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WIC State ag  
WIC local ag  
WIC & FMNI  
WIC particip

## Document

WIC Participant Case Study Focus Group Recruitment Email from State/Local Agency  
WIC Participant Case Study Focus Group Scheduling Email

WIC Participant Case Study Focus Group Confirmation Email  
WIC Participant Case Study Focus Group Confirmation Text  
WIC Participant Case Study Focus Group Reminder Email  
WIC Participant Case Study Focus Group Reminder Text

WIC Participant Case Study Focus Group Guide  
WIC Participant Case Study Focus Group Thank You Email  
WIC Participant Case Study Focus Group Thank You Text

WIC Participant Case Study Focus Group Flyer

WIC Participant Survey Recruitment Email from WIC State Agency  
WIC Participant Survey Invitation Email from WIC State Agency  
WIC Participant Survey Invitation Text  
WIC Participant Survey Reminder Email  
WIC Participant Survey Reminder Text  
WIC Participant Survey Reminder Phone Call  
WIC Participant Survey Reminder Postcard  
WIC Participant Experience Survey  
WIC Participant Experience Survey Thank You Email  
WIC Participant Experience Survey Thank You Text  
Study Description for WIC Participants

WIC & FMNP Vendor/Outlet Staff Case Study Interview Recruitment Email from State or Local Agency

WIC & FMNP Vendor/Outlet Staff Case Study Interview Recruitment Email from the Mathematica Study Team

WIC & FMNP Vendor/Outlet Staff Case Study Interview Confirmation Email  
WIC & FMNP Vendor/Outlet Staff Case Study Interview Confirmation Text  
WIC & FMNP Vendor/Outlet Staff Case Study Interview Reminder Email  
WIC & FMNP Vendor/Outlet Staff Case Study Interview Reminder Text  
WIC & FMNP Vendor/Outlet Staff Case Study Interview

WIC & FMNP Vendor/Outlet Staff Case Study Interview Thank You Email  
WIC & FMNP Vendor/Outlet Staff Case Study Interview Thank You Text

WIC & FMNP Vendor/Outlet Staff Experience Survey Recruitment Email from WIC State Agency  
WIC & FMNP Vendor/Outlet Staff Outlet Experience Survey Invitation Email from the Mathematica Study Team  
WIC & FMNP Vendor/Outlet Staff Experience Survey Invitation Text

WIC & FMNP Vendor/Outlet Staff Experience Survey Reminder Email  
WIC & FMNP Vendor/Outlet Staff Experience Survey Reminder Text  
WIC & FMNP Vendor/Outlet Staff Experience Survey Reminder Phone Call  
WIC & FMNP Vendor/Outlet Staff Experience Survey  
WIC & FMNP Vendor/Outlet Staff Experience Survey Thank You Email  
WIC & FMNP Vendor/Outlet Staff Experience Survey Thank You Text  
Study Description for WIC & FMNP Vendors/Outlets

WIC Local Agency Case Study Recruitment Email from State Agency  
WIC Local Agency Case Study Planning Call Recruitment Email from the Mathematica Study Team

WIC Local Agency Staff Case Study Interview Scheduling Email  
WIC Local Agency Staff Case Study Interview Reminder Email

WIC Local Agency Staff Case Study Interview  
WIC Local Agency Staff Case Study Interview Thank You Email  
Study Description for WIC Local Agencies

WIC Program Staff Experience Survey Invitation Email from the Mathematica Study Team (*local agency /clinic staff*)  
WIC Program Staff Experience Survey Reminder Email (*local agency/clinic staff*)  
WIC Program Staff Experience Survey (*local agency/clinic staff*)

WIC Program Staff Experience Survey Thank You Email (*local agency/clinic staff*)

WIC State Agency Study Recruitment Email from the Mathematica Study Team and Planning Call

WIC State Agency Staff Interview Scheduling Email and Preparation Time

WIC State Agency Staff Interview Reminder Email

WIC State Agency Staff Interview

WIC State Agency Staff Interview Thank You Email and Follow-up Questions  
Study Description for WIC State Agencies

WIC Program Staff Experience Survey Invitation Email from the Mathematica Study Team (*State agency staff*)  
WIC Program Staff Experience Survey Reminder Email (*State agency staff*)  
WIC Program Staff Experience Survey (*State agency staff*)

WIC Program Staff Experience Survey Thank You Email (*State agency staff*)

Mathematica Study Team Request to WIC State agencies for WIC program staff contact list for experience survey

Mathematica Study Team Request to WIC State agencies for WIC participant contact list for experience survey

Mathematica Study Team Request to WIC State agencies for WIC & FMNP vendor/outlet contact list for experience survey

USDA Endorsement Letter for WIC State Agencies

WIC State Agency Webinar Invitation Email and Webinar

**Agency staff:** Average hourly earnings of WIC State agency staff. Management occupations (11-0000): \$68.15

**Agency/clinic staff:** Average hourly earnings of WIC local agency clinic staff. Social and Community Service Managers (11

**Vendor/outlet staff:** Average hourly earnings of WIC vendor staff. First-Line Supervisors of Non-Retail Sales Workers

**Participants:** Average hourly earnings of WIC participants. Federal Minimum Wage: \$7.25

Respondent  
Sample Size  
Assumption

920  
644

644  
644  
644  
644

580  
580  
580

1,600



175,550  
175,550  
175,550  
175,550  
175,550  
8,778  
5,267  
15,800  
15,800  
15,800  
175,550



100

75  
75  
75  
75  
75

68  
68  
68



4,100  
4,100  
4,100



4,100  
4,100  
1,230  
3,280  
3,280  
3,280  
4,100



32  
32

178  
178

160  
160  
32



3,900  
3,900  
3,120

3,120



176

88

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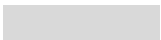
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1,300  
1,300  
1,040

1,040



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-9151): \$41.39  
(41-1012): \$47

## Notes

Recruitment outreach to approximately 29 people in each of 32 case study sites to recruit about 18 participants (62.5% response rate; 8-10 participants for each of the two focus groups per site).

Recruitment scheduling email. We anticipate a response rate of about 70%.

Sample of about 18 WIC participants per case study site (to conduct focus groups with 8-10 participants per focus group). Assuming 62.5% response rate.

Participants are sent a confirmation text

Participants are sent a reminder email a few days before their focus group.

Participants are sent a reminder text message a few days before their focus group.

Sample of about 18 WIC participants per case study site (to conduct focus groups with 8-10 participants per focus group). Assume 90% of scheduled participants respond. Participants will receive a \$50 gift card in person after the focus group has been conducted.

Respondents are sent a thank you email for their participation.

Respondents are sent a thank you text message for their participation.

The study team will provide the local agencies with flyers to distribute to an average of 50 WIC participants per case study site (for 32 case study sites total) 6-8 weeks prior to the focus groups. No response required.

Sample of 2,300 randomly selected WIC participants from each agency (to recruit 200 respondents for each State agency). In State agencies with fewer than 2,300 participants, all participants will be included (24 States)

Sample members will be sent a link to the online survey.

Sample members will be sent a link to the online survey.

Participants who have not yet completed the survey will receive a reminder email

Participants who have not yet completed the survey will receive a reminder text

Participants who have not yet completed the survey will receive a reminder phone call. Assume 5%.

Participants who have not yet completed the survey will receive a reminder postcard. Assume 3%.

Assume a 9% response rate

Respondents are sent a thank you email for their participation with a link to redeem their gift card.

Respondents are sent a thank you text message for their participation with a link to redeem their gift card.

One-pager to provide an overview of the data collection components involved in the evaluation, used for recruitment.

Recruitment outreach. Assume half of case study sites (16 sites) include vendors. Reach out to a sample of about 6 vendor staff at each case study site (to recruit 4 vendor staff at each site; 67% response rate). For each local agency site identified within a State agency for the case study, the study team will work closely with the local agency to identify vendors for in-person interviews during site visits.

Will be sent one week after the WIC Vendor Interview Recruitment Email from State or Local Agency.

Will be sent after vendor staff schedule their interview.

Will be sent after vendor staff schedule their interview.

Vendor staff are sent a reminder email a few days before their interview.

Vendor staff are sent a reminder text a few days before their interview.

Vendor staff will receive a \$50 gift card in person after their interview has been conducted. Assume 90% of scheduled vendors respond.

Vendor staff are sent a thank you email for their participation.

Vendor staff are sent a thank you text message for their participation.

The study team will ask State agencies for contact information for 25 randomly selected vendor staff of each type (online, in-store, and farmers' market) to achieve 20 respondents of each type in each State agency. For State agencies with fewer than 25 vendor staff in a category, we will ask them for contact information for all vendors. Assume States with fewer than 7,500 participants (38 States) average 10 vendor staff per State.

Sample members will be sent a link to the online survey.

Sample members will be sent a link to the online survey.

Sample members who have not yet completed the survey will receive a reminder email.  
Sample members who have not yet completed the survey will receive a reminder text.  
Sample members who have not yet completed the survey will receive a phone call reminder. Assume this is 30% Assuming 80% response rate.  
Respondents are sent a thank you email for their participation with a link to redeem their gift card.  
Respondents are sent a thank you text message for their participation with a link to redeem their gift card.  
One-pager to provide an overview of the data collection components involved in the evaluation, used for recruitment.

Recruitment outreach to the 32 local agency sites selected for participation in the case studies  
Will be sent one week after the WIC Local Agency Case Study Recruitment Email from State Agency.  
Recruitment outreach to an average almost 7 staff per site for 32 case study sites to achieve about 5 staff per site. Assume 80% response rate to schedule interview and 90% of those complete interview.  
Local Agency staff are sent a reminder email a few days before their interview.

Assuming 90% response rate among scheduled staff. Agency staff are not given an incentive for completing an interview.  
Local Agency staff are sent a thank you email for their participation.  
One-pager to provide an overview of the data collection components involved in the evaluation, used for recruitment.

Sample members will be sent a link to the online survey.  
Sample members who have not yet completed the survey will receive a reminder email.  
Assuming 80% response rate.

Respondents are sent a thank you email for their participation. Program staff are not given an incentive for completing the survey.

Sent to all 88 State Agencies the week after FNS' email about the WIC Modernization Evaluation. Includes time for 30 minute planning meeting with two State staff.

All 88 State Agencies will be sent an email to set up a time for their annual interview. Emails will be sent to the State Agency respondent, and the email will note that the interview will be conducted with them and any colleagues the respondent thinks should be part of the interview. Includes 15 minutes of preparation time for the State agency interview.  
All 88 State Agency respondents will be sent a reminder email a few days before their interview. The email will include a reminder of the day/time of their interview.

The qualitative interviews will include questions about the implementation of the modernization activities and waiver use. We assume that about half of the State agencies will include a second person in the interview (as the invitation email notes that the interview will be conducted with the respondent and any colleagues the respondent thinks should be part of the interview)

WIC State Agency staff are sent an email thanking them for their participation in the interview. Since participation is required, staff are not given an incentive for completing the interview. Includes 15 minutes of follow-up time per interview participant.  
One-pager to provide an overview of the data collection components involved in the evaluation, used for recruitment.

Sample members will be sent a link to the online survey.  
Sample members who have not yet completed the survey will receive a reminder email.  
Assuming 80% response rate.

Respondents are sent a thank you email for their participation. Program staff are not given an incentive for completing the survey

The study team will ask State agencies for contact information for 25 randomly selected staff of each type (WIC State agency staff, local agency staff, and WIC clinic staff) to achieve 20 respondents of each type in each State agency. For State agencies with fewer than 25 staff in a category, we will ask them for contact information for all relevant staff. Assume this averages 20 local agency staff, 24 clinic staff, and about 14.8 State staff per State

Email sent to all 88 State Agency directors requesting (1) a decision from them on whether they choose their agency or Mathematica to field the WIC Participant Experience Survey, and (2) a randomly selected list of up to 2,300 WIC participants across different WIC local agencies in their State to use as the sample for the WIC Participant Experience Survey.

The study team will ask State agencies for contact information for 25 randomly selected vendors of each type (online, in-store, and farmers' market) to achieve 20 respondents of each type in each State agency. For State agencies with fewer than 25 vendors in a category, we will ask them for contact information for all vendors in that category.

Sent from FNS to all 88 State Agency directors introducing the WIC Modernization Evaluation and Mathematica.

Sent to all 88 State Agency directors noting the day and time of the webinar with the link to register to attend. Assume 100% participation or viewing