

WIC Satisfaction Survey

Bureau of Nutrition and Physical Activity

Leadership for a Healthy Arizona



Survey Protocol

- Presenting draft protocol today.
- Welcome questions and comments.
- Will refine and email final protocol.

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Roads not taken on this survey

- No open-ended questions, due to very high expected volume and lack of resources to adequately analyze.
- Not designed to address barriers to services, or why people discontinue.
 - Worthy questions.
 - May design separate project to address specifically.



Questionnaire Format

- Self administered.
- Short - only took a couple of minutes during pretest.
- Available in both English and Spanish.



Question 1

- How long did you wait in the waiting room before your appointment began?
 - Less than 15 minutes
 - 15 to 30 minutes
 - 30 to 60 minutes
 - An hour or more.



Question 2

- How satisfied are you with the amount of time you had to wait?
 - Very satisfied
 - Satisfied
 - Not very satisfied
 - Not at all satisfied.



Question 3

- How much did the counselor listen to your concerns?
 - Very much
 - Some
 - Not very much
 - Not at all.



Question 4

- How interested was the counselor in how your family does things?
 - Very interested
 - Interested
 - Not very interested
 - Not at all interested.



Question 5

- How much did the staff care about you and your family?
 - Very much
 - Some
 - Not very much
 - Not at all.



Question 6

- How much did you get to talk with your counselor about what you wanted to talk about?
 - Very much
 - Some
 - Not very much
 - Not at all.



Question 7

- Overall, how welcome did the staff make you feel?
 - Very welcome
 - Welcome
 - Not very welcome
 - Not at all welcome.



Question 8

- How much do you like the foods that you can buy with your WIC checks?
 - Very much
 - Some
 - Not very much
 - Not at all.



Question 9

- After talking with the counselor, do you believe you can make better choices about feeding your family?
 - Very much
 - Some
 - Not very much
 - Not at all.



Question 10

- Do you know how to find the WIC foods where you shop?
 - All the foods
 - Most of the foods
 - Some of the foods
 - No.



Two Formats Available

- Survey Monkey – highly encouraged.
 - Requires only a mouse, no keyboard.
- Paper – if you just can't do Survey Monkey.



Survey Monkey Option

- Separate link for each clinic site.
- We will email the link to each.
- Will offer choice of English and Spanish.



<http://www.surveymonkey.com/s/GSCZYVX>

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Survey Monkey Responsibility

- Clinics will have no responsibility for managing survey beyond:
 - Introducing clients to the survey, and
 - Making sure clients access the appropriate link on a computer.
 - Continue until we tell you to stop.



Paper Option Responsibilities

- We will mail you copies of the survey with English printed on one side and Spanish on the other, and plain white envelopes.
- You will collect completed surveys sealed in the envelopes.
- Must provide a box or bin to deposit completed surveys.

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Paper Responsibilities (continued)

- At the end of each day, count the number of completed surveys.
- Batch them together and write the date and number completed on the batch.
- Email the date and number of surveys completed each day to Allison.Gathany@AZDHS.gov.
- Arrange to return completed surveys to ADHS periodically for data entry.



Survey Protocol

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Sampling Plan

- Do surveys in April until sufficient cases are gathered at each clinic.
- Please attempt to get every client **AFTER** their counseling session, before they leave.
- Happy or sad.
- Rushed or slow.
- Convenient or inconvenient.

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Who & When?

- Every client during the month of April
- After counseling session
- Before leaving clinic
- Until ADHS tells you that you have reached your goal.



How? Follow elements of script

- We are conducting a survey to learn more about WIC services.
- I would really appreciate your help.
- The survey only takes a couple of minutes to fill out.
- It is about your experience in the clinic today.



Script - continued

- You will be helping us learn
 - How we are doing, and
 - How we can provide services better.
- No one will know how you responded, so please tell us what you really think.
- Would you please sit down and complete the survey now, before you leave?



Script continued for Survey Monkey

[make sure survey is up, and that client can see where to choose English or Spanish]

- The survey questions are on this computer.
- Please click on the answer to each question.
- Then click the submit button at the bottom of the page.



Script continued for Survey Monkey

- Your survey will be automatically sent to the State and combined with other surveys.
- No one will know how you responded, so please say how you really feel.

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Script continued for paper
[give them the survey and an envelope]

- Please circle your answer to each question.
- Then put your questionnaire in this envelope, seal it, and put it in this box.



Script continued for paper

- Your survey will be mailed to the State and combined with others.
- No one will know how you responded, so please say how you really feel.



Both Methods

- Thank client in advance for helping us learn more about WIC services.

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ADHS Monitoring

- We will monitor number of responses at each clinic daily, and
- Let you know when you reach minimum sampling requirement so you may stop data collection.
- If you choose to continue, you may.

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Evaluate Response Bias

- We will compare number of clients seen at each clinic (N) to number of completed surveys (n).
- We want the people who respond to be as much like the people who don't respond as possible.
- The closer we get to $n/N=100\%$, the better.



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