

Appendix M.3.

Study description for WIC & FMNP vendors/outlets

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, 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.

WIC & FMNP Outreach, Innovation, and Modernization Evaluation

What is the WIC Modernization Evaluation?

The WIC & FMNP Outreach, Innovation, and Modernization Evaluation is a study examining if and how WIC modernization efforts are improving program participation and the experiences of WIC participants between 2022 and 2029. The U.S. Department of Agriculture's (USDA) Food and Nutrition Service (FNS) is conducting this study with research organizations Mathematica, MEF Associates and the Nutrition Policy Institute. For more information about the WIC modernization efforts, you can visit this website: [WIC Modernization | Food and Nutrition Service \(usda.gov\)](#)

Who is participating?

All WIC agencies nationwide! This includes staff – like you – from WIC vendors and WIC/FMNP farmers, farmers' markets, and roadside stands. WIC agency staff and participants will also be participating.

How can I be a part of it?

We want to hear from YOU! [WIC vendor staff/Farmers and farmers' market and roadside stand staff] can participate in a survey, interview, or both!

- **Experience and satisfaction survey:** If you are selected to participate in the survey, this 10-minute survey will ask about your experiences and progress with recent changes to the WIC/FMNP program. You will receive \$10 for completing the survey.
- **Interviews:** If you are selected for an interview as part of a case study, the study team will ask about your experiences with the WIC modernization efforts and lessons learned. You will receive \$50 for participation in this 60-minute interview.

What will happen with the information collected from the study?

We will use your important feedback to continue to make the program better! We look forward to sharing the study findings with WIC program leaders and the public. Thank you!

When does everything happen?

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