



Memorandum

#12-025

TO: WIC Regional Directors
WIC Local Agency Directors

FROM: Linda Brumble, Unit Manager
Nutrition Education/Clinic Services Unit
Nutrition Services Section

DATE: March 22, 2012

SUBJECT: The FY 2012 Nutrition Education Surveys

The *FY 2012 Nutrition Education Surveys* will be mailed Friday, March 30, 2012 to all local agency WIC Directors. It is time to start collecting the data for the *FY 2012 Nutrition Education Survey*. Each survey has a unique serial number to make it easier to match participant responses to their local agency.

We have provided a #2 pencil with each survey for clients to keep. The #2 pencils must be used to complete the Scantron-based survey.

The purpose of this survey is to provide you with information about your clients to help you plan your nutrition classes for next year and to gain feedback on client satisfaction with the WIC program. The quality of the client information that you receive depends on how well you administer the survey. Please distribute the surveys to reflect good representation of your clients. For best results, we recommend dividing them among your clinics, including all client groups, ethnic groups, and both English and Spanish speakers.

The survey should be filled out by clients during regularly scheduled nutrition education classes only. Please let your clinic supervisors know that clients need to answer the survey in a class environment with an instructor present to answer questions, if needed. Clients should come into the classroom as they would do for their regular nutrition education class. We have provided the following NE code for your use: FT-000-01, *Field Test NE Code*.

Surveys may be divided up and administered at several different sites. Attached is more detailed information about the process of administering the surveys and a “script” for class instructors. Please read the instructions and script closely, and share them with your staff who will be involved in conducting the surveys.

If you have questions or require additional information, please contact Debbie Lehman, PhD, RD, LD, Nutrition Education Consultant at (512) 341-4517 or debbie.lehman@dshs.state.tx.us.

Attachment

2012 WIC Nutrition Education Survey – NE Code: FT-000-01

Instructor Guide

The *2012 WIC Nutrition Education Survey* will be administered as a class for credit. Use the NE code **FT-000-01, Field Test NE Code.**

Procedure:

1. Hand out the surveys, and use outline below to explain to clients that they will fill out the participant survey for class credit.
2. Review the process for filling in the bubbles (*see outline below, and show clients the marking instructions sheet*).
3. Explain how to answer the question in the table format, using Question #1 as an example (*see outline below*). In the past, some participants have had a hard time with this format and taking the time to give detailed instructions has helped.
4. Read all of the questions aloud to the clients. If you are in a bilingual class, read both languages if necessary.
5. Most clients take about 15 – 30 minutes to fill out the survey; however, it may take some longer. Please be patient and allow everyone the opportunity to complete the survey.
6. When all of the clients have finished answering the survey, you can hold a 5-minute discussion on what information stood out from the survey.
7. Tell clients that if they have any nutrition questions, they can ask you after completing the survey.

Important! Read this to clients:

Welcome. Today you are going to fill out a survey about your experiences in WIC. This survey is going out to WIC clients across the State. WIC wants to know more about you and find out your opinions about the program. The information will be used to help improve WIC services.

Your answers will be kept private and will not affect your WIC benefits.

This survey is going to be done as a written interview, where I will read the questions and you can mark your answers as we go along. Please answer all of the questions.

If you have any nutrition questions today, please see me after you complete the survey.

Now, open the book and look at marking instructions:

- **Use the #2 pencils provided to you.** Pens or markers will not work. You can keep your pencil once you've finished. If you did not get one, please raise your hand, and I can get one for you. Does anyone need a pencil?
- **Fill in the bubbles completely.** These examples show what we're looking for. Using an "x" or slash will not work, so please follow the example closely. *Make sure the marking instructions sign (yellow paper) is in clear view.*
- You can change your answer at any time. Make sure to erase all your marks completely.
- **Erase any stray marks on the paper.**

Now, I will describe how to answer the questions. Please turn to Section 1, Question 1.

The first section asks your opinions about WIC.

Question 1 starts: What motivates you to come to WIC?

The answer choices are shown in the first line:

"Yes," "Sometimes," "No"

Show the participants where each one of the answer choices can be found in the questionnaire.

The first item is: "Food benefits"

- If this motivates you to come to WIC, fill in the bubble below the column marked "Yes." *Show the bubble on the questionnaire.*
- If this motivates you to come to WIC sometimes, fill in the second bubble, or the bubble that corresponds to the column marked "Sometimes." *Show the bubble on the questionnaire.*
- And if this does not motivate you to come to WIC, fill in the bubble under the column marked "No." *Show the bubble on the questionnaire.*

Does everyone understand the question and how to answer?

Now I will read each item, and you can fill in the bubble to show your answer. Give one answer for each line where there are bubbles. *Continue reading each line slowly and repeating if necessary.*

Continue to read the questions from the survey.

Note: On question 13, items a, b, and d. If the client does not have a child yet, and is confused about how to answer the question, they can fill in the bubble under "almost never."