

UTAH - WIC Participant Satisfaction Survey 2010 Report

Utah Department of Health Division of Family Health and Preparedness

Background: WIC's primary goal is to improve health of mothers and their children. Services include nutrition assessment, nutrition education, breastfeeding promotion and support, referrals, and vouchers for supplemental healthy foods. During 2010, approximately 75,000 participants received services monthly. The survey has been conducted either annually or biannually since 1980 to determine participant satisfaction.

Goals: The 2010 survey collected included information about service utilization, nutrition education and behavioral change, breastfeeding, voucher use. This survey is meant to serve as an improvement tool to identify and understand needs and preferences of Utah WIC participants.

Methods: Survey used since 2001 was modified through a collaboration of State and local staff. The survey consisted of 53 questions grouped into eight sections: Service Awareness & Utilization, WIC Nutrition Education, Breastfeeding, WIC Vouchers, New Foods, Vitamins & Supplements, Smoking, and Demographics. Questions were mostly close-ended. The survey was available in English and Spanish. The survey was administered April through June 2010. A total of 4099 surveys were mailed to all Utah WIC clinics. Completed surveys were outsourced to an organization that provided the completed data output. Analyses were conducted by the State Data Resources Program.

Results: Overall survey response was 90%. There were a total of 3,699 completed surveys. A total of 993 (27%) were completed in Spanish. A list and analysis of key findings can be requested from the Utah Department of Health, email shossain@utah.gov.

Discussion: Findings have aided in making decisions for improvement:

- Improved education on WIC eligible foods
- Increased focus of education on changing eating habits
- Improved outreach
- Expanded use of internet-based lessons
- Improved clinic hours
- Improved staffing
- Improved staff training on customizing nutrition education

Findings show that participants view WIC services as being of high quality.