

Appendix J.

Study description for WIC State agencies

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 .0167 hours/1 minute per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed,

WIC & FMNP Outreach, Innovation, and Modernization Evaluation

What is the WIC Modernization Evaluation?

The WIC & FMNP Outreach, Innovation, and Modernization Evaluation is a study of WIC modernization efforts happening between 2022 and 2029. Congress provided the USDA Food and Nutrition Service (FNS) with \$390 million and waiver authority to support WIC modernization efforts. FNS has contracted with Mathematica and their partners, MEF Associates and the Nutrition Policy Institute (NPI), to conduct this study of how WIC modernization affects program participation and the experiences of WIC participants, staff, and vendors. For more information about WIC modernization, you can visit this website: [WIC Modernization | Food and Nutrition Service \(usda.gov\)](#)

Who is participating?

All WIC agencies, nationwide! This includes WIC State agency staff like you, local agency staff, WIC participants, and staff from WIC vendors and farmers/farmers' markets. **Participation in the evaluation is mandatory for WIC State agencies. However, your participation in any study activities is voluntary.**

What is involved?

- **60-minute State agency interviews:** in these annual phone conversations, the study team will ask State agency staff about their experiences implementing the modernization projects, including the successes, challenges, lessons learned, and use of waivers (1-to-4 State agency staff may be involved, as needed).
- **10-minute experience and satisfaction surveys:** for each State agency, will ask up to 200 WIC participants, up to 20 vendor staff, and up to 40 State/local agency staff about their experiences with WIC. Vendor staff and WIC participants will receive a \$10 incentive for completing their surveys.
- **Local agency case studies:** the study team will select 32 local agencies nationally, and ask their staff, vendors, and participants about their experiences and satisfaction with new WIC projects at a deeper level than the surveys.
 - **60-minute interviews:** if selected for a case study, we will ask up to 6 local agency staff and up to 4 vendor staff about their experiences implementing their local modernization projects. Vendor staff will receive a \$50 incentive for participating in an interview.
 - **90-minute focus groups:** if selected for a case study, we will ask up to 20 WIC participants about their experiences with recent updates to WIC. Participants will receive a \$50 incentive for participating in a focus group.

What will happen with the information collected from the study?

The study team will use your important feedback to create data dashboards, annual reports on evaluation progress and findings, annual State by State reports (to be shared individually with each State agency), webinars, social media messaging, conference presentations, journal articles and more! Thank you for your partnership as we learn together about what is (and isn't) working as we modernize!

When does everything happen?

- **Data collection:** Fall 2025 to Fall 2027 (surveys, case studies, interviews, and focus groups)
- **Analysis and reporting:** Early 2025 to Fall 2028

Questions about the study? Contact the Mathematica study team at [EMAIL]@mathematica-mpr.com or XXX-XXX-XXXX or the FNS project officer, Carol Dreibelbis at carol.dreibelbis@usda.gov.