

2014 Texas WIC Nutrition Education Survey

HOW TO UNDERSTAND AND USE THE LOCAL AGENCY SURVEY:

Remember that this survey was a snapshot of your clients, based on a small sample, not every client. You may want to compare the survey responses with your most recent certification reports, to make sure that the survey group is similar to your overall client makeup. If it is very different (for example, your survey results did not include all of the ethnic groups seen in your clinics), keep that in mind when using the survey results.

The survey is designed to help you in planning and providing the best possible WIC NE services for your clients. The survey also helps you to better understand your clients' opinions about their WIC experience. Here are some suggestions for using the survey results:

- Think about the ages, education levels, ethnic groups, and languages of your clients. How does your NE programming fit with these groups?
- Many agency surveys showed that high percentages of clients were parents of children over age one as well as infants. What is the implication of having parents with both toddlers and infants for your NE offerings?
- Looking at the percentage of your clients who responded that they are concerned about having enough food, what kinds of NE and referrals would be most appropriate? Also, what are some of the other services clients stated they need help finding in the area?
- How did your clients rate the types of WIC classes they would like to take (question 2)? Does your WIC service allow for each of these needs to be addressed?
- Do clients prefer new information in the form of a handout, download online, or to hear in person (question 3)? Will this change how you make information available?
- How did your clients rate the accessibility and responsiveness of WIC services and staff in questions 4 and 8? Are there any changes that you will want to make based on these responses? Were there any areas where you notice a need for improvement?
- Most agency surveys show that a high percentage of clients can access the Internet. What percentage of your clients have Internet access at home? Are clients using their phones, in addition to desktop or laptop computers, to access the Internet? Should online lessons be promoted for your clients (look back at question 2)?
- In question 13, clients indicated how frequently they use various types of technology. What kinds of technology are your clients using most often? How can you use technology to connect with your clients?
- Question 14 helps us to better understand and justify how we can improve the delivery of WIC services utilizing technology.