6%
c. 19-29	1817	56%
d. 30 or older	1086	33%

Q22. What is the highest level of school you have finished?

The education levels of the clients who answered the survey were:

a. 1 st to 6 th grade	318	10%
b. 7 th to 9 th grade	422	13%
c. 10 th to 12 th grade	683	21%
d. High School graduate or GED	1077	33%
e. Trade or technical school	227	7%
f. College	372	12%

Q23. What is your race or ethnicity?

The distribution of the race or ethnicity of the clients who answered the survey is:

	# of clients	%
a. White	602	19%
b. Afro-American	312	10%
c. Hispanic or Latino	2285	71%
d. Asian or Pacific Islander	41	1%
e. Native American or Alaskan	11	.5%
f. Mixed race	59	2%

Q24. What is the main language spoken in your home?

The language distribution of the clients who answered the survey is:

	# of clients	%
a. English	1579	49%
b. Spanish	1420	44%
c. Other	59	2%

Clients Parental Status

The WIC categories for the clients who answered the survey are shown below *(Note: Clients answered four separate questions related to their WIC client status.)*

Q16. 16% of clients who answered the survey were pregnant.

Q17. 11% of clients who answered the survey were breastfeeding.

Q18. 51% of clients who answered the survey were the parent/caretaker of a baby under 12 months.

Q19. 72% of clients who answered the survey were the parent/caretaker of a child over 1 year old.

Q20. How many children do you have?

Clients who answered the survey reported having the following number of children.

	# of clients	%
a. 0	128	4%
b. 1	1045	32%
c. 2	845	26%
d. 3 or more	1134	35%

Q21. What is your relationship to the child(ren) in WIC?

Clients who answered the survey described their relationship to the children in WIC as:

	# of clients	%
a. Mother	2870	89%
b. Father	31	1%
c. Grandparent	27	1%
d. Foster parent	14	.5%
e. Self, pregnant	130	4%
f. Other	11	.5%

Q14. During the past 5 years I have participated in WIC:

	# of clients	%
a. Less than 1 year	943	29%
b. 1 to 2 years	914	28%
c. 3 years or more	1257	96%

Q25. Are you ever concerned you won't be able to buy enough food to feed your family?

50% of clients reported food insecurity.

	# of clients	%
a. Yes	1604	50%
b. No	1577	49%

SECTION 1 describes participants' opinions about WIC. The section included six questions.

Clients' Perceptions of WIC Services

Q1. How important are these WIC services for you?

Clients who answered the survey indicated the importance of the following eight WIC services.

	Very important (%)	A little important (%)	Not important (%)
a. Learning how to feed my family	3096 (96%)	106 (3%)	12 (.5%)
b. Learning how to breastfeed my baby	2295 (71%)	354 (11%)	522 (16%)
c. Getting up-to-date nutrition education	2994 (93%)	201 (6%)	12 (.5%)
d. Sharing ideas with other parents	2127 (66%)	937 (29%)	127 (4%)
e. Getting WIC foods	3159 (98%)	48 (2%)	2 (.1%)
f. Health screenings	2948 (91%)	190 (6%)	33 (1%)
g. Referrals to other services	2271 (70%)	762 (24%)	112 (4%)
h. Getting vaccines for my child	2081 (95%)	72 (2%)	47 (2%)
i. Learning how to be physically active	2822 (87%)	327 (10%)	49 (2%)

Q6. How well does WIC meet your needs on the following?

Clients who answered the survey indicated how WIC meets their needs on the following eleven WIC services.

	Great (%)	Okay (%)	Not so Great (%)
a. Learning how to feed my family	2813 (87%)	361(11%)	19 (1%)
b. Learning how to breastfeed my baby	2300 (71%)	633 (20%)	216 (7%)
c. Providing support to breastfeed my baby longer	2191 (68%)	691 (21%)	256 (8%)
d. Providing breast pumps	1937 (60%)	719 (22%)	437 (14%)
e. Teaching me about the right kinds and amounts of food to eat	2764 (86%)	357 (11%)	65 (2%)
f. Sharing ideas with other parents	1593 (49%)	1229 (38%)	342 (11%)
g. Providing WIC foods	3001 (93%)	172 (5%)	10 (.5%)
h. Teaching me how to keep my family healthy	2885 (89%)	261 (8%)	35 (1%)
i. Learning about healthy weights for me and my children	2678 (83%)	412 (13%)	92 (3%)
j. Learning how to be physically active	2165 (67%)	803 (25%)	211 (7%)
k. Getting vaccines for my child	2625 (81%)	415 (13%)	136 (4%)

Nutrition Education: What clients would like and how they receive classes now

Q3. If it were up to you, what kind of WIC classes would you like to take?

Clients who answered the survey reported their preferences for WIC nutrition education as shown below.

	Would Like a Lot (%)	Would Like a little (%)	Would Not like (%)
a. Food demonstration/taste test	2129 (66%)	769 (24%)	259 (8%)
b. Discussion or support group with other parents	1451 (45%)	1288 (40%)	416 (13%)
c. On the Internet	1411 (44%)	960 (30%)	747 (23%)
d. Class with video and discussion	2100 (65%)	821 (25%)	240 (7%)
e. Lessons I can take home	2332 (72%)	572 (18%)	270 (8%)
f. Self-paced lessons I do on my own	1795 (56%)	937 (20%)	403 (13%)
g. Grocery store tour	1134 (35%)	1048 (32%)	968 (30%)
h. Nutrition carnival or health fair	1721 (53%)	959 (30%)	468 (15%)
i. Bulletin board	1592 (49%)	1058 (33%)	487 (15%)
j. Physical activity class	2065 (64%)	776 (24%)	318 (9%)

Q2. How have you been receiving your WIC nutrition education?

Clients who answered the survey reported that they have received nutrition education in the following forms:

	Yes (%)	No (%)
a. Food demonstration/taste test	1683 (52%)	1459 (45%)
b. Discussion or support classes with other parents	1794 (56%)	1349 (42%)
c. On the Internet	938 (29%)	2188 (68%)
d. Class with video and discussion	2759 (85%)	402 (12%)
e. Lessons I take home	1906 (59%)	1237 (38%)
f. Self-paced lessons I do on my own at the clinic	1235 (38%)	1878 (58%)
g. One-on-one counseling with the dietician	2077 (64%)	1066 (33%)
h. One-on-one counseling with the breastfeeding educator	1508 (47%)	1617 (50%)
i. Grocery store tour	1026 (32%)	2113 (65%)

j. Nutrition carnival or health fair	837 (26%)	2286 (71%)
k. Bulletin board	1904 (59%)	1236 (38%)
l. Physical activity class	1019 (32%)	2195 (65%)

Q5. My WIC clinic:

	Yes (%)	Sometimes (%)	No (%)
a. Offers classes in my language.	3099 (96%)	39 (1%)	59 (2%)
b. Offers classes at times when I can attend.	2828 (87%)	268 (8%)	84 (3%)
c. Offers me a choice of classes.	2226 (69%)	448 (14%)	482 (15%)

Q4. The people at my WIC clinic care about me and my family.

	Yes (%)	Sometimes (%)	No (%)
a. The people at my WIC clinic care about me and my family	2806 (87%)	163 (5%)	11 (.5%)

SECTION 2 contains three questions about technology use.

Q7. Where do you access the Internet?

66% of clients reported having access to the Internet.

Clients who answered the survey reported using the Internet at the following locations.

	# of clients	%
a. Home	1509	47%
b. Work	245	8%
c. Library	469	15%
d. School	224	7%
e. Friend or family's house	545	17%
f. Cell phone or smart phone	665	21%
g. Other	50	2%

Q8. What type of Internet connection do you use most often

Among the 2119 clients who reported having Internet access, the following types of Internet connections were reported:

	# of clients	%
a. Dial-up Internet using the telephone line	239	11%
b. Broadband or high speed (e.g. DSL or cable)	1073	51%
c. Both dial-up and high speed	232	11%
d. I don't know	404	20%

Q9. How often do you use the following technology?

Clients who answered the survey reported using technology as shown below.

	Every day (%)	Sometimes (%)	Almost never (%)
a. Dial-up Internet connection using telephone line	260 (8%)	686 (21%)	2107 (65%)
b. High-speed/Broadband Internet connection	855 (26%)	813 (25%)	1401 (43%)
c. Text messaging or texting	1615 (50%)	715 (22%)	284 (24%)
d. E-mail	924 (29%)	809 (25%)	1347 (42%)
e. Facebook or My Space	824 (26%)	614 (19%)	1584 (49%)
f. Twitter	56 (2%)	153 (5%)	2760 (85%)
g. Podcasts	26 (1%)	97 (3%)	2847 (88%)
h. You tube or other online videos	324 (10%)	811 (25%)	1892 (59%)

SECTION 3 looks at clients' activities and family behaviors.

Client nutrition and activity- related behaviors

Q10. Please mark one circle for each line to show which of the things below you plan to try in the next six months.

Clients who answered the survey reported planning to try the following behaviors in the next six months.

	Already doing it (%)	Plan to do it (%)	Do not plan to do it (%)
a. Losing weight	1431 (44%)	1372 (43%)	364 (11%)
b. Being physically active for 30 minutes most days of the week	1898 (59%)	1216 (38%)	59 (2%)
c. Turning off the TV at mealtimes	1610 (50%)	1074 (33%)	485 (15%)
d. Eating low-fat foods	1673 (52%)	1286 (40%)	217 (7%)
e. Eating at least 5 fruits and vegetables a day	1768 (55%)	1350 (42%)	66 (2%)
f. Growing vegetables at home	532 (17%)	999 (31%)	1619 (50%)
g. Cooking most meals at home	2783 (86%)	372 (12%)	24 (1%)
h. Drinking low-fat or fat-free milk	2525 (78%)	385 (12%)	271 (8%)
i. Offering low-fat milk to my child age 2 or older	2089 (65%)	844 (26%)	235 (7%)
j. Using whole grains when I cook at home	1996 (62%)	979 (30%)	199 (6%)

Q11. Please mark how often these items are true for you:

Clients who answered the survey reported modeling the following healthy behaviors at home. (Note: Clients who do not have a child over age 1 are not included in item a, b and d.)

	Almost Always (%)	Sometimes (%)	Almost Never (%)
a. My child sees me being physically active.	1427 (60%)	866 (37%)	70 (4%)
b. I participate in physical activities with my child.	1300 (55%)	966 (41%)	94 (4%)
c. I prepare meals at home.	2771 (86%)	335 (10%)	44 (1%)
d. My child helps prepare meals at home.	584 (25%)	1058 (45%)	702 (30%)

Q13. Please mark how often each statement is true for your family:

Clients who answered the survey reported the following mealtime behavior.

	Almost Always (%)	Sometimes (%)	Almost Never (%)
a. The TV is turned off during meals	1259 (39%)	1242 (38%)	667 (21%)
b. My family sits down to eat meals together	2130 (66%)	904 (28%)	130 (4%)
c. Mealtime with my family is enjoyable	2613 (81%)	504 (16%)	48 (2%)

Purchasing new WIC foods

Q12. In the past three months, have you bought the following with your WIC card?

	Yes (%)	No (%)
a. Fresh or frozen fruits or vegetables	2885 (89%)	280 (9%)
b. 2%, 1%, or fat-free milk	2767 (86%)	389 (12%)
c. 100% whole wheat bread, brown rice, or tortillas	2619 (81%)	538 (17%)