

Appendix K.2.

WIC State agency staff interview scheduling email

Public Burden Statement

This information is being collected to assist the Food and Nutrition Service to better understand the implementation and impact of the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) modernization efforts on WIC State and local agencies, WIC vendors and WIC participants. This is a voluntary collection and FNS will use the information to monitor and strengthen WIC program modernization efforts. 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-XXXX. The time required to complete this information collection is estimated to average .2670 hours/16 minute per response, including the time for reviewing instructions, 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, Evidence, Analysis, and Regulatory Affairs Office, 1320 Braddock Place, 5th Floor, Alexandria, VA 22306, ATTN: PRA (0584-xxxx). Do not return the completed form to this address.

To: State agency staff

From: The Mathematica study team

When: Once respondents are identified

Subject: Scheduling WIC Modernization Evaluation State Agency Interview

Dear [State agency respondent],

Thanks again for meeting with us [TIME PERIOD] to discuss the **WIC & FMNP Outreach, Innovation, and Modernization Evaluation (WIC Modernization Evaluation)**. As you may remember, as part of this evaluation, the Mathematica team is conducting annual interviews with WIC State agency staff to better understand the implementation of the WIC modernization efforts in your State. We would like to set up a time to conduct this [first/second/third] annual interview with you and any colleagues you think should be part of the interview.

About the interview:

The interview will take about 60 minutes and will be conducted virtually via an online platform, WebEx. Questions asked during the interview will be relevant to the WIC modernization projects being implemented by your State and local WIC agencies. These may include outreach activities, technology modernization activities, activities to improve the in-person shopping experience, online shopping activities, expanding access to farmers' markets, workforce investment, grant effectiveness and sustainability, and waivers. The study team has attached a summary of the topics they plan to discuss during this interview.

Please let us know if you (and any colleagues you think should be part of the interview) are available at one of the following times for the State agency interview:

- Date, time 1
- Date, time 2
- Date, time 3

As a reminder, participation in this study is required for WIC agencies, but your participation in this interview is voluntary. The information you provide will be private and will not be maintained or disclosed in identifiable form to anyone, except as otherwise required by law.

If you have any questions or concerns, please reply to this email or contact the Mathematica study team, at [EMAIL]@mathematica-mpr.com or XXX-XXX-XXXX. You can reach the FNS project officer, Carol Dreibelbis, at carol.dreibelbis@usda.gov.

Thank you for your time and participation in this important study!

Sincerely,

Debbie Reed

Project Director, WIC Modernization Evaluation

WIC State Agency Summary of Topics for Interview Discussion		
TYPE OF ACTIVITY AREAS	DETAILS ABOUT MODERNIZATION EFFORTS IN TOPIC AREA (marked items indicate the items for discussion with your State Agency)	Summary of activities to be discussed during the interview
Outreach to eligible non-participants and communication with participants	<input type="checkbox"/> Text messaging <input type="checkbox"/> Billboards <input type="checkbox"/> Community flyers or brochures (e.g., at doctor office, health clinic, food pantry, etc.) <input type="checkbox"/> Posters (e.g., in buildings, on buses, etc.) <input type="checkbox"/> Your State's WIC website <input type="checkbox"/> Social media content or ads <input type="checkbox"/> Digital ads online <input type="checkbox"/> Radio ads (e.g., local radio or streaming) <input type="checkbox"/> TV ads <input type="checkbox"/> Event in my community <input type="checkbox"/> Automated reminder messages <input type="checkbox"/> [STATE WIC APP NAME] <input type="checkbox"/> WIC branding activities to increase public awareness <input type="checkbox"/> OTHER, DESCRIBED BELOW:	

Shopping experience	<input type="checkbox"/> The general WIC shopping experience <input type="checkbox"/> Shopping education <input type="checkbox"/> Checking out at the register <input type="checkbox"/> Using the self-checkout <input type="checkbox"/> Using the [WIC SHOPPING APP NAME] <input type="checkbox"/> Availability of the [WIC SHOPPING APP NAME] in another language <input type="checkbox"/> Online shopping <input type="checkbox"/> Curbside pickup when online shopping <input type="checkbox"/> Grocery delivery when online shopping <input type="checkbox"/> WIC foods meeting cultural/personal/religious needs <input type="checkbox"/> OTHER, DESCRIBED BELOW: _____	
Technology enhancements for participants	<input type="checkbox"/> Online applications <input type="checkbox"/> Virtual appointment platform <input type="checkbox"/> Text messaging tool <input type="checkbox"/> Participant portal <input type="checkbox"/> Document uploader/e-signature tool	

	<p>___ Appointment scheduling tool</p> <p>___ Loading EBT cards remotely</p> <p>___ WIC Website (online web info)</p> <p>___ [STATE WIC APP NAME]</p> <p>___ Online nutrition education platform</p> <p>___ OTHER, DESCRIBED BELOW:</p> <p>_____</p>	
Expanding Access to Farmers' Markets in WIC	<p>___ Marketing to WIC participants about using WIC at farmers markets' and/or roadside produce stands</p> <p>___ Using WIC CVB at farmers' markets and/or roadside produce stands</p> <p>___ Using FMNP eSolutions at farmers' markets and/or roadside produce stands</p> <p>___ Mobile certification and/or collection of anthropometric data and documents at farmers' markets.</p> <p>___ Recipes/Classes cooking foods available at farmers' markets and/or roadside stands</p> <p>___ OTHER, DESCRIBED BELOW:</p> <p>_____</p>	

Supporting the WIC Workforce	<input type="checkbox"/> Engaging with participants <input type="checkbox"/> Empathy training <input type="checkbox"/> OTHER, DESCRIBED BELOW: _____	
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