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Attachment D-1 WIC Participant Focus Group Guide (English)

Focus Group Moderator Guide - DRAFT 03/21/24

WIC Participant and Eligible Groups

*Target Time ≈ 90 minutes of discussion &
respondents asked to log on 30 minutes before start time*

I. Introduction (15 minutes)

- A. Moderator introduction
- B. Remind respondents to be in a quiet place.
- C. If you need to step away, do so briefly and come back as soon as possible.
- D. Anonymity
- E. Rules for participation online (all opinions count, no wrong answers)
- F. Grab a few pieces of paper and a pen or pencil.
- G. Introduction – Share your first name, where you live, with whom you live (people, pets, plants, etc.); make sure to obtain ages of child(ren)
- H. **[WHERE RELEVANT:]** Also ask if participant is a first-time mom; confirm primary caregiver.

II. Warm-Up & Baseline Context (5 minutes)

- A. To start, think of a word or phrase you would use to describe your typical day.
 - a. **[MODERATOR GO AROUND SCREEN, HAVE RESPONDENTS SHARE AND EXPLAIN THEIR ANSWERS]**
- B. Also, to get more of a sense of what's going on these days...
 - a. What is something good or positive happening with your family? **[MODERATOR GO AROUND SCREEN, HAVE RESPONDENTS SHARE ANSWERS]**
 - b. What about a concern or worry that is on your mind these days related to your family? **[MODERATOR GO AROUND SCREEN, HAVE RESPONDENTS SHARE ANSWERS]**
- C. Shifting gears a bit, where do you typically go to get food for your family?
 - a. How often do you go?

- b. Do you typically go to one place or multiple places to get food for your family?
- D. Thank you for those answers. For the rest of our conversation today, we are going to be talking about WIC.
- [FOR ELIGIBLE GROUPS]** How many of you have heard of WIC? **[record show of hands]**
 - [FOR ELIGIBLE GROUPS]** From where have you heard about WIC? Have you previously participated in WIC?
 - [FOR PARTICIPANT GROUPS]** For how long have you participated in WIC?
 - [FOR PARTICIPANT GROUPS]** If you can remember, from where did you first hear about the program?

[NOTE: ACROSS GROUPS, WE WILL ROTATE WHETHER WE TEST NAMES/PLATFORMS OR LOGOS FIRST. WE WILL ALSO ROTATE THE ORDER OF THE STIMULI]

III. WIC Name and Platform Evaluation / Drill Down (40 min)

[SHOW EACH OF THE 3 PLATFORMS AND ASK PROBES BELOW FOR EACH. WILL DEVELOP A ROTATION ORDER THAT IS RANDOMIZED ACROSS GROUPS.]

- A. **[MODERATOR TO READ EACH PLATFORM WHILE SHARING IT ON THE SCREEN.** Now, we are going to spend some time talking about WIC.

[FOR ELIGIBLES: WHEN NAMES/PLATFORMS TESTED FIRST SHOW AND READ THE FOLLOWING, INTRODUCE BY SAYING, "Here is a little more information about WIC" ...]

The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) is a federally funded program of the Food and Nutrition Service of the United States Department of Agriculture. To qualify for WIC, you must live in the United States and be one or more of the following:

- Pregnant.
- Breastfeeding a baby under 1 year of age.
- New parent who had a baby or was pregnant in the past 6 months.
- A caregiver, such as a grandparent, father or foster-parent, to an infant or child younger than 5 years
- An infant younger than 1 year.
- A child younger than 5 years.

WIC is open to many incomes including working and non-working families.

How many of you have heard about WIC before this discussion? **[TAKE HANDCOUT]**

Now, I am going to show you some different ways WIC might talk about a campaign. These are just ideas, but I want to get your reactions. Again, these are not finished, they are drafts that have been created specifically for our conversation.

1. **[POLL]** Here are three possible names for a WIC campaign. Before we talk about them, please select the one you like the best. **[OBTAIN POLL RESPONSE]**
 2. **[POLL]** Here is the same list. Again, before we talk about them, please select the one you like the least. **[OBTAIN POLL RESPONSE]**
 3. Let's begin with the one you preferred. **[MODERATOR SHARE WHICH NAME RESPONDENTS LIKED THE MOST]**
 - a. What did you like about this one?
 - b. What, specifically, does it say to you?
 - c. To those who did not like this one, what was this one missing?
 4. What about the one you liked the least? **[MODERATOR SHARE RESULTS]** What about that option did you not like?
- B. Thank you for that information. Now, I am going to show you some statements that are designed to go with/explain these names, and I want to get your reactions to them. These are different ways of describing WIC and its benefits. Again, these are not finished, they are drafts that have been created specifically for our conversation. I'm going to share a few with you to get your reactions.

[ASK THE FOLLOWING AFTER INITIAL READING]

Let's take a look at **[MODERATOR SHOW CONCEPT]**

- a. What stands out most about this one? What is the first thing you noticed?
- b. In just a word or two, what feeling does this one give you? Why that word/phrase?
- c. What is this statement trying to tell you about WIC?
- d. What, if anything, gives you a positive reaction?
- e. What, if anything, gives you a negative reaction?
- f. What, if anything, is confusing or unclear?
- g. Is this for someone like you? What makes you say that? Who is this for? What makes you say that? **[PROBE/LISTEN FOR: Pregnant woman or only parent with young child; concerns about eligibility]**

C. POLL – RE-ENROLLMENT / APPLY:

- a. **[FOR PARTICIPANTS:]** Now, I would like to ask a few more questions about the statements/descriptions.
 - i. On a scale of 1 to 5, where a 1 means not at all, and a 5 means a great deal, and you can use any number from 1 to 5, how much does this statement/description make you want to stay in WIC? [RESPONDENTS RESPOND TO POLL]
[MODERATOR TO OBTAIN RESPONSES ACROSS 1 - 5 SCALE]
 - (a) What, specifically, in this statement gives you a positive feeling? What makes you say that?
 - (b) What, if anything, did you find confusing?
 - (c) What, if anything, did you disagree with or find difficult to believe?
- b. **[FOR ELIGIBLES:]** Now, I would like to ask a few more questions about the statements/descriptions.
 - i. On a scale of 1 to 5, where a 1 means not at all, and a 5 means a great deal, and you can use any number from 1 to 5, how much does this statement/description make you want to apply to participate in WIC? [RESPONDENTS RESPOND TO POLL]
[MODERATOR TO OBTAIN RESPONSES ACROSS 1 - 5 SCALE]
 - (a) What, specifically, in this statement gives you a positive feeling? What makes you say that?
 - (b) What, if anything, did you find confusing?
 - (c) What, if anything, did you disagree with or find difficult to believe?
 - (d) Let's say you were interested in learning more about WIC. What questions would you like to have answered?

D. **[IF NOT MENTIONED DURING REVIEW OF EACH PLATFORM, ASK THE FOLLOWING PLATFORM-SPECIFIC PROBES, AS TIME ALLOWS:]**

1. BY YOUR SIDE, PREGNANCY TO 5 (*PLATFORM LANGUAGE BENEATH THESE QUESTIONS*)
 - a. How relevant is this statement/description to you and your everyday life? What makes you say that?
 - b. What do you think about the sentence that mentions "WIC is in your corner. In more ways than you probably realize." What does that mean to you?
 - c. **[IF NOT MENTIONED]** What is your reaction to the opening paragraph? Is that believable? Is it realistic? How does it make you feel about WIC? What makes you say that?

We see you. Making it work. Finding a way. Doing the most for you. Your kid. Your family. That's why from the jump, we got you. Cause no matter which stage a child enters your life or what stage you're currently in, it's a lot. Breastfeeding. Mashed up avocado. Mealtime meltdowns. Food is expensive. Chasing a kid through the grocery store. We're there — with you, for you.

From pregnancy, all the way up to age 5, WIC is in your corner. In more ways than you probably realize. With healthy foods, breastfeeding support, nutrition education, and a whole lot more — all at no cost to

you. Not sure WIC is for you? Check it out. Want personalized support and tips to make mealtime easier? Done. Need help when the grocery budget isn't budgeting? Bet.

For every stage, for every step, WIC is by your side.

WIC - By Your Side, Pregnancy to 5

2. SUPPORT FOR LITTLES AND YOU (PLATFORM LANGUAGE BENEATH THESE QUESTIONS)
 - a. How relevant is this statement/description to you and your everyday life? What makes you say that?
 - b. What is your reaction to the word, "Littles"? Is it relevant? Positive/negative? What makes you say that?
 - c. What do you think of the phrase, "that's why WIC shows up...for all types of families with littles under 5."? In your own words, what is this statement trying to say?
 - d. What about the first sentence in the third paragraph - "With the right support from WIC, you can bring some calm to the chaos." What does this mean to you? What does it say about WIC?

Raising littles is no joke! There never seem to be enough hours in the day to get everything done, so it hits different when you get support, exactly when you need it.

That's why WIC shows up...for all types of families with littles under 5. Moms-to-be, new parents, single parents, caregivers, and even you grandparents...we got you. We're here to make life a little easier with healthy foods on the table, breastfeeding support, nutrition education, and more. All for FREE.

With the right support from WIC, you can bring some calm to the chaos. You deserve support. Littles deserve support. And WIC offers it through all the ups and downs.

WIC - Support for Littles and You

3. SUPPORT WHEN IT COUNTS (PLATFORM LANGUAGE BENEATH THESE QUESTIONS)
 - a. How relevant is this statement/description to you and your everyday life? What makes you say that? What if anything seems less believable? [PROBE ON STATEMENTS IN FIRST PARAGRAPH, AS RELEVANT]
 - b. What about the phrase "when it counts"? What does this mean to you?
 - i. How does that phrase come across to you? Helpful/Reliable? Stressful? What makes you say that?
 - ii. What would it/does it mean for you if WIC provided this help 'when its counts'? What makes you say that?
 - c. [FOR SPANISH:] What about the specific word "counts"? What does the word convey to you? Is it the right word?

When you find out you're expecting — and a new reality sets in.

When breastfeeding is harder than you thought it would be.

When you're a grandparent raising your grandkid.

When grocery budgets can't be stretched any further.

*When mealtime is a battle — and parenting alone feels lonely.
When you need advice, referrals, and guidance.
When you want the support. Deserve the support. Count on WIC.*

WIC supports all types of families — moms-to-be, new moms, single parents, and caregivers, with littles under 5. Healthy foods, breastfeeding support, nutrition education, and so much more. For every milestone. All for free. Because when it comes to supporting the health and well-being of the little ones you're raising, every bit counts.

WIC – Support When It Counts

- E. Now that we've reviewed all the statements, I'd like to learn which one you liked the MOST. **[MODERATOR SHOW ALL 3 PLATFORM NAMES]**
1. Please review the statement names and select your favorite using the poll on the screen. **[REPPONENT VOTE]**
 2. **[CHAT:]** In the chat, please explain what stood out about your favorite. **[MODERATOR, AS TIME ALLOWS, OBTAIN EXPLANATIONS FOR A FEW PREFERENCES]**
 3. **[MODERATOR, AS TIME ALLOWS, NOTE ANY DIFFERENCES FROM THESE PREFERENCES COMPARED TO THE NAMES POLL, ABOVE]**
- F. And now I'd like to learn which one you liked the LEAST. **[SHOW POLL, IF TIME ALLOWS]**
1. Please review the statement names and select your LEAST favorite using the poll on the screen. **[REPPONENT VOTE]**
 2. **[CHAT:]** In the chat, please explain why that statement/description was your least favorite. **[MODERATOR, AS TIME ALLOWS, OBTAIN EXPLANATIONS FOR A FEW PREFERENCES]**
- G. Now that we are looking at the names again, is there anything that we are missing? Is there anything that would improve what we have discussed?

IV. WIC Logo Evaluation / Drill Down (25 minutes)

SHOW EACH OF THE 4 LOGOS AND ASK PROBES BELOW FOR EACH. WE WILL DEVELOP A ROTATION ORDER THAT IS RANDOMIZED ACROSS GROUPS.

[IF LOGOS ARE FIRST, SAY THE FOLLOWING: Now, we are going to spend some time talking about WIC.]

[FOR ELIGIBLES: WHEN LOGOS TESTED FIRST SHOW AND READ THE FOLLOWING, INTRODUCE BY SAYING, "Here is a little more information about WIC" ...]

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- An infant younger than 1 year.
- A child younger than 5 years.

WIC is open to many incomes including working and non-working families.

A. Now I want to shift gears a bit and show you some logos. I'm going to show you several logos or symbols that could be used for WIC and ask some follow-up questions. Keep in mind, these are not finished. They are drafts that have been created specifically for our conversation, but the final logo could be used in ads, on a WIC website or at a WIC clinic. We will start with an exercise where I show you a logo for 3 seconds. After I show the logo, please type in the chat your initial reactions to what you just saw. Then, we will spend a little more time with that logo.

[REVEAL LOGO (WITHOUT USDA MARK) FOR 3 SECONDS]:

1. What is your initial reaction? **[TYPE IN CHAT]**

Now, let's spend a little more time with this image. **[REVEAL LOGO AND LEAVE ON SCREEN]**

2. What word or phrase comes to mind as you view this logo? Why that word/phrase?
3. What do you think this image communicates about WIC? What makes you say that?
[PROBE ON FOLLOWING AS TIME ALLOWS:]
 - a. [IF NOT MENTIONED ABOUT "R":] How would you describe this logo in your own words? What does this image remind you of? What does it say to you about WIC, if anything?
 - b. [IF NOT MENTIONED ABOUT "B":] What does the image make you think about? What does it say to you about WIC, if anything?
 - c. [IF NOT MENTIONED ABOUT "P":] How would you describe this logo in your own words? What does it say to you about WIC, if anything?
4. POLL - LIKABILITY:
 - i. On a scale of 1 to 5, where a 1 means you do not like it at all, and a 5 means you like it a lot, and you can use any number from 1 to 5, how much do you like this logo?
[SHOW POLL]
 - ii. [IF 3 - 5:] What, specifically, did you like about this option?
 - iii. [IF 1 - 3:] What about this option did not connect with you?
5. POLL - STANDS OUT:
 - i. Thinking about logos you typically see, on a scale of 1 to 5, where a 1 means does not stand out at all, and a 5 stands out a lot, and you can use any number from 1 to 5, how much does this logo stand out from other logos you may see? [SHOW POLL]
 - ii. [IF 4 - 5:] What, specifically, makes this logo different or unique?
 - iii. [IF 1 - 3:] What about this option have you seen before?

6. I am going to share one more poll. This time, you will see 10 words. Thinking about this logo, please select the 2 words that best match what this logo says about WIC?

[MODERATOR READ WORD LIST]

- Welcoming
- Trustworthy
- Healthy
- Convenient
- Well-respected
- Educational
- Friendly
- Modern
- For someone like me
- Caring

[REVIEW RESPONSES]

- a. What about the logo made you decide to select those words?
7. Now I'm going to show you the same logo with USDA next to it. The USDA is the U.S. Department of Agriculture whose agency, Food and Nutrition Service, administers WIC. How, if at all, does this affect your perception of the logo?

[NOTE: IF SHOWING LOGO "P"  ASK 8:]

8. Now I'm going to show you the same logo in a different color **[REVEAL ALL PURPLE LOGO]**
- a. What do you think of this color?
 - b. How many of you like it more? Why?
 - c. How many of you like it less? Why?

[MODERATOR SHOW BOTH COLOR OPTIONS SIDE BY SIDE]

- d. Here are the two options. Which one do you prefer – multi-color or all purple? What makes you say that?

[GO TO IV. 1 FOR NEXT LOGO]

- B. Preference: **[SHOW ALL 4 LOGOS ON A PAGE]** Which of the logos do you like the most? **[RECORD]** Why that selection?
1. Which is the best fit for WIC? **[RECORD]** What makes you say that?
 2. Which is the best fit for YOU? Is the one you just selected different from the one that you think is the best fit for WIC? Why the different selection?
 3. Which one(s), if any, send a "wrong" or confusing message? What message is it sending?
- C. The WIC logo could potentially be shown with a USDA logo **[SHOW ALL 4 LOGOS WITH USDA]**.
1. Does adding the USDA logo change which one is your favorite? If so, which logo do you now prefer? What, specifically, changed your mind when including the USDA logo, too.
 2. Overall, how, if at all, does adding "USDA" to the logo change how you feel about WIC?
 - a. Probe: more/less likable? Trusted?

- b. Does seeing USDA with the logo make you more/less likely to want to learn more about WIC? What makes you say that?
- c. Do not want/need reminder that WIC is a government program?
- d. No effect?

V. Close (5 minutes)

Thank you for all the information you provided.

- A. While I check with my colleagues to make sure they do not have any additional questions, please look at the screen and answer the question in the chat.
[MODERATOR READ AND SHOW ON SCREEN:]
 - a. In your own words, what is the most important information to share when trying to convince people to apply for WIC/re-enroll in WIC?
 - b. In your own words, please describe your favorite logo. Please be as specific as possible in your response.
- B. Thanks again! To thank you for your time, you will receive a \$75 gift card as a token of appreciation. Have a great day.