

Appendix P.1

WIC and FMNP Vendor/Outlet staff experience survey (Paper)

Public Burden Statement

This information is being collected to assist the Food and Nutrition Administration 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 FNA 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 0584-0702. The time required to complete this information collection is estimated to average 10 minutes (0.167 hours) 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 Administration, Evidence, Analysis, and Regulatory Affairs Office, 1320 Braddock Place, 5th Floor, Alexandria, VA 22306, ATTN: PRA (0584-0702). Do not return the completed form to this address.

WIC & FMNP Vendor/Outlet Staff Experience Survey

WIC & FMNP Outreach, Innovation, and Modernization Evaluation

Welcome to the WIC & FMNP Vendor/Outlet Staff Experience Survey!

IMPORTANT: Please complete this survey only once. If multiple surveys are submitted by the same person, only one response will be included in the study.

To be eligible to complete this survey and receive a \$10 gift card as a thank you, you must currently work for a WIC vendor or a Farmers' Market Nutrition Program (FMNP) authorized outlet.

Answering the questions

- To begin the survey, turn to the next page. Read each question and fill out your answer. If you are unsure of an answer, use your best estimate.
- Select one answer per question, unless it says to "select all that apply." You are sometimes told to skip over questions in this survey. When this happens, you will see an arrow beside your response with a note that tells you which question to answer next, like this:

☐ Yes → CONTINUE TO A4

☐ No → GO TO A5

If there is no arrow next to your response, please go to the next question.

Once completed, please return this survey to the [STATE AGENCY NAME] clinic.

Need help?

If you have any questions about the survey, please contact the study team at [toll-free number] or WICStudy@mathematica-mpr.com.

INTRODUCTION

Thank you for participating in the WIC & Farmers' Market Nutrition Program (FMNP) Outreach, Innovation, and Modernization Evaluation. The U.S. Department of Agriculture Food and Nutrition Administration (USDA FNA) is sponsoring the study. Mathematica, an independent research organization, is conducting the study on behalf of FNA.

FNA is working with key partners to modernize WIC and FMNP; the goal of the study is to understand how WIC and FMNP modernization efforts are transforming the programs to better meet the needs of families. This survey will help FNA understand the experience of WIC vendor staff and farmer/market staff with recent modernization efforts.

We know you are busy, and we appreciate your feedback! As a WIC vendor, we are asking you to volunteer to participate in this study. **We will use your responses to continue improving WIC. This survey will take about 10 minutes to complete.** You can complete it all at once, or you can start now and return to finish the survey later. If you don't know a response to a question, please feel free to consult with a colleague. **As a thank you for completing the survey, you will receive a \$10 gift card.**

Your participation in this study is voluntary. There are no risks or benefits associated with participating in the study. Choosing to participate or not will not affect your WIC vendor role. If you are uncomfortable answering a question, you may choose to skip it; however, we hope you will answer as many questions as you can. The information you provide will be used only for research purposes. Your responses will be kept private to the extent permitted by law and stored on secure servers accessible only by the study team and your WIC State agency. Your responses will be combined and reported with other responses; no individual names or responses will be reported. At the end of the study, we will securely destroy any information you provide.

If you have any questions about the study or about completing this survey, please contact the study team at **[toll-free number]** or WICStudy@mathematica-mpr.com. If you have any questions about your rights as a research participant, please call Health Media Lab IRB at 202-246-8504.

Please use the buttons at the bottom of each page to move through the survey. You may need to scroll down on the page to view the buttons. Using your browser's "Back" function may cause errors.

IC1. Do you agree to participate in this study?

☐ Yes → CONTINUE TO A1

☐ No → GO TO BOX 1 BELOW

BOX 1

Thank you for your interest in this survey. **If you do not agree to take part, please stop the survey here.**

Please contact the study team at **[toll-free number]** or WICStudy@mathematica-mpr.com if you have any questions.

SECTION A. VENDOR/OUTLET BACKGROUND

The following questions are about you and your experience as a WIC vendor or WIC/FMNP authorized outlet for [STATE AGENCY NAME].

A1. What type of WIC vendor or WIC/Farmers' Market Nutrition Program (FMNP) authorized outlet do you work for?

Select the one that best applies

- 1 m Farmer _____
- 2 m Farmers' market
- 3 m Roadside produce stand
- 4 m Conventional supermarket (such as Kroger, Albertsons, Publix, H.E.B, Meijer, Hy-Vee)
- 5 m Discount department store or supercenter (such as Target, Walmart, SuperTarget, Walmart Supercenter)
- 6 m Discount/limited assortment retailer (such as Aldi, Trader Joe's, Sav-A-Lot)
- 7 m Conventional club (such as Costco, Sam's Club)
- 8 m Natural/gourmet store
- 9 m Pharmacy – only exempt infant formula/nutritionals
- 10 m Dollar store (such as Dollar General, Dollar Tree, Family Dollar)
- 11 m Corner store
- 12 m Convenience store
- 13 m Commissary
- 14 m Other type of retailer _____
- 0 m Not a WIC vendor or WIC/FMNP authorized outlet → GO TO **BOX 2** BELOW

→ CONTINUE
TO **A1a**

BOX 2

Thank you for your interest in this survey. You selected that you are not a WIC vendor or WIC/FMNP authorized outlet. At this time, we are only completing this survey with WIC vendors or WIC/FMNP authorized outlets. If you are not a WIC vendor or WIC/FMNP authorized outlet, please stop the survey here.

Please contact the study team at [toll-free number] or WICStudy@mathematica-mpr.com if you have any questions.

- A1a.** Throughout the survey, we will ask questions about your experience as a WIC vendor or WIC/FMNP authorized outlet. What is the name of the WIC vendor or WIC/Farmer's Market Nutrition Program (FMNP) authorized outlet where you work?

We will not share this information with anyone. Providing the name of your outlet is optional. If you prefer, you may leave this question blank and proceed to the next question.

VENDOR NAME

☐ m Don't know

- A1b.** IF YOU **DO NOT** WORK FOR A FARMER, FARMERS' MARKET, OR ROADSIDE PRODUCE STAND (OTHERWISE, SKIP THIS QUESTION):

[IF STATE != IOWA] Is the WIC vendor where you work an A50 vendor, a WIC-only vendor, or neither? A WIC A50 vendor is a store that derives more than 50% of their food sales from WIC benefit redemptions. A WIC-only vendor provides only WIC foods or identifies as a WIC-only store.

Select one only

☐ m No, not an A50 vendor or WIC-only vendor

☐ m A50 vendor – for profit

☐ m A50 vendor – nonprofit

☐ m WIC-only vendor

☐ m Don't know

→ GO TO A1d

- A1c.** IF YOU WORK FOR A **FARMERS' MARKET OR ROADSIDE PRODUCE STAND** (OTHERWISE, SKIP THIS QUESTION):

What is your role at the WIC/Farmer's Market Nutrition Program (FMNP) authorized outlet where you work?

Select the one that best applies

☐ m Farmer

☐ m Employee or volunteer for a farmer

☐ m Farmers' market manager, coordinator, or staff

☐ m Manager, coordinator, staff, or volunteer of another organization

→ GO TO A2

A1d. IF YOU **DO NOT** WORK FOR A FARMER, FARMERS' MARKET, OR ROADSIDE PRODUCE STAND (OTHERWISE, SKIP THIS QUESTION):

What is your role at the WIC vendor where you work? *If you fill multiple roles, please choose the one that you spend the most time in.*

Select one only

- ☐ 1 m Owner
- ☐ 2 m Manager or supervisor
- ☐ 3 m Cashier
- ☐ 4 m Corporate-level staff
- ☐ 5 m Information technology (IT) staff
- ☐ 6 m Other type of staff
- ☐ 0 m Don't know

A2. In what year did the WIC vendor or WIC/FMNP authorized outlet where you work first become a WIC vendor or WIC/FMNP authorized farmer/market/roadside produce stand?

Select one only

- ☐ 1 m [FOR SURVEYS FIELDED IN 2027 ONLY] In 2027
 - ☐ 2 m In 2026
 - ☐ 3 m In 2025
 - ☐ 4 m In 2024
 - ☐ 5 m In 2023
 - ☐ 6 m In 2022
 - ☐ 7 m In 2021
 - ☐ 8 m In 2020
 - ☐ 9 m Prior to 2020
 - ☐ 0 m Don't know → CONTINUE TO A2a
- GO TO B1

A2a. Please provide your best guess of when the WIC vendor or WIC/FMNP authorized outlet where you work first became a WIC vendor or WIC/FMNP authorized farmer/market/roadside produce stand.

Select one only

- ☐ 1 m In 2023 or later
- ☐ 2 m In 2022 or earlier

SECTION B. VENDOR/OUTLET BACKGROUND

The following questions are about your satisfaction and experience as a WIC vendor staff member. Please answer the questions about the location(s) of the WIC vendor or WIC/FMNP authorized outlet where you work in [STATE AGENCY NAME] that you know best.

B1. Currently, how do you feel about the WIC vendor or WIC/FMNP authorized outlet where you work being a WIC vendor?

Select one only

- ☐ 1 m Very satisfied
- ☐ 2 m Satisfied
- ☐ 3 m Neither satisfied nor dissatisfied
- ☐ 4 m Dissatisfied
- ☐ 5 m Very dissatisfied
- ☐ 6 m Don't know

B2. Since 2022 (or since you became a WIC vendor, if later), how has your satisfaction with the WIC vendor or WIC/FMNP authorized outlet where you work being a WIC vendor changed?

Select one only

- ☐ 1 m Satisfaction has gotten **a lot better**
- ☐ 2 m Satisfaction has gotten **a little better**
- ☐ 3 m Satisfaction **has not changed**
- ☐ 4 m Satisfaction has gotten **a little worse**
- ☐ 5 m Satisfaction has gotten **a lot worse**
- ☐ 6 m Don't know

IF YOU WORK FOR A FARMER, FARMERS' MARKET, OR ROADSIDE PRODUCE STAND, GO TO SECTION C. OTHERWISE, CONTINUE TO B3.

B3. Which of these shopping services does the WIC vendor where you work currently offer for WIC participants?

Select all that apply

- ☐ 1 0 In-person shopping
- ☐ 2 0 Online shopping with in-person payment
- ☐ 3 0 Online shopping with online payment

IF THE WIC VENDOR WHERE YOU WORK CURRENTLY OFFERS ONLINE SHOPPING WITH IN-PERSON PAYMENT FOR WIC PARTICIPANTS, CONTINUE TO B4.

IF THE WIC VENDOR WHERE YOU WORK CURRENTLY OFFERS ONLINE SHOPPING WITH ONLINE PAYMENT FOR WIC PARTICIPANTS, BUT NOT IN-PERSON PAYMENT, GO TO B8.

IF THE WIC VENDOR WHERE YOU WORK CURRENTLY OFFERS ONLY IN-PERSON SHOPPING FOR WIC PARTICIPANTS, GO TO B12.

OTHERWISE, GO TO D1.

Th
e

following are questions about your experience and satisfaction with offering online shopping with in-person payment to WIC participants.

- B4. What year did the WIC vendor where you work start offering online shopping with in-person payment to WIC participants?**

YEAR

☐ m Don't know

- B5. In your opinion, how easy or difficult was it to start offering online shopping with in-person payment to WIC participants? When responding, consider tasks related to starting up the activity.**

Select one only

- ☐ m Very easy
☐ m Easy
☐ m Neither easy nor difficult
☐ m Difficult
☐ m Very difficult
☐ m Don't know

- B6. In your opinion, how easy or difficult has it been to continue offering online shopping with in-person payment to WIC participants? When responding, consider tasks related to maintaining the activity.**

Select one only

- ☐ m Very easy
☐ m Easy
☐ m Neither easy nor difficult
☐ m Difficult
☐ m Very difficult
☐ m Don't know

- B7. Since you started offering it, how has your satisfaction with offering online shopping with in-person payment to WIC participants changed?**

Select one only

- ☐ 1 m Satisfaction has gotten **a lot better**
- ☐ 2 m Satisfaction has gotten **a little better**
- ☐ 3 m Satisfaction has **not changed**
- ☐ 4 m Satisfaction has gotten **a little worse**
- ☐ 5 m Satisfaction has gotten **a lot worse**
- ☐ 6 m Don't know

IF THE WIC VENDOR WHERE YOU WORK CURRENTLY OFFERS ONLINE SHOPPING WITH ONLINE PAYMENT FOR WIC PARTICIPANTS, CONTINUE TO B8.

IF THE WIC VENDOR WHERE YOU WORK CURRENTLY OFFERS IN-PERSON SHOPPING FOR WIC PARTICIPANTS BUT NOT ONLINE SHOPPING WITH ONLINE PAYMENT, GO TO B12.

OTHERWISE, GO TO D1.

The

following are questions about your experience and satisfaction with offering online shopping with online payment to WIC participants.

B8. What year did the WIC vendor where you work start offering online shopping with online payment to WIC participants?

YEAR

- ☐ 6 m Don't know

B9. In your opinion, how easy or difficult was it to start offering online shopping with online payment to WIC participants? When responding, consider tasks related to starting up the activity.

Select one only

- ☐ 1 m Very easy
- ☐ 2 m Easy
- ☐ 3 m Neither easy nor difficult
- ☐ 4 m Difficult
- ☐ 5 m Very difficult
- ☐ 6 m Don't know

B10. In your opinion, how easy or difficult has it been to continue offering online shopping with online payment to WIC participants? When responding, consider tasks related to maintaining the activity.

Select one only

- ☐ 1 m Very easy

- ☐ 2 m Easy
- ☐ 3 m Neither easy nor difficult
- ☐ 4 m Difficult
- ☐ 5 m Very difficult
- ☐ 0 m Don't know

B11. Since you started offering it, how has your satisfaction with offering online shopping with online payment to WIC participants changed?

Select one only

- ☐ 1 m Satisfaction has gotten **a lot better**
- ☐ 2 m Satisfaction has gotten **a little better**
- ☐ 3 m Satisfaction has **not changed**
- ☐ 4 m Satisfaction has gotten **a little worse**
- ☐ 5 m Satisfaction has gotten **a lot worse**
- ☐ 0 m Don't know

IF THE WIC VENDOR WHERE YOU WORK CURRENTLY OFFERS IN-PERSON SHOPPING FOR WIC PARTICIPANTS, CONTINUE TO B12. OTHERWISE, GO TO D1.

The following are questions about your experience and satisfaction with offering in-person shopping to WIC participants.

B12. Does the WIC vendor where you work currently allow WIC participants to transact their benefits using mobile payments (e.g., through payments managed in eWallets or a WIC app) when shopping in-person?

Select one only

- ☐ 1 m Yes → CONTINUE TO B13
- ☐ 0 m No → GO TO B17
- ☐ 0 m Don't know

B13. What year did the WIC vendor where you work start allowing WIC participants to transact their benefits using mobile payments when shopping in-person?

YEAR

☐ m Don't know

B14. In your opinion, how easy or difficult was it to start allowing WIC participants to transact their benefits using mobile payments when shopping in-person? *When responding, consider tasks related to starting up the activity.*

Select one only

- ☐ m Very easy
☐ m Easy
☐ m Neither easy nor difficult
☐ m Difficult
☐ m Very difficult
☐ m Don't know

B15. In your opinion, how easy or difficult has it been to continue allowing WIC participants to transact their benefits using mobile payments when shopping in-person? *When answering, consider tasks related to maintaining the activity.*

Select one only

- ☐ m Very easy
☐ m Easy
☐ m Neither easy nor difficult
☐ m Difficult
☐ m Very difficult
☐ m Don't know

B16. Since you started allowing it, how has your satisfaction with allowing WIC participants to transact their benefits using mobile payments when shopping in-person changed?

Select one only

- ☐ m Satisfaction has gotten **a lot better**
☐ m Satisfaction has gotten **a little better**
☐ m Satisfaction has **not changed**
☐ m Satisfaction has gotten **a little worse**
☐ m Satisfaction has gotten **a lot worse**
☐ m Don't know

B17. Does the WIC vendor where you work currently allow WIC participants to transact their benefits using self-checkout when shopping in-person?

Select one only

- ☐ m Yes → CONTINUE TO B18
☐ m No ☐ → GO TO B22

☐ m Don't know

B18. What year did the WIC vendor where you work start allowing WIC participants to transact their benefits using self-checkout when shopping in-person?

YEAR

☐ m Don't know

B19. In your opinion, how easy or difficult was it to start allowing WIC participants to transact their benefits using self-checkout when shopping in-person? *When responding, consider tasks related to starting up the activity.*

Select one only

- ☐ m Very easy
- ☐ m Easy
- ☐ m Neither easy nor difficult
- ☐ m Difficult
- ☐ m Very difficult
- ☐ m Don't know

B20. In your opinion, how easy or difficult has it been to continue allowing WIC participants to transact their benefits using self-checkout when shopping in-person? *When answering, consider tasks related to maintaining the activity.*

Select one only

- ☐ m Very easy
- ☐ m Easy
- ☐ m Neither easy nor difficult
- ☐ m Difficult
- ☐ m Very difficult
- ☐ m Don't know

B21. Since 2022 (or since you started allowing it, if later), how has your satisfaction changed about the process of allowing WIC participants to transact their benefits using self-checkout when shopping in-person?

Select one only

- ☐ m Satisfaction has gotten **a lot better**
- ☐ m Satisfaction has gotten **a little better**

- ☐ 3 m Satisfaction has **not changed**
- ☐ 4 m Satisfaction has gotten **a little worse**
- ☐ 5 m Satisfaction has gotten **a lot worse**
- ☐ D m Don't know

B22. What other efforts has the WIC vendor where you work implemented since 2022 to improve the in-person shopping experience?

Select all that apply

- ☐ 1 0 Placing WIC items together (e.g., WIC aisle or WIC store within the store)
- ☐ 2 0 Improving signage and labels for WIC-eligible items
- ☐ 3 0 Training employees on the WIC program
- ☐ 4 0 Improving customer service to WIC participants at checkout
- ☐ D m Don't know

**IF YOU WORK FOR A FARMER, FARMERS' MARKET, OR ROADSIDE PRODUCE STAND, CONTINUE TO C1.
OTHERWISE, GO TO D1.**

SECTION C. FARMER/MARKET/ROADSIDE PRODUCE STAND SATISFACTION AND EXPERIENCES WITH WIC/FMNP ELECTRONIC BENEFIT REDEMPTION

The following are questions about your experience and satisfaction with accepting WIC/FMNP benefits electronically at a farmers' market or roadside produce stand. You might accept WIC/FMNP benefits electronically through a WIC electronic benefit transfer (EBT) card, mobile pay, or a QR code.

- C1. Currently, how do you feel about the WIC/FMNP authorized outlet where you work being a WIC/FMNP authorized farmer/market/roadside produce stand?**

Select one only

- ☐ 1 m Very satisfied
- ☐ 2 m Satisfied
- ☐ 3 m Neither satisfied nor dissatisfied
- ☐ 4 m Dissatisfied
- ☐ 5 m Very dissatisfied
- ☐ D m Don't know

- C2. Since 2022 (or since you became a WIC/FMNP authorized farmer/market/roadside produce stand, if later), how has your satisfaction with the WIC/FMNP authorized outlet where you work being a WIC/FMNP authorized farmer/market/roadside produce stand changed?**

Select one only

- ☐ 1 m Satisfaction has gotten **a lot better**
- ☐ 2 m Satisfaction has gotten **a little better**
- ☐ 3 m Satisfaction **has not changed**
- ☐ 4 m Satisfaction has gotten **a little worse**
- ☐ 5 m Satisfaction has gotten **a lot worse**
- ☐ D m Don't know

- C3. Does the WIC/FMNP authorized outlet where you work currently accept electronic benefits for the Farmers' Market Nutrition Program (FMNP) or the WIC cash value benefit (CVB; the WIC fruit and vegetable benefit)?**

Select all that apply

- ☐ 1 o Accept electronic FMNP benefits
- ☐ 2 o Accept electronic WIC CVB
- ☐ 0 m Do not accept electronic benefits ☐ → GO TO D1
- ☐ D m Don't know ☐

IF THE WIC/FMNP AUTHORIZED OUTLET WHERE YOU WORK CURRENTLY ACCEPTS ELECTRONIC FMNP BENEFITS, CONTINUE TO C4.

IF THE WIC/FMNP AUTHORIZED OUTLET WHERE YOU WORK CURRENTLY ACCEPTS ELECTRONIC WIC CVB BUT NOT ELECTRONIC FMNP BENEFITS, GO TO C8.

OTHERWISE, GO TO D1.

- C4. What year did WIC/FMNP authorized outlet where you work start accepting electronic FMNP benefits?**

YEAR

☐ m Don't know

- C5. In your opinion, how easy or difficult was it to start accepting electronic FMNP benefits? When responding, consider tasks related to starting up the activity.**

Select one only

- ☐ m Very easy
☐ m Easy
☐ m Neither easy nor difficult
☐ m Difficult
☐ m Very difficult
☐ m Don't know

- C6. In your opinion, how easy or difficult has it been to continue accepting electronic FMNP benefits? When answering, consider tasks related to maintaining the activity.**

Select one only

- ☐ m Very easy
☐ m Easy
☐ m Neither easy nor difficult
☐ m Difficult
☐ m Very difficult
☐ m Don't know

C7. Since you started accepting them, how has your satisfaction with accepting electronic FMNP benefits changed?

Select one only

- ☐ 1 m Satisfaction has gotten **a lot better**
- ☐ 2 m Satisfaction has gotten **a little better**
- ☐ 3 m Satisfaction has **not changed**
- ☐ 4 m Satisfaction has gotten **a little worse**
- ☐ 5 m Satisfaction has gotten **a lot worse**
- ☐ D m Don't know

IF THE WIC/FMNP AUTHORIZED OUTLET WHERE YOU WORK CURRENTLY ACCEPTS ELECTRONIC WIC CVB, CONTINUE TO C8.

IF THE WIC/FMNP AUTHORIZED OUTLET WHERE YOU WORK CURRENTLY ACCEPTS ELECTRONIC WIC BENEFITS BUT NOT WIC CVB, GO TO C12.

OTHERWISE, GO TO D1.

C8. What year did the WIC/FMNP authorized outlet where you work start accepting electronic WIC CVB (the WIC fruit and vegetable benefit)?

YEAR

- ☐ D m Don't know

C9. In your opinion, how easy or difficult was it to start accepting the WIC CVB (the WIC fruit and vegetable benefit)? *When responding, consider tasks related to starting up the activity.*

Select one only

- ☐ 1 m Very easy
- ☐ 2 m Easy
- ☐ 3 m Neither easy nor difficult
- ☐ 4 m Difficult
- ☐ 5 m Very difficult
- ☐ D m Don't know

C10. In your opinion, how easy or difficult has it been to continue accepting the WIC CVB (the WIC fruit and vegetable benefit)? When answering, consider tasks related to maintaining the activity.

Select one only

- ☐ 1 m Very easy
- ☐ 2 m Easy
- ☐ 3 m Neither easy nor difficult
- ☐ 4 m Difficult
- ☐ 5 m Very difficult
- ☐ D m Don't know

C11. Since you started accepting it, how has your satisfaction with accepting the WIC CVB (the WIC fruit and vegetable benefit) changed?

Select one only

- ☐ 1 m Satisfaction has gotten **a lot better**
- ☐ 2 m Satisfaction has gotten **a little better**
- ☐ 3 m Satisfaction has **not changed**
- ☐ 4 m Satisfaction has gotten **a little worse**
- ☐ 5 m Satisfaction has gotten **a lot worse**
- ☐ D m Don't know

C12. How can your WIC or FMNP State agency improve the experience of the WIC/FMNP authorized outlet where you work in accepting electronic FMNP benefits and/or the WIC CVB?

Select all that apply

- ☐ 1 o Communicate WIC/FMNP program updates in a timely manner
- ☐ 2 o Provide accessible information about WIC/FMNP program changes at the farmers' market
- ☐ 3 o Provide information about WIC/FMNP program changes at the farmers' market in languages other than English
- ☐ 4 o Provide support to resolve technical issues related to accepting electronic WIC/FMNP benefits
- ☐ 5 o Provide training on how to accept electronic WIC/FMNP benefits
- ☐ 6 o Provide hardware (such as iPads, hotspots, etc.) to support acceptance of electronic WIC/FMNP benefits
- ☐ 7 o Provide software to allow for better mobile pay options
- ☐ 8 o Make the reimbursement process easier and faster
- ☐ 9 o Provide an offline option for accepting electronic WIC/FMNP benefits
- ☐ 10 o Provide dedicated on-site staff at the market/roadside produce stand to assist with accepting electronic WIC/FMNP benefits
- ☐ D m Don't know

**SECTION D. WIC VENDOR AND FARMER/MARKET/ROADSIDE PRODUCE STAND
STAFF SATISFACTION WITH STATE AGENCY COMMUNICATIONS AND
INTERACTIONS**

You're almost done with the survey!

We have a few more questions about your experience and satisfaction with communications and interactions with your WIC/FMNP State agency.

- D1. Has the WIC vendor or WIC/FMNP authorized outlet where you work used the [STATE AGENCY NAME]'s website or online system to obtain information about the WIC/FMNP program?**

Select one only

☐ Yes → CONTINUE TO D2

☐ No

☐ Don't know → GO TO D4

- D2. In your opinion, how easy or difficult has it been to use the [STATE AGENCY NAME]'s website or online system to obtain information about the program?**

Select one only

☐ Very easy

☐ Easy

☐ Neither easy nor difficult

☐ Difficult

☐ Very difficult

☐ Don't know

- D3. Since you started using it, how has your satisfaction with the [STATE AGENCY NAME]'s website or online system changed?**

Select one only

☐ Satisfaction has gotten **a lot better**

☐ Satisfaction has gotten **a little better**

☐ Satisfaction has **not changed**

☐ Satisfaction has gotten **a little worse**

☐ Satisfaction has gotten **a lot worse**

☐ Don't know

D4. Overall, in what ways could the WIC/FMNP program improve its outreach and support to WIC vendors, farmers/markets/roadside produce stands, and their staff?

Select all that apply

- ☐ 1 Increase frequency of communication
- ☐ 2 Decrease frequency of communication
- ☐ 3 Translate the communication into additional languages → CONTINUE TO D5
- ☐ 4 Conduct communication in different ways (such as email, text messages, etc.)
- ☐ 5 Improve training content
- ☐ 6 Increase the frequency of in-person visits by WIC/FMNP staff to offer support
- ☐ 7 Decrease the frequency of in-person visits by WIC/FMNP staff to offer support
- ☐ 8 Increase the frequency of in-person monitoring visits by WIC/FMNP staff
- ☐ 9 Decrease the frequency of in-person monitoring visits by WIC/FMNP staff
- ☐ 10 Increase the frequency of training
- ☐ 11 Decrease the frequency of training
- ☐ 99 Other (specify):

☐ Don't know

IF YOU SELECTED THAT THE WIC/FMNP PROGRAM COULD TRANSLATE THE COMMUNICATION INTO ADDITIONAL LANGUAGES, CONTINUE TO D5. OTHERWISE, GO TO THE NEXT PAGE.

D5. You indicated that the WIC/FMNP program could improve its outreach and support to WIC vendors, farmers/markets/roadside produce stands, and their staff by translating their communication into more languages. Which languages would you prefer?

Select all that apply

- ☐ 1 English
- ☐ 2 Spanish
- ☐ 3 Arabic
- ☐ 4 Mandarin
- ☐ 5 Haitian/Creole
- ☐ 6 Korean
- ☐ 7 Vietnamese
- ☐ 8 Tagalog (including Filipino)
- ☐ 9 Dari
- ☐ 99 Other

Please provide the email address where we should send your \$10 gift card. **If you do not wish to receive a payment, please leave this question blank.**

EMAIL

Thank you for completing this survey!

Please return your completed survey to the [STATE AGENCY NAME] clinic.

If you provided a valid email address, you will receive a \$10 gift card by email. If you do not receive it, please contact the study team at **[toll-free number]** or WICStudy@mathematica-mpr.com.