Survey Design in a State Agency: Preference, Satisfaction and Balancing Interests

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Presentation Outline

- Introduction to Internship
- Introduction to WIC
- Survey Overview
- Survey Development
- Sample Questions
- Survey Pilot
- Outcomes To Date
Introduction to PHASE Internship

- Out-of-Classroom Experience
- PFHS and WIC
- Project: Survey Development
- Design and Pilot
Introduction to Maryland WIC

FAQs
- What is WIC?
- Who is eligible?
- What are the food packages?

WIC in Maryland
- Demographics
- County-Specific
Participant Satisfaction Survey

- National Ranking
- Other States
- Surveys in Maryland WIC
- Goals of New Survey
  - Comparisons
  - Improvements
  - Preparation
Food Preference Survey

- New IOM Recommendations
- Outdated Survey
- Maryland WIC 2004 Food Package Changes
  - Cost-Containment
- Low-Fat Options
Survey Development

- Working Group
  - 3 County Coordinators
  - Maryland WIC Staff
- 6 Weeks
- Iterative
- Product = 3 Surveys
### Sample Questions—Participant Satisfaction Survey

At your certification appointment,

<table>
<thead>
<tr>
<th>Question</th>
<th>YES</th>
<th>NO</th>
<th>Does Not Apply</th>
</tr>
</thead>
<tbody>
<tr>
<td>Did the staff listen to your concerns and seem interested in helping you?</td>
<td></td>
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<tr>
<td>Was the nutrition information provided by the staff useful?</td>
<td></td>
<td></td>
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<tr>
<td>Did you learn how WIC works and how to use your WIC checks?</td>
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<tr>
<td>If you were pregnant or breastfeeding, did a staff person talk with you about breastfeeding?</td>
<td></td>
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<tr>
<td>Is there anything else you would like to tell us about this?</td>
<td></td>
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</tr>
</tbody>
</table>

Are there other nutrition topics that you would like to learn more about? (check all that apply)

- Healthy snacking
- Exercise
- Ideas for using WIC foods
- Shopping on a budget
- Setting nutrition and health goals
- Other: ______________________________________________________________________

At check pick-up, would any of the following cooking activities be helpful to you? (check all that apply)

- Watching a live cooking demonstration using WIC foods
- Watching a video on cooking with WIC foods
- Tasting a recipe made with WIC foods
- Receiving recipes using WIC foods
- Other: ______________________________________________________________________

When you bring your WIC checks to the grocery store,

<table>
<thead>
<tr>
<th>Question</th>
<th>YES</th>
<th>NO</th>
<th>Does Not Apply</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have you had any problems buying foods with WIC checks?</td>
<td></td>
<td></td>
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<tr>
<td>Do you feel the cashiers treat you with respect when you use WIC checks?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Is there anything else you would like to tell us about this?</td>
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<td></td>
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</tbody>
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___________________________________________________________________________
Sample Questions-
Food Preference Survey

How often do you buy vegetables?
☐ Every time I shop
☐ Sometimes when I shop
☐ Never
☐ They are not available where I shop

What affects your shopping choices for fruit and vegetables? (check all that apply)
☐ Freshness of fruit and vegetables
☐ Price
☐ Availability
☐ What my family likes
☐ Knowing how to cook the fruit or vegetables
☐ Other (please explain): _____________________________________________________

Do your WIC checks provide you with too much of any food item listed below? (check all that apply)
☐ Milk  ☐ Cheese  ☐ Eggs
☐ Cereal  ☐ Juice  ☐ Peanut butter
☐ Other ____________________________________

Which of the following foods would you buy with your WIC checks if they were part of a food package? (check all that apply)
☐ Tofu  ☐ Soy milk  ☐ Soy cheese  ☐ Yogurt
☐ Tortilla  ☐ Rice  ☐ Fresh fruits  ☐ Canned beans (not green), chickpeas, or lentils
☐ Whole grain bread  ☐ Canned beans (not green), chickpeas, or lentils

Do you ever choose any of the following foods when using your WIC checks?
☐ Skim milk
☐ 1% (low-fat) milk
☐ 2% (reduced-fat) milk
☐ Low-fat or reduced-fat cheese
☐ Generic cereals (store brand)
☐ If you do not, why not? _____________________________________________________
Sample Questions-
Proxy Satisfaction Survey

How long have you been coming to WIC as a designee (proxy)?

☐ This is my first time  ☐ Less than 1 year  ☐ More than 1 year

Did the WIC participant explain your role in the WIC program?

Yes, in great detail  ☐
Just a little  ☐
No, not at all  ☐

Is there anything else you would like to tell us about this?
______________________________________________________________________________

Have you participated in any of the following WIC activities? (check all that apply)

YES  NO

Call to set up an appointment at a WIC clinic  ☐  ☐
Certification or re-certification appointment for the WIC participant  ☐  ☐
Check pick-up  ☐  ☐
Nutrition education session at check pick-up  ☐  ☐
Shopping for WIC foods with WIC checks  ☐  ☐

Do you share information from the appointments with the WIC participant?

Yes ☐  No ☐  I do not go to WIC appointments ☐

If you go to check pick-up,

Is the staff respectful?  ☐  ☐  Does Not Apply  ☐
Does the staff answer any questions you have about WIC?  ☐  ☐  Does Not Apply  ☐
Do you understand how to use the WIC checks to buy food when you leave?  ☐  ☐  Does Not Apply  ☐
Survey Pilot

- 2-3 Weeks
- English
- 100 Surveys + Proxies
- Most County Clinics Represented
  - Carroll County (1)
  - Hopkins (3)
  - CCI (5)
Survey Outcomes

- Tabulations are Not Yet Complete
  - ‘Everything is Good’
  - ‘Telephone Wait’
- Review Pilot Results
- State-Wide Administration
Acknowledgements

- Kathy Knolhoff
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- Connie Webster
- WIC Coordinators
- MaryCatherine Augustyn
- PHASE/DHMH