

Privacy Act Statement

PRIVACY ACT STATEMENT

Legal Authority: USDA is authorized to collect this information under 42 USC 12651d (b) (13), (14), and (c)(11).

Purpose: This information will be used to identify 1) State and local agency outreach and communication capacity, activities, and needs to inform the development and execution of the WIC Outreach Campaign (the Campaign), and 2) approaches to engaging and supporting State and local agencies in the Campaign, including training and technical assistance (TA).

Routine Use: Information may be disclosed for any use permitted under law. Information will only be used in aggregate without personally identifiable information, and is thus not subject to the Privacy Act.

Disclosure: All information collected will be collected privately and only reported anonymously, without any association with your information or personal information. Any information which would permit identification of the individual will be safeguarded and will be used only by persons engaged in and for the purpose of the study, except as otherwise required by law.

Participation in this research is voluntary and there are no penalties for refusing to answer any question. However, your cooperation in obtaining this much needed information is extremely important in order to ensure the completeness of the results.

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Consent Form

If "I Do Not Agree" is selected, the participant is taken to Closing on the last page.

CONSENT FORM

You are being invited to participate in a research study on behalf of the United States Department of Agriculture (USDA) Food and Nutrition Service to inform a National Outreach Campaign. If you agree to take part in this study, you will be asked to complete an online needs assessment survey. This needs assessment will take you approximately **25 minutes** to complete.

You may not directly benefit from this research; however, we hope that your participation in the study may help the Food and Nutrition Service determine how to best communicate with the general public about specific programs.

You agree to ask questions about the study if you don't understand something. If you have questions once the study is over, you can contact: WICCampaignTA@fhi360.org.

I Agree

I Do Not Agree

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OMB Burden Statement

OMB BURDEN STATEMENT

This information is being collected to assist the Food and Nutrition Service in developing a National Outreach Campaign to increase awareness of the health and nutrition benefits associated with specific programs. This is a voluntary collection and FNS will use the information to meet the needs and understand the mindsets of current program participants, as well as those individuals who are eligible but do not participate. This collection does not request any personally identifiable information under the Privacy Act of 1974. According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0584-0611. The time required to complete this information collection is estimated to average 30 minutes per response, including the time for reviewing instructions, the Privacy Act Statement, Consent Form, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: U.S. Department of Agriculture, Food and Nutrition Service, Office of Policy Support, 1320 Braddock Place, 5th Floor, Alexandria, VA 22306 ATTN: PRA 584-0611). Do not return the completed form to this address.

To continue, click **NEXT**.

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Welcome

WELCOME

Thank you for taking the time to complete this needs assessment survey to help inform the development and execution of the WIC Outreach Campaign (the Campaign). The WIC Outreach Campaign (Campaign) is a national effort by the Food and Nutrition Service (FNS) of the U.S. Department of Agriculture (USDA) to increase awareness about the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) among all who are eligible.

Throughout the needs assessment, when we refer to the Campaign, we are talking about this FNS-led effort, rather than other campaigns that may already be available.

As you work for a WIC State or local agency, your input is critical to the successful development and implementation of the Campaign, which aims to support the invaluable work you are doing to reach individuals and families about the benefits and support that WIC provides.

The purpose of this needs assessment is to gain a better understanding of your current communication and outreach activities and needs. This will help us learn how the Campaign and its resources, trainings, and other tools can help you build on your existing efforts. We appreciate your open and honest feedback. Any information collected will be safeguarded and will be used only by persons engaged in and for the purpose of the study, except as otherwise required by law.

Only one individual may complete the needs assessment on behalf of your agency. However, as the respondent, you may gather input from others based on the questions that are asked. The needs assessment survey will allow you to save your progress as you reach out to the appropriate individual(s) for needed information, and then come back and answer the question(s).

To learn more about this needs assessment and the Campaign, please see the "About the Needs Assessment" document that you received with the needs assessment invitation. Questions can also be sent to the WIC Outreach Campaign Technical Assistance email WICCampaignTA@fhi360.org.

Thank you so much for your continued commitment to serving WIC families and for contributing your critical perspective to this initiative! Your insights and expertise are integral to the success of the Campaign, and your feedback will be used to shape our understanding of your community's needs and tailor the Campaign strategies.

We know your time is valuable, and we appreciate you completing this needs assessment.

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Questions 1 & 2

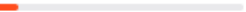
If "State" is selected...

GENERAL INFORMATION AND CURRENT PRACTICES

What is your agency type?

State ▾

What is the name of your agency?

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If "Local" is selected...

GENERAL INFORMATION AND CURRENT PRACTICES

What is your agency type?

Local ▾

What is the name of your agency?

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Question 3

In the past 12 months, which outreach strategies did your agency use to spread the word about your program? Select all that apply.

- Using media sources, partners, events, etc. that reach WIC-eligible individuals
- Using WIC staff (e.g., director, nutritionist, breastfeeding peer counselor) as spokespeople to engage with the media/news
- Using texting to reach current WIC participants to support retention
- Using texting to reach potential WIC participants to promote enrollment
- Using storytelling or testimonials in your outreach materials
- Creating or distributing physical materials (e.g., pamphlets, brochures, or "swag") in clinics at partner organizations, or at health fairs or other similar events
- Managing accounts on social media
- Sharing WIC information or outreach materials with health care providers
- Strengthening presence on social media (e.g., increasing visibility through hashtags and updates, increasing engagement with audiences)
- Tailoring content for specific audiences (e.g., pregnant women eligible for WIC)
- Tailoring content for cultural diversity
- Tailoring content for language access (e.g., non-English, or limited English proficiency)
- Partnering with organizations in your community
- Buying advertising for social media or digital channels (e.g., YouTube, Facebook, Google)
- Buying advertising for non-digital channels (e.g., billboards, physical mailers, bus ads)
- Monitoring success of outreach activities by keeping track of events, materials distributed, number of contacts with individuals eligible for WIC, digital media analytics, etc.
- Other (please specify)
- Our agency did not do any outreach about our program.
- I don't know.

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We recognize that time for outreach is limited. In the past 12 months, did your WIC agency focus your outreach on any of the following specific audiences? Select all that apply.

Breastfeeding women

Postpartum women

Pregnant women

Unhoused or transient populations

Rural populations

Immigrant, migrant, or refugee populations

Adolescents

Moms

Dads

Grandparents

Hispanic/Latino populations

Black/African American populations

American Indian/Alaska Native populations

Asian/Native Hawaiian/Pacific Islander populations

Single parents

Foster parents

Spanish-speaking populations

Limited English proficiency populations

Other (please specify)

Our agency did not focus outreach on any specific audiences.

I don't know.

Question 5

In the past 12 months, what languages has your agency conducted outreach in (other than English)? Select all that apply.

Arabic

Burmese

Chinese

Dari

French/Creole

Korean

Nepali

Pashto

Portuguese

Somali

Spanish

Swahili

Vietnamese

Other (please specify)

Our agency only conducted outreach in English.

I don't know.

Question 6

In the past 12 months, which methods did your agency use to monitor the progress of your outreach activities? Select all that apply.

- Direct feedback from participants (e.g., via surveys or focus groups)
- Direct feedback from other agencies or organizations (e.g., via surveys or focus groups)
- Google Analytics or other website metrics (e.g., visits, unique visitors, clicks)
- Social media metrics (e.g., likes, views, shares)
- Number of newly enrolled participants
- Participant retention metrics
- Number of eligibility inquiries by phone, email, online forms, etc.
- Other (please specify)

- Our agency did not monitor the progress of outreach programs.
- I don't know.

Question 7

What is the source of the outreach materials (e.g., logos and other graphics, paid ads, pamphlets, videos that you show in your clinics, advertisements) that you are currently using to spread the word about your program? Select all that apply.

Materials developed in-house by my agency

Materials developed by an external vendor or organization. Please specify:

Other (please specify)

Our agency does not use outreach materials.

I don't know.

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Section 2 - CAMPAIGN ADOPTION/ADAPTATION/INTEGRATION (FOR WIC STATE AGENCIES ONLY)

CAMPAIGN ADOPTION/ADAPTATION/INTEGRATION (FOR WIC STATE AGENCIES ONLY)

Click "Next" to continue.

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Question 8

What potential Campaign items might you be interested in using if they were made available to you (either via free download or free print order from USDA)? Select all that apply.

- Digital files for billboard ads, bus ads, social media ads, print ads
- Press releases or articles
- Digital files (e.g., brochures, wallet cards, fact sheets, handouts, and posters) for local printing
- Recorded webinars/training sessions on how to use the Campaign materials
- Social media messaging, "ready to go" posts, imagery and/or other content and templates
- Materials and/or messages for sharing with WIC eligibles and participants
- Materials and/or messages for sharing with health care providers
- Materials and/or messages for sharing with partners
- A national WIC Program logo (that can be customized with your Agency name if desired)
- Sample messages and talking points about the Campaign
- Health fair or other community event toolkits
- Multilingual resources
- Photo library (with brand new imagery)
- Video library (with brand new video content)
- Website content including tools like the WIC PreScreening Tool, an application, or interest form
- Other (please specify)
- Our agency is not interested in any Campaign items.
- I don't know.

Question 9

You indicated that you might be interested in using multilingual resources if they were made available to you, what languages (in addition to Spanish) would be most helpful to your agency? Select all that apply.

Arabic

Burmese

Chinese

Dari

French/Creole

Korean

Nepali

Pashto

Portuguese

Somali

Swahili

Vietnamese

Other (please specify)

Question 10

How likely is it that your agency would adopt/use some or all of the WIC Outreach Campaign materials if you were provided a ready-to-go toolkit with the new WIC program logo, branding guidelines, media assets, and other resources/support 2-3 months ahead of time?

Very likely

Somewhat likely

Somewhat unlikely

Very unlikely

I don't know.

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Question 11

What challenges (e.g., capacity, experience, structural/operational, technical, financial, programmatic) to using/implementing new materials provided by USDA do you expect? *If your program does not anticipate any challenges, type 'None' in the text box below.*

Question 12

What time(s) of the day are most convenient for you to attend live virtual Campaign information, training, or technical assistance sessions hosted by the USDA contractor?

Please note all times are in Eastern Time. Select all that apply.

9:00 a.m.-12:00 p.m. ET

1:00 p.m.-4:00 p.m. ET

5:00 p.m.-8:00 p.m. ET

Other (please specify)

Question 13

What day(s) of the week are most convenient for you to attend live virtual Campaign information, training, or technical assistance sessions hosted by the USDA contractor?

Select all that apply.

Monday

Tuesday

Wednesday

Thursday

Friday

Other (please specify)

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Question 14

If USDA built a Campaign-related webpage to direct eligible individuals who live within your agency's service area to your agency(ies), what information would you want to be provided to them?

Order the following from highest to lowest preference by sliding each response option up or down the list. Position #1 refers to the most preferred option and #10 refers to the least preferred information.

- 1 State agency website
- 2 State agency phone number
- 3 State agency online application
- 4 State agency clinic locator
- 5 Local agency physical address
- 6 Local agency website
- 7 Local agency phone number
- 8 Local agency online application
- 9 Individual clinic/site phone number
- 10 Individual clinic/site physical address

Question 15

To inform our planning for a Program locator tool for connecting eligible individuals to WIC State and/or local agency contact information, can you tell us how contact information for your agencies is managed?

In a spreadsheet (i.e., a Microsoft Excel)

In a document (i.e., a Microsoft Word)

In a database or other software. Please specify:

Other (please specify)

I don't know.

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Question 16

WAYS TO REACH AND ENGAGE AUDIENCES

Which **media/news**-related resources or training would help your agency advance or expand the work you are already doing? Select all that apply.

Tracking activities and sharing results

Setting a budget for local ad development or placement

Creating or modifying graphics/media files

Identifying advertising opportunities that reach WIC-eligible groups

Tailoring content for cultural diversity

Negotiating or securing local ad placements

Choosing social media to place ads on

Identifying appropriate media/news outlets (e.g., radio and television channels)

Creating or tailoring messages for local ads

Connecting with media outlets or other related organizations

Creating audience-specific (e.g., pregnant women eligible for WIC) content to share with media/news outlets

Identifying and engaging with spokespeople/influencers

Other (please specify)

No resources or training on media/news-related topics would be helpful.

I don't know.

Question 17

The Campaign will offer **paid advertising**-related training that could help your agency advance or expand the outreach work you are already doing. Which of the following trainings would be helpful? Select all that apply.

Testing local ad versions (A/B testing) and optimization

Tracking paid media activities and reporting success

Overview of different paid ad types and assets required

Planning for local paid advertising (placement selection, media buying, timing)

Other (please specify)

No training on paid advertising-related topics would be helpful.

I don't know.

Question 18

What Campaign resources would most help your agency advance or expand the work you are already doing? Select all that apply.

How WIC Helps

YouTube video ads

Bus wraps

Cards for doctors' offices

Billboard ads

Business cards

Fact sheets

Web banners

Online ads (e.g., website display ads, banners)

Television ads

PowerPoint templates

Posters

Radio ads

Newspaper ads

Transit ads

Other (please specify)

None of these would be helpful.

I don't know.

Question 19

Which of the following best describes how social media channels are managed at your agency?

- My WIC agency has its own social media channels, and agency staff are able to directly post to them.
- My WIC agency does not have its own social media channels.
- My WIC agency has its own social media channels, but agency staff are not able to directly post to them.
- Other (please specify)
- I don't know.

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Question 20

In the past 12 months, which social media channels has your agency used to engage WIC participants or individuals who are eligible for WIC? Select all that apply.

Instagram

Facebook

Snapchat

WhatsApp

X (Twitter)

YouTube

LinkedIn

Other (please specify)

I don't know.

Question 21

Which social media-related resources or training would help your agency advance or expand the work you are already doing? Select all that apply.

- Identifying or prioritizing audiences you want to reach
- Building followers and boosting engagement
- Using/creating video content
- Scheduling or planning timing for posts
- Tailoring content for seasonal themes, holiday, or observances
- Tracking activities and showing success
- Creating or tailoring messages
- Creating or modifying graphics
- Learning how to place social media ads
- Partnering with local organizations to co-create content
- Repurposing content across channels
- Other (please specify)

- No resources or training on social media-related topics would be helpful.
- I don't know.

Question 22

Resources or training on which of the following social media sites would be helpful for your agency to advance or expand the work you are already doing? Select all that apply.

Instagram

Facebook

Snapchat

WhatsApp

X (Twitter)

YouTube

LinkedIn

Other (please specify)

I don't know.

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Question 23

Which website-related resources or training would help your agency advance or expand the work you are already doing? Select all that apply.

- Participant referral form for partners, healthcare providers, etc.
- Adding multilingual website content
- Adding an online application or interest form for program enrollment
- Adding widgets or syndicated content (readily sharable content with code that you can copy and paste [embed]) into to your website code
- Adding Campaign-related articles, images, etc.
- Adding tools like the WIC PreScreening Tool or a clinic locator tool
- Making your website more mobile-friendly/mobile-responsive
- Increasing the visibility of your website in search engines
- Tracking activity and collecting data on your website to provide program insights
- Improving the inclusivity of your website content (e.g., diversity of images, cultural sensitivity) of your website content
- Improving the accessibility of your website content
- Other (please specify)

- No resources or training on website-related topics would be helpful.
- I don't know.

Question 24

Which texting-related resources or training would help your agency advance or expand the work you are already doing? Select all that apply.

Setting up text-to-apply

Starting or enhancing a one-way texting program

Starting or enhancing a two-way texting program

Creating or tailoring text messages

Adding multilingual texting content

Tracking activities and showing success

Connecting texting to other outreach activities (e.g., adding a texting code/number to promotional flyers or social media posts)

Incorporating Campaign content into text messages

Other (please specify)

No resources or training on texting-related topics would be helpful.

I don't know.

Question 25

Which outreach/communication-related resources or training be helpful for your agency to advance or expand the work you are already doing? Select all that apply.

Connecting with online or in-person peer groups (e.g., parenting groups)

Creating a code and number to text for information/applying for services

Enhancing the use of a code and number to text for information/applying for services

Creating/using QR codes for information/applying for services

Planning community events or finding community events to participate in

Strengthening word-of-mouth referrals

Collecting reviews/testimonials

Other (please specify)

No resources or training on outreach/communication topics would be helpful.

I don't know.

Question 26

Which types of agencies or organizations does your agency frequently partner with to share information about your program and reach your audiences? Select all that apply.

Child care providers or centers

Community health centers

Community health workers

Food banks or pantries

Food retailers/grocery stores/markets

Recreation centers (e.g., libraries, city community centers, parks, YMCA)

Corporations (e.g., large national companies, such as online retailers)

Health care providers

Policy or civic organizations

Local businesses (e.g., "brick and mortar" businesses serving a local population')

Local sports teams

Faith-based organizations

Women's and family services organizations

Schools

Media and entertainment (e.g., local celebrities, television networks, and online entertainment)

Other community-based organizations

Other government agencies (e.g., SNAP, Medicaid)

Other (please specify)

Our agency does not partner with other organizations to share information about our program.

I don't know.

Question 27

How does your agency share information about your program with other organizations in the community? Select all that apply.

Participation in community events and fairs

Using search engines (e.g., Google, Bing, Yahoo)

Local networking or business associations

Direct outreach and communication

Receiving participant referrals from existing partners

Social media

Other (please specify)

I don't know.

Question 28

Carefully selected external partners offer the ability to reach and engage Campaign Audiences — extending, amplifying, and reinforcing Campaign messages through trusted voices. Which partnership-related resources or training would help your agency advance or expand the work you are already doing? Select all that apply.

- Developing effective partner communication and outreach strategies
- Keeping partners engaged
- Identifying and prioritizing partners
- Establishing new partnerships
- Promoting inclusivity across partnerships
- Gaining buy-in and planning partnerships
- Growing and expanding existing partnerships
- Communicating partnership benefits to partners
- Working with health care providers and community health worker organizations
- Assessing partnership success and impact
- Other (please specify)

- No resources or training on partnership-related topics would be helpful.
- I don't know.

Question 29

Partners will be critical for conducting tailored, audience-centric outreach to reach key audiences as well as engaging health care providers and community health workers to promote referrals. What types of partnerships do you think the Campaign could establish at the national level to increase awareness of and enrollment in WIC? Select all that apply.

Private sector/businesses (e.g., large retailers with local stores)

Other government agencies and programs (e.g., SNAP, Medicaid). Please specify if you have recommendations:

Public health and health care organizations (e.g., national associations of health care providers)

Media and entertainment organizations (e.g., television networks, celebrities, online entertainment)

Sports and recreation organizations (e.g., major league sports)

Health insurance companies

National faith-based organizations (e.g., religious leadership and charity organizations)

National community-based organizations (e.g., nonprofits focused on child care, child and family well-being, food security, research). Please specify if you have recommendations:

National education institutions and nonprofits (e.g., early childhood education programs, community education, relevant higher education institutions)

Other (please specify)

No partnerships at the national level would be helpful.

I don't know.

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SECTION 5: ADDITIONAL SHARING OF EXPERIENCES

Question 30 & 31


ADDITIONAL SHARING OF EXPERIENCES

What additional information would you like to share about your experiences, preferences, needs, etc. around the Campaign and its resources, trainings, and tools? *If your program does not have additional information to share, type 'None' in the text box below.*

Would you be interested in sharing additional information about experiences in your agency and needs from the Campaign in an interview, small group setting, or peer-to-peer learning opportunity? This could include promising practices, success stories, and growth opportunities.

YES

NO

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Closing

CLOSING

Thank you for taking the time to share your thoughts. Your input is incredibly valuable to help inform the Campaign and support the future of WIC and the families it serves. Thank you for your continued commitment to the WIC program and for all you do to support WIC families. If you have additional feedback to share on the Campaign, please send us an e-mail at: WICCampaignTA@fhi360.org.

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