

WIC Client Satisfaction Survey



Bureau of Nutrition and Physical Activity

Leadership for a Healthy Arizona



Survey Goals



- 1) Identify strengths and best practices
- 2) Identify areas of weakness for improvement
- 3) Establish baseline and track goals over time
 - Upcoming changes: PCS, HANDS, EBT
 - USDA requires annual satisfaction assessment

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Survey Development

JANUARY

- Open-ended mini-interviews conducted by dietetic interns to identify clients' interests and concerns
- State WIC staff identify topics of interest and develop potential survey questions

FEBRUARY

- Pilot testing of questionnaire and final revisions

MARCH

- Development of survey protocol

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Survey Questionnaire

WIC Client Survey

We want to know how you feel. Your answers to these questions will be anonymous. We do not want your name, and no staff will ever see your answers. Your answers will be used to help us make WIC services better.

Please think about your visit today.

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
2.	How satisfied are you with the amount of time you had to wait?	Very satisfied	Satisfied	Not very satisfied	Not at all satisfied
3.	How much did the counselor listen to your concerns?	Very much	Some	Not very much	Not at all
4.	How interested was the counselor in how your family does things?	Very interested	Interested	Not very interested	Not at all interested
5.	How much did the staff care about you and your family?	Very much	Some	Not very much	Not at all
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
7.	Overall, how welcome did the staff make you feel?	Very welcome	Welcome	Not very welcome	Not at all welcome
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
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
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

Thank you for your time!

Please place your survey in a sealed envelope in the box provided.

Encuesta para beneficiarios de WIC

Queremos saber lo que piensa de su visita de hoy. Sus respuestas a estas preguntas permanecerán anónimas. No necesitamos su nombre y nadie del personal va a ver sus respuestas. Sus respuestas se usarán como guía para mejorar los servicios de WIC.

Por favor use un lápiz número 2. Llene solamente un círculo por cada pregunta

1.	¿Cuánto tiempo esperó en la recepción antes de que le atendieran?	Menos de 15 minutos	De 15 a 30 minutos	30 a 60 minutos	Una hora o más
2.	¿Qué tan satisfecha se siente por el tiempo que tuvo que esperar?	Muy satisfecha	Satisfecha	No muy satisfecha	Nada satisfecha
3.	¿Cuánta atención cree que le prestó la consejera a sus dudas?	Mucha	Algo	No mucha	Nada
4.	¿Qué tan interesada se mostró la consejera en cómo hacen las cosas en su familia?	Muy interesada	Interesada	No muy interesada	Nada interesada
5.	¿Qué tanto se preocupó el personal por usted y su familia?	Mucho	Algo	No mucho	Nada
6.	¿Qué tanto pudo hablar con su consejera sobre lo que usted quería platicar?	Mucho	Algo	No mucho	Nada
7.	En general ¿Qué tan bienvenida la hizo sentir el personal?	Mucho	Bienvenida	No mucho	Nada bienvenida
8.	¿Le gustan los alimentos que puede comprar con sus cheques de WIC?	Mucho	Algo	No mucho	Nada
9.	Después de hablar con la consejera ¿Cree que puede tomar mejores decisiones para alimentar a su familia?	Mucho	Algo	No mucho	Nada
10.	¿Sabe cómo encontrar los alimentos de WIC cuando va de compras?	Todas las comidas	La mayoría de las comidas	Algunas de las comidas	No

¡Gracias por su tiempo!

Por favor meta su encuesta en un sobre sellado y póngalo en la caja que se le indique.

WIC Client Satisfaction Survey

- April 2011
- SurveyMonkey and ScanTron questionnaires
- More than 9,000 clients surveyed
- 35% statewide response rate
- ~1/4 responded in Spanish
- Questions centered on concepts of PCS and principles of influence

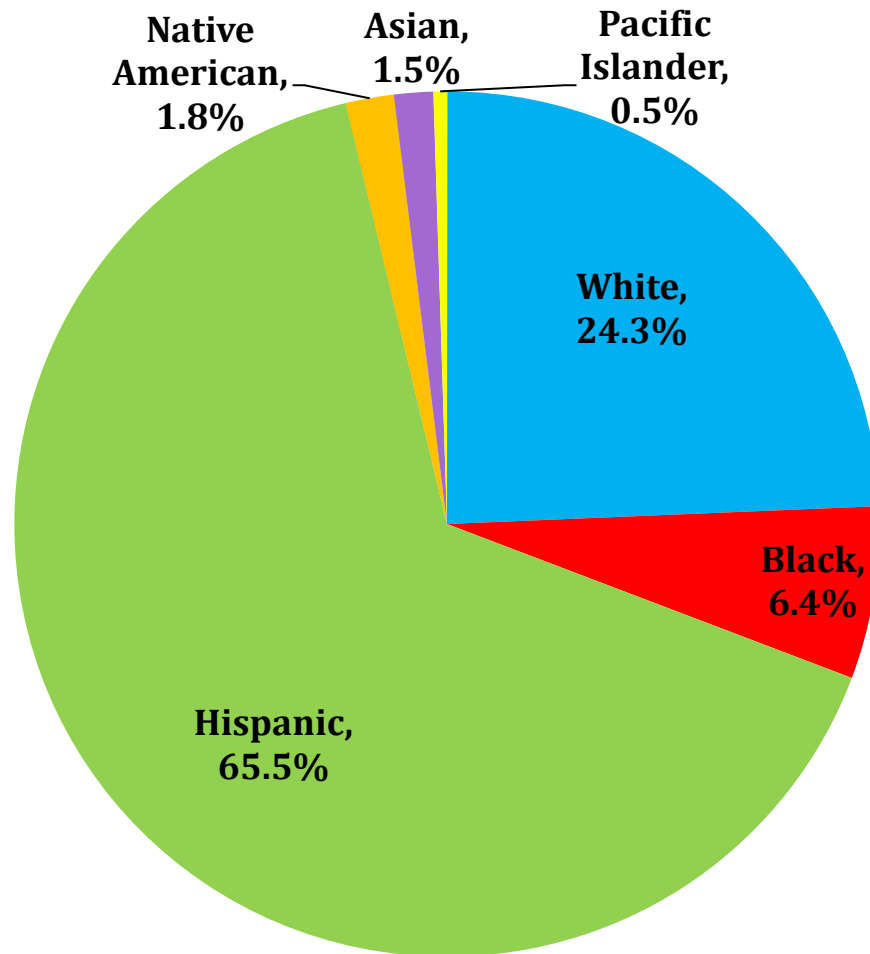
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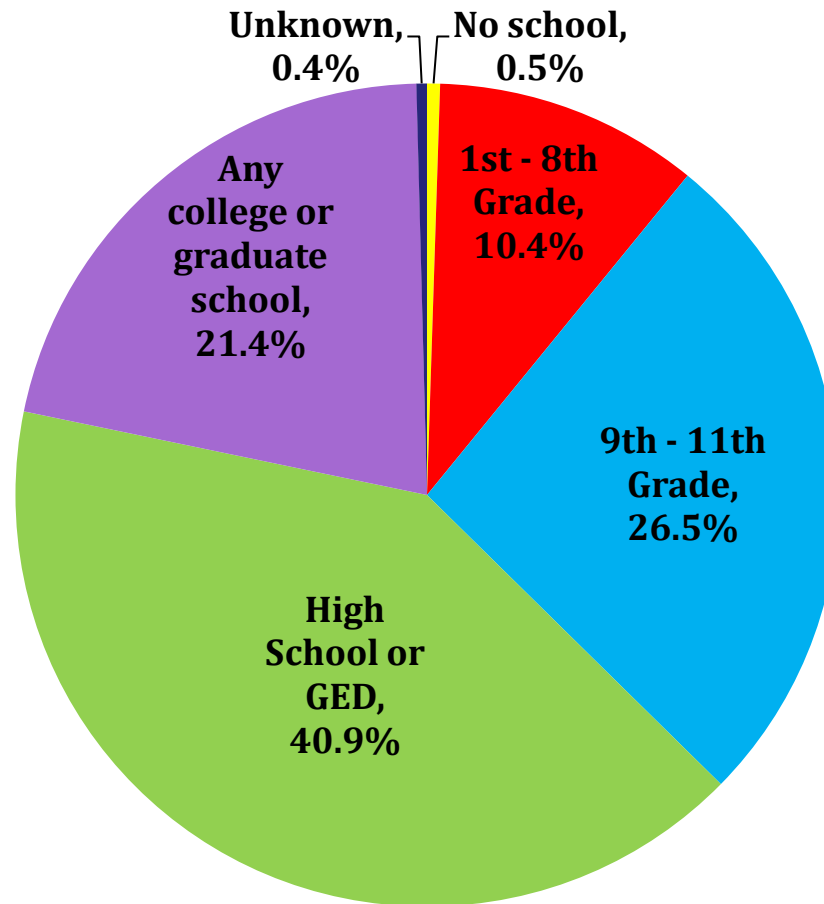


April 2011 WIC Participants

Race/Ethnicity



April 2011 WIC Participants Mother's Education Level



Response Rates

Statewide response rate:	35%
Agency response rates:	20 - 96%
Clinic response rates:	7 - 100%
Web-based survey sites:	34%
Paper survey sites:	36%

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Weighted Statewide Frequencies

- All clinics weighted based on inverse probability of selection at the state level
- Based on true proportional caseload in April
 - number of distinct families
- Second weighting scheme based on true proportion within local agency
- N = total number of surveys included in analysis for each question

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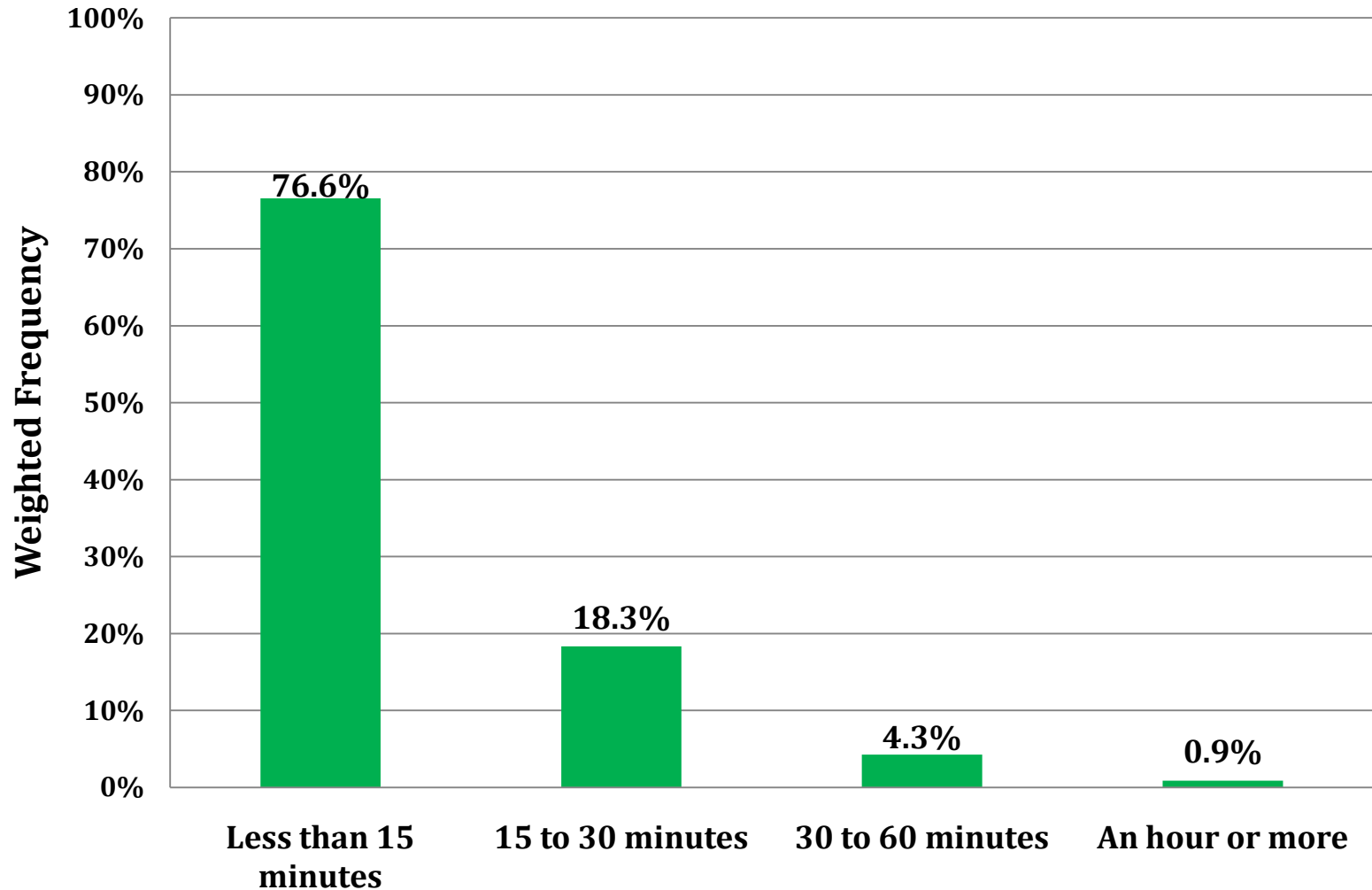
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QUESTION 1

How long did you have to wait in the waiting room before your appointment began?

N = 8,745



QUESTION 1

How long did you have to wait in the waiting room before your appointment began?

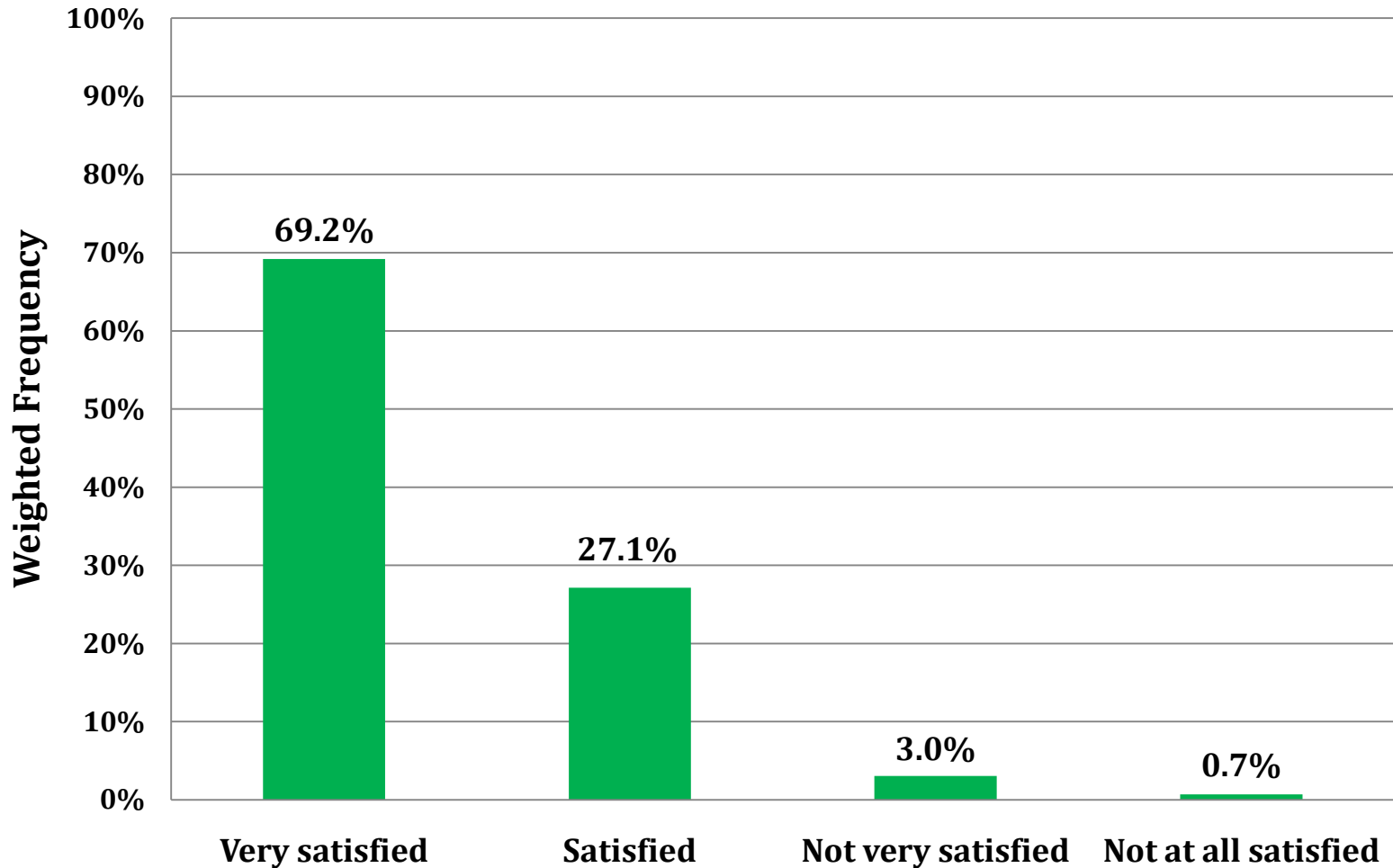
Less than 15 minutes	77%
15 to 30 minutes	18%
30 to 60 minutes	4%
An hour or more	1%

- Agency range for highest satisfaction level: **63% to 100%**
- No differences between responses in English and Spanish
- No differences between responses from PCS pilot sites and non-PCS pilot clinics

QUESTION 2

How satisfied are you with the amount of time you had to wait?

N = 8,725



Wait Times and Satisfaction

	Very satisfied	Satisfied	Not very satisfied	Not at all satisfied	N
Less than 15 minutes	82.3%	17.3%	0.2%	0.2%	6,616
15 to 30 minutes	31.3%	62.1%	6.4%	0.3%	1,590
30 to 60 minutes	9.6%	51.6%	32.5%	6.3%	366
An hour or more	6.6%	34.2%	34.2%	25.0%	76
TOTAL:	69.2%	27.1%	3.0%	0.7%	8,648

QUESTION 2

How satisfied are you with the amount of time you had to wait?

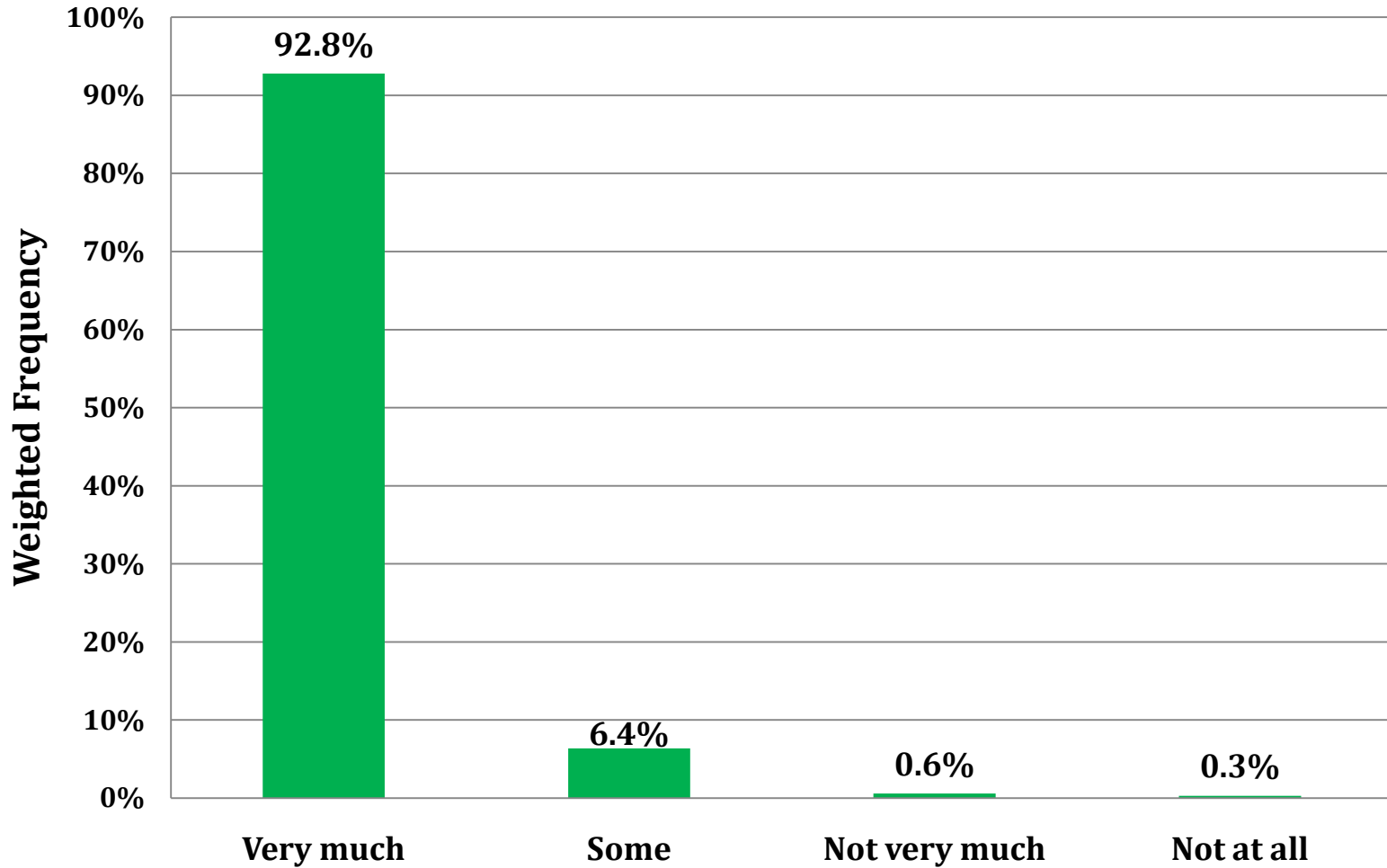
Very satisfied	69%
Satisfied	27%
Not very satisfied	3%
Not at all satisfied	1%

- Agency range for highest satisfaction level: 62% to 94%
- No differences between survey responses in English and Spanish
- Non-PCS pilot clinics report higher satisfaction with wait times than PCS pilot clinics (70% vs. 64%)

QUESTION 3

How much did the counselor listen to your concerns?

N = 8,673



QUESTION 3

How much did the counselor listen to your concerns?

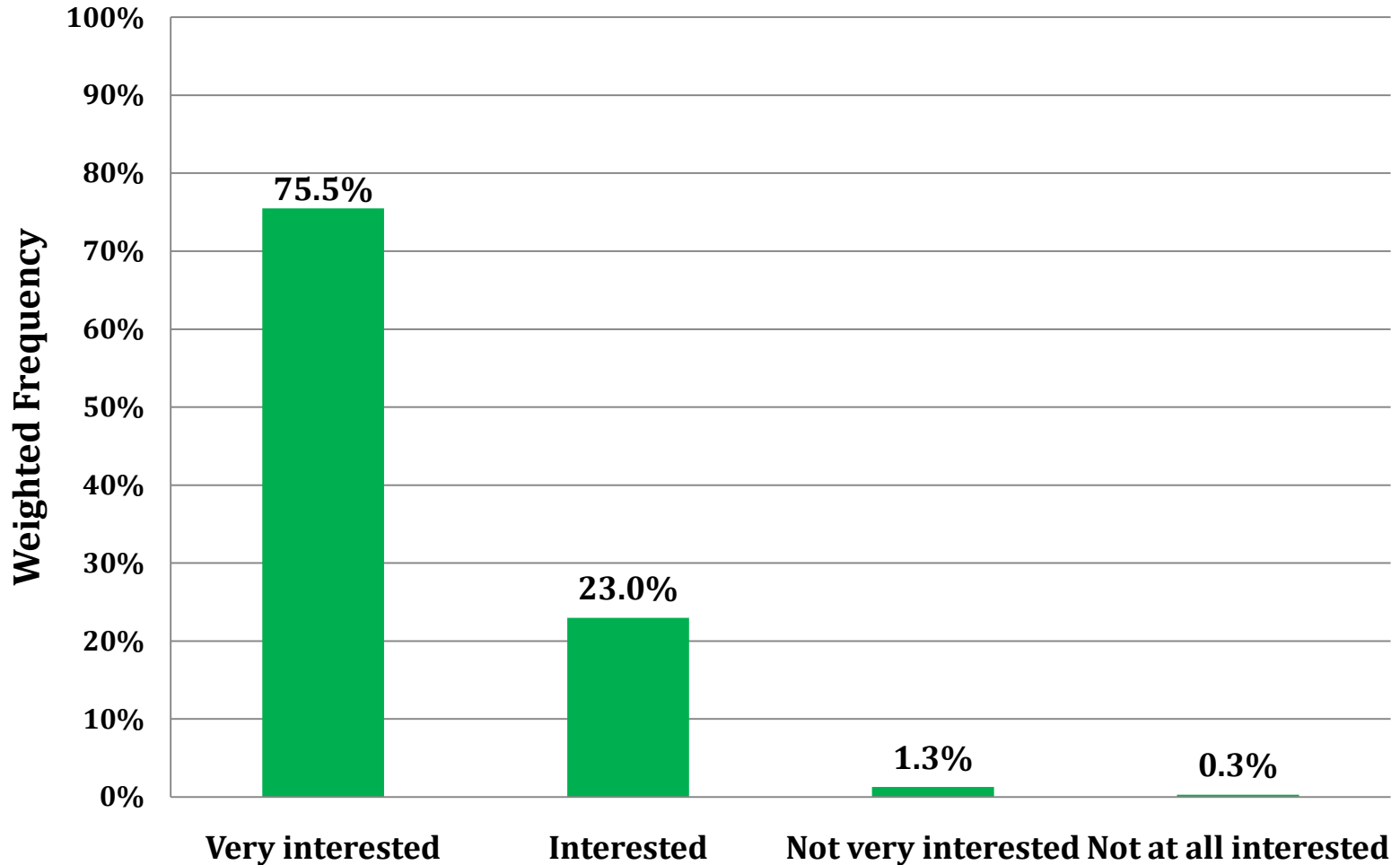
Very much	93%
Some	6%
Not very much	1%
Not at all	0%

- Agency range for highest satisfaction level: **68% to 100%**
- 19 of 21 agencies had >90% report highest level of satisfaction
- English-speaking respondents more likely to say the counselor listened very much (**94% vs. 91%**)
- PCS pilot sites more likely to report counselor listened very much to concerns (**94.4% vs. 92.6%**)

QUESTION 4

How interested was the counselor in how your family does things?

N = 8,661



QUESTION 4

How interested was the counselor in how your family does things?

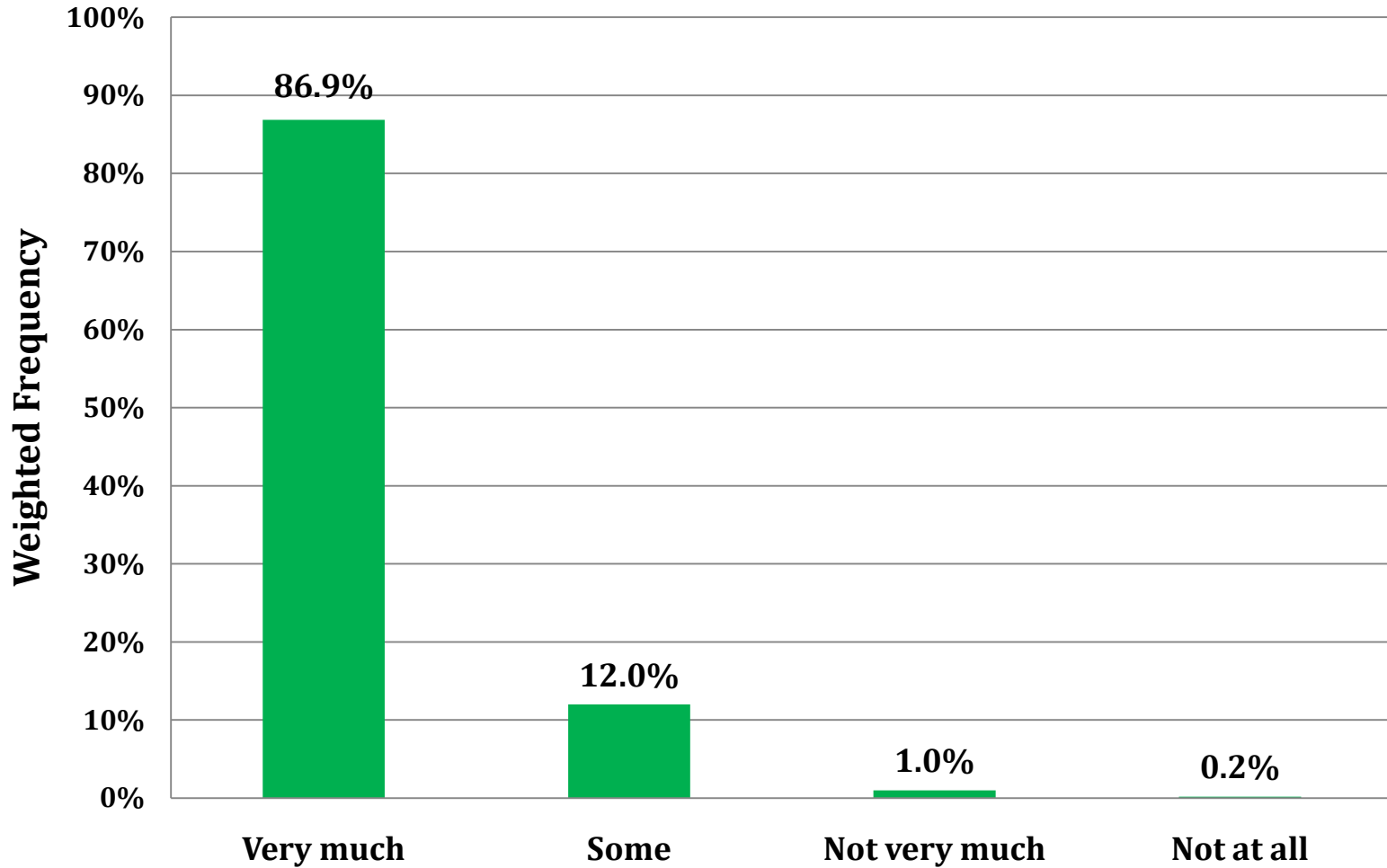
Very interested	76%
Interested	23%
Not very interested	1%
Not at all interested	0%

- Agency range for highest satisfaction level: **56% to 95%**
- No differences between survey responses in English and Spanish
- PCS pilot sites more likely to report counselor is very interested in how family does things (**78% vs. 75%**)

QUESTION 5

How much did the staff care about you and your family?

N = 8,683



QUESTION 5

How much did the staff care about you and your family?

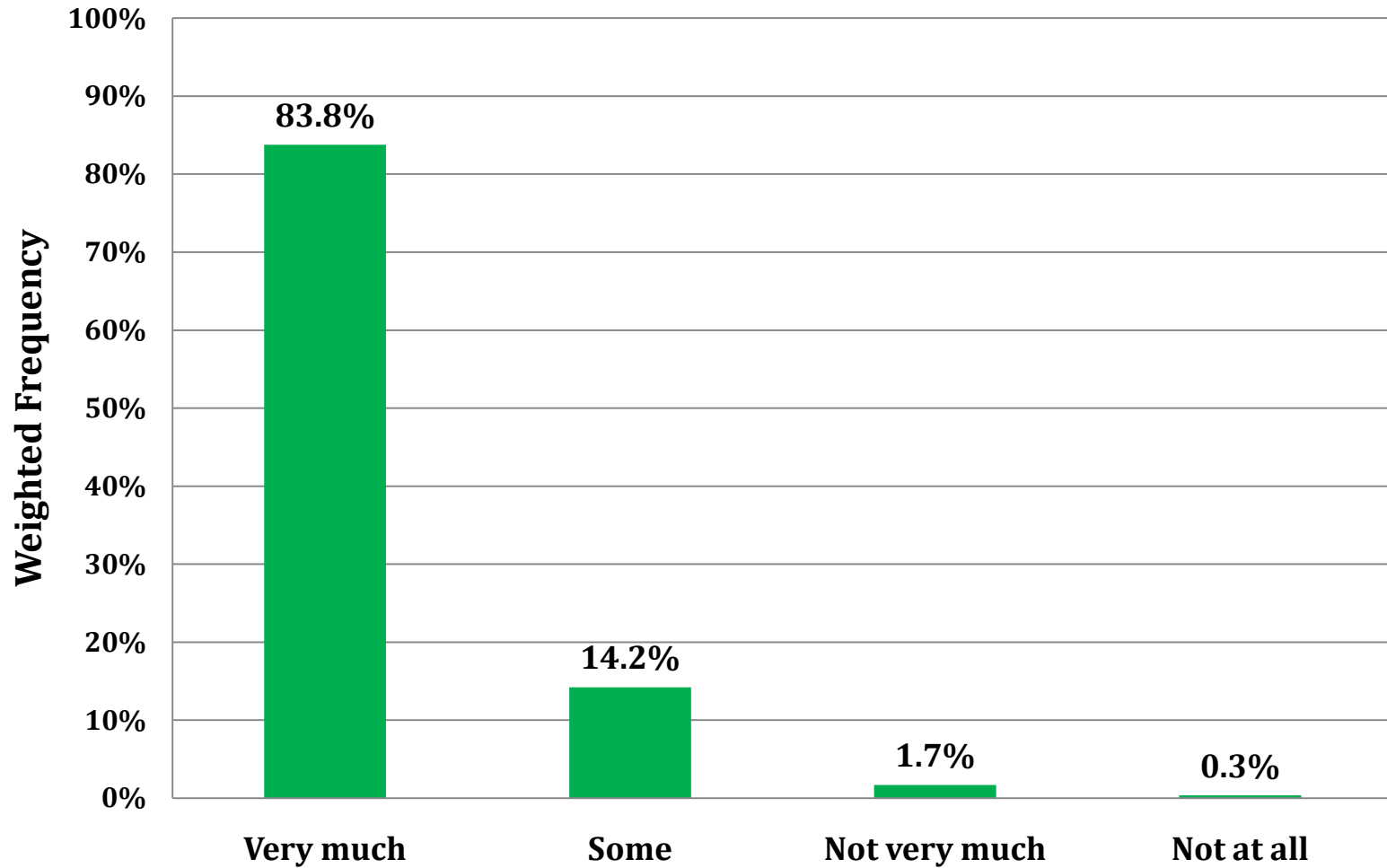
Very much	87%
Some	12%
Not very much	1%
Not at all	0%

- Agency range for highest satisfaction level: **70% to 99%**
- English-speaking respondents more likely to report the staff cared very much (**88% vs. 84%**)
- PCS pilot clinics more likely to report staff cared very much about client and family (**89% vs. 87%**)

QUESTION 6

How much did you get to talk with your counselor about what you wanted to talk about?

N = 8,671



QUESTION 6

How much did you get to talk with your counselor about what you wanted to talk about?

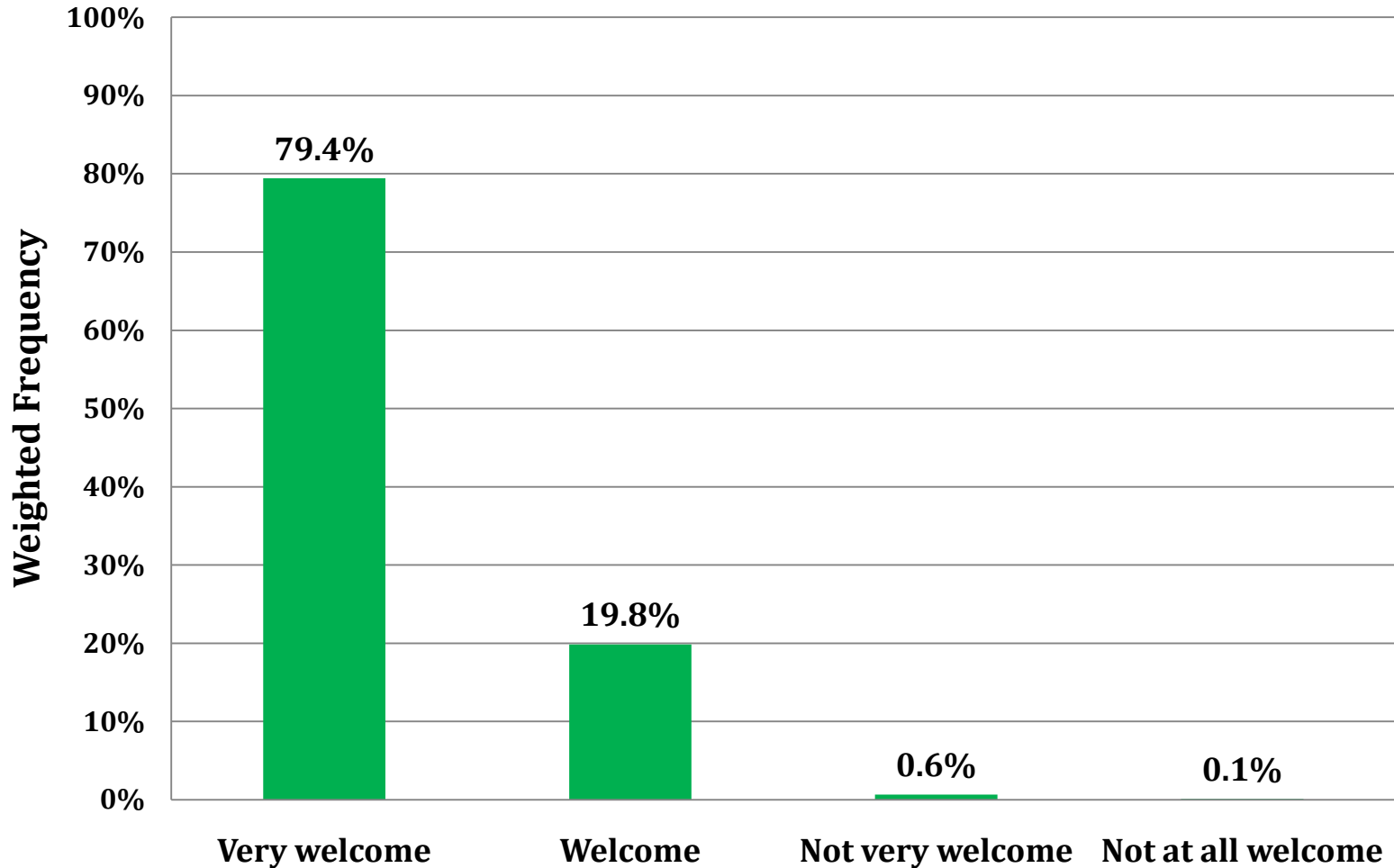
Very much	84%
Some	14%
Not very much	2%
Not at all	0%

- Agency range for highest satisfaction level: 74% to 96%
- English-speaking clients more likely to report getting to talk very much about what they wanted (85% vs. 79%)
- No difference between PCS pilot sites and non-PCS pilot clinics in reported satisfaction

QUESTION 7

Overall, how welcome did the staff make you feel?

N = 8,677



QUESTION 7

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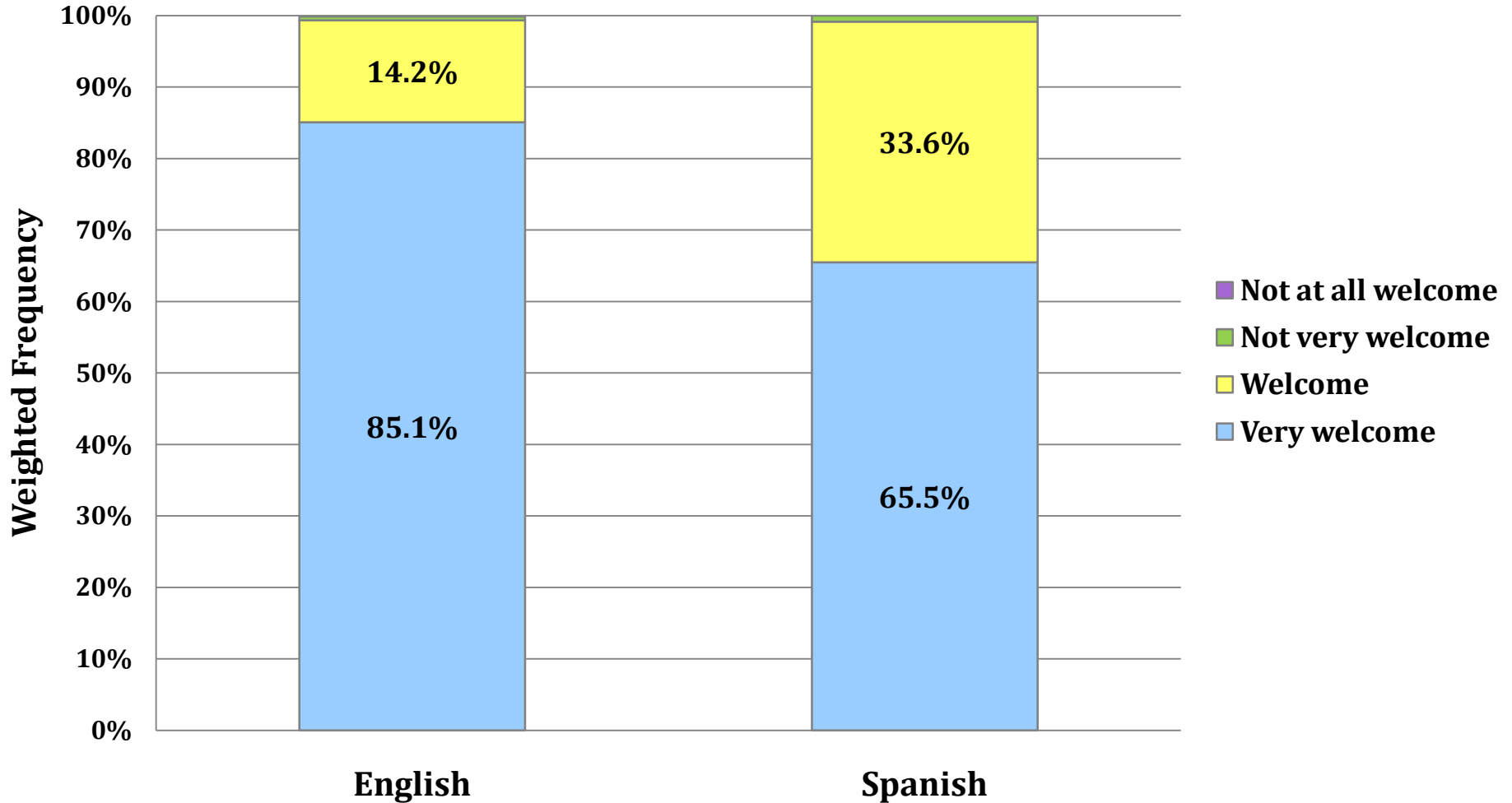
Very welcome	79%
Welcome	20%
Not very welcome	1%
Not at all welcome	0%

- Agency range for highest satisfaction level: **73% to 98%**
- English-speaking respondents more likely to report feeling very welcome (**85% vs. 66%**)
- No difference in satisfaction levels between clients at PCS pilot sites and non-PCS pilot sites

QUESTION 7

Overall, how welcome did the staff make you feel?

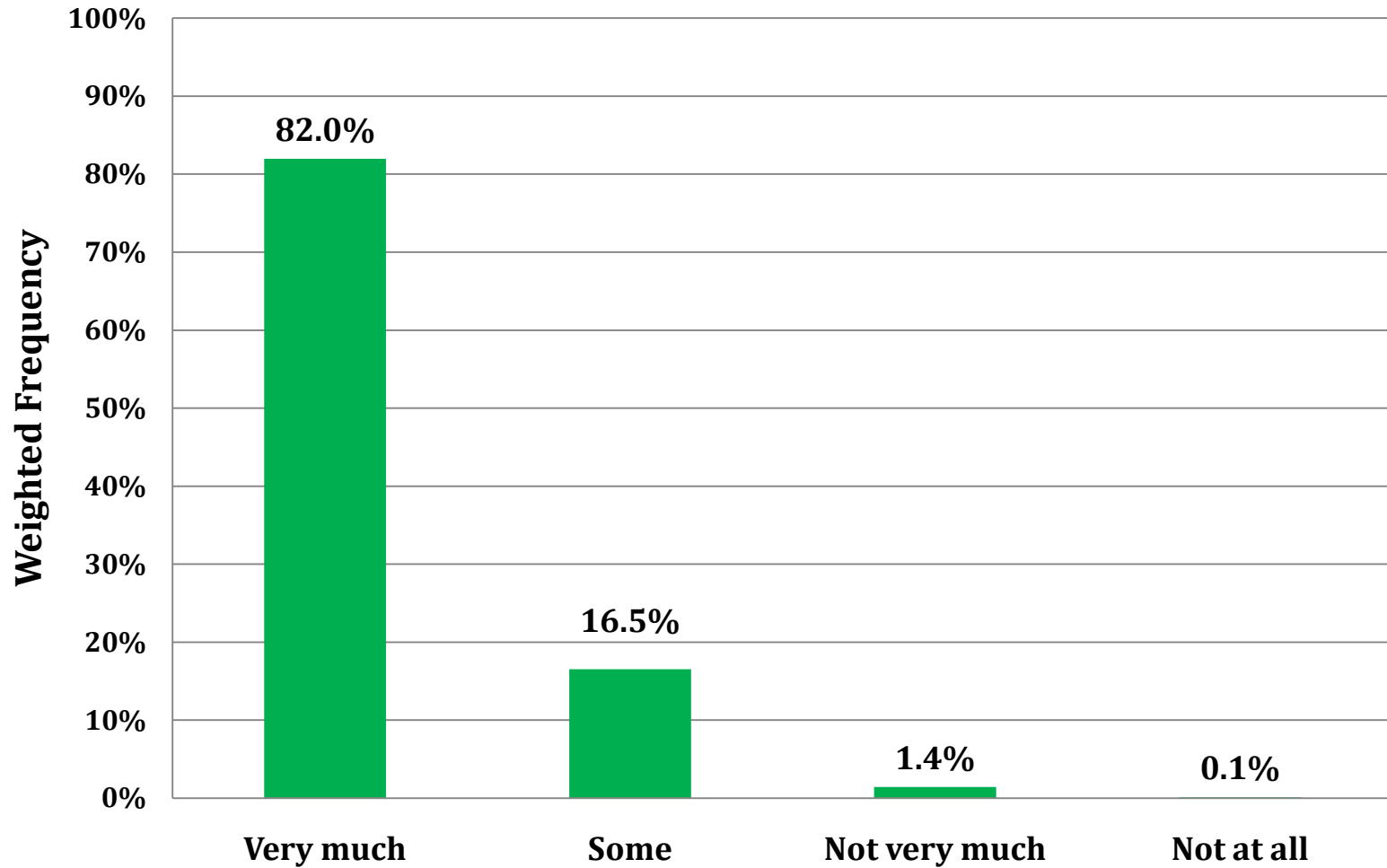
N = 8,677



QUESTION 8

How much do you like the foods that you can buy with your WIC checks?

N = 8,657



QUESTION 8

How much do you like the foods that you can buy with your WIC checks?

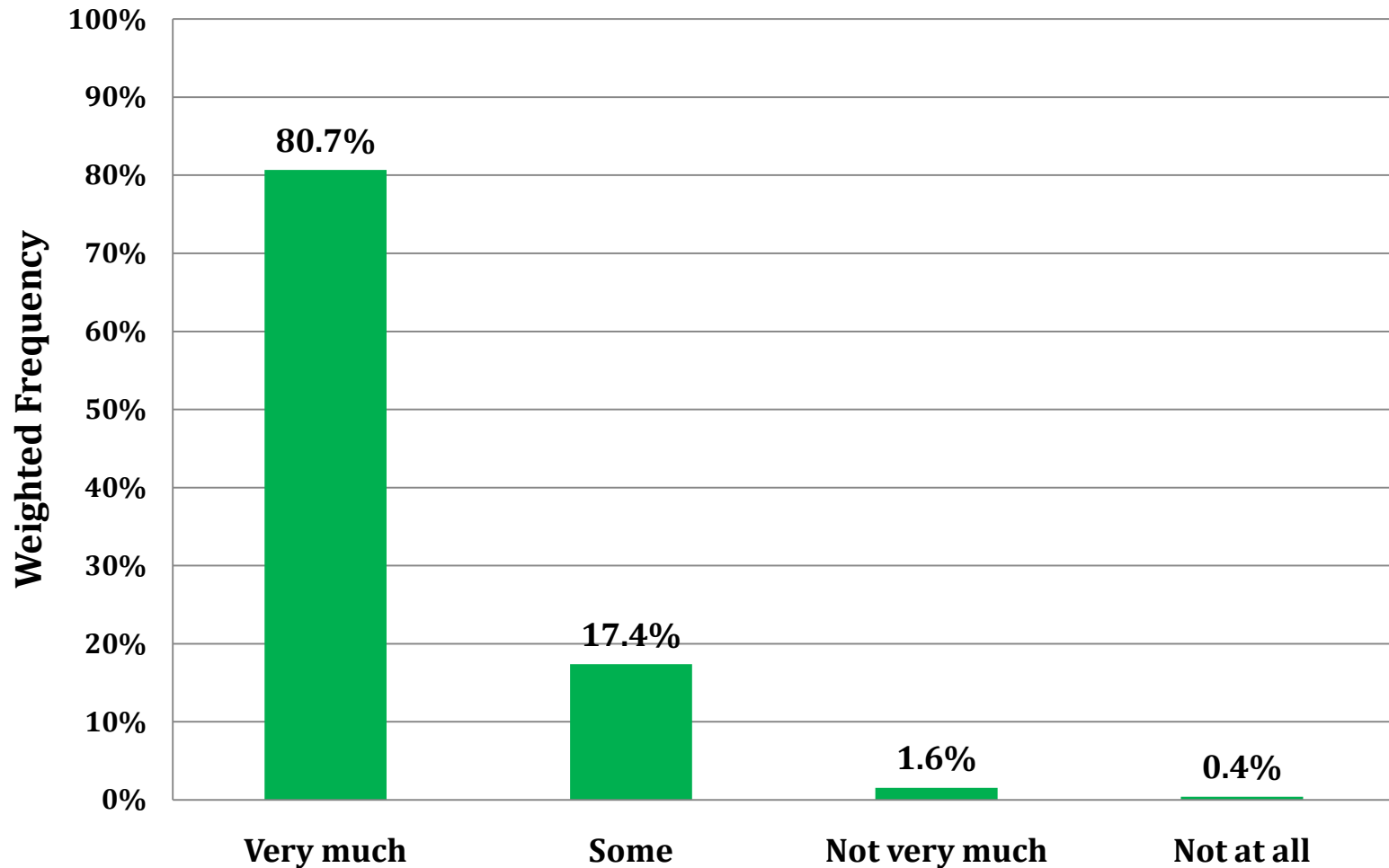
Very much	82%
Some	17%
Not very much	1%
Not at all	0%

- Agency range for highest satisfaction level: **67% to 93%**
- Spanish-speaking respondents more likely to report liking foods very much (**89% vs. 79%**)
- No difference between reported satisfaction for clients at PCS pilot clinics and non-PCS pilot clinics

QUESTION 9

After talking with the counselor, do you believe you can make better choices about feeding your family?

N = 8,696



QUESTION 9

After talking with the counselor, do you believe you can make better choices about feeding your family?

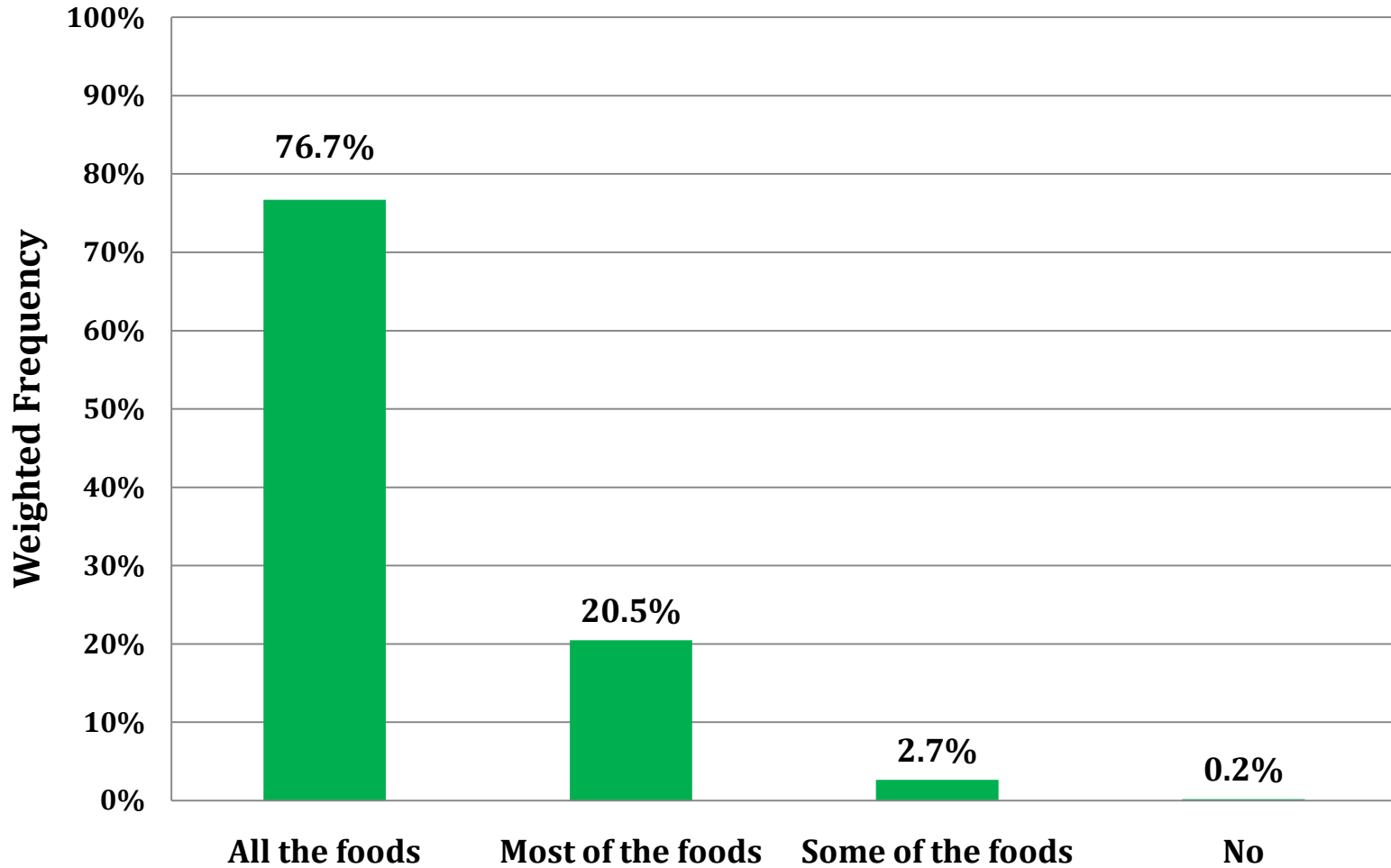
Very much	81%
Some	17%
Not very much	2%
Not at all	0%

- Agency range for highest satisfaction level: 61% to 96%
- Spanish-speaking respondents more likely to report feeling very much empowered (86% vs. 79%)
- No difference in reported satisfaction between clients at PCS pilot sites and non-PCS pilot clinics

QUESTION 10

Do you know how to find the WIC foods where you shop?

N = 8,715



QUESTION 10

Do you know how to find the WIC foods where you shop?

All the foods	76%
Most of the foods	21%
Some of the foods	3%
No	0%

- Agency range for highest satisfaction level: **61% to 92%**
- No difference in satisfaction between clients who responded in English and Spanish
- No difference in reported satisfaction between clients at PCS pilot clinics and non-PCS pilot clinics

Survey Conclusions

- Satisfaction levels high in most areas of service
- Strengths: WIC counselors listen well to concerns and make clients feel welcome
- Areas for improvement:
 - Waiting times
 - Perception that counselors are interested in the way the client's family does things
 - Ensuring clients know how to find foods at the store
- Scores varied widely across local agencies

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Survey Conclusions

Spanish- vs. English-Speaking Respondents:

- Feel less welcome at the clinic
- Like food they can buy more
- Feel more empowered after counseling session

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Survey Conclusions

PCS Pilot Sites vs. Non-PCS Pilot Sites:

- Less satisfied with wait times
- Counselor listened to them, was interested in their family
- Felt staff cared very much

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Questions?

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